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Introduction

This is a report on aspects of media usage among young people. The results are based upon a survey among business school students on Bachelor level at BI Norwegian Business School – campus Bergen.

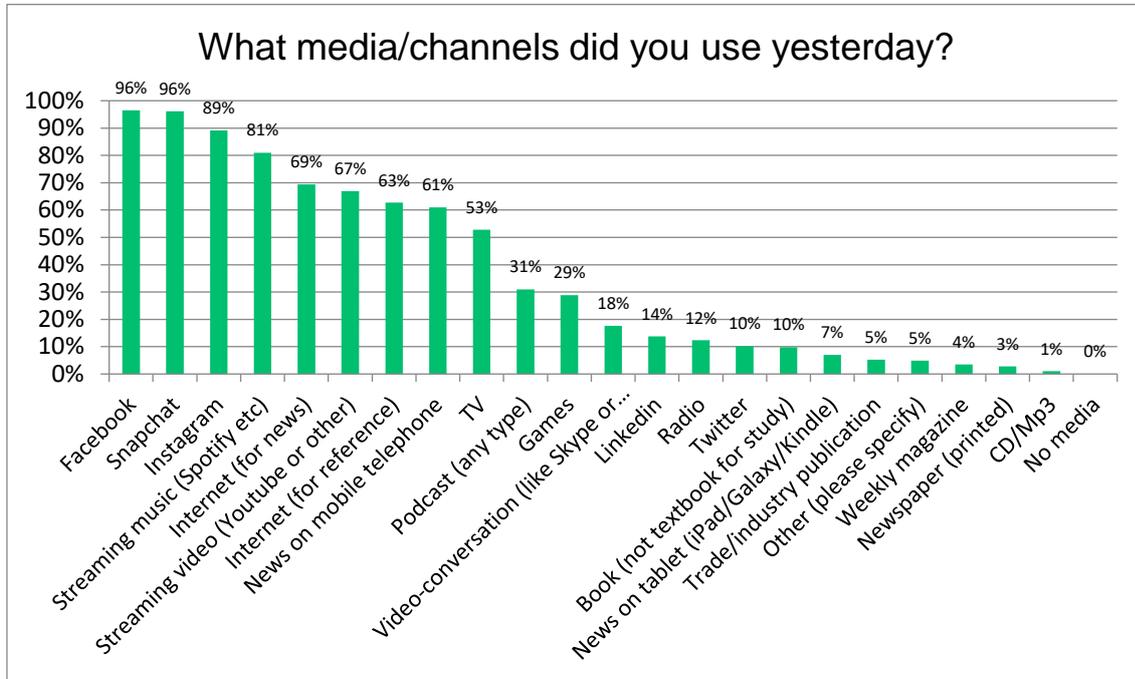
The survey was distributed to approximately 2000 students in October 2018 at the campus, and we received a sample of 284 responses, corresponding to around 14% of the students. Based on similar studies from earlier years, we have reason to conclude that the results are quite reliable and consistent to describe the media use of young people. However, business school students may have other preferences than other young people, but we do not think that this is a major flaw in the study. Where appropriate we have also made references to a similar study from 2 years back in order to shed some light on changes in the media behaviour.

