

The New News Media: Democratic implications of undergraduate education and news consumption over social and traditional media

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Abstract

Communication students at Simon Fraser University were surveyed and interviewed to deduce perceptions and behaviour of news consumption over social and traditional media. Both social media and traditional media are used to consume news with traditional media acting as the primary news source and as more accessible and reliable than social media. News stories considered important or having various perspectives were verified the most, especially world news. Extent of accessibility of sources and education determine the variety of sources used. Awareness of privacy issues in social media is high, but respondents do not alter their news consumption behaviour accordingly. High perceptual connection between being informed of news and being a well-rounded citizen corresponds highly with its impact on respondents' news consumption.

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1. Introduction

News is ubiquitous in everyday life, whether it is absorbed passively over traditional news sources such as television or radio, or whether it is actively found over more participatory platforms such as the internet. In this digital age, social media has become a pervasive platform for news and is modifying the usage of traditional sources' dynamics. Social media can be defined as a source of which people and organizations use to distribute and consume ideas, values, and cultural products in a digital form (Howard & Parks, 2012). Platforms such as Facebook and Twitter facilitate the process of discovering news stories, especially in young adults (Bahk et al, 2010). There has been significant change in the news media with journalists competing with social media platforms to report news (Harrington & McNair, 2012). From this phenomenon, there is stronger support among young people for preferring new media types over the internet and social media to obtain news, whereas people of past generations prefer traditional news sources (Bergstrom & Wadbring, 2012).

These views of young adults can be contested by statistics and studies revealing how youth are becoming more critical of news they read on social media sites and how many of them gravitate to print sources for news still (All Things D, 2013). The present study will examine how university students consume news in relation to their perceptions on privacy issues, strategies to consume news critically, reliability of different types of sources, education, and their self-proclaimed importance of being a well-rounded citizen.

2. Literature

Present research performed on the topic demonstrates that news consumption over social media and traditional media simultaneously emerge in the information gathering process. The two types of platforms work in relation with each other in terms of information dispersal and consumption. Multiple types of sources are able to complement each other providing the consumer with an overview of various perspectives with most people regularly using more than one type of news source (Yuan, 2011). A dependency on digital media sources is increasing along with the use of social media sites such as Facebook and Twitter for actively exchanging information including news (Bahk et al, 2010). According to a recent study, 49% of Americans use Facebook for obtaining news, revealing that close to a majority of people in one country use social media for news content (Doctor, 2010). More recent reports state that 15% of American adults obtain their news from family and friends over social media, with young adults from 18 years of age to 29 making up 25% of the study. A great majority of American adults also verify by following the link they view on social media to the original news source (Pew Research Center, 2013).

Other studies show that college students perceive social media and online sources to be as credible as news over traditional news sources (Netzley & Hemmer, 2012). Studies in South Korea also show that citizens are likely to consume news over multiple platforms including television and partisan news, which acts as similar platforms to social media. These participants displayed a preference for consuming partisan news to match their civic participation (Kim, 2012). Similar to Kim's (2012) study is that of Ksiazek et al's (2010) who performed a study in the United States on news consumption and its relation to civic participation. They found a positive correlation between civic participation and total news consumption over multiple

platforms, specifically with television and magazine consumption. This effect was most salient within news ‘Avoiders’ as opposed to ‘News Seekers’ who were more educated. Both groups rarely used internet websites to consume news and total news consumption seemed to have the most effect on news ‘Avoiders’ and offered the greatest potential to inactive news consumers (Ksiazek et al, 2010). This study explains the effects of education on what media platforms people will gravitate towards for obtaining news, but there is a dearth of information available on how or why education affects news consumption patterns.

There is a mixed consensus within researchers of whether the use of print media for news consumption is declining or not, conceivably because of digital emergence. Lauf (2001) found that young adults’ aged 16 to 30 reveal a declining use of newspapers as well as other print media requiring paid subscriptions. However, David Carey, President of Hearst magazines states that most young people are still reading and subscribing to print sources with only 3% of subscribers subscribing to digital magazine platforms (All Things D, 2013). Among college students there seems to be a large dichotomy between print and broadcast news sources because of the emerging new media complex environment. Diddi and LaRose (2006) found that college aged students are more likely to read news over the internet or in magazines compared to those older than them as well as youth who do not have a college education. These students seem to be news grazers where they do not check news at a predetermined time (Diddi & LaRose, 2006). This study demonstrates how traditional news does not replace new media indicating media convergence.

Television as another common traditional news source has reportedly declined sharply especially among American young adults. Television viewing for news in Americans under 30 years old has dropped from 42% usage in 2006 to 28% in 2012. According to the Pew Research

Center's Project annual report, reporting power has been cut for multiple traditional news outlets due to financial cutbacks, affecting news magazines and television news channels. Newsmakers have by consequence become more adept at using social media and digital technology to filter mainstream voices of traditional media and disseminate information into the public realm (Pew Research Center, 2013).

Yuan (2011) found that perception of credibility and accessibility of different types of news sources affected the extent of which people use one type over another. Their telephone survey study reveals that the majority of respondents did in fact use multiple sources to consume news. Respondents' interest in and availability of news sources affected how many sources they would use for obtaining news. This availability would define their news source 'repertoire' along with differing news agendas of the consumers (Yuan, 2011). Castellon (2012) deepens research on perception and motivation of youth in terms of their news consumption habits. He surveyed and interviewed young adults between the ages of 16 and 30 and found social media is emerging as a source of news and traditional media seems to be declining, especially with newspapers. He found a positive correlation between civic content of news stories and their rating of civic importance, showing how perception blends into consumption behaviour (Castellon, 2012). Castellon (2012) also discovered demographical differences in his study. As age increased, news consumption frequency increased and males consumed more news on average than females (Castellon, 2012).

There is evidence that social media may lack credibility and reliability when used as a medium to obtain news content (Doctor, 2010). One of the factors affecting credibility is gatekeeping which could lead to the inability of social media to act as a reliable platform for news consumption. Gatekeeping occurs when people may filter content or frame content

representing biases or conscious manipulation tactics (Phelan et al, 2009). Social media is especially vulnerable to this phenomenon as anyone is able to post information from any original source and may distribute it to other people in any form. This issue is based on the fact that citizen journalism occurs over social media, where users are in the position of both distributing and consuming information (Mythen, 2010). Gatekeeping could also lead to false information being disseminated over social media. Misinformation occurs when people disseminate inaccurate information unintentionally, whereas disinformation occurs when people disseminate false information on purpose (Mikelic et al, 2003). The phenomenon of misinformation and disinformation may be a significant issue in obtaining news if social media is eclipsing traditional news media for content gathering. This stands in comparison to traditional news sources such as newspapers and television news that constitute professional journalists adhering to certain standards. Multiple scholars outline benefits and drawbacks of each source for news consumption, but how consumers interpret and transcend these factors into actions are unrecognized.

Despite existing research on perceptions of young adults in consuming news over various platforms, the exact process people use to make this decision is unknown. The present information concerning social media and news consumption contains a dearth of research on how news content on social media is actually consumed and the extent of which misinformation and disinformation may be occurring. The steps that people take after viewing content initially as well as what may cause people to behave differently in consuming news are unknown. The attitudes that people possess about the information society and the reliability of news consumption are relatively unknown. Knowledge of attitudes and awareness of issues people hold while using social media would be essential in assessing the ability of social media to act as

a democratic tool (Howard & Parks, 2012). If people do in fact know of the fallacies of consuming news and other significant information, do they act on it?

3. Research Topic

The current study fills the gap in the literature by discovering young adults' habits of consuming news over Facebook and Twitter, which are two significant social media platforms, in relation to traditional news sources (Castellon, 2012). It contributes to more knowledge surrounding digital convergence of news consumption and how it affects consumer behaviour. The research also replicates and deepens existing data on how gender, age, motivation, and perception of credibility and reliability affect news consumption. This approach will account for the changes in digitisation and fairly recent convergence of digital and traditional platforms. This project also delves into what educational demographic factors influence behaviours or patterns for consuming news over social media. Motivational factors that influence respondents' news consumption behaviour will be assessed such as the need to be well informed or the extent to which they feel being informed of news will contribute to democracy (Castellon, 2012). News consumption behaviour would be defined as how people actively engage in content on social media such as how people share, comment on, repost, re-tweet, and frame content. It would be informative to reveal news consumption strategies based on what respondents have learned about previously. This information could demonstrate the importance of education in application to practical life and how political value systems transcend behaviour over social media. It could shed light on the relationship between education and practices in consuming important information over social media platforms.

The study could also reveal a paradigm shift in youth becoming more critical of citizen journalism by engaging more in traditional news sources such as print media. Perhaps there is a new generation evolving of critical news consumption with an increasing symbiotic relationship between social media, new technology, and traditional media. News media repertoires of the

population will be discovered and what factors influence the composition of their repertoires, similar to Yuan's (2011) study. Social media and the digital age may not be completely eclipsing the traditional news age.

A previous study performed in Communication 362 at Simon Fraser University questioned how upper level Communication students consume news over Facebook in relation to traditional news sources. This population of students was selected in order to identify how Communication students may apply their educational background of media discourse critique to their methods of consuming and verifying news content. Respondents seemed to be highly attuned to the risk of gatekeeping and framing of information by friends on Facebook, which is why they used traditional news sources more than social media. Respondents tended to initially consume news on social media and then gravitate to traditional news sources to verify content and obtain more information. The current project further explores the reasons why respondents may consume news the way they do. This will be achieved by obtaining more respondents from the department of Communication at Simon Fraser University and by including Twitter and other social media sites in the study as well since it is a prevalent news source used by young adults (Wayne et al, 2011). Young people pursuing a university education will be examined to shed light on how they perceive the intricacies of consuming news from various sources. Students within this group are compared in terms of news consumption perception and behaviour in terms of year of study and age.

Awareness of issues surrounding social media will additionally be explored and how the awareness may affect how one consumes news over multiple platforms. Issues of privacy and social media obtaining user information could possibly have an effect on how people employ various strategies across various news sources to collect data. For example, would knowledge of

the surveillance society transfer to direct behaviour of consumption of the important content of news? Would students be attuned to modifying behaviours of obtaining news through being critical of news dissemination? Perhaps students' behaviour would alter as a result of privacy issue awareness, demonstrating how knowledge impacts validating news sources.

3.1 Research Questions

The general research question for this study to determine the behaviours of consuming news and the cause of the behaviour will be the following:

How do Communication students at Simon Fraser University consume news over social media, in relation to traditional news sources? Why and what is their motivation?

Sub-questions, in order to answer the general question, will be the following:

- Is social media news consumption eclipsing traditional media news consumption in the perception of Communication students?
- How do Communication students' perception of social media and traditional media and their behaviour of news consumption relate?
- How do Communication students at SFU use both social media and traditional media platforms to obtain news? What strategies do they employ and under what conditions?
- How has education affected respondents' news consumption behaviour? How does the year of study and course content affect their behaviour?
- How does the type of news content on social media affect news consumption behaviour, and what types are they?
- How does awareness of privacy issues affect news consumption behaviour?

- How does the importance placed on the connection between being well informed and being a well-rounded citizen affect news consumption behaviour?

4. Methodology

4.1 Population

The population in the study were declared Communication students at Simon Fraser University in all years of study. 42 females and 9 males completed surveys and five females and three males were interviewed, with ages ranging from 18 to 31. The average age of the population is 22. Respondents from all years of study from 1st to 7th participated with 40% of the population in 4th year. Average age and year of study for females respectively are 22.2 and 3.6. Average age and year of study for males respectively is 21.8 and 3.4 (See table 1). Communication SFU students were chosen to control for geographical differences, educational differences, and accessibility purposes. Differences in news consumption behaviour, with attitudes and years of study being measured, would be more accurate if the population's demographic factors are controlled for. Communication education would also be an effective department to select an appropriate sample population from, as the content directly relates to critiquing society, technology, and politics. This population would allow for accurate measure of the extent to which containing this knowledge transcends respondents' actions depending on the year of study.

	Mean Age	Range of Age	Mean Year of Study	Range Year of Study
All (52)	22	18-33	4th	1-6
Female (42)	22.2	18-33	3.6	1-7
Male (9)	21.8	19-24	3.4	2-5

Table 1

4.2 Data Collection

Data was collected by websurveys as well as interviews. Surveys were sent out via SFU WebSurvey by means of Communication administrative assistants. SFU WebSurvey was chosen in order to control for the fact that only SFU students could participate, and respondents could not submit a survey more than once. Three emails were sent to Communication students over the course of one month, each separated by a time interval of one week. The survey link distribution also occurred over Facebook promoting to general Communication students in all years of study and over various Communication student groups. Respondents were directed to the survey link where they were required to agree to conditions presented in the electronic consent form. They answered a total of 32 questions on their news consumption behaviour having the option to skip any question on the survey including giving their contact information (See Appendix 1).

Definitions of key terms to be used in the survey were provided as a guideline to consider each of the following: traditional media, social media, and verification. This was given to prevent ambiguity and so that jargon terms would not detract from meaning of questions.

