

News Consumption Among College Students Digital Age

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## **Introduction**

According to a study conducted at Jaume University in 2012, “just 28% of young people read the news either online or from a printed newspaper (Science Daily, 2013).” On the other hand, research has also shown that news consumption habits among young people vary. Television, and radio are not utilized as much when it comes to news consumption among young adults (Faber, 2012). Thus, other studies say that news consumption among college students is low, and they are less informed of what is going on in the world than their parents. Are young adults between the ages of 18-30 interested in other types of current events than the ones their parents think are important? Readership is low among young adults for printed newspapers and online news print (Patterson, 2006). Furthermore, other studies say that news consumption among college students has changed in the recent years because of social media sites and the latest technology. In examining the news consumption habits of college students, their relationship with the news, social media, and this paper will attempt to emphasize why news consumption among young adults is low, and how young adults consume news in other ways.

## **Thesis**

Even though college students may be less informed on current events than their parents, because the attitude towards the news among some college students is that the news does not affect them, or does not pertain to what is going on in their lives (Jones, 2013). Also, there are college students who refuse to pay for the news (Science Daily, 2013). Often, young adults have reported that they find the news too time-consuming, boring, and hard to understand (Lewis, 2008). Based on these reason, there has been a decrease in readership among young adults for

printed news and online news (Science Daily, 2013). Traditional news is of no interest to most young adults because social media delivers news that is faster and enables people to share and create information based on their topic of interest.

Recent studies have shown that young adults have come up with new ways of staying informed with current events through other sources of media (Patterson, 2006). Nevertheless, students prefer social media sites over traditional news because they are able to share, and create information faster (Lavrusik, 2010). A survey was done in Spain on the news consumption habits of young college students, and it was found that most college students refused to pay for the news, whereas, an older adult may prefer to read a newspaper than access the web as their news source ( Science Daily, 2013). Only 6.2% of those students said they would subscribe to some form of media source (Science Daily, 2013). Meanwhile, one in five older adults uses only the newspaper as their main source for news consumption on a daily basis, and they care about the stories they read (Patterson, 2006). The attraction to social media may be that the news on these sites are personalized to what is of interest to young adults ( Lavrusik, 2010).

According to Lavrusik, 75% of the news that is consumed online is shared through social media (Lavrusik, 2010). The latest technology makes the news more easily accessible if you have a tablet, iPad, smartphone, or laptop. Online news can be read at any time because of the latest technology. Nevertheless, young people will still continue to have little interest in the news no matter how accessible it is (Rogers, 2013). Although, the internet guarantees access to anything on a continuous basis, it does not guarantee that a daily news habit will be produced if

the student did not already have one (Patterson, 2013). Lifelong news habits are formed during the transitional years of adulthood (Lewis, 2008). Furthermore, the internet is said not to be the reason for the decline in news interest among young adults (Patterson, 2013). Is it the news stories themselves? What kinds of news interest young adults these days? College students, and teens are interested in news stories that are about celebrities and anyone they idolize. Young people seem to be less interested in hard news stories. Furthermore, a study conducted by Susan Moelller called "The World Unplugged, found that across the world students had reported that they receive news through their phones, or a text message from friends, but the stories are not always about major news stories ( Moeller, 2011). The media sources that young adults use for news and other types of information are Facebook, Twitter, Gmail (Moeller, 2011). Social media platforms are how college students, and any young adult consumes news ( Moelller, 2011).

Reading the news will keep your mind sharp.