Bergen, November 19, 2018

Erik Wilberg

Channel use – Social Media on top

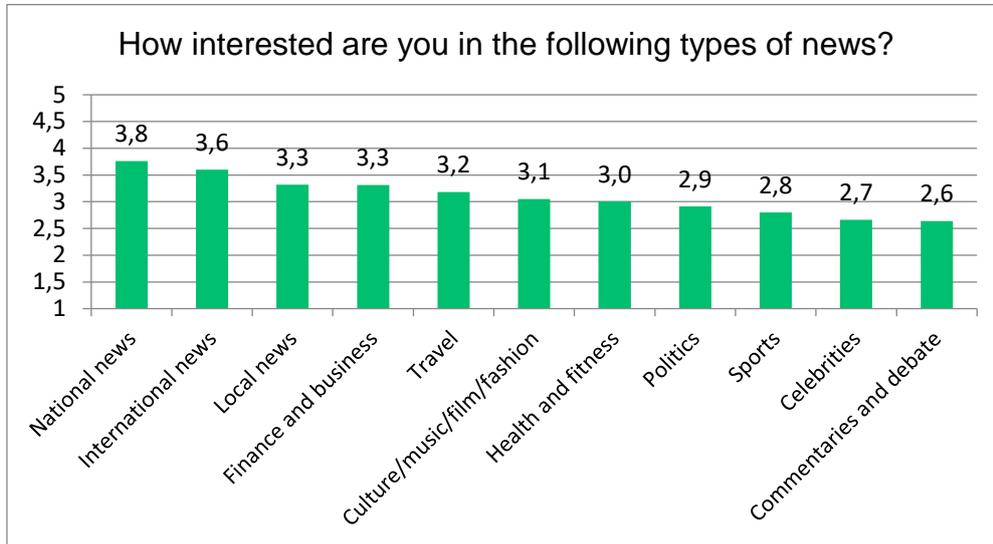
Figure 1: Media channel used yesterday



The social media come out on top. This has been the case for the last few years. If we compare with results from the 2017 study (conducted in late 2016) we can make two interesting observations: The streaming of video has moved from 9th to 6th place – and the use has risen from 53% in 2017 to 67% in the present study. The other observation is that a printed paper came out at 18% in 2017 and at 3% in this survey. Print is definitely out in this target group. It is also interesting to note that TV (linear TV) has dropped from 71% in 2017 to 53% in 2019.

National news has the highest interest of news types

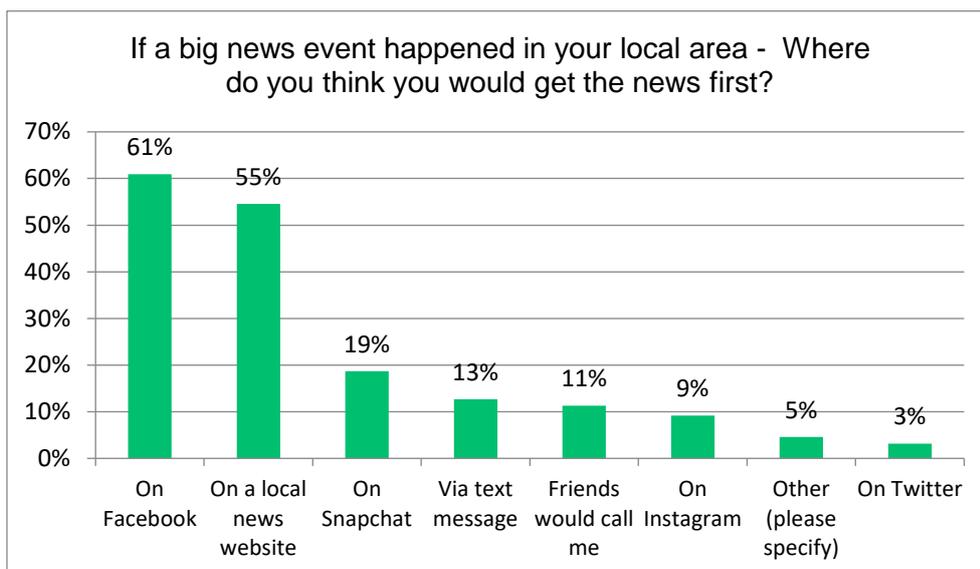
Figure 2: Interest in types of news



On a scale from 1-5 in interest (1=not interested, 5= very interested), we find that the national and international news ranks higher than the local news. It should be no surprise that finance and business comes out on 4th place. From a media house perspective, the interest level seems low: One would have wished that at least the local news would have scored higher.

