

See discussions, stats, and author profiles for this publication at: <https://www.researchgate.net/publication/336086019>

News Usage Patterns Of Young Adults In The Era Of Interactive Journalism

Article · September 2019

DOI: 10.34276/1822-009-999-005

CITATIONS

8

READS

488

4 authors:



Anna Podara

Aristotle University of Thessaloniki

19 PUBLICATIONS 124 CITATIONS

[SEE PROFILE](#)



Maria Matsiola

University of Western Macedonia

42 PUBLICATIONS 454 CITATIONS

[SEE PROFILE](#)



Theodora A. Maniou

University of Cyprus

73 PUBLICATIONS 351 CITATIONS

[SEE PROFILE](#)



George Kalliris

Aristotle University of Thessaloniki

94 PUBLICATIONS 2,061 CITATIONS

[SEE PROFILE](#)

Some of the authors of this publication are also working on these related projects:



Acoustic Design of Music School of Thessaloniki [View project](#)



Speech Emotion Recognition for Interaction [View project](#)

UNIVERSITY
ABDELHAMID IBN BADIS
MOSTAGANEM, ALGERIA



Strategy and Development Review



Special Issue :

"INTERNATIONAL PERSPECTIVES IN POLITICS AND JOURNALISM"

Communication Institute of Greece (COMinG), April / May 2019, Athens - Greece





STRATEGY AND DEVELOPMENT REVIEW
Approved International Scientific Review
Specialising in economics



Published by the Faculty of Economics, Business and Management Sciences
University of Mostaganem, Algeria

P-ISSN: 2170-0982 / E-ISSN: 2600-6839 / ISBN: 2011-4793 / Class: B

Special Issue:

"INTERNATIONAL PERSPECTIVES IN POLITICS AND JOURNALISM"

A Collaboration between:

"Strategy & Development Review (SDR)" (scientific journal
based in Algeria)



and

the "Communication Institute of Greece (COMING)".
(academic Association based in Greece)



Honorary President: Pr. Mostefa BELHAKEM

Director and Editor-in-Chief: Pr. Laadjal ADALA

Assistant director: Dr. M'hamed BELGACEM

Chairman of the Reading Committee: Dr. Djilali BOUCHERF

Director of Electronic Publishing: Dr. Hadj KHELIFA

Editors for this Special Issue

Dr. Mohsen BRAHMI–Tunisia & Dr. Margarita KEFALAKI – Greece

Editorial Board

Dr. Mohamed Laid BAYOUD	Dr. Mohamed HANI
Dr. Belkacem BENALLAL	Dr. Yehia HAOULIA
Dr. Abdelkadir BESSEBA	Dr. Fatima LALMI
Dr. Khaldia BOUDJENANE	Dr. Amina MERABET
Dr. Nassima DJELLOULI	Dr. Fatiha MOKHTARI
Dr. Yacine Si Lakhdar GHARBI	Dr. Abdelhak TIR

Computer team

Dr. Mohammed BENMOUSSA	Mr. Ali BOUDJELAL
Dr. Ben Mouffek ZARROK	Miss. Karima DJELLAM
Miss. Asmaa DRISSI	Mr. Khaled MEDEKHEL
Miss. Samia DRISSI	Mme. Nadra RECHIDI-SIDHOUM

International scientific committee
for this special issue:

- Dr. Fotini DIAMANTIDAKI – UK
- Dr. Michael A. ALTAMIRANO – USA
- Dr. Michael NEVRADAKIS – Greece
- Pr. Carlos E. RIOS-COLLAZO – USA
- Pr. Andreas VEGLIS – Greece
- Dr. Athina PAPAGEORGIOU – Greece
- Pr. Belgacem ZAIRI – Algeria
- Dr. Oana B. ALBU – Denmark
- Pr. Pascal CATHERINE –France
- Pr. Severine L.LOANE – France
- Dr. Sandra S. FILIPE – Portugal
- Dr. Nathalie NEVEJANS – France
- Dr. Rana EL JISR – Lebanon
- Pr. Jean Claude MASWANA – Japon
- Pr. Nicolas AUBERT - France
- Pr. Sally WALLACE – USA
- Pr. Luigi ALDIERI– Italy
- Dr. Maria T. JÄRLSTRÖM – Finland
- Dr. Isabelle CHOQUET – Belgium
- Dr. Christina KOUTRA- UK
- Pr. José DANTAS – Portugal
- Pr. John G. BURGOYN- UK
- Pr. Concetto Paolo VINCI - Italy
- Pr. Sahbi SIDHOM - France

STRATEGY AND DEVELOPMENT REVIEW

P-ISSN: 2170-0982 / E-ISSN: 2600-6839 / ISBN: 2011-4793 / Class: B

DESCRIPTION

Strategy and Development Review is an international, double-blind peer-reviewed, Bi-annual, free of charge and open-access journal published by the Faculty of Economics, Business and Management Sciences- Abdelhamid ibn badis University – Mostaganem, Algeria. The journal focuses on the following topics: Economics; Management; Finance and Accounting. It provides an academic platform for professionals and researchers to contribute innovative work in the field.

The journal carries original and full-length articles that reflect the latest research and developments in practical aspects of Economics, society and human behaviors. The journal is published in paper and e-copy. The latter is open-access and free to download. All international submissions are very welcome and articles can be sent at any time for consideration. Our two issues are published in January and July respectively and comprise but not restricted to the following areas:

- Economics, Econometrics and Finance;
- Economics and Econometrics;
- Finance;
- Business, Management and Accounting;
- Accounting;
- Business and International Management;
- Marketing;
- Strategy and Management;
- Tourism, Leisure and Hospitality Management;
- Industrial relations;
- Islamic Economy.

Address: Strategy And Development Review, Faculty of Economics – Kharouba city,
Mostaganem University, W- Mostaganem 27000, Algeria

E-mail: strg.devp@gmail.com

Web: <http://rsd.univ-mosta.dz>

<http://www.asjp.cerist.dz/en/PresentationRevue/276>

COMMUNICATION INSTITUTE OF GREECE

The Communication Institute of Greece (COMinG) is an International Association of Academics, Researchers, and Professionals, from all around the world.