Questions were tailored to obtain quantitative and qualitative answers. Objective questions asked respondents about frequencies and rankings on a scale of zero to 10 using multiple choice. Subjective questions consisted of open-ended questions about behaviour which would decrease the possibility of leading question biases and widen the potential number of varying answers. Categorized questions of the degree to which they believe something to be true were also asked to obtain strength of certain perceptions. Some open-ended questions were phrased vaguely in order to obtain accurate perceptual information of respondents. Vagueness would reduce the possible impact of leading questions and would obtain real thoughts of a phenomenon. For example, 'good citizen' was not defined in survey questions and interview

questions in order to obtain an answer for what respondents considered to be the definition and how they acted on it (q 24). A total of 52 survey responses were obtained over the course of one month. This number serves as an appropriate sample size for this experiment. A sample size of approximately 50 would contain 95% confidence to deduce perceptions of the population with 10% incidence of error (DePaulo, 2000).

In order to gain more in depth qualitative information with more insight into survey answers, respondents with appropriate survey answers were selected to be interviewed. A total of 20 respondents were emailed, contacting people of varying age brackets, year of study, and gender in order to gain a broad sense of the sample. Interviews were performed both synchronously and asynchronously in-person and over email to account for conflicting schedules of students. Questions for interviews were semi-structured with a list of 16 questions asking about reasons for perceptions and behaviours, how respondents go about processes, and others (See Appendix 2). Semi-structured interviews allowed for consistency of questions and order of questions. The structure and script nature of questions also reduced any interviewer bias such as confirmation bias or subconsciously portraying cues for respondent to answer in a certain way. Some probing for answers were employed by the interviewer when interviewee progressed off track with answers or when interviewee stated an interesting answer that could be expanded on.

In-person interviews were performed in the most natural means possible, without technology as a communication barrier. Answers were recorded in writing which gave respondents ample time to think about and answer questions to the best of their ability. Recording devices also were not used in order to facilitate ease of conversation. Since interview questions were prepared before all interviews and all asked for the same content, asynchronous email interviews were able to produce similar in-depth results as in-person interviews. After the

interview stage, interviewees had the opportunity to ask questions about the project and were promised to be informed of results when obtained.

4.3 Data Analysis

Analysis and aggregation of data was performed while perceiving patterns of responses. Survey responses as well as interview notes were analyzed to look for answers to the previously mentioned research questions. Data was a mix of quantitative and qualitative data consisting of multiple choice options as well as open ended questions. Constant Comparison technique was used with survey results and interview notes to look for indicators of behaviour and types of news sources. Categories and key terms were created from the data. Consistencies between categories and differences were actively searched for and kept note of. From the categories dictated, Analytic Induction was used where survey results and interview notes were analyzed to develop a statement of what is occurring in the population's news consumption behaviour.

Quasi-statistics in open-ended questions on the survey and in interviews allowed for counting the approximate number of times an answer was mentioned which led to a rough frequency of certain answers. For example through coding, the number of times 'gatekeeping' was used as a reason that respondents gravitate to traditional news sources to consume news, was counted in order to accurately aggregate results. Categories were counted using various key terms for one type of answer. For example, to code for 'news website' as an answer, the terms 'news website', 'website', 'online', and 'newspaper website' were coded for to include all possible variations of open-ended answers. Context was also considered when drawing data from open-ended questions, in order to ensure that respondents were answering the question that was being analyzed. Percentage answers on the survey results were calculated with simple

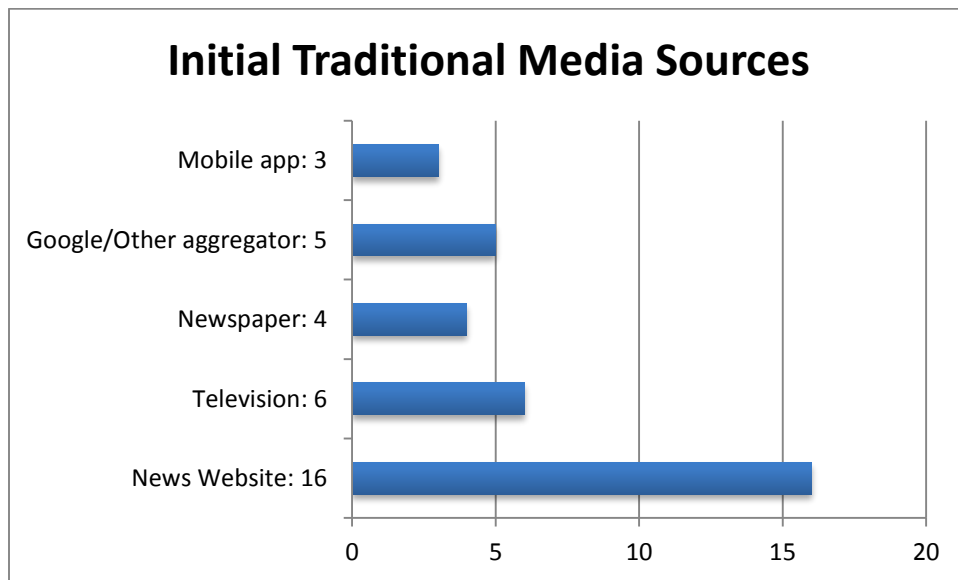
mathematical procedures to indicate what portion of the respondents answered with each option from coding. Data was extracted and plotted in graphs and charts for appropriate questions to show a visual depiction of overall results.

5. Results

5.1 News Consumption Sources Results

The survey demonstrates that respondents usually use both social media and traditional media to consume news frequently. When asked what news source they use first to learn about news, there was a mix of social media and traditional media sources, being one of the few open-ended questions on the survey. This question was coded for to determine frequencies of common answers. Some respondents answered with multiple sources of news to answer the question.

Traditional media websites included Vancouver Sun, New York Times Website, Globe and Mail website, folha.com.br, BBC News, CBC. Another aggregator site that was classified as traditional media search engines was ontd_political (See graph 2). Of the traditional media category online news websites was mentioned the most for initial source of news.

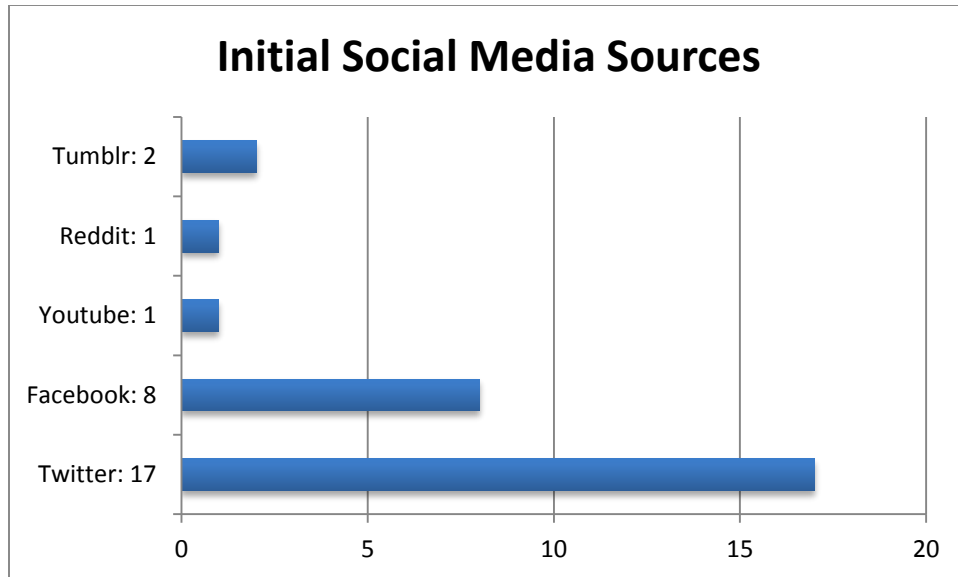


Graph 2

Of the social media category, interpolation shows that Twitter appears as the most used initial news obtainment source, surpassing the halfway mark (See graph 3). On Twitter, people

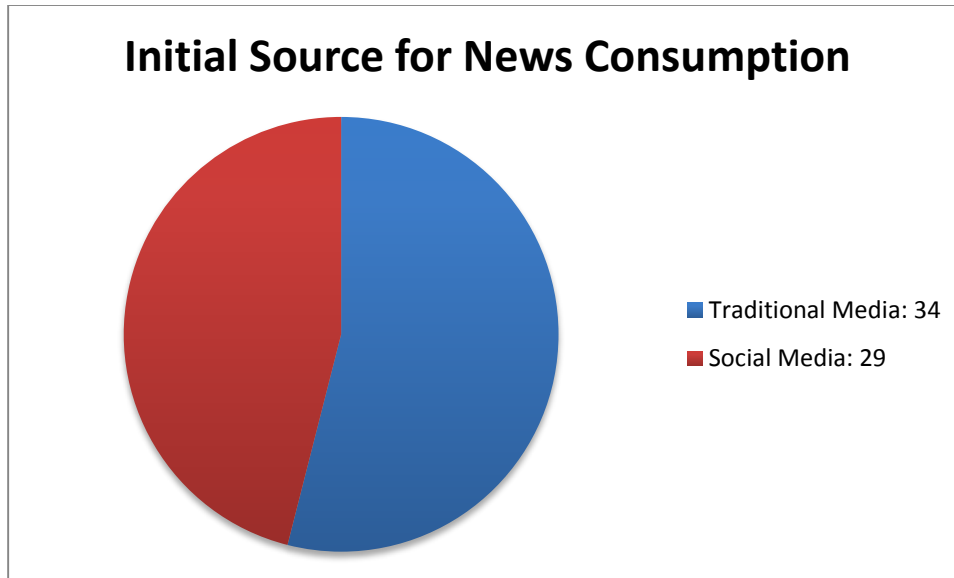
actively search for news like they would on traditional media like watching television or skimming the newspaper. It provides consumers with a condensed version of breaking news.

“Twitter is not enough in the one liner 140 characters. I realize Twitter is just to grab your attention.”



Graph 3

Social media and traditional media used as initial sources to obtain news seem to be relatively even in frequency for this purpose. Answers including traditional media appeared 34 times (54 %) and answers including social media appeared 29 times (46%) (See graph 4).



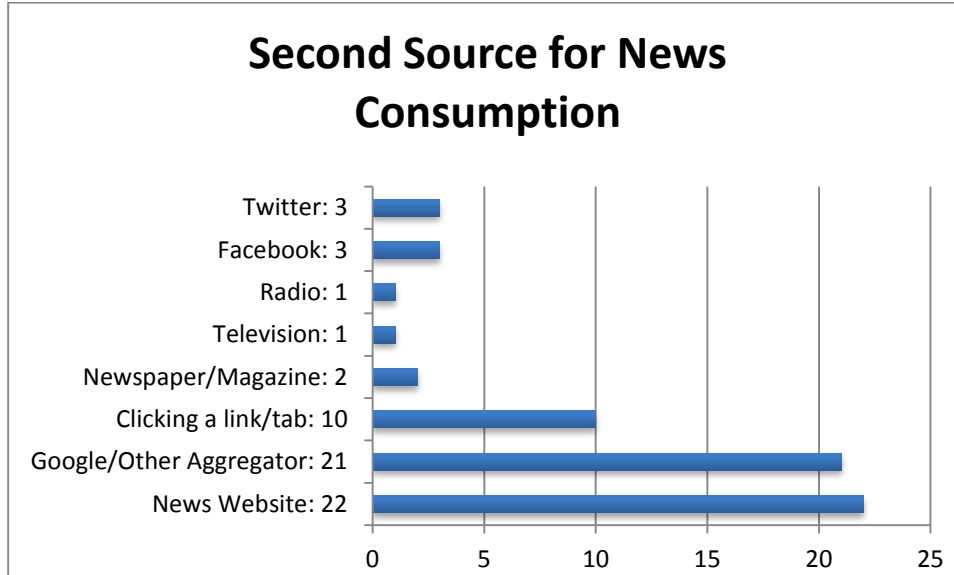
Graph 4

Another open-ended question on the survey asked about what respondents do after they initially find out about a news story in order to learn more about it. Answers were mainly directed towards traditional news sources (See graph 5). A large majority of answers to the open-ended survey question targeted online sources that they actively search such as Google or online newspaper websites. 4 out of 63 answers (6%) consisted of print or radio news sources while the remainder of the answers (94%) for second point of news was online and social media sources. Facebook was coded for only in the context of it being used as a second source after first learning about a news story.

