

Kooperationspartnerin



JAMES focus

News and Fake News

Findings 2019

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Overview

- Relevance / state of research
- Methods / survey sample
- Findings
- Conclusion
- Limitations
- Questions

RELEVANCE / STATE OF RESEARCH

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.**

(fölg, 2018)

Warum die Digitalisierung die Demokratie bedroht

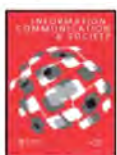
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Auf dem Weg in die desinformierte Gesellschaft?

Journalismus ist ein starker Akteur im öffentlichen Diskurs. Aber der Einfluss von Fake News und Halbwahrheiten wächst. VON STEPHAN RUSS-MOHL



Die Digitalisierung stellt Nutzer medialer Inhalte vor ganz neue Herausforderungen. Er muss entscheiden und lernen... FOTO: PICTURE ALLIANCE / OLIVER BERGHO



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Where 'fake news' flourishes: a comparison across four Western democracies

Edda Humprecht



Facebook and Twitter told us they would tackle 'fake news'. They failed

Tech giants signed up to our EU code to counter disinformation - but with key elections looming, they are falling short



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

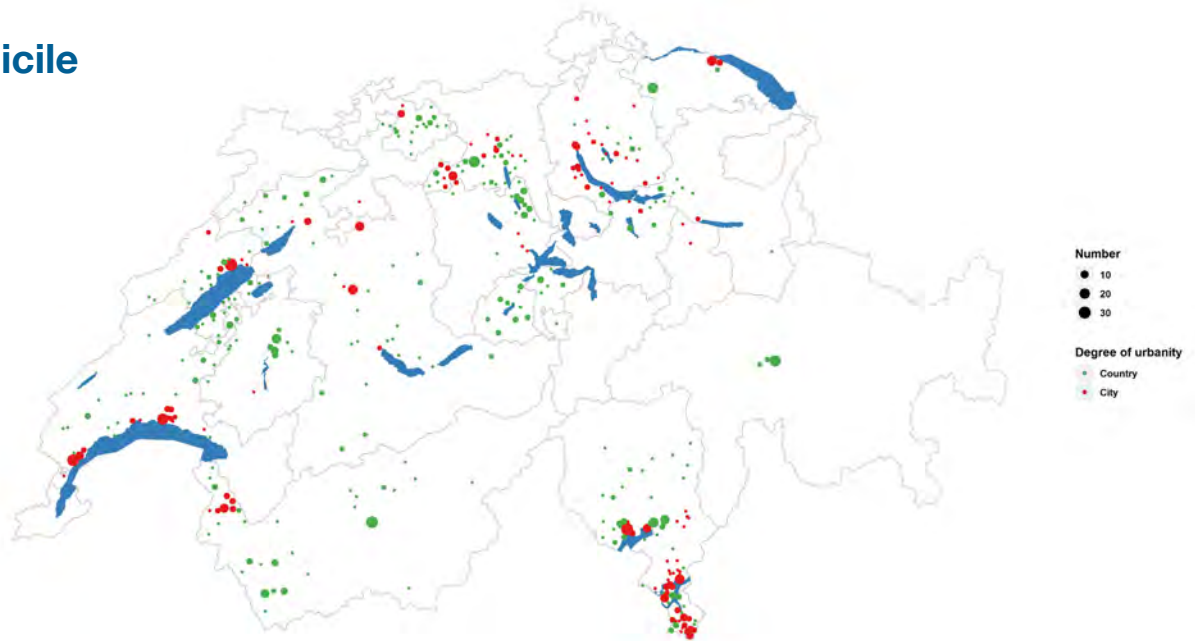
Sample

- 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

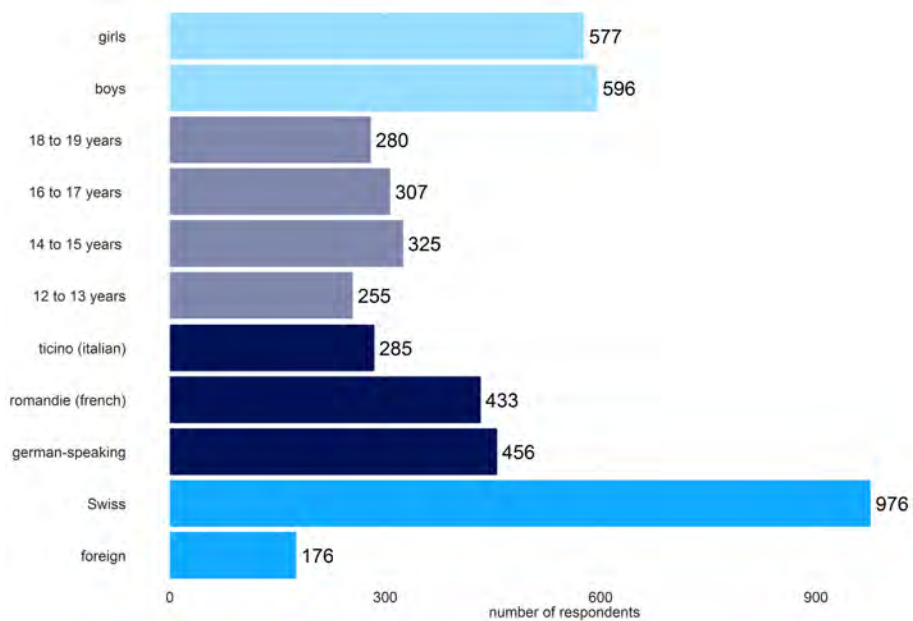


Domicile



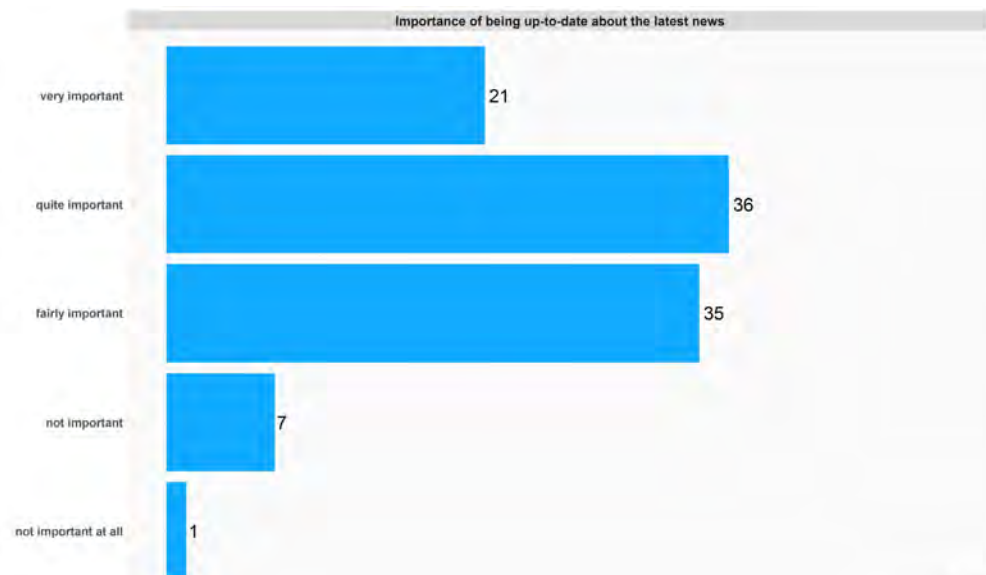
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Sample structure