News comes first on Facebook

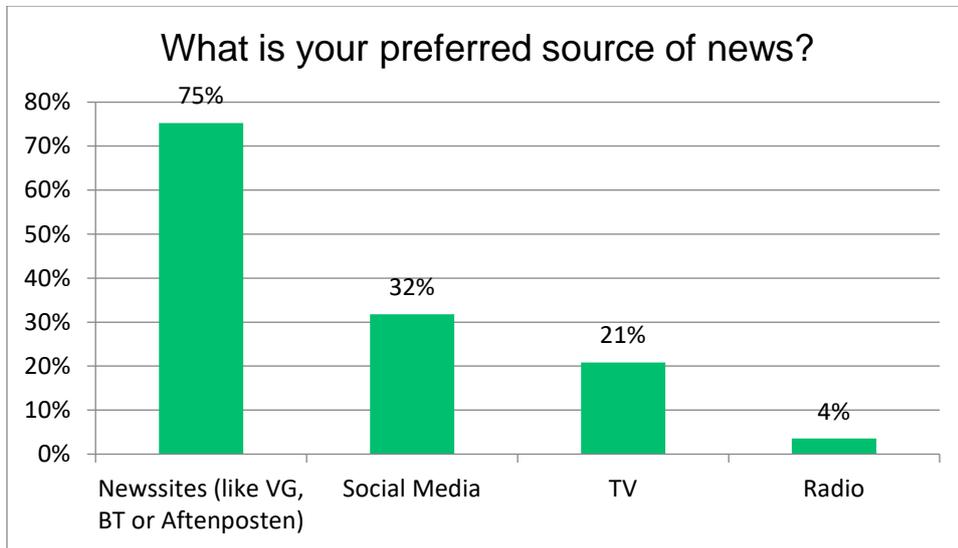
Figure 3: Where news comes first



For this target group Facebook would be the bringer of local news. Numbers are lower than in the 2017 survey but follows the same pattern. The 2017 results was FB 72%, Local site 66% and Snapchat 16%.

Legacy media are the most preferred news source

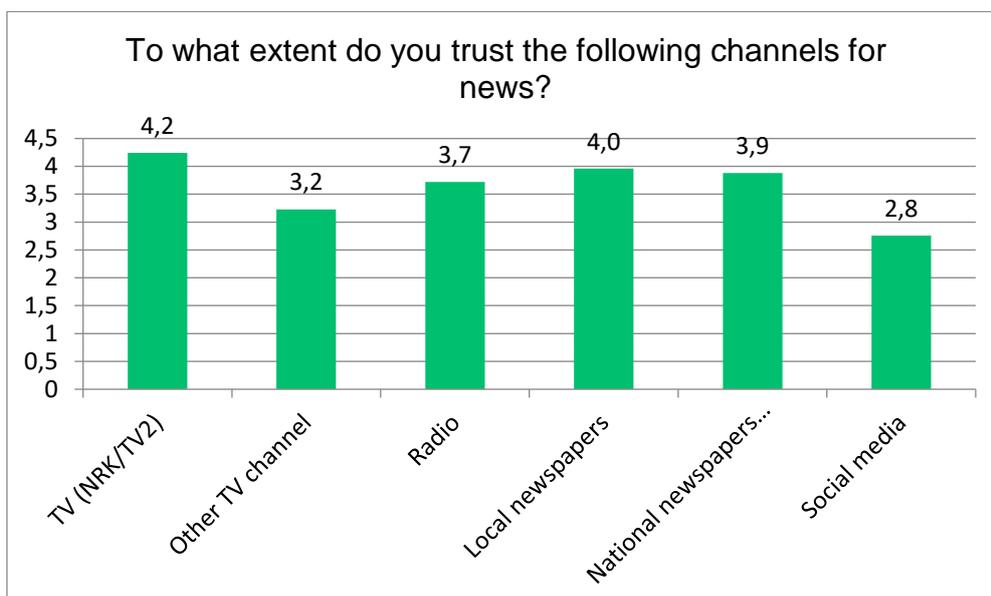
Figure 4: Preferred news source



While the news would travel first on Facebook the preferred source of news are the legacy media newssites. The logic of this is probably that news flashes first on social media and has to be reality checked on the legacy newssites.