“I have bookmarks of [online] papers I like so I'll search stories by paper instead of relying on Google all the time”

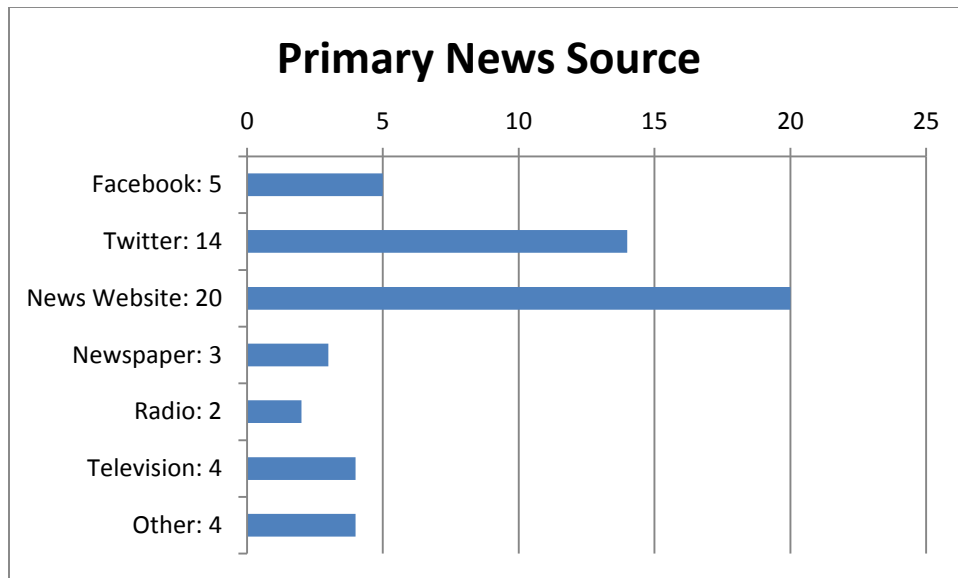
The act of Googling and gravitating online were the most frequently mentioned answers for this question on the survey. Verification is also a reason as to why they go to another news source in order to capture another perspective of a story. One respondent touches on the act of their own habit of verification.

“I always verify it by looking at an actual news website though.”



Graph 5

Behaviourally, respondents report that they use both traditional and social media to consume a single news story. When asked how often respondents use social media and traditional media in general, they answered with more frequent use of social media in the past 6 months compared to traditional media sources (q 9). In terms of primary news sources, 20 out of 52 (38%) respondents stated that they used online news websites the most to obtain news in the past 6 months representing the top choice, with Twitter coming in second with 14 respondents (27%) (q 10) (See graph 6).



Graph 6

A large majority of respondents reported that they generally use both social media and traditional media to obtain information about one news story. 60% of the respondents report using both social and traditional media to access one news story. Using two to three types of news sources was the most common answer in both surveys and interviews (q 11 and 12). Respondents reported towards a smaller percentage of social media in consuming one story whereas traditional media was consumed as a larger percentage with ‘Most’ being reported 14 times out of 52 (27%) (q 13/14). When asked specifically about how frequently respondents verified news items that they saw on social media, the majority reported that they verified seldom or often, 1-49% and 75-84% (q 16). 65% of respondents either seldom or often verified news on social media. As stated previously, verification was a reason given for why respondents use multiple sources to consume one news story. However, it does not seem like people go to additional sources with the sole intent of verifying every time they view a news story. Respondents consume news over multiple sources proportionately to how interesting or how ‘important’ they perceive content to be, according to reasons given in interviews. They also vary

the types of sources more in proportion to how interesting or of significance they rate it.

Examples of the types of news stories that would gain the most variety and multiplicity of sources in consumption are the pope resigning, the meteor in Russia, and a murder in Florida as a result of skittles.

“If I find something very interesting I click on the link, or if I see it in a newspaper I switch on the TV.”

“If it’s something big, I want more perspectives and more opinions so I will use both.”

5.2 News Content Results

Shifting to results of content that respondents consume, ‘world news’ was the top verified news type with ‘weather’ and ‘entertainment’ being verified the least amount. ‘Technology and science’ was considered mid-range for verification (q 17). Respondents feel most informed about ‘world news’ with 25 (48%) rating this category as ‘sufficiently informed’ and ‘local news’ with 27 (52%) rating this category as ‘sufficiently informed’. ‘Sports’ and ‘business’ were the categories respondents felt least informed about with 15 (29%) and 23 (44%) rating them ‘not very informed’ respectively. News types that were considered least verified were the news types that respondents felt most neutrally to their perceived knowledge of the news type (q 18).

Aggregate results of ranking frequency of consumption show that ‘world’ news and ‘entertainment’ were consumed the most over social media, with ‘technology and science’ being neutral and ‘weather’ being consumed the least. As for traditional media ‘world’ was consumed the most with ‘local’ news coming in second. ‘Sports’ and ‘business’ were consumed the least over traditional media. Respondents did not show a significant preference for verifying repeated posts of a news story on social media. Most common answers for verifying repeated posts were

‘seldom’ with ‘often’ coming in second (q 21).

Common answers to the open-ended question of how respondents actively engage in content on social media are that they infrequently engage with content (commenting on posts, sharing, liking) and that they are relatively passive when consuming news over social media.

“I would just do this 10% of the time”.

“I never comment on something posted on a news website. I don’t read the comments half the time on news websites. If it’s a friend, I might comment over social media.”

In terms of general consumption of news, open-ended responses show that respondents list television, Twitter, tangible newspapers and online newspaper websites. Facebook was the least frequent answer provided (q 23).

5.3 Perceptions and Actions Results

Shifting to perception answers, there is a correlation with respondents’ stated importance of being well informed of news on being a good citizen, and how this perception affects their news consumption. 32 out of 52 (62%) respondents rank the importance of being informed of news and being a good citizen as ‘important’, which is 4th rank for importance out of 5th. 33 out of 52 (63%) respondents ranked the extent to which this importance affects behavior as ‘It affects my behavior sufficiently’ which is also 4th rank for extent out of 5th, showing a high correlation in perception and behavior. For 5th rank 16 out of 52 (31%) ranked importance as ‘extremely important’ whereas 4 (8%) corresponded with ‘affects my behavior immensely’. Answers to the two questions reveal a very similar curve shape (q 24 and 25).

“I want to be well-informed. I definitely think behaviour is related to this importance.”

“I find ignorant people are really hard to talk to. It’s our world and we need to know what’s going on in it.”

According to respondents, the majority (56%) feel that their education has affected the way in which they consume news, answering ‘it affects my behavior sufficiently’ (29/52 respondents). (q 32). More objective evidence towards the strong effect of education on the transcending of actions is that the more educated respondents, according to year of study, display more critical behavior in terms of news consumption perceptually and actively. Interviews reveal upper level students’ perceptual connection of education to news consumption action.

“Maybe there’s a link to how having an education can make you want to be an active citizen.”

“My communication courses have affected the way I look at media and the sources. I am more aware of what I’m looking at now and the systems put into play.”

Upper year students who are in year three or higher show more skepticism towards what they read on social media and traditional media. They seem to be aware of the importance of consuming news from multiple perspectives and they gravitate to a larger variety of sources. Numerous upper level students also note the effectiveness of participating in citizen journalism as part of broadening their scope of consuming news.

“There is a trend of citizen journalism, is that what they call it? Where the audience acts as creators of content and it’s an easier way to get insight and see what others perceive as important. It is easy to get feedback from the public even when traditional news companies don’t have means to report on a story with cameras.”

“Social media is fairly reliable mostly because it is ‘citizens’ reporting (or re-posting) news and most likely, they don’t have an ulterior motive”

“Last year... I watched just TV for news, but now I find after more years in my degree it pushed me to be more informed so I got Twitter. It’s important to be informed and know what’s going on...and it’s good for yourself and your perspective. “

Lower level students seem to be more singular in terms of where they find news content. They appear to be more narrowly focused in types of sources they gravitate to and did not provide explicit reasoning as to why they may exhibit more critical behavior. Lower level students seem to find a niche in their preferred news sources and maintain this extent of consumption without as much variety as upper level students.

“I read the article on a link from social media. Or I Google search.”

“I get the news from social media then I go to traditional media. I usually read articles from links.”

There is a weaker correlation with concern of user data protection and how it reportedly affects news consumption behavior. 20 people out of 52 (38%) feel ‘neutral’ for concern and for news consumption, being the most frequent answer for both. 19 (37%) respondents say they feel ‘sufficiently concerned, but only 9 (17%) say it ‘affects my behavior sufficiently’. 15 (29%) respondents answer with ‘it does not affect my behavior very much’ (q 26 and 27). Interview results also take on more of an approach to apathy with user data privacy.

“What you don’t know doesn’t hurt you. What they would do with my data, I don’t know exactly.”

“I don’t think it has. I don’t post personal info, I just post my opinion. It’s not much of a big deal.”

“[I am concerned about privacy], but not enough to not use Facebook, as it is almost

expected these days to have an account in order to connect. Social media is also a fantastic way to get a lot of information personally, so I continue using it but I keep my eye out for the constant changes they make to their privacy policies.”

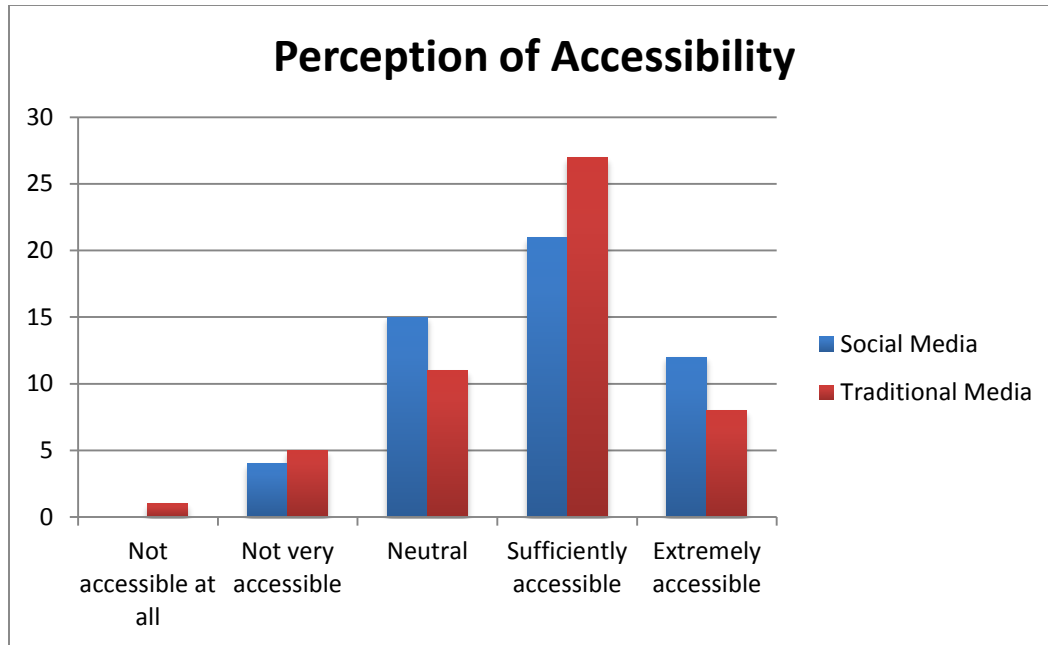
Some others, however, do feel that their awareness and further concern about information protection has impacted their news consumption on social media.

“I’ve become more careful about what I look at and what I feel when I see it. I check more sources now than before.”

Respondents are knowledgeable about the issue but accept the fact that there is not much they can do to eradicate effects, that effects are minimal, or that they do not have a problem with other sites collecting information.

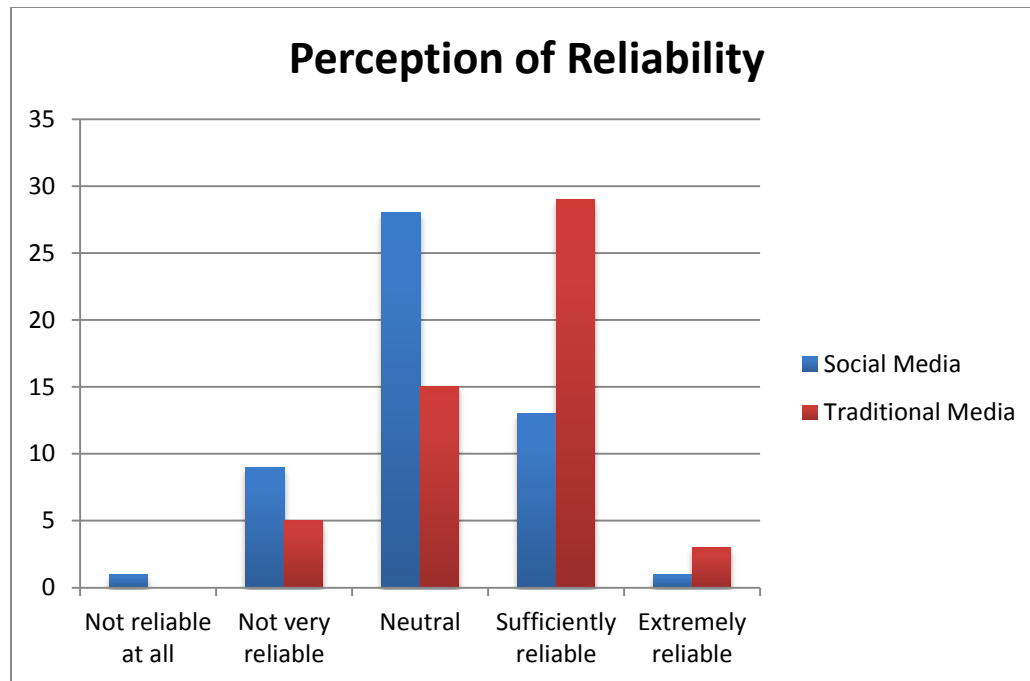
Other components of perception include reliability and accessibility of both social media and traditional media. Survey results show that respondents feel that traditional media is more accessible than social media (See graph 7). Most respondents selected either ‘neutral’ or ‘sufficiently accessible’ as the top answer for social media (26/52; 50%). A majority of the respondents selected ‘sufficiently accessible’ for traditional media (27/52; 52%) with no split in top answers (q 28 and 29).