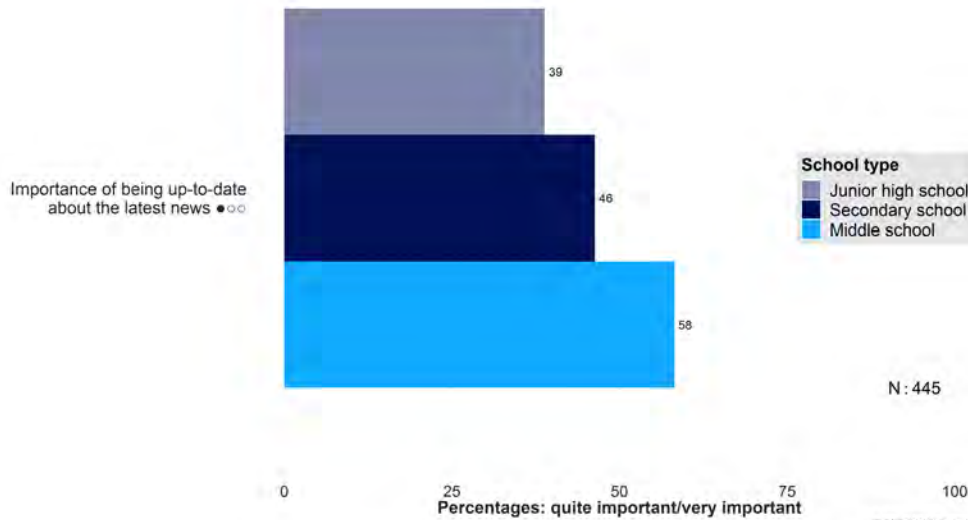


FINDINGS

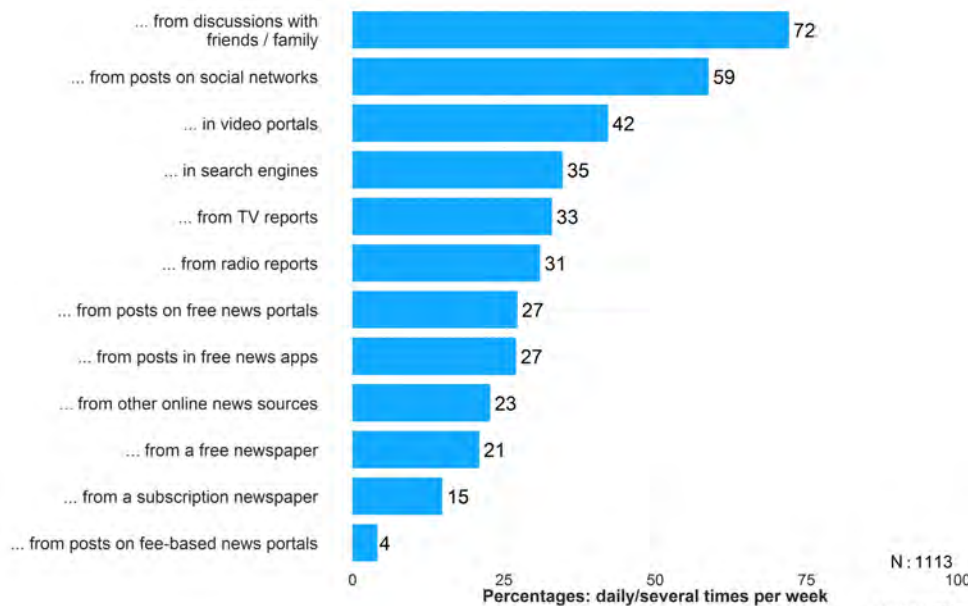
Importance of being up-to-date



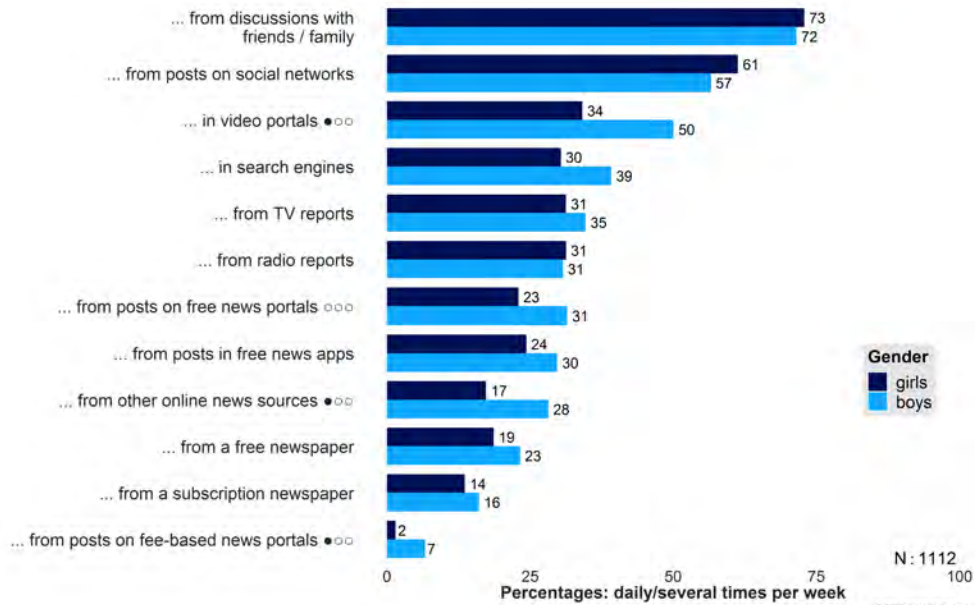