TV is the most trusted news source

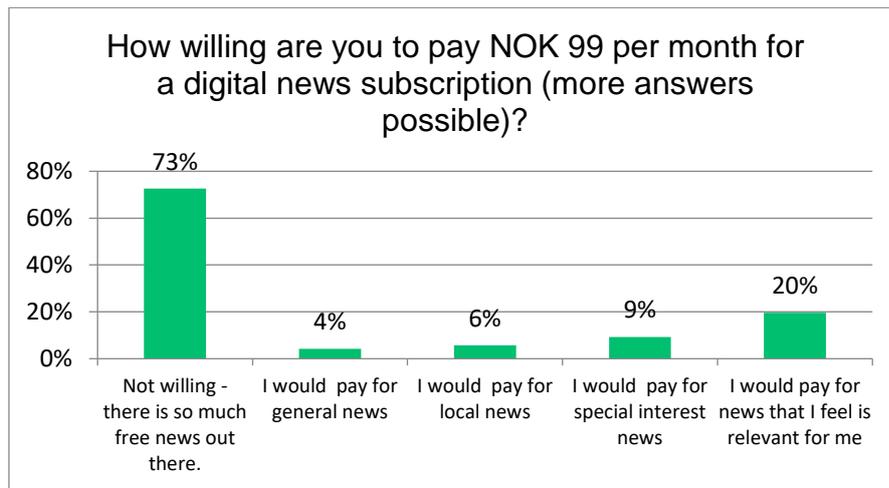
Figure 5: Trust in news channels



On a scale from 1 to 5 (1= Not at all to 5=Very much) we find that the legacy TV channels NRK and TV2 are the most trusted sources, closely followed by the newspapers. The interesting measure here is that the social media comes out last, while at the same time it is the most used channel. The results show that there is a brand out there that can be trusted, but media houses are struggling to convert their business model to the news reality.

News is regarded as a free service

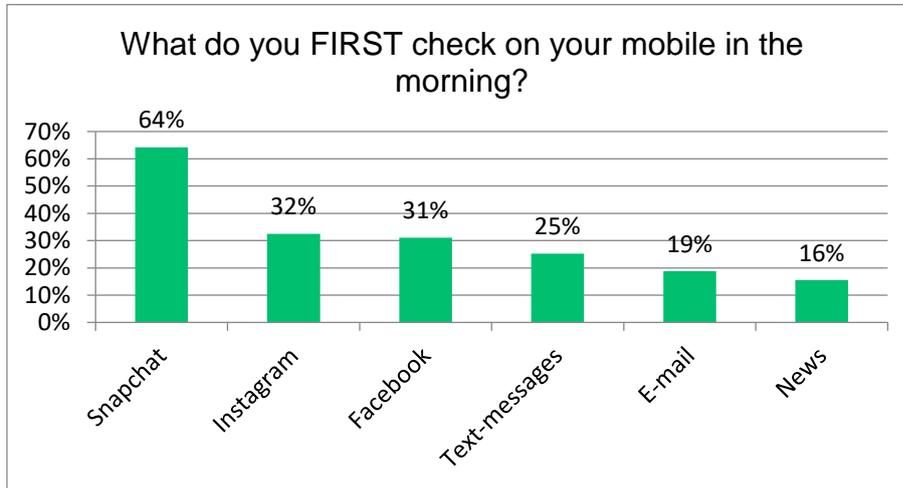
Figure 6: Willingness to pay for news



Most of the young are not willing to pay for news. The price was set to an equivalent of a Netflix subscription (price has risen since 2017) but the results are quite depressing from a media house perspective. This age group (20-22 year olds) will be a hard nut to crack in order to get them to subscribe. In 2017 the results were almost similar: 62% would not pay and 25% would pay for relevant news.