“[Traditional media] has always has been accessible with people familiar with it and it has been established for a while. It is pervasive and some newspapers are free, there are more stands to get newspapers, and even at work it’s here! It’s all over the place...for now at least.”



Graph 7

A significant difference rests on perceived reliability of news over social media compared to traditional media (See graph 8). A majority of respondents selected ‘neutral’ for social media (27/52; 52%) whereas a majority of respondents selected ‘sufficiently accessible’ for traditional media (29/52; 56%) (q 30 and 31).



Graph 8

In regards to respondents' perception of social media rendering obsolete by means of traditional media, they contend that they view both types of media as functioning together in news consumption. Respondents do not perceive the process as one type of media outlet overshadowing the other in the social realm. Interviewees discuss the parallel relationship between social media and traditional media.

“It’s like a partial eclipse where it’s at the point where it’s in the middle but not fully ‘overshadowing the sun’...Technology development is constant and it’s natural. There will always be the next big thing. Technologies complement each other, not replace each other. They build on each other, it’s what they’re designed to do. It’s like how the radio was built on the telegraph. It’s the natural way.”

“Social media for me is not enough. It gets you closer to what the facts are. However, it is not always the case.”

Another interviewee explicitly states how, in their perception, traditional media is still a salient piece in their news consumption.

“[CBC, CNN, and BBC and 24 newspapers are] readily accessible and there’s a familiarity with the name to make it credible.”

6. Discussion

Survey and interview results show a trend towards media convergence in news consumption of the population. There seems to be an overlap and indiscernible boundary between what is considered social and traditional media based on how news consumers navigate various sources. Social media and traditional media seem to be used equally amongst respondents and neither of the two types seems to be eclipsing the other significantly. Respondents also seem to agree with the fact that traditional and social media are progressing towards mutual reliability. Their actions also seem to dictate this pattern when including both social media and traditional media in consumption of information.

Overall, the data reveals that these undergraduate SFU students who are educated in discourse relevant to information consumption are sufficiently critical in response to what they see in their Facebook feeds. They do not feel at full ease with believing news information they view on any type of source, but they especially feel this unreliability more so on social media. Respondents' perceptions of reliability and accessibility correspond with how they use both social and traditional media in their dually natured news consumption processes. Education appears to greatly affect respondents' actions in consumption. Rated connection between being informed and a well-rounded citizen correspond quite evenly. Interestingly, respondents' high concern for user data collection on social media do not correspond well with resulting consumption processes. There seems to be a difference between being aware of issues regarding information exchange and applying it to one's personal actions. With significant differences between lower division students versus upper division, this supports the claim further for education affecting one's actions.

6.1 News Consumption Sources

The fact that both traditional and social media were stated as initial sources for news approximately the same number of times shows that the population does not significantly prefer one type over the other when gathering news or seeing a story for the first time. If a difference were to be extracted, however, traditional media seems to be used slightly more than social media as a first point of contact with news content, negating research on the decline of traditional media (Bergstrom & Wadbring, 2012; Lauf, 2001). Results of what respondents do after first finding out about news could suggest a link between social media and the most accessible means to check the story. Where people go to learn more about a news story seems to correspond with the form of which they originally saw a news story. The reasons why respondents may gravitate to online platforms could be for reasons of accessibility as well as the fact that they have the ability to actively search for news content.

Most respondents use both social and traditional media to consume each news story with a larger percentage being traditional media. Verification seems to occur as a large part of the news consumption process on traditional media where respondents use social media to first view news. They verify under the conditions of news content being interesting or containing multiple perspectives. Verification would conceivably increase the chances of gaining the most perspective on a story. Some respondents report waiting a few days after initially seeing a news story over social media to check news on television and in newspapers. They would be able to gain the most indepth coverage of the content possible if they were to wait for professional journalists to report on their findings. The act of Googling and going to an online news platform to verify content on social media are both extremely related answers for second news sources as Googling would lead to online sources but would not lead a consumer to a pre-determined news

website. Googling would lead to a more holistic compilation of sources, also following the accessibility approach to verifying news stories.

6.2 News Content

News types such as world news seem to be the most verified types of news consumed over multiple outlets. Respondents view these stories as containing the most perspectives and they actively search them out as opposed to solely receiving a one-dimensional viewpoint. There seems to be a positive correlation between the types of news respondents verify and the news types that they feel most informed about. This correlation reveals a positive aspect about verifying news content on various platforms. Perhaps there is a correlation with the number of news sources used to verify content and how much respondents feel they know about the story. This is indicative of an informational democratic society where more sources can lead to more knowledge.

Respondents' survey and interview answers reveal a trend for not being actively engaged with social media and not having a direct preference with content patterns such as repetition. These answers strengthen the notion that social media is used as a platform of which to continue further research into a news story. These consumers do not just remain on social media when viewing a news story but gravitate to other sources as well.

“Therefore, Facebook is a prompt and I research further later”.

Twitter and traditional news sources seem to be a common answer for navigating news and maintaining general knowledge of the news in one's surroundings. With Facebook being a less frequent answer for general news consumption behaviour, it shows that people do not consciously search for news on this medium. When it is used, it seems that respondents

serendipitously see a news story on Facebook and then move to other sources to obtain a better understanding of it. This seems to counteract Bahk et al's (2010) notion of youth primarily using social media for news. The data furthermore corresponds with Castellon's (2012) findings of social media and traditional media both being used as converging mediums by youth to consume news.

6.3 Perceptions and Actions

Respondents show a high connection in perception of being a good citizen and translating their news consumption actions with this. These results relate to Castellon's (2012) findings of the population having a motivation for being good citizens in consuming news the way they do. With the high degree of influence that respondents report education has on their news consumption behavior, they conceivably connect the concept of citizenship with the education content that they internalize.

It is apparent that number of years of formal education in Communication has an impact on young adults' awareness of various phenomena in news consumption such as citizen journalism. It also affects their cognitive reasoning of their particular actions in news obtainment. Upper level students reveal more critique in their actions on verification across multiple sources and reap benefits of both social and traditional media as compared to lower level students. They disclose awareness of how social media presents more opinions on a topic, but respondents do not terminate their information gathering at this source type. Respondents seem to have developed effective strategies to obtain a wide array of voices in news topics where traditional newsmakers may display biases based on their company agendas. Upper year respondents especially noted social media's positive aspects in its ability to aggregate material

based on 'citizen' opinion. They acknowledged social media as a tool for participating in democracy by gaining perspectives from people who they may not be able to hear from in traditional media outlets. Lower level students possess more simplistic strategies in terms of quantity and variety of news sources used. Data does on the other hand show that relevant education does not facilitate action against issues surrounding consumption of social media in all levels of respondents' degrees. Issues in privacy and data collection on social media specifically are poignant topics in Communication education, but interestingly do not transcend actions.

Respondents' concern with data privacy does not correspond significantly with how they manipulate their own news consumption. This result may point in the direction of specific knowledge about the information age not directly transcending news consumption behavior in extreme circumstances. It is interesting how a population that is extensively exposed to the processes and potential consequences of data mining and user data for large companies, do not modify their news consumption correspondingly. The pervasive nature of social media in youth's lives, as evident in past research and the present study, could be a factor of why respondents do not act on their concern and knowledge of user data collection. Since social media is readily accessible and privacy concern has existed for long enough, it does not pose itself as a novel threat and youth could feel that a fight against the issue is futile. Users seem to be overlooking the downside to social media usage for important content, such as surveillance and companies using information, in favour of maintaining regular interactions with friends, applications, etc. They may even be acting along the lines of 'Stockholm syndrome' as a metaphor to which social media users condone acts of their 'hostage' and have positive feelings towards it (Gibbs, 2011). This finding could also be a result of the self-confirmation bias where respondents justify their news consumption behaviour over social media even though they are quite well informed of the

drawbacks.

Accessibility seems to correspond with reliability and furthermore where youth will gravitate to in news consumption. These results negate the commonly found idea that youth narrowly use social media to inform themselves of their surroundings (Bahk et al, 2010). It seems that their strategies run deeper than this and that they spread their resources onto traditional media mostly. This phenomenon is evident with the fact that primary sources for news are traditional media (online news websites) and that traditional media represents a majority of what youth consumes when gathering information about one news story. Respondents also view traditional media as being more reliable than social media due to its credible nature. Traditional media seems to act as the conventional means of which to obtain information and is able to disseminate a professional stance on news topics. Credibility seems to increase along with the collective mindset of the public, which traditional media exhibits in their professional standards and longevity of their methods.

These findings are indicative of how young adults' experiences and perceptions are drivers of behaviour change. Awareness of issues and phenomena of one's social realm can drive an individual to modify one's actions, evident in the types and numbers of sources used in news consumption. The recognized importance of information to being active citizens could also be employed as a result of education. Although awareness of issues does not correspond perfectly in its efficacy of all actions by the individual, as in altering behaviour based on awareness of privacy issues, its ability to correspond with critical daily routines of news consumption is evident. The respondents' education provided them with the ability to make informed choices of news consumption actions. Their apathy in behaviour reaction to data privacy did not stem from ignorance of the issue, but rather a choice to not react to the knowledge. This awareness could

act as the key to shaping individuals to be active participants of a democratic society.

Respondents directly and indirectly acknowledged the fact that social media used for news consumption is still very much in use along with traditional media. One does not seem to be eclipsing the other, as with what they use for primary sources and the percentage of which their total news consumption consists of social media. They directly assert the importance of the symbiotic relationship and how information accumulates together. There appears to be a shift in generational usage of media in the way individuals obtain news. Youth currently use social media to view breaking news serendipitously but then complement information with other sources.

7. Implications

Currently a trend indicated by this data show the emergence of social media and traditional media building off of each other with a nostalgic tendency to rely on traditional media such as television and newspapers. Perhaps this pattern accumulated through the recent rise of prevalence in social media as a news platform as well as the longevity of the overall credited traditional media sources of past generations. Traditional news platforms add a sense of familiarity with what young adults presumably grew up with and social media acts as a new type of aggregator to display traditional and new media information.

“I trust journalists more in terms of how much they research a news story.”

The students view traditional media as more accessible and reliable than traditional media but still recognize the importance of adding to their knowledge on topics from social media with their friends behaving as citizen journalists. Their reasons for sometimes gravitating to social media correspond with findings of a survey regarding adolescents and their knowledge of political issues. Results showed that as a result of adolescents participating in news sharing and discussion, they were more likely to be knowledgeable about political developments and act on this information (Hurst, 2012). Social media would conceivably be able to act as this platform for active discussions about news material. Even though social media provides a relatively open platform to share information amongst friends, respondents` recognition of social media`s demerits are vast such as misinformation with the allowance of anyone being able to post anything as well as a lack of high quality information.

Respondents seem to position themselves in agreement with Jurgen Habermas` (2006) negative notion of social media`s ability to act as an effective public sphere. He states that the internet and furthermore social media would be a funnel for social capital to play a large role,

overriding the engagement with important news content. He defines the idyllic public sphere as being removed from elitists' capital agendas and the social environment, but the dispersion of news on social media is quite reliant on reporting of traditional news reporters. Adding to respondents' perceptions of reliable news sources Freedman, Franz, and Goldstein (2004) acknowledge the threats of social media providing a base for discussing inaccurate information. People who have limited political news knowledge were found to be the most politically participatory over social media, increasing the extent to which misinformation could occur. This theory corresponds with respondents' patterns of obtaining news over multiple perspectives, suggestive of their ability to be critical and multimodal news consumers.

Increasingly indiscernible boundaries of social and traditional media are apparent in respondents' news consumption behaviour and rationales for their perceptions. Even social media as an alternative source of traditional media consist of the salience of norms and values of mainstream media (Goode, 2009). Citizen journalism integration is ubiquitous in various traditional sources such as linking buttons to Facebook or commenting on news stories on the CNN news website, or having the ability to follow mainstream news agencies on Twitter. Respondents note how sources on the social media site Reddit are inherently verified by quantity of traditional mainstream sources embedded in the story.

While social media and traditional media are not treated as equivalent entities in news consumption, they are able to frame media content by means of each other. With multiple examples provided in interviews of social media creating news for mainstream news agencies, such as the Japan tsunami in 2011, it is evident that a citizen journalism paradigm exists. Another recent encounter of social media used to engage critical action is the crisis of the 2013 Boston marathon bombing. Twitter and Reddit were widely used by multiple individuals to crowdsource

and assist in identifying those responsible for the act of terror (Walker, 2013). People also were able to share real-time photos and circumstances of the event as it unfolded. Young adults are incorporating the interpretation, reporting, and framing of news content into their news consumption practices while maintaining consumption of mainstream sources at large. In this sense, metajournalism over social media and traditional media is able to uphold individuals' democratic voices in the public sphere. Other traditional sources may not contain this dialectic nature such as the newspaper where individuals are unable to engage with content.

