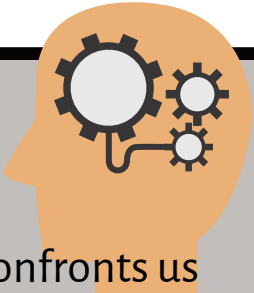


From prosumer to prodesigner: Participatory news consumption

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INTRODUCTION



A new set of terms is now emerging such as that of “pro-sumer” and “prod-usage”

Users become news producers and/or news prosumers

Social logic confronts us with the innovative possibilities of increased connectivity and participation



METHODOLOGY

Telephone interviewing in USA

8248 adults aged eighteen and older

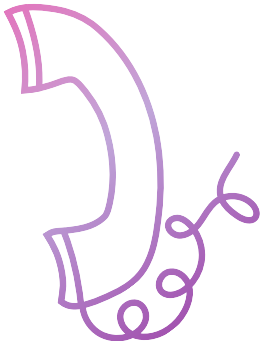


Table 1. Distribution of the news consumers (by percentages).						
Age (years) Total N=8,248	Male N=4,001	Female N=4,247	LTHS N=1,038	HSGRAD N=2,847	SOMECOLL N=1,926	COLL.GRAD+ N=2,385
Gen Y (18-34)	33	29	32	28	41	27
Gen X (35-46)	20	18	15	18	19	23
Trial Boom (45-56)	19	20	18	21	17	22
Lead Boom (57-65)	12	14	13	13	11	15
Matures (66-74)	7	8	11	9	5	7
After Workers (+75)	6	9	9	9	6	5

Source: Pew Research. (Legend of Education level: LTHS "less than high school, grades 9-11 or no grade", HSGRAD "High school graduate, grade 12 or technical/vocational school", SOMECOLL "some college, no 4-year degree", COLL.GRAD+ "College graduate, a 4-year degree, or a post-graduate training").

CONCLUSIONS

The main activity in news consumption for the young generations is searching



Citizens are mostly empowered to create popular culture-oriented content and personal/everyday life-oriented content rather than news/informational content. if news consumption is one of the ways and means of connection with reality, the chall