Importance of being up-to-date - educational differences



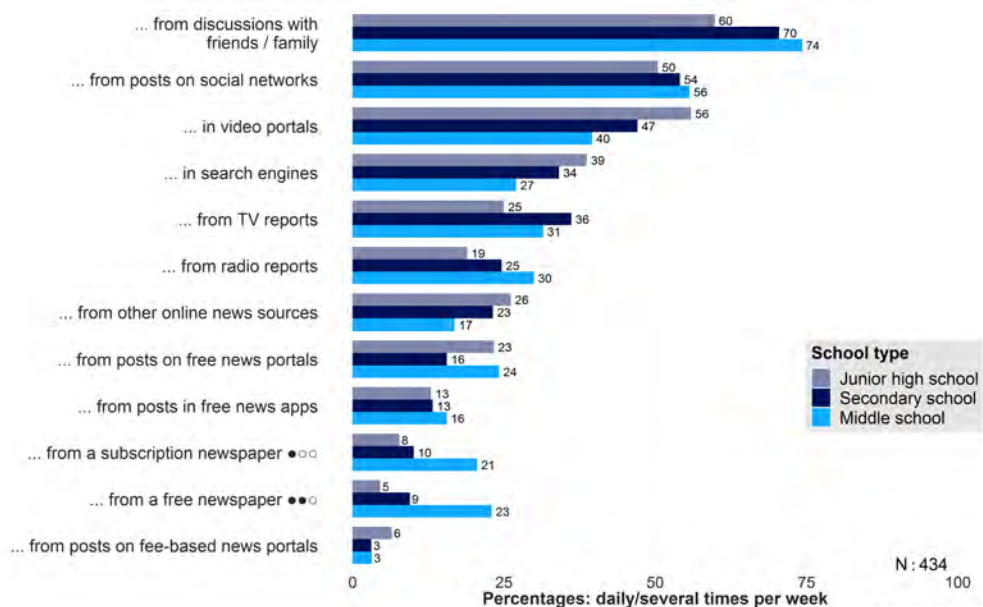
News consumption and sources of information