Accessibility does not seem to be the primary key in democratic news consumption. Awareness seems to play a larger role. Verification and consumption of multiple sources occurs when accessibility facilitates ease to check the accuracy and reliability of the information. Online notification of an important news event on social media leads to online searching of the same event on a news aggregator. Ease of access to citizen journalism avenues does not always facilitate critical thought. Awareness is the primary proponent of choice in determining what sources will be consumed critically. Awareness of the pitfalls and positive functions of types of news sources leads to informed choices of individuals and creates the critical public sphere that Habermas (2006) asserts is necessary to a true democracy. Awareness facilitates emancipation and the ability for individuals to participate rationally in their social realm of content and critical information. This study unequivocally demonstrates the ability of education to translate into young adults' everyday actions and perceptions.

These phenomena could be the case for other types of related behavior of information gathering, indicative of how educated youth are aligning themselves critically and politically. Multiple perspectives of informational content seem to render the most knowledge in young adults in news, which could transfer to other areas such as performing professional research or

developing action plans for justice issues. These educated young adults will shape the basis of society's upcoming professionals who are savvy with various media platforms and the relational functions among them. Awareness of how to embody informed citizens is critical in becoming democratized agents in society and it is imperative that a deeper understanding of the dualistic functioning of available information platforms is established. Social media continues to be a new rhetoric which assists in bridging the gap between traditional media and the consumer. It is imperative that society is able to understand and manipulate social media usage along with other information available to its most beneficial use.

8. Conclusion

This study shows that traditional media does not appear to be on its way out with young adults but is rather re-integrated into patterns of consumption that are most suitable to the consumer. Primary news sources for the population consist of traditional media, specifically that of online news websites. Accessibility of content and education are large factors that cause this shift towards media dualism in news content consumption. Social media does not appear to be eclipsing mainstream media, but functions alongside it and as a supplementary tool for including multiple alternative voices. Awareness of social media's privacy issues is salient within the Communication student population, but action taken in news consumption habits to offset the issues are not proportionate to this awareness.

News that is critical to one's understanding of the world at large are consumed over the most multiple sources and this behaviour leads to an individual being more informed about the broader topic. Extensive verification occurs when consumers view a news story as having many perspectives, when it is relevant to them, and when it is deemed important to be more informed about it. World news is verified the most over traditional and social media sources, whereas weather and entertainment are verified the least. Communication students highly relate news consumption with being an informed citizen and indicate that knowledge of news is an important factor in being a well-rounded citizen. The population reports that their education has a great impact on their current news behaviour.

8.1 Improvements

Research methods and research questions were modified before the methodology was performed. Originally, research questions targeted respondents from various faculties at Simon

Fraser University to compare data with. Questions would also ask specifically how issues of surveillance, given examples of data mining as in the Arab Spring, would affect the way in which students respond to news (Comunello & Giuseppe, 2012). Questions were revised and tightened to explore deeper the issue of news consumption as opposed to broadening the sample. In depth answers for one population would provide a substantive groundwork for future research on a similar topic as present research is relatively small in quantity. Sub topics such as surveillance society would dilute the deepened focus on consumption habits and perceptions of the population. Connections between the two phenomena were not direct and were hence removed from the study.

8.2 Limitations

Due to the selected design of the study, respondents had the option to not answer particular questions on the survey as well as the interview. Quantity of respondents was preferred as opposed to all respondents answering every question that they may be uncomfortable answering. A few answers were skipped on the survey about age and open-ended questions about news sources. Results could be skewed, as participants who chose not to answer some questions would not be fully represented in the data. Respondents were also given the option to not provide their contact information. Some respondents chose not to give their contact information as a result of this allowance. This could have limited the people that could be contacted to participate in an interview. Although these freedoms had the potential to skew the data, the alteration would be very minimal and would not have affected the results significantly due to the high confidence level in the 50 member sample size.

A second limitation would be that the data relies on the self-reporting of respondents.

Recounting one's actions over a certain time period is often prone to human error and retrospective memory is sometimes inaccurate (Howard, 2011). Social biases could lead to skewing of data such as the self confirmation bias. Respondents could have answered questions that favoured their perception of themselves. Ordering of questions also could have made respondents more aware of their own thoughts which could have skewed reporting of their behavior. They also could have provided answers that they assumed the researcher to be looking for as their contact information corresponded with their answers. This bias could have been exacerbated due to the fact that some of the respondents were aware of the fact that the interviewer was also a student in the Communication department at Simon Fraser University. These biases were remedied by providing respondents with a specific timeframe to remember actions (the past six months) and by confirming that they would not be identified on citing of data and would remain anonymous. These biases would most likely be unconscious if they did exist in data collection. It was imperative that respondents were believed to be answering questions as reliably as possible in order to draw conclusions from the data.

Based on responses in the survey, one question seemed to be unclear. Question 11's lack of clarity resulted in a few respondents misunderstanding the question. "How many types of media (social/traditional) do you use to access news at one time?" could have been supported with an example to improve the clarity of the question. Although the number of respondents who indicated that they misunderstood it was only one respondent, this lack of response could have had an impact on the concluding results.

Sample size could have impacted data in the study. A larger sample size in most research designs is usually preferable as data would be more generalizable to the population being studied and would have more internal validity. An evident limitation in this specific study is that every

member of the population, being Communication students at Simon Fraser University, did not respond to the survey. Additionally, of the people who completed the survey, every respondent did not participate in an interview. Even though obtaining all members in the population in a qualitative study is virtually impossible due to time restraints and communication restraints, it still serves as a limitation in fully representing data of the population to answer the research questions.

Finally, a limitation lies in the fact that no control population was used to compare Communication students' data to. Conclusions drawn from results could be more supported with a population sample that consisted of the same age range as the Communication students who were not educated at all or who were educated in another academic discipline. However, the one Communication group was selected to compare respondents amongst each other based on their demographics such as age and year of study.

8.3 Future Directions

Results of this study have substantial implications for future research on the topic of news consumption and youth. This study provides support for the assertion that education does indeed have an impact on one's perception of surroundings and furthermore actions. Data reveals that an education in content relevant to news consumption is effective in mobilizing students to alter the way they conduct their lives in the educational realm as well as that of society. In order to provide more support for these results, replication of the study with a comparative analysis of students across various educational disciplines could be performed. The significance of the relevance of education to how young adults consume news information could be determined if students from seemingly unrelated fields of education, such as Engineering, the hard Sciences or

Humanities, were questioned in terms of news dissemination and especially consumption strategies. This comparison study could verify results of the current study as well as expand on the model of education as a tool that is able to transcend news consumption behavior. Expanded research could reveal the extent to which education plays a significant role in affecting strategies of news consumption. Additionally, longitudinal studies could be employed to reveal news consumption shifts as individuals progress through their education.

Perhaps other factors play as large of a role on the individual in the information age in consumption practices and criticalness of what they observe. Factors that were not reviewed in this study such as location of residence, political views, and religious views could be studied to deduce demographic influences on news consumption strategies. To increase sample size, locations of surveys and interviews could be expanded. The scope of the population could be focused on one region with multiple educational institutions to remove possibility of biased views originating from one institution. This would widen the demographic range and would provide more insight into connections between education and news consumption.

A discourse analysis approach to the topic would shed light on the exact types of news consumed over social media and would follow individuals' exact patterns of movement between social media and traditional media. To delve into social media rhetoric more, status updates and feeds could be analyzed to account for what types of sources are being linked to. For example, traditional news websites, blog articles, or YouTube videos shared on social media could differ in the way individuals encode and decode the information (Lüders, 2008). This method could also be telling of how friend circles influence how individuals consume and engage with news. News consumption over mobile phone apps would also be relevant to further exploration of this topic as this platform is another emerging form of rhetoric that is potentially used differently to

consume news. Perhaps RSS feeds and newspaper applications alter the means of which individuals distribute and perceive news.

Substantial progress is being made in how people collectively understand technology and available resources to consume news, which this study serves as a facilitator of this knowledge. It is evident that gaps in the topic of news consumption and youth remain and that it is critical to maintain knowledge construction of this discourse. Dangers of inaccuracy, gatekeeping, misinformation, disinformation, and limited perspectives do occur and knowledge of effective information consumption could improve the way people live as active citizens in a democratic media society. The power is in citizens' hands to frame and alter understanding of their own surroundings and awareness can only lead to choice of how to be informed agents of change.

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Appendix 1

Survey Questions

The following is a short survey about your news consumption behaviour (no longer than 15 minutes). You may be contacted to be interviewed for further information to your survey responses. If you do not wish to be interviewed, you may decline the request with no consequences. All contact information and identities will remain confidential. To start the survey you must agree to the Consent below.

Q1 . The New News Media: How do undergraduate students consume news over social media? 1) Project title: “The New News Media: How do undergraduate students consume news over social media?” 2) Researcher: Jennifer Miller (Undergraduate Student), School of Communication, Simon Fraser University, 8888 University Drive, Burnaby, B.C., V5A 1S6; emails: jlm17@sfu.ca, telephone (personal): 604-773-7121 3) Goals of the study: To discover how Communication students at SFU consume news on social media in relation to traditional media. What are their habits and why? Participation is voluntary. 4) Benefits of the study: The results of this research will fill the gap in the current literature on the steps young adults take to consume news and what strategies they possess. It will have implications toward how changing media can change the perceptions of the reliability and accessibility of news platforms. The project will shed light on how education may affect the way young adults consume news and the ability for different news platforms to act as a tool for being an informed citizen. 5) Risks: No risks associated with the study are identified. Only low risk is involved if confidentiality of information is breached such as harm to reputation, embarrassment, or discomfort in current news consumption practices. These low risks will be mitigated by maintaining anonymity of information when discussed in any form, by keeping all digital data (on memory sticks) and hard copy data (in paper format) in a locked cabinet at SFU, by maintaining isolation when conducting interviews, and by destroying hard and digital data in two years following the experiment. Confidentiality of identity will be maintained by conducting the process over a secured web server housed in Canada, over SFU’s web server. 6) Procedure: You will be asked to answer a number of questions about your habits and thoughts (as applicable) in regards to news consumption on social media and traditional media. The process will not take more than 15 minutes. Your name will not be used and your contact information will remain confidential. No third party will have access to the information I receive from this study. You may choose not to answer any of the questions presented. You may withdraw your participation from this study at anytime without consequence. The refusal to participate or withdraw after agreeing to participate will have no adverse effects on grades or evaluation in any courses or in the classroom. 7) Complaints and concerns: The primary person to whom concerns or complaints are addressed is: Dr. Linda Harasim, Professor of Communication; Simon Fraser University; 8888 University Drive, Burnaby, B.C. V5A 1S6; email: harasim@sfu.ca. You may also register a complaint with the Director of the Office of Research Ethics: Dr. Hal Weinberg, Director, Office of Research

Ethics; Simon Fraser University; 8888 University Drive, Burnaby, B.C. V5A 1S6; email: hal_weinberg@sfu.ca 8) Copies of results: Data will be aggregated and final results will be sent to you upon request. If you would like to request research results, you may contact Jennifer Miller at jlm17@sfu.ca 9) Copies of consent form: You will be emailed a copy of this consent form upon receipt of your email address. By filling out this survey, you are agreeing to participate. It indicates that you have read every statement from items 1-9 and you understand and comply with the information it presents. Pressing Yes will represent your signature. If you do not wish to proceed, please press No. (Consent)

Q2 . What is your gender? (Pull Down Choice)

Q3 . What is your age? (CommentBox)

Q4 . What year of study are you in? (Pull Down Choice)

Q5 . Please include your name and email address. (CommentBox)

Q6 . What is the first news source you go to in order to learn about news? (CommentBox)

Q7 . How often have you used social media to obtain news in the past 6 months? (Pull Down Choice)

Q8 . How often have you used traditional news sources to obtain news in the past 6 months? (Pull Down Choice)

Q9 . Where have you obtained your daily news in the past 6 months? You may choose more than one. (Checkboxes)

Q10 . Where have you obtained news the most in the past 6 months? (Pull Down Choice)

Q11 . How many types of media (social/traditional) do you use to access news at one time? (Pull Down Choice)

Q12 . When you come across an important news story, how many sources of news would you use to understand the story? (ie. Facebook and radio=2) (Pull Down Choice)

Q13 . What percent of one specific story would you usually consume over social media? (Pull Down Choice)

Q14 . What percent of one specific story would you usually consume over traditional media? (Pull Down Choice)

Q15 . Briefly state how you find out more about a news story you see. (CommentBox)

Q16 . How often did you verify news that you read on social media in the past 6 months? (Verification: Clicking on link, checking, or searching news item originally seen on social media

on a traditional news source for purposes of finding out more information) (Pull Down Choice)

Q17 . Rank how frequently you have verified each type of news seen on social media from 1 (almost never) to 10 (always). (Rating Matrix)

