

YOUNG ADULTS' INTERACTION WITH ONLINE NEWS AND ADVERTISING

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<https://doi.org/10.3916/C59-2019-02>

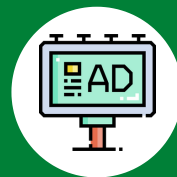
INTRODUCTION



News consumption, is not always planned by users. Thus, they devote to it only partial attention.



Young adults, use their mobile devices to access their social networks from which they consume news in a casual and incidental way.



Online advertising, is negatively valued because it increases indiscriminately and interrupts navigation.

OBJECTIVES

- How do young adults interact with the news?
- To what extent is their consumption conditioned by the presence of advertising?
- Are they concerned about the release of personal data?

16 young people aged 25-34 from Navarra (Spain)

2 discussion groups



Topics for discussion:

- News consumption
- Interest in local news and media
- Digital media consumption
- Use of social networks
- Advertising and personal data

RESULTS

Interest in current information increases when they empathize with its content or this content affects them directly.

The device most used by young adults to access news is the mobile phone, followed by the computer.

Social media, media sites and television programs were the most popular sources, with print newspapers in fourth place.

The perception of advertising is not very positive, they think it is useless and also interrupts navigation.

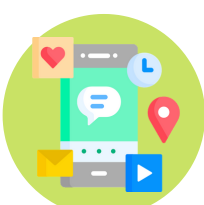
Access to news through the media website, directly or via social networks (Facebook and Twitter).

Some applications record information without the user's knowledge and give data to third parties, creating a sense of control and discomfort.

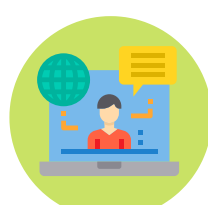
CONCLUSIONS



The social and family environment, as well as the type of activity and routines of these young people condition how they access the news.



Despite the intensive use of social networks to find news with a variety of approaches, they are considered unreliable or biased as the only source of information.



Journalism must take into account these new consumption patterns of young people, without losing quality.

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