News consumption – gender differences



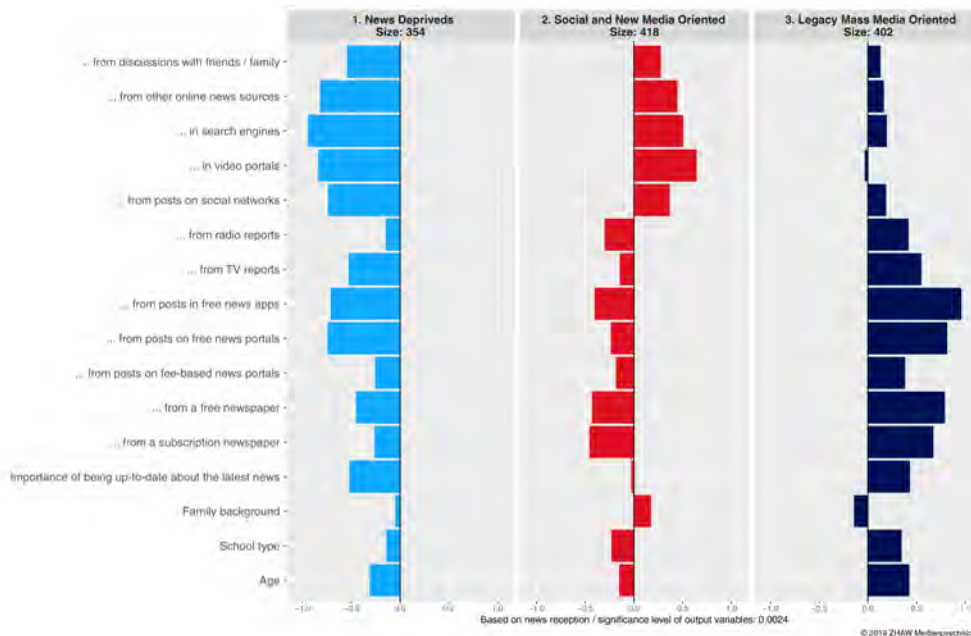
News consumption – educational differences