Established in 2003 in France and relanced in 2015 in Greece, by Academics, Researchers and Professionals, interested by education and its future. Our international community (take a look at <https://coming.gr/members-ambassadors/>) aims to promote fruitful communication, research, education and facilitate exchange among academics and professionals, from all over the world.

Our mission is to create a forum where we can meet and exchange experiences and ideas about the development of our discipline, by the organisation of international conferences, the promotion of research and the production of publications.

This issue is a selection of papers from the three (3) international conferences that the Communication Institute organized in 2019: a) The 5th International Conference on Communication and Management (ICCM2019), Athens, Greece, 15-18 April 2019, b) The International Hellenic Conference of Political Science: New Challenges, New Answers (HEPO2019), Athens Greece, 17-20 April 2019, and c) The International Conference on Education (EDU2019), Athens, Greece, 13-16 May 2019. For more information please take a look at <https://coming.gr/previous-conferences/>

For 2020 we organize three (3) International Conferences:

- The 6th International Conference on Communication and Management (ICCM2020), Athens, Greece, 03-07 May 2020;
- The 2nd International Conference on Political Sciences: New Challenges, New Prospects (HEPO2020) (Communicating in Politics?), Athens, Greece, 03-07 May 2020;
- The 2nd International Conference on Education (EDU2020), Athens, Greece, 10-14 May 2020.

For more information please take a look at <https://coming.gr/> or/and send an email at info@coming.gr

News usage patterns of young adults in the era of Interactive Journalism

Anna Podara¹, Maria Matsiola², Theodora A. Maniou³, George Kalliris⁴

¹ School of Journalism & MC, AUTH, Greece

² School of Journalism & MC, AUTH, Greece

³ Department of Social & Political Sciences, University of Cyprus, Greece

⁴ School of Journalism & MC, AUTH, Greece

Received: 30/06/2019

Accepted: 11/08/2019

Published: 10/09/2019

Abstract:

In this study the emerging processes of news consumption among young adults of the post-millennial generation are explored. New forms of journalism, such as video journalism, interactive journalism, multimedia journalism, long form and slow journalism are presented along with their impact on the aforementioned audience. To support the theory on behavioral patterns of online news usage, a focus group among English speaking university students, majoring in journalism was conducted in Greek and Cypriot Universities. Furthermore, the interactive reporting series “NSA files: decoded” was used as a case study, to answer whether experimental forms like interactive reporting is compatible with the needs of the generation under study. In general young adults in this research stated that they prefer traditional form of reporting rather than interactive. It seems that as interactivity is getting more and more present, the less coherent the narration becomes. Even though young adults are known as active learners, they prefer a strong narrative to an interactive template. That sparks a debate about what the future of journalism would be.

Keywords: digital natives, interactive journalism, news consumption, online news

Corresponding author: Anna Podara, *e-mail:* apodara@jour.auth.gr

1. INTRODUCTION

In recent decades along with traditional media - print, radio and television - several other forms of news content have emerged and were added in the original context while journalists are in a perpetual effort to keep up with the changing media landscape. At the dawn of the previous century (1904) Joseph Pulitzer had created the base for a training school for journalism, rejecting objections that “journalism cannot be taught” or “there is no special department required”. Today, about 120 years later, journalists are in an urgent need to be taught and trained since they have to acquire specialized education on new tools and emerging practices in order to develop their profession even further and survive the competition.

Video journalism, interactive journalism, citizen journalism, multimedia journalism, data journalism, slow journalism, etc., are new models of journalism that have emerged the last decade (Bro, 2018). The way young adults welcome or not these innovative models are crucial to the future of journalism and needs to be investigated more. In that framework, academic research regarding preferences and news consumption practices of the younger generation are vital to the media industry.

In this study, news usage patterns of the post-millennial generation are explored. Reporting series “NSA files: Decoded” was used as a case study since its interactive structure presents features of new journalistic practices in the modern media environment. First, we deal with the theoretical background about the models of journalism that can be identified in the form of “NSA files: Decoded” (multimedia journalism, cross media journalism, longform journalism, slow journalism). Then, we use focus group methodology to explore two research questions:

RQ1. Which behavioral patterns are observed among the young adults in terms of online news consumption?

RQ2. Is interactive reporting a form of storytelling that is preferred by this cohort?

2. New models of journalism: Multimedia journalism

Nowadays, news writing is not only using a pen or keyboard to develop a story. The journalist in the digital environment has to work with several other professionals so as to disseminate information using new

narrative techniques (Maniou & Veglis, 2016; Maniou, Panagiotidis & Veglis, 2017; Veglis & Maniou, 2019). The “explosion” of new tools and techniques in Web 2.0 has inevitably changed the nature of journalism (Anderson, Bell & Shirky, 2015). The practice of distributing news using multimodality is called multimedia journalism and is related to media convergence of communication technologies (Deuze, 2004). In this framework and in an effort to deliver a more integrated term, Gitner (2016) proposes the term *digital* in a sense that it includes everything from broadcast to mobile to web.

New York Times was one of the first major newspapers entities that recognized the need for online transformation. Posting online traditional reporting pieces, like other newspapers were performing, was not enough for this media conglomerate. *New York Times* became a pioneer in exploring new ways to tell a story for online readers. According to its *Innovation Report (2014)*:

Our core mission remains producing the world’s best journalism. But with the endless upheaval in technologies, reader habits and the entire business, the Times need to pursue smart new strategies for growing our audience. The urgency is only growing because digital media is getting more crowded, better founded and far more innovative (Benton 2014).

One of the first examples of multimedia journalism was created in 2010, when *CNN* used 3-D video techniques to include short 3-D video footage to online coverage of major events (i.e., Earthquake of Haiti, 2010). One of the main advantages of 3-D videos is the possibility to communicate information more effectively with digital means by telling stories that can be experienced directly within a real environment, transforming the viewer’s experience (Bimber, Encarnacao & Schmalstieg, 2003, p.87). Those innovations provide more spatial points of view along with the sense of physical immersion (“being there”) (Van der Haak, Parks & Castells, 2012).

