

ABSTRACT

COLLEGE STUDENT NEWS MOTIVATIONS

This study was conducted to gain further understanding of the motivations for attending to the news. While doing so this study also gained some background information regarding the frequency with which college students follow the news. Three hundred college students participated in a questionnaire that used the Television Viewing Motives Scale. The results of this study show that college students are not attending to news on a regular basis. In addition, this study found that the motivations that were most likely to motivate college students, such as entertainment and habit, are not presented through traditional news venues.

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May 2007