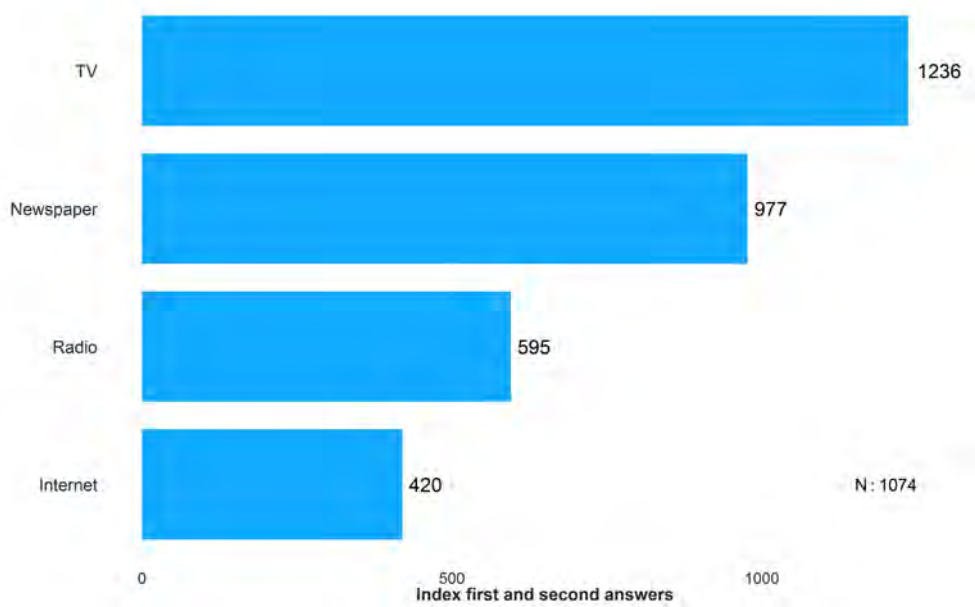
News consumption – segmentation



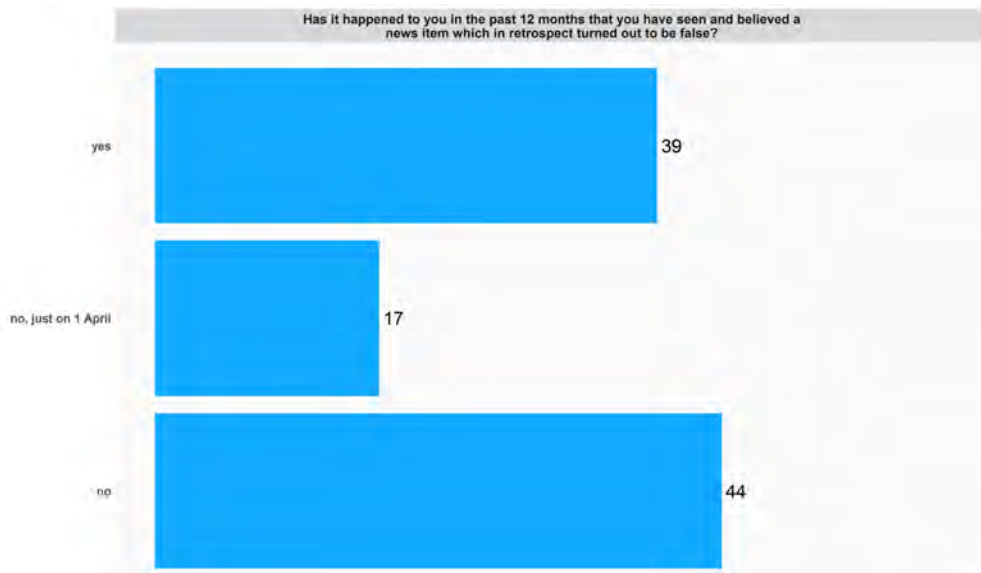
News consumption – segmentation



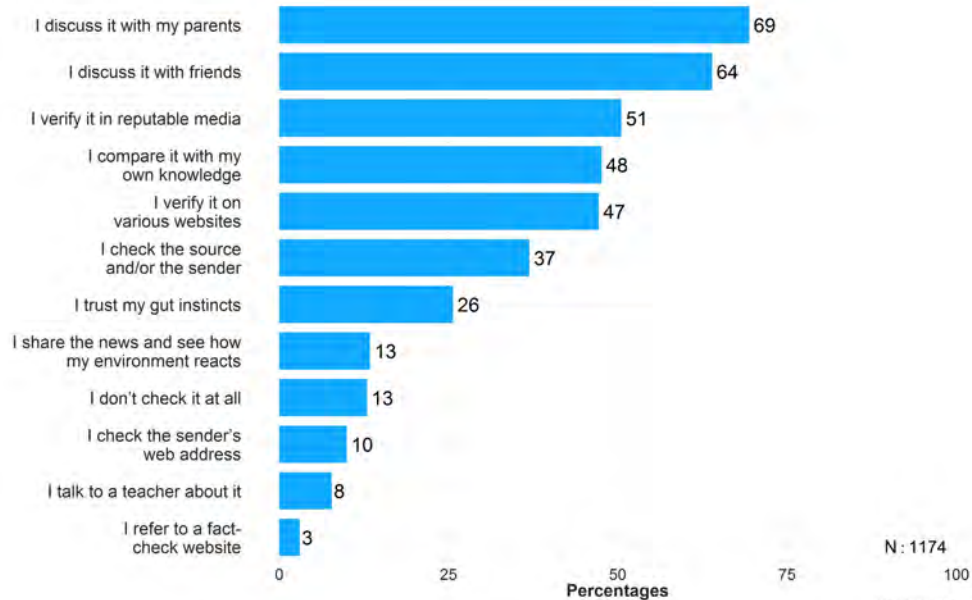
Media trust