Newsgames is another example of experimenting with interactivity in journalistic form (Treanor & Mateas, 2009). Encompassing computer games with an intention of explaining or commenting on current news,

as a journalistic practice, has emerged almost two decades ago, but the last few years *newsgames* which are employed to make audience participate in the public sphere are gaining ground (Burton, 2005; Sicart, 2008; Teixeira et al., 2015; Wiehl, 2014; Stein, 2012). Major news companies, like *The Guardian* embraced this form for their interactive sections (<https://www.theguardian.com/technology/gamesblog/2013/jan/11/news-games-future-interactive-journalism>). Journalists, in cooperation with developers, have started to create and release games in response to current events. This processing is very demanding and that is the reason it is not used in topical coverage (Dowling & Vogan, 2015).

3. New models of journalism: Longform, Slow journalism

Academic studies have indicated that young people need quality content and reliable information and their preferences seem to point towards a type of journalism that needs both speed and credibility; besides the provision of news with speed, more in-depth research is demanded according to the type of content (Erbsenet al., 2013; Drok & Hermans, 2016).

Speed in cost of quality is a classic problem of digital journalism. In this framework, the model of “Slow Journalism” has appeared the last ten years (Greenberg, 2007) embracing longform articles and interactive reporting techniques. This type of journalism refers to specific narrative storytelling, where long formats and principles of narration are used (Le Masurier, 2015). “Slow Journalism” is considered to be the answer to the stressful, ever faster pace of journalism in the digital era. It is perceived as filling the gap of our understanding of the world. Greenberg (2012, p.381) describes Slow Journalism as “a collection of longer non-fiction genres, like the essay and the reporting”. In this type of journalism, audiovisual content is used not just to illustrate a story but to add in the narrative process (Costera Meijer, 2007, p.112).

The challenge in this multi-choice media environment is to find new ways to deliver large amount of information in a creative and easy way. Salaverría (2014) points out that gradually media organizations are convinced that longform reporting may find a place in the contemporary environment. In this pathway, longform journalism is a newly introduced

form of multimedia journalism, deriving from the spread of mobile devices (Longhi & Winques, 2015). According to Fischer (2015), it “*describes 1) a level of in-depth reporting that goes beyond the everyday standard of production and/or 2) narrative storytelling that is presented in an appealing way, often with multimedia elements to enhance the piece*”. In the framework of interactivity, longform reporting has borrowed some features from film industry. Usually this form of news has cinematic visual features, subtle transitions between text and audiovisual content (swipe and dissolve), full screen –one page template and high level of multimodality (Gutsche, Jacobson & Marino, 2015).

Trying to create distraction-free environments, this emerging genre of interactive longform articles combines written language, photography, videos and graphics joined together to a narrative using subtle transitions (Hiippala, 2017). There are also multimedia publishing platforms that can help journalists or other content creators to easily produce such interactive reporting forms, using WYSIWYG tools (e.g., Atavist <https://atavist.com/>). Each article of this kind is, according to Dowling and Vogan (2015), a “*cognitive container*” which aims to minimize the distraction from a typical browsing experience and enhance the engagement to the narrative, in contrast to the fast-food consumption of online news.

Longform is more than a simple display of technological prowess: multimedia aspects and multimodality in the unfolding narrative has enabled the longform to recontextualize traditional techniques of literary journalism (Gutche, Jacobson & Marino, 2015). One of the first examples of good practice is the interactive longform reporting “Snowfall: The Avalanche of Tunnel Creek”, dealing with the entrapment of snowmen in the Cascade Mountains of Washington by a snowball. It was created by the *New York Times*, re-discovering the template for digital long form articles and inspiring other media to follow (Ivakhno & Sklower, 2014). This longform journalistic product set the doubt regarding the prejudice that people want to read online only short and quick texts (Dowling & Vogan, 2015). It was constructed based on a combination of text, code, graphics, audio, photos and videos or animation, experimenting with tools of Web 2.0, just like interactive-documentaries have started to do so some years

ago. Its creators did not confine themselves to visual interactive design but tried to create a compelling news template in which interaction does not distract the user but reinforce the reading experience (Dowling & Vogan, 2015). Another example of longform journalism is “Firestorm”, the *Guardian*’s multimedia interactive reporting about bushfires in Tasmania. It has received widespread praise on the web for its moving and immersive portrayal of a crisis and is accompanied with a longform e-book about the story¹.

4. News usage patterns of millenials and post-millenials

Age, as a personal characteristic, and generation, as a collection of characteristics, are considered factors that determine media use and consumption in different categories of information seeking, i.e. news or entertainment (Bolin & Skogerbø, 2013). Also, since the selection of media is dependent on the available resources it is rather obvious that each generation may have different approaches on the way it gets informed, distinguishing each media genre (Edgerly, 2017). It is commonly known that young people today are more attracted to online use in general (Williamson, Qayyum, Hider & Liu, 2012) and in information seeking since it provides more control over their customized experience (Spyridou & Veglis, 2008).

Whereas several researchers have studied and analyzed news consumption in the digital era (Ahlers, 2006; Chyi and Lee, 2013; Mitchelstein & Boczkowski, 2010; Peters, 2012; Rackway, 2014), only in the last few years studies on the way young adults consume news online have been released. Young people who have been born in the early 2000’s are subjects in academic researches, consisting generation groups which are basically named after their birth date. In this framework, they are called post-millenials, Digital Natives, Google Generation, Generation Z, iGeneration etc. (Tapscott, 2009).

For the purposes of this study, the general term “young adults” is adopted. The main feature of this generation is that it consists of people who are natives to the digital world and that is the reason why Prensky (2001) named them *Digital Natives*. They rely on the Web for their knowledge acquisition process, as if it is their external brain (Thomas

&Srinivasan, 2016). In contrast to the previous generations who have learned to use the Internet similar to learning a foreign language, digital natives have invented new ways and evolved others in doing everything, from communicating to searching and from meeting to gaming, differently because technology has changed their behavior radically (Prensky, 2004).