Snapchat rules in the morning

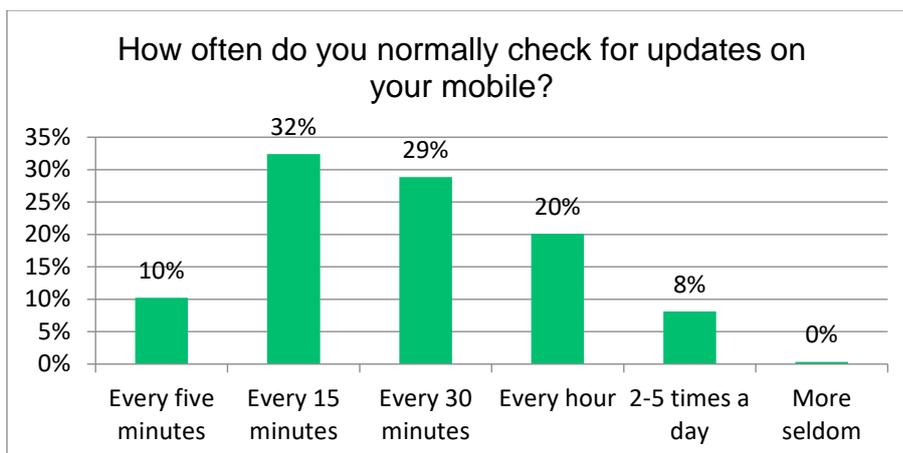
Figure 7: Mobile check in the morning



64% say that Snapchat is the first thing they check in the morning. We also see that they use a combination of sources, but Snapchat is the main source. Compared to the 2017 study we find that both facebook and Instagram have dropped – from 56% and 43% respectively – and news has dropped from 24% to 16%. Measured by the distance of the first two choices we find that the gap has widened. In the present study it is (64-32) 32%-points, whereas it was (69-56) 13%-points two years ago.

A frequent update on the mobile

Figure 8: Frequency of mobile updates

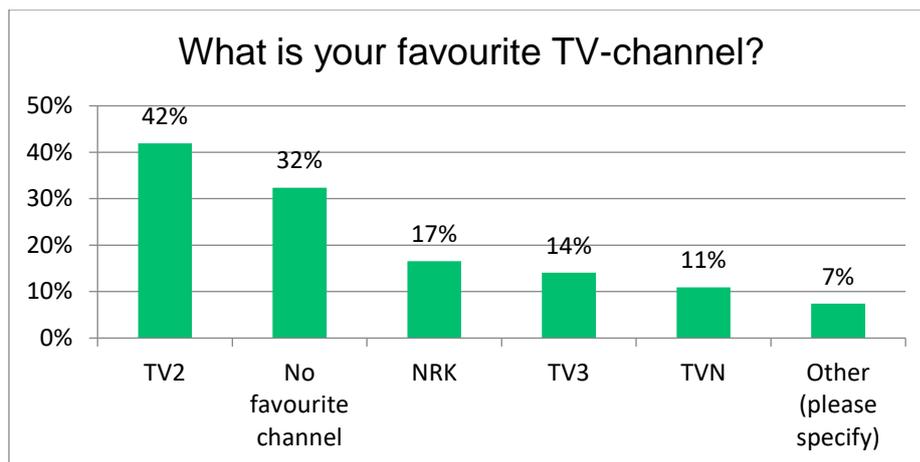


This is probably a question that one should take with a little skepticism. If we take the two first columns we find that 42% update themselves on the mobile within every 15 minutes. In 2017 the number was 35%. Within half an hour 71% are updated. The number in 2017 was 61%. It is reasonable to conclude that the updates are more frequent in the present study. However, a

statistical test (t-test) shows that the difference is not statistically significant. We also know from a breakdown of the results that females check their mobiles more often than males: 80% within half an hour.

TV2 most popular TV-channel

Figure 9: Most popular TV-channel



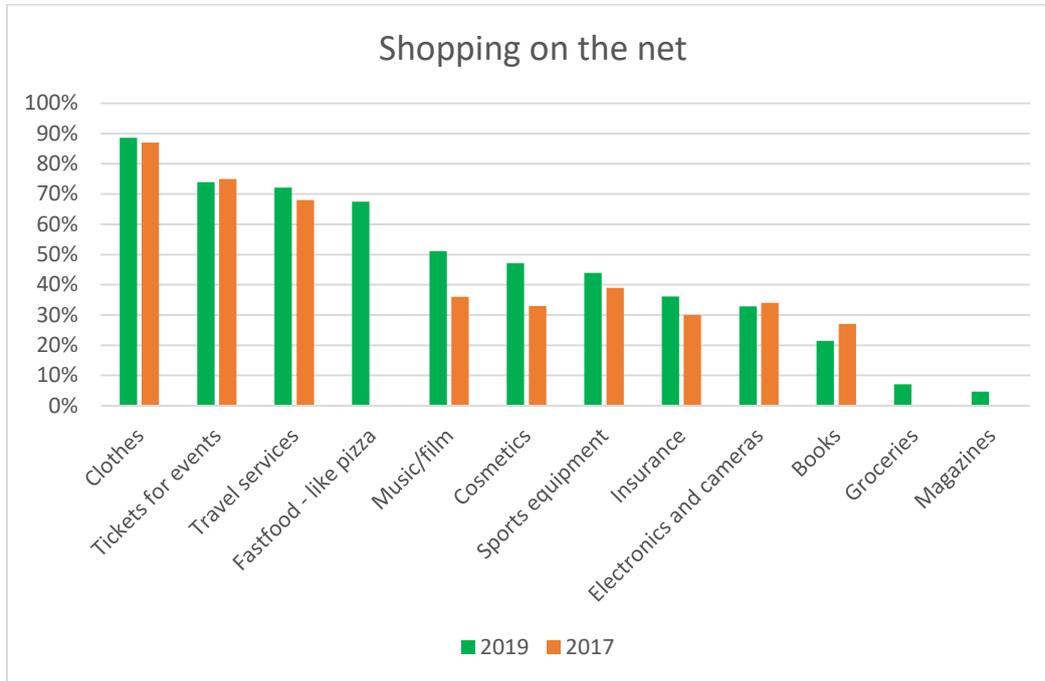
Among the respondents we find TV2 to be most popular with 42%. This is an increase from 36% in 2017. No favourite channel was on top in 2017 (36%), and is now at the same level. NRK is at the same level but TVN has dropped from 22% in 2017 to 11% in this study.

