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Overview

• Relevance / state of research
• Methods / survey sample
• Findings
• Conclusion
• Limitations
• Questions
News consumption of young audience groups

• More than half, namely 53% of young adults (16 to 29-year-olds), are news deprived.
• For this group media activities such as socializing and entertainment are more important than news.
• Social media are getting more and more important as news sources.
• 24% of the 18 to 24-year-olds even consider them to be their main source of information.

(fsö, 2018)
Fake News - Definition

„In den Medien und im Internet, besonders in den sozialen Medien, in manipulativer Absicht verbreitete Falschmeldungen“ (Duden)

Translation: “False reports disseminated with manipulative intent in the media and on the Internet, especially in the social media.“

Four key factors of fake news
1. Narrative of scandalization and indignation
2. Instrumentalization of algorithms
3. Dynamics in reception behaviour
4. The lack of filter functions (Schmid et al. 2018)

METHODS / SURVEY SAMPLE
Sample

- Survey period: April to May 2018
- Population: Pupils in Switzerland between the ages of 12 and 19
- Sample: N = 1'174
- Weighting according to the variables of age cohort, language area, and degree of urbanity
- Written questionnaire in the classroom, 68 school classes
- Language areas:
  - German-speaking Swiss (D-CH): ZHAW
  - French-speaking Swiss (W-CH): University of Geneva
  - Italian-speaking Swiss (I-CH): University of Lugano

Locations of schools
Domicile

Sample structure

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>girls</td>
<td>577</td>
</tr>
<tr>
<td>boys</td>
<td>596</td>
</tr>
<tr>
<td>18 to 19 years</td>
<td>280</td>
</tr>
<tr>
<td>16 to 17 years</td>
<td>307</td>
</tr>
<tr>
<td>14 to 15 years</td>
<td>325</td>
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<tr>
<td>12 to 13 years</td>
<td>255</td>
</tr>
<tr>
<td>ticino (italian)</td>
<td>285</td>
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<tr>
<td>romandie (french)</td>
<td>433</td>
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<tr>
<td>german-speaking</td>
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<tr>
<td>Swiss</td>
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<td>foreign</td>
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</table>

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FINDINGS

Importance of being up-to-date

<table>
<thead>
<tr>
<th>Importance</th>
<th>Count</th>
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<tbody>
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</tr>
<tr>
<td>quite important</td>
<td>36</td>
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<tr>
<td>fairly important</td>
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<tr>
<td>not important</td>
<td>7</td>
</tr>
<tr>
<td>not important at all</td>
<td>1</td>
</tr>
</tbody>
</table>
Importance of being up-to-date - educational differences

News consumption and sources of information
News consumption – gender differences

- from discussions with friends / family: girls 72, boys 72
- from posts on social networks: girls 57, boys 50
- in video portals: girls 39, boys 35
- in search engines: girls 31, boys 31
- from TV reports: girls 31, boys 31
- from radio reports: girls 23, boys 23
- from posts on free news portals: girls 20, boys 20
- from posts in free news apps: girls 28, boys 30
- from other online news sources: girls 21, boys 24
- from a free newspaper: girls 14, boys 16
- from a subscription newspaper: girls 10, boys 12
- from posts on fee-based news portals: girls 7, boys 12

Percentages: daily/several times per week
N: 1112

News consumption – educational differences

- from discussions with friends / family: junior high school 58, secondary school 74
- from posts on social networks: junior high school 56, secondary school 56
- in video portals: junior high school 43, secondary school 43
- in search engines: junior high school 31, secondary school 31
- from TV reports: junior high school 27, secondary school 27
- from radio reports: junior high school 20, secondary school 20
- from other online news sources: junior high school 19, secondary school 23
- from posts on free news portals: junior high school 16, secondary school 24
- from posts in free news apps: junior high school 16, secondary school 24
- from a free newspaper: junior high school 10, secondary school 21
- from a subscription newspaper: junior high school 8, secondary school 23
- from posts on fee-based news portals: junior high school 5, secondary school 6

Percentages: daily/several times per week
N: 434
News consumption – segmentation

News consumption – segmentation

1. News Demand: Story 34
   - from discussions with friends/family
   - from online news sources
   - in search engines
   - in video portals
   - from posts on social networks
   - from radio reports
   - from TV reports
   - from posts on live news portals
   - from posts on live-based news portals
   - from a newsprint or newspaper
   - from a subscription/newsletter
   - importance of being up-to-date about the latest news
   - family background
   - School type

2. Social and New Media Oriented: Story 41
   - Age
   - Based on news sources: significant use of social networks: 3.934

3. Legacy News Media Oriented: Story 482
   - Age
   - Based on news sources: significant use of social networks: 0.654
Media trust

- TV: 1236
- Newspaper: 977
- Radio: 595
- Internet: 420

Index first and second answers

N: 1074

Fake news and disinformation

Has it happened to you in the past 12 months that you have seen and believed a news item which in retrospect turned out to be false?

- Yes: 39
- No, just on 1 April: 17
- No: 44

N: 1174
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Debunking fake news

- I discuss it with my parents: 69%
- I discuss it with friends: 64%
- I verify it in reputable media: 51%
- I compare it with my own knowledge: 48%
- I verify it on various websites: 47%
- I check the source and/or the sender: 37%
- I trust my gut instincts: 26%
- I share the news and see how my environment reacts: 13%
- I don't check it at all: 13%
- I check the sender's web address: 10%
- I talk to a teacher about it: 8%
- I refer to a fact-check website: 3%

N: 1174

Debunking fake news – gender differences

- I discuss it with my parents: Girls 58%, Boys 70%
- I discuss it with friends: Girls 58%, Boys 70%
- I verify it in reputable media: Girls 51%, Boys 51%
- I compare it with my own knowledge: Girls 46%, Boys 49%
- I verify it on various websites: Girls 47%, Boys 47%
- I check the source and/or the sender: Girls 35%, Boys 39%
- I trust my gut instincts: Girls 24%, Boys 25%
- I share the news and see how my environment reacts: Girls 14%, Boys 13%
- I don't check it at all: Girls 11%, Boys 15%
- I check the sender's web address: Girls 8%, Boys 12%
- I talk to a teacher about it: Girls 9%, Boys 7%
- I refer to a fact-check website: Girls 2%, Boys 4%

N: 1173
Debunking fake news – educational differences

CONCLUSION
Conclusion I - the good news

• For the majority of young people it is important to be up-to-date.
• Young people trust legacy media more than other media.
• One third of young people inform themselves via traditional mass media.
• Even in 2018, the digitally connected Millennials will continue to receive daily news most frequently from family and friends.
• Parents and friends also play an important role for verifying the truth of news.
• Only a minority of young people does not check the reliability of news.

Conclusion II - the bad news

• Social media are the second most important news source for young people
• Two thirds of young adults do not inform themselves via traditional mass media
  - One third is not interested in news at all
  - The other third mainly gets information from social media or social interactions
• Over a third of young people have encountered fake news

**Ergo:** News literacy becomes more and more important!
Limitations

- Fake News was very broadly operationalized.
- Self-assessments: It cannot be said how often young people actually come into contact with fake news, but only how often they perceive it.
- JAMES is a descriptive, cross-sectional, survey based study, not a media effects study.

Thank you.

Report in German, French and Italian
Available for download:
www.zhaw.ch/psychologie/jamesfocus
www.swisscom.ch/JAMES