Young people prefer web-based news because they are cost-free; they are fast and convenient to read (Casero-Ripollés, 2012). They cannot find news in the traditional media related to their interests (Qayyum et al., 2010; Vanderbosch, Dhoest & Van der Bulcke, 2009). According to Bennett (2008), they do not have preferences for general news; instead they prefer content that relates to their personal-topical interests. To this, self-education parameter should be added, because young adults consider Web as the main source of their education and they prefer to be self-educated (Thomas & Srinivasan, 2016). This is coherent with previous research which indicated that millenials, due to a huge array of choices, have become experiential and exploratory learners and they prefer learning by doing (Sweeney, 2006). A previous study regarding the audiovisual media usage of young adults has shown that this generation does not want to have any boundaries of time and space; they prefer to watch what they want, at the time they want, when they want it; this is the reason why they are also abandoning TV as a viewing platform (Banaji & Buckingham, 2010).

Another characteristic of young consumers' news usage is that the majority of them read the news on a mobile phone. According to Pew Research Center (2011), half of the smartphone owners use their mobile devices for news (Chan-Olmsted, Hyejoon & Zerba, 2013). This behavior is taken into consideration by the news producers, since the consumption way of the young adults will be the norm for the next generation of news users.

As far as online reading is concerned, "keyword spotting" is the selected method by young adults. They can locate needed information very fast, paying little attention in reading an entire page. Young users of Web are reading news, mostly by scrolling on their social media timelines and reading the headlines since they want quick and frequent news production (Costera Meijer, 2007).

According to a study, among 1014 millenials, conducted by the

American Press Institute in collaboration with the Associated Press-NORC Center for Public Affairs Research in 2014²,

this generation tends not to consume news in discrete sessions or by going directly to news providers. Instead, news and information are woven into an often continuous but mindful way that Millennials connect to the world generally, which mixes news with social connection, problem solving, social action, and entertainment.

Another very important factor to news usage research is the distraction that can be easily caused to young adults. The young people's attention span, which used to be 7-10 minutes for millennials, is getting reduced to 8 seconds, due to their constant exposure to technological tools (Rosen, 2015). On this ground the media market's concern was stimulated on an effort to achieve new ways to gain their attention.

The desire that the millennials as well as younger generations express for more engagement through active learning, checking and googling is a crucial feature of their news consumption pattern. Thus, they present very different ways of news usage compared to previous generations (Antunovic, Parsons & Cooke, 2016).

In the digital media era, young adults have access to a wider information basis so they are accustomed to a new information consumption process (Sweeney, 2006). They have developed essential skills to adapt to this new reality, such as rapidly searching and synthesizing large amount of information. This new perception is what media industry should keep in mind. Therefore, it is not about a new message but about a new perception.

5. Method

In this research, news consumption practices and preferences of young adults are examined. The aim is to discover in which ways the young readers consume online news and whether the form of an interactive reporting is alluring to them.

This qualitative study employs the focus group method, as an effective method of gaining an in depth understanding of people's perceptions, which is a user-assessment method, based on qualitative data collected through a semi-structured questionnaire (Rabiee, 2004). We used the single focus

group method, the most common and typical one where there is an interactive discussion of the topic between a facilitator and a collection of participants (Nyumba et al., 2018). There were two thematic areas that were discussed based on the research questions (as presented in the Introduction part).

The sample of the study consists of English-speaking students in Universities of Cyprus and Greece which follow the Erasmus+ Exchange Program of EU, majoring in Journalism and Mass Communications at their home universities. Therefore the sample consists of young people from different European countries (France, Sweden, Germany, Montenegro, Poland, Lithuania, Bulgaria, Estonia and Latvia).

Young people and especially university students are early adopters of an innovation and afford characteristic like openness to new channels and familiarity with media exposure, according to the “classical diffusion theory” (Rogers, 1995). Moreover, university students of journalism are motivated by their educational environment to be informed on the news, so they are more interested in that area than other students (Sherr & Jenkins, 2003).

Participants of the School of Journalism and Mass Communication at the Aristotle University of Thessaloniki (Greece) were four men and four women, in the age range of 18-25, from France, Sweden, Germany, Montenegro and Poland. They were chosen after their enrolment to attend the course of “Electronic Mass Media Technology” as the production of audiovisual reporting is within the scope of the course. Their positive attitude towards the use of technological tools in the process of practicing journalism was desirable.

Likewise, the participants of the Department of Journalism at Frederick University (Cyprus) were aged between 18-25. Six of them were women and two were men, coming from Lithuania, Bulgaria, Estonia and Latvia. They were selected after their enrollment to attend the course “Non-linear Multimedia Productions”. Their choice of the course was indicative of positive predisposition towards technology and audiovisual media, in addition to the fact that this is an elective and not a mandatory course in the Department’s curriculum.

This diverse sample offered to the researchers another interesting aspect to examine; the Web is creating a global audience, where geographical boundaries are less important factors of the news agenda. Had these individuals (from different countries, with different background and different internet penetration to population) the same news usage preferences or were there any differences, depending on the aforementioned factors?

The research was conducted in two phases, from September 2017 to January 2018. The questionnaire consisted of two parts. In the first part, participants were asked about their general news consumption patterns, while in the second, they answered questions regarding the way they consumed the specific interactive reporting that was selected as suitable for the purposes of the study. All the participants during this research phase were informed of the aims and the procedure of the study as well as of their anonymity. Due to the limited sample, the authors are not able to reach to wider conclusions; however, indicative findings provide sufficient answers to the research questions.

Participants, in both countries, were asked to read –browse the interactive reporting, “NSA Files decoded”³ from the interactive section of Guardian online newspaper. They had no guidance in advance about the way they should consume it, so as not to affect the research results. They had, though, a short briefing about the story of the article and the reasons why it was deemed important for the news agenda. Participants were asked to read the article during course hours, using their smartphones. They were free to stop reading whenever they felt like it.