Q18 . How well-informed do you feel about each of the following type of news? (Rating Matrix)

Q19 . Rank how frequently you have obtained each news type on social media in the past 6 months from 1 (almost never) to 10 (always). (Rating Matrix)

Q20 . Rank how frequently you have obtained each news type on traditional media in the past 6 months from 1 (almost never) to 10 (always). (Rating Matrix)

Q21 . In the past 6 months, If there were repeated posts regarding the same news topic on social media, how often did you verify it? (Pull Down Choice)

Q22 . How do you actively engage in content on social media? (CommentBox)

Q23 . How do you keep informed of news? (CommentBox)

Q24 . How important do you feel being well informed about news is to being a good citizen? (Pull Down Choice)

Q25 . How does the importance of being well-informed impact your news consumption behaviour? (Pull Down Choice)

Q26 . To what extent are you concerned with how Facebook and Twitter collect user data? (Pull Down Choice)

Q27 . How does this concern impact your news consumption behavior? (Pull Down Choice)

Q28 . How accessible do you feel news is over social media? (Pull Down Choice)

Q29 . How accessible do you feel news is over traditional media? (Pull Down Choice)

Q30 . How reliable do you feel news is over social media? (Pull Down Choice)

Q31 . How reliable do you feel news is over traditional media? (Pull Down Choice)

Q32 . To what extent do you feel that the content you have learned in class courses caused you to consume news in the way you do? (Pull Down Choice)

Appendix 2

Interview Questions

Definitions of Important Terms:

Social Media: Interactive platforms where information can be distributed and consumed ie. Facebook, Twitter

Traditional Media: Platforms involving ‘one-way’ distribution power ie. Television, radio, newspaper, news websites

Verification: Checking or searching news item originally seen on social media on a traditional news source for purposes of finding out more information

1. What do you do first in consuming news? (Ie. where do you go to learn about it first?)
What are your next steps? Do you verify?
2. How many types of media (social/traditional) do you use to access news at one time?
Why?
3. When you come across an important news story, how many types of news would you use to understand the story? For example what types of media did you use when you heard about Steve Jobs’ death?
4. How do you find out more about more about a news story you see? What do you do after your initial discovery of a particular news story?
5. Do you actively engage in content on social media? How? (re-post, re-tweet, framing) If you use multiple sources to consume news, why?
6. How do you keep informed about the world around you?
7. How does the importance of being well-informed impact your news consumption behavior? How so?
8. To what extent do you feel that the content you have learned in courses caused you to consume news in the way you do? What specific courses have affected this?

9. Are you concerned about how Facebook and Twitter collect user data? If so, to what extent? Why?
10. How does this concern impact your news consumption behavior? Has it changed since you've become aware about user information collection?
11. How accessible do you feel news is over social media? Why?
12. How accessible do you feel news is over traditional media? Why?
13. How reliable do you feel news is over social media? Why?
14. How reliable do you feel news is over traditional media? Why?
15. How often do you use print media as a news source, including magazines?
16. Do you think print media and other traditional news sources are being eclipsed by social media for news consumption? Why or why not?

Appendix 3

Interview Scripts

1. What do you do first in consuming news? (I.e. where do you go to learn about it first?)
 What are your next steps? Do you verify?
 -both social media and traditional media ; browses Twitter when bored; reads daily newspapers (24 and metro which are readily accessible); TV news when eating breakfast (CBC, CNN, BBC)
 Why those channels and those newspapers?
 -readily accessible and there's a familiarity with the name to make it credible
 Next steps: "If I find something very interesting I click on the link, or if I see it in a newspaper I switch on the TV. To me if they're talking about it on TV, it's important. It's important if there are cross-overs. If I find something interesting I will search it on Google."

2. How many types of media (social/traditional) do you use to access news at one time?
 Why?
 Usually, it's just one. Most of the time news I see isn't very compelling so I don't look the story up on another source. Depends on the story. If it's something big, I want more perspectives and more opinions so I will use both. EG) Meteor in Russia story If it's not so interesting, just newspaper or just Twitter. I have my phone with me at all times, so it's easy for me to pick up my phone and go on Twitter.
 If you were to use both social and traditional media, what direction would it go in?
 Usually from social media to traditional media

3. When you come across an important news story, how many types of news would you use to understand the story? For example what types of media did you use when you heard about Steve Jobs' death?
 Twitter moreso than Facebook. They're both as reliable. CBC and other companies actually post on Twitter which I see as reliable. On Facebook posts aren't always about important things. If friends post, depends on the person and would drive me to look it up.
 TV, newspaper, radio (in mornings)

4. How do you find out more about more about a news story you see? What do you do after your initial discovery of a particular news story?
 I read it sometimes. If it's a big story I read the link. A big story to me means out of the ordinary, unexpected, and it would impact a lot of people. Eg) pope resigning

5. Do you actively engage in content on social media? How? (re-post, re-tweet, framing) If you use multiple sources to consume news, why?
 For the most part, I share it, like it, comment on it.
 In percentage what percent of what you see on social media would you interact with?
 40%. Dependent on whether it is a big story, and I think about my audience and if they would benefit from it. What you post aligns with the persona you want to portray. I

haven't found that identity yet with my career path so I haven't found my branding image yet. I don't actively engage in content on news websites because I don't know people and I don't feel the incline to discuss with them.

6. How do you keep informed about the world around you?

Talk and listen. Have conversations with people. I ask for clarification of something I read and gather different opinions and perspectives. I put this into my lifestyle, for example I switch on the TV on a news station or I browse Twitter. I don't consciously feel I have to know everything like some people by reading every source to be a smart-ass.

7. How does the importance of being well-informed impact your news consumption behavior? How so?

It does affect it. There has to be some intent behind actions. Even if you're not looking for information, you can walk by and see it. For example, on skytrain screens with ads, you see people reading newspapers, you see bus ads. If you don't want to be informed that translates to how you consciously perceive what you see. Last year when you interviewed me, I watched just TV for news, but now I find after more years in my degree it pushed me to be more informed so I got Twitter. It's important to be informed and know what's going on when I'm applying for co-op jobs for example and it's good for yourself and your perspective.

8. To what extent do you feel that the content you have learned in courses caused you to consume news in the way you do?

As a CMNS major, I have noticed how people from other degrees are informed about the world. For example, I took a course with Kathleen Cross (CMNS 432 on Public Opinion) and she told us, "you'd better know lots about politics in this course" which is why I started using my Twitter more. I took a news research analysis and sustainability course with Shayne Gunster as well which affected my consumption. Maybe there's a link to how having an education can make you want to be an active citizen.

9. Are you concerned about how Facebook and Twitter collect user data? If so, to what extent? Why?

I think about it, and it makes me be careful of who I'm friends with on Facebook or who I'm following on Twitter, whether I should block my profile or limit it, etc. It is always in the back of my head. I always think that once I graduate I will make a massive change in my online image like create a website profile and update my Facebook and linked in. I think it is one of those issues on CMNS students where we know there's an issue but we can't do much about it.

10. How does this concern impact your news consumption behavior? Has it changed since you've become aware about user information collection?

Very little. If there is a really compelling article [on Facebook], I will click on it and block the application notice that comes up because I know it will take my information. Other than that, I liked the CBC page even though I told myself I wouldn't

like any fanpage. What you don't know doesn't hurt you. What would they do with my data, I don't know exactly what they do.

11. How accessible do you feel news is over social media? Why?

Very [no hesitation]. You just need to know who to follow. There is a trend of citizen journalism, is that what they call it? Where the audience acts as creators of content and it's an easier way to get insight and see what others perceive as important. It is easy to get feedback from the public even when traditional news companies don't have means to report on a story with cameras. Eg) people are faster to report on earthquakes on social media but it is more work for news companies to make their information credible by reporting on it.

12. How accessible do you feel news is over traditional media? Why?

Very much so. It always has been accessible with people familiar with it and it has been established for a while. It is pervasive and some newspapers are free, there are more stands to get newspapers, and even at work it's here! It's all over the place...for now at least.

13. How reliable do you feel news is over social media? Why?

If it's a post from an official source, it is very reliable. If someone posted about it, it is worth looking into. The question is who makes news and for what purpose? It is a double edged sword?.

14. How reliable do you feel news is over traditional media? Why?

Same thing with official news websites. It is reliable from the official news source, but there's the whole political economy behind it.

15. How often do you use print media as a news source, including magazines?

Couple times a week. No magazines since you have to buy those [laughter].

16. Do you think print media and other traditional news sources are being eclipsed by social media for news consumption? Why or why not?

Mhm! They are. It's like a partial eclipse where it's at the point where it's in the middle but not fully 'overshadowing' the sun.

I like that analogy!

Technology development is constant and it's natural. There will always be the next big thing. Technologies complement each other, not replace each other. They build on each other, it's what they're designed to do. It's like how the radio was built on the telegraph. It's the natural way.

1. What do you do first in consuming news? (Ie. where do you go to learn about it first?)
What are your next steps? Do you verify?

I usually learn about it first on twitter or through my parents and then I'll google the story to actually read about it. I always verify with at least one other source.

2. How many types of media (social/traditional) do you use to access news at one time?
Why?

Around 2-3 types is my average. Using social media is really good to find the stories that people like me and people I follow and friend find interesting as well as to get their opinions on it but for the actual story I prefer to use traditional media because I find it to be more accurate.

3. When you come across an important news story, how many types of news would you use to understand the story? For example what types of media did you use when you heard about Steve Jobs' death?

I'll use as many as I need. Usually I'll use several different newspaper website, newspapers, magazines, people's reactions to it as well as new clips. If I'm still confused or unsure I'll try to find a radio broadcast on the story.

4. How do you find out more about more about a news story you see? What do you do after your initial discovery of a particular news story?

After my initial discovery, I'll use Google to locate other sources. Typically that's newspaper website, videos of reporters and opinion blogs. Opinion blogs aren't reliable for the facts but to know how the public feels is important.

5. Do you actively engage in content on social media? How? (re-post, re-tweet, framing) If you use multiple sources to consume news, why?

I re-tweet and post stories that are of interest to me. I use multiple sources to consume news because its important to see all the angles as well as the fact that some reporters leave out details that aren't relevant to their point but contribute to the over all story.

6. How do you keep informed about the world around you?

Talking to people and using social media gives me a feel of what is going on. Also, if I come across something that interests me I will look them up.

7. How does the importance of being well-informed impact your news consumption behaviour? How so?

I find ignorant people are really hard to talk to. Its our world and we need to know what's going on in it.

8. To what extent do you feel that the content you have learned in courses caused you to consume news in the way you do? What specific courses have affected this?

My communication courses have affected the way I look at media and the sources. I am more aware of what I'm looking at now and the systems put into play.

9. Are you concerned about how Facebook and Twitter collect user data? If so, to what extent? Why?

I am concerned because its my information however they release the details of what information they plan to collect and what the security concerns and settings are. We aren't blind to it no matter what the complaining people say.

10. How does this concern impact your news consumption behaviour? Has it changed since you've become aware about user information collection?

I've become more careful about what I look at and what I feel when I see it. I check more sources now than before.

11. How accessible do you feel news is over social media? Why?

News is very accessible. It isn't always accurate. I think social media needs to link to news stories from more reliable sources.

12. How accessible do you feel news is over traditional media? Why?

News is very accessible through traditional means

13. How reliable do you feel news is over social media? Why?

I don't consider it to be reliable unless it links to a news site.

14. How reliable do you feel news is over traditional media? Why?

Though there is always bias. I consider traditional media much more reliable.

15. How often do you use print media as a news source, including magazines?

I use print media and magazines as a news sources mostly because of the work that goes into it as well as journalistic ethics and degrees.

16. Do you think social media for news consumption is eclipsing print media and other traditional news sources? Why or why not?

I think that they are. However, I don't think that's the right thing to do. You can't get a whole story from 140 characters.

1. What do you do first in consuming news? (Ie. where do you go to learn about it first?)
What are your next steps? Do you verify?

1st: consumption isn't a routine anymore. I used to watch news on TV. Now if something is on Facebook everyone posts about it. Eg) The meteor in Russia. I check on Facebook and Twitter. I follow more opinion leaders so I get news from them.

What are some examples?

Authors I like, the Huffington Post on queer issues and such, selective interests like comedians (Stephen Fry and Stephen Colbert). A lot of my consumption starts from the entertainment side. This leads to food for thought. Fox Nation John Greene and headline: "Obama calls president to thank him" [she found this interesting]. You get deeper into info. Headline was crafted and you can tell when a headline is just trying to grab your attention. I follow more conservative news.

2nd step: I click and read about it on a link provided [over social media]. I usually Google it. I see what people post "I'm obsessed with the meteorite example" I see what people post for example about Vladimir Putin with the meteor and then I google a little bit more and I verify it.

Why do you verify?

Twitter: not enough in the one liner 140 characters. I realize Twitter is just to grab your attention. Breaking news has not a lot of factual information. I go beneath opinions and I get different perspectives.