More than 90% pay for streaming music.

Spotify (and others) really has a grip on the market. In the 2017 study 92% said that they subscribed to the paid version of music sites. And for the present study the result is exactly the same: 92%.

High level of internet shopping – clothes on top

Figure 10: Goods and services purchased on the internet

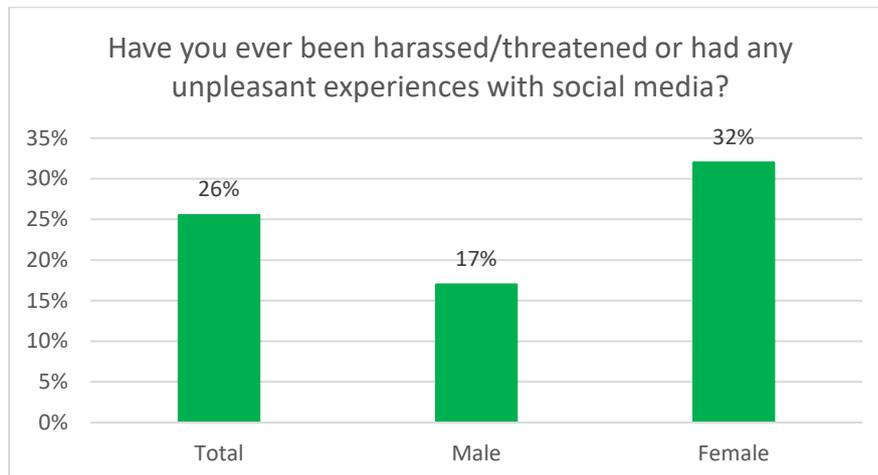


Comparing the two years we find almost the same shopping pattern. Clothes, tickets and travel are the most popular categories. For the 2019 study we split the food category in two – fastfood and groceries and therefore we have no results to compare from the 2017 study. However, we can see a growth in a couple of categories, like music and film and cosmetics. There are gender differences here: Females are higher on cosmetics (73%) and males are higher on electronics (51%).

A third of females have had unpleasant experiences with social media

26% of the students report that they have been harassed/threatened or had unpleasant experiences with social media.

Figure 11: Unpleasant experiences with social media



Over the last year there has been a lot of news and media attention on unpleasant experiences with social media – following among other things the #metoo campaign that started in October 2017. And there should be no surprise that the results here are statistically significant.¹ In other words, females have been more exposed to unpleasantness on the internet than males.

Conclusion

This report shows that digital media is an integral part of the media life of young people. Especially the strong influence from social media has changed the landscape forever and is making it all the more difficult for legacy media to catch up. We find that news in general has a quite middle interest among the young people. They are also “glued” to the mobile: 71% do update on their mobile within half an hour. It is also quite alarming from the media house perspective that more than 70% of the respondents do not find it relevant to pay for news. This is a challenge for the media houses and journalism in general. It could be that legacy media have to sharpen their profile even more to ensure that they are relevant also for the young people.

¹ A standard chi-square statistic gave a *p-value* of .13657 which is statistically significant on the 95% level.