In the next research stage, a discussion was held in which the participants were asked to describe the way they consumed the interactive reporting which was given to them. Before the initiation of the discussion they were informed that the procedure was being recorded. Afterwards, the researchers watched the footage and transcribed the discussion to analyze the findings.

6. Findings- Discussion

In the first part of the questionnaire, consumptions pattern and preferences of news usage are explored (**RQ1**). The received data

demonstrate that none of the participants, either in Greece or in Cyprus, declared traditional media as preferable. They unanimously stated that they prefer online sources.

On the question regarding the device through which they access news, 50% replied that they use both types of digital portable devices (laptop and smartphones), 40% that they prefer using the smartphone and 10% is oriented towards laptop use. Practical navigations patterns were mentioned as reasons for using the laptop: *“it is easier for me to seek information, to go from one website to another; the screen is bigger and more convenient”* (P.).

The use of smartphone was selected due to its description as *“more accessible, easier, and more practical”* (C.) and *“convenient to carry everywhere and get informed everywhere”* (A.). Finally, only one participant said that he had read printed newspaper: *“My parents buy newspaper, if I have time I will have a look but I see no point in it because every article I see in the newspaper I have already read it online.”* (Ti.)

In regards to the question about the waypost-millennials retrieve news online, it is concluded that their social media network is the most common source. Participants rarely visit an online media organization. Their “bubble” of personal contacts is their news provider and this is further enhanced regarding online use. *“I don’t believe that Facebook has the same reliability as a media webpage but I prefer easier accessibility”* (C.). Others stated:

If I want to learn more about something and I try to ‘google’ it there are really so many things about the topic... it is really unreliable. But I find something on YouTube or a link from some close friends that recommend this video then maybe it is true. (Ta.) I go on Twitter first to see what people are talking about, because it is very fast and you get hundreds of notifications. So I follow newspapers, media experts, influencers and I scroll down to the timeline. If something interesting catches my eye, I click on the link. Then I ‘google’ for more information. (A.)

Our research findings confirm previous studies analyzed in the literature review. Participants spot the news in their social media timelines

and create their own bubble, where they feel safe. Additionally, as mentioned earlier in the literature review, they do not mind getting informed by less professional news media (Banaji & Buckingham, 2010).

The second part of our questionnaire is related to news consumption in the form of interactive reporting (RQ2). With regard to the type of news they prefer to consume online, the results showed that all participants prefer online news in the form of text rather than video or audio.

In addition, in both groups, 80% of the respondents stated they did not like video/audio interfering with text in the interactive reporting structure. The main cause was the difficulty to watch video news on smartphone, while commuting. They stated:

“If I am on the bus without headphones I cannot watch them and it is annoying to always stop and have to watch and then read etc.” (G.) and “I didn’t click on videos because I didn’t want the music I was hearing on my smartphone to stop.” (So.). A third one said:

I would have to switch all my notifications on my phone- that is another factor [why video watching is disturbing]. If you get many messages and try to watch something at the same time, it is distracting. (A.)

Indeed, post-millennials do not want to have any boundaries of time and space (Podara, Maniou & Kalliris, 2016). But the same answer was also received when they were asked if they would watch these videos in their laptop, while at home, in their own time and space. The reply was that they would also skip videos, because of *“the desire to get fast information”* (So.). Participants felt restricted by the fact that they had to read such a long article to the end to find out the conclusion.

Another reason stated was the distraction caused due to the mixed news structure. In fact, two of the participants stated:

“I think it distracted my attention, because it was like video and then article and it was confusing. I prefer article and then video.” (Va.)

I don’t really like the way because it is too much for me. If I want to read I just read and if I want to watch video I will just watch video from different sources. I think it is just tiring when you just go through the page and all these people start talking – I didn’t

like it. I want to read and think and then maybe hear some comments. (Vi.)

One participant in the Greek group, that responded differently, argued that “*videos give to the interactive reporting an interesting dynamic*” (Ta.).

Graphics were very pleasant for participants in Cyprus because “*they were funny and you can breathe and continue reading again*” (Vi.). In the same context, all of the respondents unanimously were in favor of numbers and infographics which were characterized as more appealing.

In regards to the question on the way a longform article is consumed, 90% said that they will read it on a laptop and only if the topic is related to their interests. During the focus group discussion we have had answers like: “*It depends on the situation. I can read about photography, I can read about food ... topics of my interest.*” (Va.). “*I will read longform depending on the content, as long as something interests me. I will read as much as I feel satisfied. If I get the answers I want in the first part I will stop! (C.)*” and “*I would read it obviously when the topic is interesting to me. In other cases, when someone did this, did that, somebody died etc. only one paragraph is enough to know about it.*” (Po.)

Longform reporting is considered as a cognitive container which aims to minimize distraction, according to Dowling & Vogan (2015). However, the emerged data of the study showed that this is not effective enough for the easily distracted generation of young adults but rather annoying. Young audiences seem to prefer simpler structure of narrative based on a single medium, like traditional journalism used to perform. Only one participant responded differently saying “*this is exactly the type of reporting I would read on the go*” (Ti.).

Collected data, also, show that traditional form prevails in the comparison between interactive and traditional reporting forms. Young adults who participated in this research stated they were distracted by the deployment of the story in the interactive article. A remarkable percentage of 80% think that the extras (video/audio/graphics) compete with the text instead of supporting it and they would prefer them to be placed in the end of the story after the text. For example, they stated:

“I think the story in this website was confusing. Of course you read

text and then you watch videos in several websites but this was not what we were asked to do here.” (Va.). Another one said: “I was stressed. Maybe it is better for us to understand information in such form but for me it is not. I prefer the traditional way”. (A.). Also, we had answers like: “I prefer the traditional way because you don’t see the faces talking (video) it is just a text and it is easier to get focused just reading”. (Vi.)

For me the fact that there were all these people explaining things made me feel stupid. It is like you are a child and they all try to explain to you what is really true behind it. That is kind of distraction. Maybe it would be better to have one video in the end of the text, a simple linear video with all the people talking. (Po.)