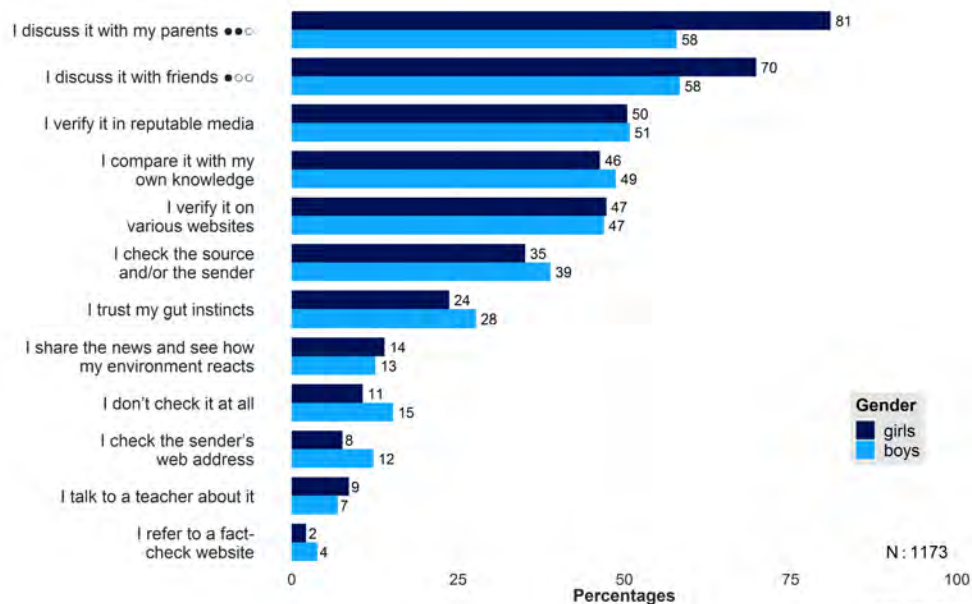
Fake news and disinformation



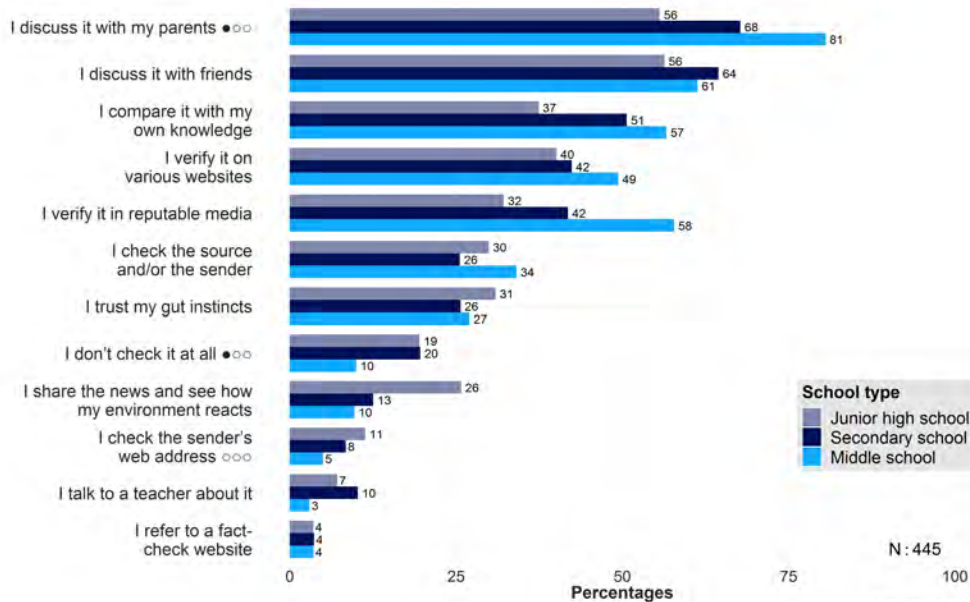
Debunking fake news



Debunking fake news – gender differences



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