

ABSTRACT

CONSUMPTION OF NEWS AMONG VARIOUS AGE GROUPS: TRADITIONAL MEDIA VERSUS NEW MEDIA

The Internet has changed the way we consume news. This thesis investigates the consumption of news among various audiences to understand why a particular medium is chosen, and to explore whether younger viewers are turning away from television and newspapers in favor of the Internet. Using a paper survey in addition to a Web-based questionnaire, responses were sought from college students, faculty, and staff at a large western university. Questions were similar to those used in television viewing motives studies. Results from this study indicate participants who previously relied on traditional media such as television and newspaper now include Internet sources for their news. In addition, younger participants were found to rely more on the Internet than traditional sources for their news, while older participants still use traditional sources but are adapting to other technologies in an effort to gain more selectivity.

Faith Michelle Sidlow
May 2008