Among the comments received regarding the new consumption experience where “*not pleasant*”, “*nothing special*”, “*confusing and controversial*”, “*not convincing*”.

This is not in accordance to findings mentioned above (Anderson & Rainie, 2012; Ocokoljic, Cvetkovski & Milicevic, 2013). The aforementioned researchers have stated in their research that distraction is the norm for this generation. What is considered “distraction” for older readers is a habitual pattern for young adults. However, this is not the case in this research since participants said they “*prefer their googling*” to an investigative longform reporting.

Whereas most of the participants of the two focus groups described the mixed structure of interactive reporting as not easy to follow and indicated that one big video at the end would be better, one participant in the Cypriot group responded differently. She said that she found videos very interesting and she could easily follow the deployment of the story. She described her reading experience as interesting because “*information was divided in small pieces*” (C.).

All of the participants unanimously prefer to research by themselves regarding a news topic of their interest rather than reading a full, investigative longform article. It seems they identify that news credibility derives from their own work, their own comparison of different sources. They all felt the need to “google” for more information rather than read a

longform article about it.

I prefer my own googling and that is because I read about things that I choose to get informed. It is this feeling of self-discovery... I prefer to devote more time but finally read what I am interested in; in the amount of time I want to spend. In an interactive reporting form I have to read it till the end because I don't know how it is concluded. (G.)

Van der Haak, Parks & Castells (2012) state that perceived authenticity and popularity derive from multiple points of view on the same topic and the formats which provide this feature are gaining the audiences worldwide. Our participants stated indeed that the credibility of a news topic relies on multiple points of view but they want to rely on their own research. They did not like the reading experience where video, audio and text were mixed in a one-page template and they did not avoid browsing, because they felt the need to do their own research. This confirms previous research that post-millennials are easily bored and prefer to be self-educated (Thomas & Srinivasan, 2016).

7. Conclusions and further research

Although contemporary media struggle to find new journalistic forms to shape the news, the adoption of these changes from young adults is a topic that has been poorly examined.

Broadly translated, the findings of this study indicate that the platforms of news consumption have changed but the reading/viewing habits still remain the same. Young adults of 2019 have grown under the influence of the digital and not the analogue culture. But their “multitasking” and “easily distracted” characteristics do not apply as far as online news usage is concerned. These results cast a new light on the growing corpus of research about post millennial generation.

Young news consumers have a different way of thinking and behavior. All of the participants, in Greece and Cyprus, unanimously declared they prefer to get informed from online sources and not traditional media (only one participant said that he had read printed newspaper, once). However, their consumption practices seem to be more traditional. Young audiences seem to prefer simpler structure of narration based on a single

medium, like traditional journalism used to offer. Participants prefer online news in the form of text rather than video or audio. They characterize interactive reporting structure as “annoying”. A remarkable percentage of 80% think that the extras (video/audio/graphics) compete with the text instead of supporting it and they would prefer them to be placed in the end of the reporting after the text (and all together in a simple linear form!).

This is an important finding in the process of understanding the younger audience. Analysis of the data obtained in this research shows that the increase in interactive features of an online news reporting, result in decrease in the coherence of the narration for young adults. Even though young adults are known as active learners, interactivity is not always an asset in the journalistic form - they prefer a simple narrative to an interactive template.

Another interesting finding of this research - confirmed by previous studies - is the distrust of young adults to the media. Participants spot the news in their social media timeliness and create their own bubble, where they feel safe. They turn to Google for more information and, finally, they do their own research comparing news from different sources. All of the participants unanimously prefer to research by themselves on a news topic of their choice rather than reading a full, investigative longform article which researchers regard as a “cognitive container of knowledge” (Dowling & Vogan, 2015). Post millenials prefer to be self-educated and this is verified by this study. News credibility derives from their own work, their own comparison of different sources.

It should also be highlighted the fact that consumption patterns of participants from the universities of the two countries were very similar to each other. Post-millenials students in Cypriot and Greek universities have presented identical behavior as far as news usage practices and preferences were concerned.

Our data suggest that we still have a long way to go to understand the preferences of young adults and new practices of media consumption. The study is limited by its focus to a specific cohort, which is university students. Further research needs to be done on young adults of different educational background, whose news usage patterns might differ to the

aforementioned of similar age. Despite the limitations this study highlights the consequences of generation gap in news usage and the differences in practices and preferences among generations.

8. Bibliography List

- Ahlers, D. (2006). "News consumption and the new electronic media." *Harvard International Journal of Press/Politics* 11 (1): 29-52. Doi: 10.1177/1081180X05284317
- Anderson, C.W., Bell, E. and Shirky, C. (2015). "Post-industrial journalism: Adapting to the present." *Geopolitics, History and International Relations* 7 (32).
- Anderson, J., and Rainie, L. (2012). "Millenials will benefit and suffer due to their hyperconnected lives." *Washington DC, Pew Research Center* 18-19.
- Antunovic, D., Parsons, P., & Cooke, T. R. (2018). 'Checking' and googling: Stages of news consumption among young adults. *Journalism*, 19(5), 632-648. Doi:10.1177/1464884916663625
- Banaji, S., & Buckingham, D. (2010). Young people, the Internet, and civic participation: An overview of key findings from the Civic Web project. *International Journal of Learning and media*, 2(1), 15-24. Doi:10.1162/ijlm_a_00038
- Bennett, W. L. (2008). Changing citizenship in the digital age. *Civic life online: Learning how digital media can engage youth*, 1(1-24). Doi:10.1162/dmal.9780262524827.001
- Benton, J. (2014). The leaked New York Times innovation report is one of the key documents of this media age. *Nieman Journalism Lab*. <http://www.niemanlab.org/2014/05/the-leaked-new-york-times-innovation-report-is-one-of-the-key-documents-of-this-media-age/>
- Bimber, O., Encarnação, L. M., & Schmalstieg, D. (2003, May). The virtual showcase as a new platform for augmented reality digital storytelling. In *Proceedings of the workshop on Virtual environments 2003* (pp. 87-95). ACM. Doi:10.1145/769953.769964
- Bolin, G., & Skogerbø, E. (2013). Age, generation and the media. *Northern Lights: Film & Media Studies Yearbook*, 11(1), 3-14. Doi:10.1386/nl.11.3_2.