2. How many types of media (social/traditional) do you use to access news at one time?
Why?

I rarely go to traditional media (print/TV/radio). It's not a routine anymore. I go to websites and electronic media. "I think they complement each other." They go hand in hand. "Social media for me is not enough" It gets you closer to what the facts are. However, it is not always the case.

3. When you come across an important news story, how many types of news would you use to understand the story? For example what types of media did you use when you heard about Steve Jobs' death?

social media for discussion (Facebook/Twitter/Tumblr)

-traditional (news websites and TV shows)

-youtube. I follow a few channels that give 5-10 stories for the day. I like to read the commentary on the stories. I follow groups of people whose opinions that seem interesting or valuable because they are insightful and entertaining.

4. How do you find out more about more about a news story you see? What do you do after your initial discovery of a particular news story?

If it's something I'm interested in I check it out in the following days. If it is breaking news I wait and then check for follow-up news when there is more information on the story. For example the murder over skittles in Florida, I followed up on it in the following days after I first saw it. Sometimes the breaking news comes to me on Twitter, etc.

5. Do you actively engage in content on social media? How? (re-post, re-tweet, framing) If you use multiple sources to consume news, why?

[hesitant with responding] “I would just do this 10% of the time”. I never comment on something posted on a news website. I don’t read the comments half the time on news websites. If it’s a friend, I might comment over social media.

6. How do you keep informed about the world around you?

I’m bad at keeping up with Vancouver news. I don’t know where to look. I used to live in Mexico where news was still controlled. There’s a different tone in Mexico. One company knows gory stories sell. People are ok with a head on the front page. People open to this. There are 2 main news companies which are bought by the government. Vancouver news is always sugar-coated. “Social media is the hook” and I use traditional media for more information. I know more about US politics than Canadian (interest goes hand in hand with access). For example, there’s no Stephen Colbert of Canada.

7. How does the importance of being well-informed impact your news consumption behavior? How so?

I want to be well-informed. I definitely think behaviour is related to this importance.

8. To what extent do you feel that the content you have learned in courses caused you to consume news in the way you do?

I have become a lot more aware of the way news is presented and “how easy it is to bend content”. Implicit things are said with ton, with juxtaposition of images, etc. Journalism is not as objective as we think with the simple act of editing. I don’t know if I’m missing a journalist’s voice. Friends are engaged with political perspective and are more liberal. The desire to be informed depends on time. Newspapers can be catered to you. I trust journalists more in terms of how much they research a news story. What I choose to read is what like-minded people discuss like my friends on social media.
[recognizes the usage of social media and traditional media]

9. Are you concerned about how Facebook and Twitter collect user data? If so, to what extent? Why?

“Yup” [quick response]. I realize I have no control over privacy. Has to do with policy and education and how users use it as well. I know Facebook owns lots of information about her. I use Gmail and I realize this happens. “I’m already sold”.
“I accept that’s how things are but I also recognize holy shit, something needs to be done.”

10. How does this concern impact your news consumption behavior? Has it changed since you’ve become aware about user information collection?

[hesitant] It has change. Facebook feeds you with information from people you interact most with. You are only going to see articles that are most interactive. They collect data about who you interact with and select how you see your feed. You are unconscious about it. Same with Google: I’m aware that they’ve collected information. I always see MSN BC at the top hits when I search something on Google. “If you like

green a lot, we'll give you news that supports green" And the other colours would be in the background.

11. How accessible do you feel news is over social media? Why?

[Asked for clarification of accessible: -availability]

Social media is something used not just for news. News shows up and then you read about it. More impact on accessibility than traditional news.

12. How accessible do you feel news is over traditional media? Why?

It requires a more conscious decision to read news than over social media. Some people just use social media for everything but news. For my everyday life, this is how it for me. It is less accessible than social media. Social media is to entertain.

13. How reliable do you feel news is over social media? Why?

I'm always a little skeptical. I think: who wrote this? Why is it important? There is no news source out there that has no incentive to give you news, even traditional media. Traditional and social media are both as unreliable. Danger: you are more biased to fall into credibility perception if you trust a friend on social media.

What do you mean about friends on social media having an incentive?

Friends won't make profit, but Facebook will feed if ads cater to it. Facebook is profiting.

14. How reliable do you feel news is over traditional media? Why?

Just about the same. They have profit in mind.

15. How often do you use print media as a news source, including magazines?

Not very often. I don't buy papers. Newspapers was something more the parents did and that I just skimmed over.

16. Do you think print media and other traditional news sources are being eclipsed by social media for news consumption? Why or why not?

Social media and electronic media make real-time news possible. "You won't have to wait until tomorrow to read about it, with social media." Print media does have more time for traditional media research. This is why BBC and CBC are good.

Investigative journalism is closing down because it isn't profitable anymore.

Social media is eclipsing traditional media in terms of profit. In terms of traditional media there is a greater quality because they will check facts. That is something going for them. Better quality and it comes to the individual.

1. What do you do first in consuming news? (Ie. where do you go to learn about it first?)
What are your next steps? Do you verify?

I first find out about news stories on Twitter and then if there are any links to traditional sources, then I'll go and see that. Usually the first article I see on a traditional source is enough. As long as I get secondary source that confirms the legitimacy of the news story and that it's not just spam. Usually I use a primary source as a secondary source. I use BBC, CTV, CNN. First point of contact with any news source is Twitter or social media in general.

2. How many types of media (social/traditional) do you use to access news at one time?
Why?

Depends on the importance of the news story. If its just some like celebrity gossip, I might just use one. Two because I know how much bullshit the internet can give right now and you gotta know and discern for yourself between what's fact and gossip. If I see multiple sources on Twitter it gives some legitimacy to it. That's why Im following not only blogs and stuff but BBC and CNN. And mostly individual reporters too.

Who?

Personalities we see on TV and stuff. For example, Anderson Cooper on CNN.

3. When you come across an important news story, how many types of news would you use to understand the story? For example what types of media did you use when you heard about Steve Jobs' death?

If they were election news, I would use a different way than if it were just entertainment. It depends on what kind of news.

Basically I use Twitter, blogs, Tumblr.

How many of those sources would you use on average?

Two or Three- Twitter,

It depends how interested I am in the subject.

Politics on average: I would try and use as many sources I can to even out opinions. Some blogs have distinct bias to the story.

Entertainment: I wouldn't use as many sources.

4. How do you find out more about more about a news story you see? What do you do after your initial discovery of a particular news story?

If I were to first find out about a story on Twitter as I would usually do I would check media links to see if there are any underground footage from submitted footage of the event.

Pick for example the meteor that exploded over Russia. First found out about it on Twitter.

5. Do you actively engage in content on social media? How? (re-post, re-tweet, framing) If you use multiple sources to consume news, why?

Yup. In relation to news. If I think its important that people know about it, I will. If it presents an alternate point of view, this is another reason why I would share a news story or commentary on it on Twitter, Tumblr, etc social media I'm on). Those are the 2 main reasons.

6. How do you keep informed about the world around you?

Through Twitter. Twitter you can immediately find out things about the world around you. For example I found out the moment Michael Jackson got admitted into the hospital because I heard people talking about it on Twitter. Same with Japan Tsunami. Routine is finding things out on Twitter and then go to traditional source, or turn on the news on TV and see what they say. Traditional news source and why I would tune into it: my parents are more used to these sources. The act of me turning on the news helps me share it with my parents because they are more used to taking breaking news from an established point of contact. Our generation is more aware of biases that are evident in these traditional sources. So while my sister and brother and I get our news more broad variety of sources, my parents are still used to CNN, BBC, or watching an anchor on TV. Like, oh theres an earthquake that happened.

Is one way better?

It's just what you're used to right? As generations go on people are more educated about how news is constructed and stuff. While my parents work in a time where TV was the place to find out about the world you take it at face value. I think our generation is more um aware of differences and have a broader pallet of where we get our news sources from.

7. How does the importance of being well-informed impact your news consumption behavior? How so?

There's one thing my mom said: be up to date about whats going on. To broaden general knowledge of the world just if youre talking to colleagues or something. Basically if an important person talks about a news story, you're not just clueless about what they're talking about. It serves a purpose in your career too. Importance of knowing enough about what's going on in the world.

Would it impact your behavior?

Yeah, I would say so. It makes me want to know more.

8. To what extent do you feel that the content you have learned in courses caused you to consume news in the way you do? What specific courses have affected this?

You get to understand that what you are being showed on the news under TV networks is so saturated with bias and that if you don't open your eyes to other sources on the same topic, then you will only be getting one side of the story. We are taught to look at something at multiple angles in order to get a deeper understanding of one topic.

Eg) rape in Ohio →if I were to invest 100% of my time on CNN and trust they will tell the right story, please. The actual story broke out on social media. Before any of the corporate media knew about this, word was spread on social media. We knew what exactly happened and the exact circumstances of what happened. We don't need the corporate media to tell us what happened. I found out about it on Tumblr and basically saw that one of the girls' friends posted this and there was a call to action to crack down on these guys. Or to make sure these guys do get caught. It's the fact that once word got out, we see a whole chain of events. First, one guy lost his scholarship, then they became unemployed. The fact it was shared on social media, the way people consume it isn't just at the level of: ok this happened. It allows it to go beyond that. You are empowered with the tools to start the ball rolling with concrete actions and to react to a story. It got them more attention. It was happening all over the internet like on Reddit as well. People were more aware and stories were being shared. People who sympathized with the girl who got raped, they tried to contact the individuals.

Like the riot. We found out who the perpetrators were and we made sure they didn't live this one out.

More to do with specific classes, or your education as a whole?

What do you think?

I guess it's just...I don't think it was a part of a specific course. Being a part of CMNS, you are exposed to the practice of looking for different sources, right?

9. Are you concerned about how Facebook and Twitter collect user data? If so, to what extent? Why?

Am I concerned? I guess it's a... I'm not concerned, no. There is a fine line between what is acceptable and what is not. With the whole marketing environment we are living in, how credit card purchases are recorded, it's all happening. I guess it's a side effect of the whole marketing environment we are in. That's why im not particularly worried. I haven't experienced anything where its like woah what the hell, why is Facebook using third party data? If they were using third party info pictures for ads, that's where I would draw the line. Facebook allows for third party information agreements. Although there have been many instances of people challenging Facebook that even though you consent to it, it's not fair.

Its ok as long as the info stops at what I wouldn't put down on any application form about personal details or about my life. It is a fair trade for a free service. Everyone has to make their money somehow. I'm not too worried about it.

10. How does this [lack of] concern impact your news consumption behavior?

It doesn't.

Why is that?

Because I don't think that what Facebook collects as far as personal data is concerned affects the tone that the perspective and amount of viewpoints I get from other social media sources. I don't see a connection between data mining and how I get my news.

11. How accessible do you feel news is over social media? Why?

Very accessible.

Why?

Social media allows for anyone to stand on the soapbox and give anyone's perspectives on news stories. It is really evident to me on Occupy Wall Street because I saw events from two sides: What corporate media was trying to portray through their outlets and I saw how regular people with appropriate technology were telling us how things were actually going. Another reason is because citizen journalism, because its ordinary people and they don't have ties to anything. As a reporter, you are bound to what the law says and what they can or cannot broadcast and what images. You hear things about corporate media crossing the red zone, but not citizen journalists. Because technology is so ubiquitous right now it's easy to go behind the media line and show images that the corporate media don't and will not show. Basically corporate media is bound by their laws and social media is more accessible because the technology is accessible and you are able to get behind police lines and show what is happening. It shows you things that corporate stations won't show you because it goes against their brand perhaps. Citizen journalism can be anyone who can record the event.

12. How accessible do you feel news is over traditional media? Why?

It is accessible to the extent of your ability to find news sources. If you only know how to get your news through radio, newspaper, and TV, you're not going to bother with social media and understand what it's about. Chances of going onto social media to find out about a story are less.

13. How reliable do you feel news is over social media? Why?

Define reliability.

Closer to the truth?

Yeah.

It is far more reliable than traditional. They tell their own story. It doesn't matter what anyone else says. It doesn't matter if you are a small player or if you have a massive following on social media. "One waterdrop in a bucket doesn't really do anything, but if that water collects in a bucket, anything supporting the bucket will eventually break."

A good metaphor for reliability. If you're a smaller player, you'll share one side of a story. Someone else comes in and they show their perspective and then you have a multitude of people sharing their experiences with one story. You have that much individual insight into a particular event. Or even the concept of a wiki. One person's word doesn't matter, but if someone else

comes along and says hey, he's right, all of a sudden you have people giving their own spin on the story. Way more perspectives than what a traditional media source would show. You have a richer telling of what happened.

14. How reliable do you feel news is over traditional media? Why?

Not reliable at all for the same reasons as above.

15. How often do you use print media as a news source, including magazines?

None. No more.

Any reason?

I've got my iPhone. It saves paper too [laughs]

16. Do you think print media and other traditional news sources are being eclipsed by social media for news consumption? Why or why not?

Yes. Refer to my answers above for my personal reasons.

Rephrase?

Do you think traditional news is on its way out or becoming obsolete for other people?