- Bro, P. (2018). *Models of Journalism: The functions and influencing factors*. London: Routledge.
- Burton, J. (2005). "News-game journalism: History, current use and possible futures." *Australian Journal of Emerging Technologies and Society* 3 (2): 87-99.
- Casero-Ripollés, A. (2012). "Beyond newspapers: news consumption among young people in the digital era." *Comunicar*39 (20): 151-158.
- Chan-Olmsted, S., Hyejoon R. & Zerba, A. (2013). "Mobile news adoption among young adults: Examining the roles of perceptions, news consumption, and media usage." *Journalism & Mass Communication Quarterly* 90 (1): 126-147. Doi:10.1177/1077699012468742
- Chyi, H. I., & Lee, A. M. (2013). Online news consumption: A structural model linking preference, use, and paying intent. *Digital Journalism*, 1(2), 194-211. Doi:10.1080/21670811.2012.753299.
- Costera Meijer, I. (2007). The paradox of popularity: How young people experience the news. *Journalism studies*, 8(1), 96-116. Doi:10.1080/14616700601056874.
- Deuze, M. (2004). What is multimedia journalism?. *Journalism studies*, 5(2), 139-152. Doi: 10.1080/ 1461670042000211131.
- Drok, N., & Hermans, L. (2016). Is there a future for slow journalism? The perspective of younger users. *Journalism Practice*, 10(4), 539-554. Doi:10.1080/17512786.2015.1102604.
- Dowling, D., & Vogan, T. (2015). Can we "Snowfall" this? Digital longform and the race for the tablet market. *Digital Journalism*, 3(2), 209-224. Doi:10.1080/21670811.2014.930250.
- Erbsen, C., Giner, J. Senior, J. & Torres, M. (2013). *Innovations in newspapers—World report 2013*. WAN-IFRA
- Edgerly, S. (2017). "Making sense and drawing lines: Young adults and *the mixing of news* and entertainment." *Journalism Studies* 18 (8): 1052-1069. Doi:10.1080/1461670X.2015.1100522.
- Fischer, M. C. (2013). Longform: means more than just a lot of words. *American Journalism Review*, Maryland, 17. <http://ajr.org/2013/12/17/longform-means-just-lot-words/>
- Gitner, S. (2015). *Multimedia storytelling for digital communicators in a*

multiplatform world. New York: Routledge.

Greenberg, S. (2007). "Slow Journalism." *Prospect*, February 26.
<http://www.prospectmagazine.co.uk/magazine/slowjournalism#.UiahWuDtKfR>

Greenberg, S. (2012). "Slow journalism in the digital fast lane." In *Global literary journalism: Exploring the journalistic imagination*, edited by Richard Lance Keeble & John Tulloch, 381-393. New York: Peter Lang Publishing.

Gutsche, R., Marino, J. & Jacobson, S. (2015). "Can Longform Journalism Thrive in the Age of the Mobile Device?" *Donald W. Reynolds Journalism Institute*, October 27

<https://www.rjionline.org/stories/can-long-form-journalism-thrive-in-the-age-of-the-mobile-device>

Hiippala, T. (2017). "The multimodality of digital longform journalism." *Digital Journalism* 5 (4): 420-442

Ivakhno, O. & Sklower, J. (2014). "How media dinosaurs adapt to the digital era?"

https://www.academia.edu/9711752/Ivakhno_How_media_dinosaurs_adapt_to_the_digital_era

LaRose, R. & Eastin, M. (2004). "A social cognitive theory of Internet uses and gratifications: Toward a new model of media attendance." *Journal of Broadcasting & Electronic Media* 48 (3): 358-377.
Doi:10.1207/s15506878jobem4803_2

Le Masurier, M. (2015) "What is slow journalism?" *Journalism Practice* 9 (2): 138-152. Doi:10.1080/17512786.2014.916471

Longhi, R. & Winques, K. (2015). "The place of longform in online journalism: quality versus quantity and a few considerations regarding consumption." *Brazilian Journalism Research* 11 (1): 104-121. Doi:10.25200/BJR.v11n1.2015.808

Maniou, Th. & Veglis, A. (2016). "Selfie Journalism: Current Practices in Digital Media." *Studies in Media and Communication* 4 (1): 111-118.
Doi:10.11114/smc.v4i1.1637.

Maniou, Th., Panagiotidis, K. & Veglis, A. (2017). The Politicization of Selfie Journalism: An empirical Research Approach to Parliamentary

- Elections. *International Journal of E-Politics*, 8 (2), 1-16.
Doi:10.4018/IJEP.2017040101.
- Manovich, L. (2007). "Understanding hybrid media." http://manovich.net/content/04-projects/055-understanding-hybrid-media/52_article_2007.pdf
- Mitchelstein, E. & Boczkowski, P. (2010). "Online news consumption research: An assessment of past work and an agenda for the future." *New Media & Society* 12 (7): 1085-1102.
Doi:10.1177/1461444809350193
- Nyumba, T., Wilson, K., Derrick, C. & Mukherje, N. (2018). "The use of focus group discussion methodology: Insights from two decades of application in conservation." *Methods in Ecology and Evolution* 9 (1): 20-32. Doi:10.1111/2041-210X.12860
- Ocokoljic, V. C., Cvetkovski, T., & Milicevic, A. L. (2013, June). Millennials and media: New messages or new perception. In 3rd International Conference The Future of Education. Firenze (pp. 13-14).
- Peters, C. (2012). "Journalism to go: The changing spaces of news consumption." *Journalism Studies* 13 (5-6): 695-705.
Doi:10.1080/1461670X.2012.662405
- Podara, A., Maniou, Th. & Kalliris, G. (2016). "New forms of television viewing: The Internet Documentary as an Interactive Tool." In *50 years of Greek Television* edited by Vasilis Vamvakas and Grigoris Paschalidis, 455-470. Thessaloniki: Epikentro (in Greek).
- Podara, A. (2013). "The web-documentary as a new form of storytelling." Master Thesis (in Greek), School Journalism & Mass Communications, AUTH. Available at: <http://ikee.lib.auth.gr/record/133677/files/GRI-2014-11723.pdf>
- Prensky, M. (2001). "Digital natives, digital immigrants part 1." *On the horizon* 9 (5): 1-6. Doi:10.1108/10748120110424816
- Prensky, M. (2004). "The emerging online life of the digital native. What they do differently because of technology, and how they do it." http://www.marcprensky.com/writing/Prensky-The_Emerging_Online_Life_of_the_Digital_Native-03.pdf

- Pulitzer, J. (1904). "Planning a school of journalism-The basic concept in 1904." *The North American Review* 178 (5): 1904-1979. <https://www.jstor.org/stable/pdf/25119561.pdf>
- Qayyum, M. A., Williamson, K., Liu, Y. H., & Hider, P. (2010). Investigating the news seeking behavior of young adults. *Australian academic & research libraries*, 41(3), 178-191. Doi:10.1080/00048623.2010.10721462
- Rabiee, F. (2004). "Focus-group interview and data analysis." *Proceedings of the Nutrition Society* 63 (4): 655-660. Doi:10.1079/PNS2004399
- Rogers, E. (1995). "Lessons for guidelines from the diffusion of innovations." *Joint Commission Journal on Quality and Patient Safety* 21 (7): 324-328. Doi:10.1016/S1070-3241(16)30155-9
- Rosen, L. (2015). "Relax, Turn Off Your Phone, and Go to Sleep." *Harvard Business Review*, August, 31. <https://hbr.org/2015/08/research-shows-how-anxiety-and-technology-are-affecting-our-sleep>
- Salaverria, R. 2014. "Seis líneas de innovación, periodismo en 2014: balance y tendencias." In: Longhi, R. R., & Winques, K. (2015). The place of longform in online journalism: quality versus quantity and a few considerations regarding consumption. *Brazilian Journalism Research*, 11(1), 104-121.
- Seabra, G. A., & Santos, L. A. (2015). NewsGames-Applied General Theory of Games Based News: Creating the foundations narratives of a new Online Journalism Model (Vol. 2). Geraldo A. Seabra.
- Sherr, S., & Jenkins, K. (2003, August). Media consumption among today's youth. In 2nd Annual Pre-APSA Conference on Political Communication (Vol. 27).
- Sicart, M. (2008). "Newsgames: Theory and design." In *Entertainment Computing - ICEC 2008*, edited by Stevens S.M., Saldamarco S.J. Berlin: Heidelberg Springer
- Spyridou, P. & Veglis, A. (2008). "The contribution of online news consumption to critical-reflective journalism professionals: Likelihood patterns among Greek journalism students." *Journalism* 9(1): 52-75. Doi:10.1177/1464884907084340
- Stein, A. (2012). "Sports newsgames: prediction, speculation, and

- accuracy.” *Proceedings of the International Conference on the Foundations of Digital Games*, Raleigh, North Carolina, May 29
Doi:10.1145/2282338.2282345
- Sweeney, R. (2006). “Millennial behaviors and demographics.” <http://unbtl.ca/teachingtips/pdfs/sew/Millennial-Behaviors.pdf>
- Tapscott, D. & Barry, B. (2009). *Grown up digital: How the net generation is changing your world*. New York: McGraw-Hill.
- Teixeira, C., Carvalho, B., Agra, J., Martins, V., Lins, A., Soares, M. M., & Neves, A. (2015, August). Newsgames: Gameplay and usability in simulation games. In *International Conference of Design, User Experience, and Usability* (pp. 292-302). Springer, Cham. Doi:10.1007/978-3-319-20889-3_28
- Treanor, M. & Mateas, M. (2009). “Newsgames-Procedural Rhetoric Meets Political Cartoons.” In *Proceedings of the 2009 DiGRA International Conference: Breaking New Ground: Innovation in Games, Play, Practice and Theory*. Brunel University, September
- Van der Haak, B., Parks, M., & Castells, M. (2012). The future of journalism: Networked journalism. *International journal of communication*, 6, 16.
- Vandebosch, H., Dhoest, A., & Van den Bulck, H. (2009). News for adolescents: Mission impossible? An evaluation of Flemish television news aimed at teenagers. Doi:10.1515/COMM.2009.010
- Veglis, A. & Maniou, Th. (2019). “Chatbots on the Rise: A new Narrative in Journalism.” *Studies in Media & Communication* 7 (1): 1-6. Doi:10.11114/smc.v7i1.3986.
- Veglis, A. (2012). “Journalism and Cross-Media Publishing: The Case of Greece.” In *The handbook of global online journalism*, edited by Eugenia Siapera and Andreas Veglis, 209-230. West Sussex: John Wiley & Sons
- Vogan, T. & Dowling, D. (2014). “Bill Simmons, Grantland.com, and ESPN’s corporate reinvention of literary sports writing online.” *Convergence: The International Journal of Research into New Media Technologies* 22 (1): 18-34. Doi:10.1177/1354856514550637

- Wiehl, A. (2014). "Newsgames—Typological approach, re-contextualization and potential of an underestimated emerging genre." http://origin-www.ifla.org/files/assets/newspapers/Geneva_2014/s6-wiehl-en.pdf
- Williamson, K., Qayyum, A., Hider, P., & Liu, Y. H. (2012). Young adults and everyday-life information: The role of news media. *Library & Information Science Research*, 34(4), 258-264. Doi:10.1016/j.lisr.2012.05.001

-
- ¹ Both can be found in Guardian's website (<https://www.theguardian.com/world/interactive/2013/may/26/firestorm-bushfire-dunalley-holmes-family>)
- ² (<https://www.americanpressinstitute.org/publications/reports/survey-research/millennials-news/single-page/>)
- ³ (<https://www.theguardian.com/world/interactive/2013/nov/01/snowden-nsa-files-surveillance-revelations-decoded>)