We will see an increase of people going towards social media because of the fact that the generations who are used to getting their news from three main media sources: print, TV and radio, they are aging. Because of technological requirements of upcoming generations, we will see people being more aware of what corporate news presents and the differences with social media. Eventually, corporate media will be irrelevant.

1. What do you do first in consuming news? (I.e. where do you go to learn about it first?)
What are your next steps? Do you verify?

Usually, I am on Twitter and if I see an interesting headline, I would click the link. After clicking the link, I usually read the article. And no, I do not usually verify unless the news is not complete or is absurd.

2. How many types of media (social/traditional) do you use to access news at one time?
Why?

I tend to go on two social media websites (Twitter and Facebook) and two traditional media (Burnaby Now and CBC News) at one time because I only go and check if there is important/breaking news.

3. When you come across an important news story, how many types of news would you use to understand the story? For example what types of media did you use when you heard about Steve Jobs' death?

When I came across an important news story, I would use at least two new sources to understand the story. When I heard Steve Jobs' death, I tend to use two media sources.

4. How do you find out more about more about a news story you see? What do you do after your initial discovery of a particular news story?

I would check other traditional news websites. After my first discovery, I would read the article as well as reading the comments or any follow-up articles.

5. Do you actively engage in content on social media? How? (re-post, re-tweet, framing) If you use multiple sources to consume news, why?

Yes, I actively engage in content on social media. I tend to re-tweet/re-post news if it is talking about something that is important or crucial. For example, if the news is talking about a missing person, I tend to re-tweet and re-post.

6. How do you keep informed about the world around you?

- Twitter
- Facebook
- going on traditional news media.

7. How does the importance of being well-informed impact your news consumption behavior? How so?

As a communications student, being well-informed impact my news consumption because if the news is regarding an important aspect of my life, it could change the things that are around me.

8. To what extent do you feel that the content you have learned in courses caused you to consume news in the way you do? What specific courses have affected this?

I haven't had the feeling that the content I learned in courses caused me to consume news but I would double check it and just be aware that news anchors and journalists may exaggerate the news or put in their own perspective.

9. Are you concerned about how Facebook and Twitter collect user data? If so, to what extent? Why?

Yes, I have been concerned to a certain extent because I do not like the idea of my privacy/user data is shared to companies.

10. How does this concern impact your news consumption behavior? Has it changed since you've become aware about user information collection?

This doesn't really impact my news consumption behaviour.

11. How accessible do you feel news is over social media? Why?

I feel that news is somewhat accessible over social media but it really depends on the social media itself because news are only occasionally shown on my Facebook news feed while on my Twitter, it is shown regularly because I do follow Vancouver Sun, CTV, Huffpost as well as the Province.

12. How accessible do you feel news is over traditional media? Why?

I think it is more accessible over traditional media because this is usually the first source in which news are broadcast.

13. How reliable do you feel news is over social media? Why?

I feel that news is somewhat reliable over social media because they tend to be posted by Yahoo, which isn't as good ..

14. How reliable do you feel news is over traditional media? Why?

More reliable because it is traditional and tends to be more accurate.

15. How often do you use print media as a news source, including magazines?

Not that often.

16. Do you think print media and other traditional news sources are being eclipsed by social media for news consumption? Why or why not?

Yes, I do think that print media and other traditional news sources are being eclipsed by social media for news consumption because people these days are often on their Facebook/Twitter than buying a newspaper or picking up a free newspaper.

1. What do you do first in consuming news? (I.e. where do you go to learn about it first?)
What are your next steps? Do you verify?

I first go to traditional media – online media newspapers (BBC, RT, Al Jazeera, Salon.com). Sometimes I read news on social media first (Facebook). If I happen to see it on my Facebook page several times, I will google the news and verify it in the traditional media which I usually go to (BBC, Ottawa Citizen, RT)

2. How many types of media (social/traditional) do you use to access news at one time?
Why?

On a daily basis, I read BBC, RT, Al Jazeera, Salon, Facebook, and an online Russian radio station. I like hearing (and reading) different view points (sometimes, radically different – as the “Western” view point differs greatly (sometimes) from the Russian/Middle Eastern view point on the same story. I find it beneficial to read both in-depth to form my own view point.

3. When you come across an important news story, how many types of news would you use to understand the story? For example what types of media did you use when you heard about Steve Jobs’ death?

I would use a combination of traditional and social media to understand the story.

4. How do you find out more about more about a news story you see? What do you do after your initial discovery of a particular news story?

Discuss with various individuals. Try to find out more details by googling the story and clicking on links of the media I trust.

5. Do you actively engage in content on social media? How? (re-post, re-tweet, framing) If you use multiple sources to consume news, why?

No, I passively engage in content on social media.

6. How do you keep informed about the world around you?

Mostly traditional/sometimes social media news online.

7. How does the importance of being well-informed impact your news consumption behavior? How so?

It definitely impacts my behaviour. I am not particularly after all the breaking news, what I am aiming for by studying in-depth the articles from traditional, social, Western and Eastern media is a deep understanding and knowledge of politics, economy, the various cultural differences and similarities from countries across the globe. That for me means being a well-informed citizen.

8. To what extent do you feel that the content you have learned in courses caused you to consume news in the way you do?

I became more aware of certain countries and their current political, economical and social situations, so the courses impacted me a little this way.

9. Are you concerned about how Facebook and Twitter collect user data? If so, to what extent? Why?

Yes. Extremely. But not enough to not use Facebook, as it is almost expected these days to have an account in order to connect. Social media is also a fantastic way to get a lot of information personally, so I continue using it but I keep my eye out for the constant changes they make to their privacy policies.

10. How does this concern impact your news consumption behavior? Has it changed since you've become aware about user information collection?

The user data collection does not impact my news consumption behaviour because I only passively engage on social networking sites (I don't post, re-post, tweet or even comment, especially on political issues). I read them online and form my own opinion but I don't feel the need (as well as I am extremely aware of the data gathering that is happening) to actively engage in opinion-sharing online over those issues.

11. How accessible do you feel news is over social media? Why?

It depends on the people you are 'friends' with, or 'following'. On my social media, the news are accessible but they are mostly news I am not interested in personally (celebrity gossip, sports news, etc).

12. How accessible do you feel news is over traditional media? Why?

Very accessible. Again, depending on the specific medium one chooses, certain news may be emphasized that one may not be interested in. But mostly, traditional media wins over social media in terms of accessibility and amount of news (for me).

13. How reliable do you feel news is over social media? Why?

Fairly reliable mostly because it is 'citizens' reporting (or re-posting) news and most likely, they don't have an ulterior motive (unlike most of the traditional media, which are always subjective, biased, and have a specific angle)

14. How reliable do you feel news is over traditional media? Why?

Please see #13.

1. What do you do first in consuming news? (Ie. where do you go to learn about it first?)
What are your next steps? Do you verify?

Usually through television. I verify information I find interesting on the internet.

2. How many types of media (social/traditional) do you use to access news at one time?
Why?

Usually television and online sources (news webpages, Twitter) at one time to verify what I am seeing on TV.

3. When you come across an important news story, how many types of news would you use to understand the story? For example what types of media did you use when you heard about Steve Jobs' death?

Usually just two. When I heard about Jobs' death, I first found out through word of mouth and then verified it by looking it up on the internet.

4. How do you find out more about more about a news story you see? What do you do after your initial discovery of a particular news story?

Google search

5. Do you actively engage in content on social media? How? (re-post, re-tweet, framing) If you use multiple sources to consume news, why?

I actively tweet (at least once a day) and retweet news stories I find interesting (around once or twice a month)

6. How do you keep informed about the world around you?

TV, social media (Twitter in particular)

7. How does the importance of being well-informed impact your news consumption behavior? How so?

I realize the importance of keeping up with current events and so keep with news on TV or social media as much as I can, usually while doing other tasks (doing homework, reading friends' tweets)

8. To what extent do you feel that the content you have learned in courses caused you to consume news in the way you do? What specific courses have affected this?

I have not taken any communications courses specifically about news consumption, but studying communications at SFU in general has made me aware of the importance of media.

9. Are you concerned about how Facebook and Twitter collect user data? If so, to what extent? Why?

No, I would not say that I am concerned. I am aware of this collection of data but am honestly indifferent to it.

10. How does this concern impact your news consumption behavior? Has it changed since you've become aware about user information collection?

Does not affect it.

11. How accessible do you feel news is over social media? Why?

Very accessible as most conglomerates use multiple forms of media (TV broadcast, online website, social media such as Twitter)

12. How accessible do you feel news is over traditional media? Why?

Still very accessible. Maybe not as accessible as social media because the interactive experience of searching for news that interests you is absent in traditional media forms.

13. How reliable do you feel news is over social media? Why?

Somewhat reliable in terms of objective events but opinions can still be biased.

14. How reliable do you feel news is over traditional media? Why?

Same as #13.

15. How often do you use print media as a news source, including magazines?

Rarely. The most common print media I use are the free newspapers given at SkyTrain stations (24, Metro)

16. Do you think print media and other traditional news sources are being eclipsed by social media for news consumption? Why or why not?

Yes I do think so. The ubiquity of mobile technology in particular, as well as Wi-Fi and data services, has facilitated the use of social media.

1. What do you do first in consuming news? (Ie. where do you go to learn about it first?)
What are your next steps? Do you verify?

I go on Reddit first and read things on the front page. "A little bit obsessive" with Reddit. Eg) Shooting during premier of the Dark Knight. I gain a general sense of the world with politics, etc. There are things about Canadian politics, SFU news. Reddit is my main source for news.

In terms of verification, news stories are voted based on whether it was proper sources. The community itself verifies it. If it's a weird [story] sometimes I look somewhere else. If something is interesting, I click on the link.

2. How many types of media (social/traditional) do you use to access news at one time?
Why?

I use both social and traditional media. I get the news from social media then I go to traditional media. I usually read articles from links.

3. When you come across an important news story, how many types of news would you use to understand the story? For example what types of media did you use when you heard about Steve Jobs' death?

It depends on the scale. For example on the shooting, I watched news broadcasts on youtube. I waited a couple of days after first hearing about, googled it, and more things were on there. On average, I would use 2 or 3 sources. As for TV, by the time it comes on, I usually know about most of the story. It's just for viewing.

4. How do you find out more about more about a news story you see? What do you do after your initial discovery of a particular news story?

I read the article on a link from social media. Or I google search.

5. Do you actively engage in content on social media? How? (re-post, re-tweet, framing) If you use multiple sources to consume news, why?

On Facebook I either share it, or start arguing about it with other people. I engage with content 15% of the time.

Multiple sources to consume news: It naturally happens. It comes from wanting to go to different sources. The BBC site is trusted, I don't know why, but after seeing something there I don't feel the need to verify elsewhere.

6. How do you keep informed about the world around you?

It's a good idea to know what's around me. I don't always actively do this. I subscribe to Canadian politics/world news on Reddit. For example, jokes are motivated by an event and it links back to the original source.

7. How does the importance of being well-informed impact your news consumption behavior? How so?

If I want to be fully informed, I will search more on something. It is definitely important to be well-informed. It's good to have a general sense. I feel like I am informed now, but I know proper ways of getting things if I do want to be more informed.

8. To what extent do you feel that the content you have learned in courses caused you to consume news in the way you do? What specific courses have affected this?

In Communications, it's more about access and how to use news in different ways. In Sociology (my other major) it's what the news is about, how they're covering it, and why it's being covered. There's "all this knowledge. Let's use it." My education definitely affects it. I always think why someone is writing about news in a certain way. Perhaps there is a feminism angle to it for example, or it's the "guy's side of something".

9. Are you concerned about how Facebook and Twitter collect user data? If so, to what extent? Why?

On Twitter there's not so much information that you are able to get out. On Facebook, there's a little bit of concern in how they use my information in ads. I don't post addresses, etc. but they still have my phone number and email.

10. How does this concern impact your news consumption behavior? Has it changed since you've become aware about user information collection?

I don't think it has. I don't post personal info, I just post my opinion. It's not much of a big deal [in my news consumption].

11. How accessible do you feel news is over social media? Why?

Facebook not so much. You don't see news unless it's posted. On Reddit there's a larger population, so more people are posting on it. I don't go on Facebook if I want to find out about something.

12. How accessible do you feel news is over traditional media? Why?

Online websites are more accessible [than other traditional news] because of search bars and it is easy to find information. They purposefully try to make it accessible because they have to sell and make money.

13. How reliable do you feel news is over social media? Why?

Facebook not so much because it is more opinion based. Reddit is very reliable because you need to have proper sources for a story to be voted up and to be moderated. It acts as a combination of social and traditional "front page media".

14. How reliable do you feel news is over traditional media? Why?

Some isn't because you have to know who's biased. BBC you know it's not biased, I don't know why. Fox is biased though because it's more of a joke.

15. How often do you use print media as a news source, including magazines?

Almost never. Sometimes I read the Global Mail Saturday edition. I live on campus so newspapers are not always available.

16. Do you think print media and other traditional news sources are being eclipsed by social media for news consumption? Why or why not?

I don't think so. In order for social media to exist, it needs traditional media. They rely on each other. They are half and half. Origin is social media and you end up on traditional media. I believe more so when it comes from traditional media.