

The world is growing apart

The way adults and Kids get their news haven't always been different. What is it that have made us so different. Is this pulling the young generation away from the older, and what new media are the younger people shifting to?

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The change

In the last few years the way we get news has changed drastically.

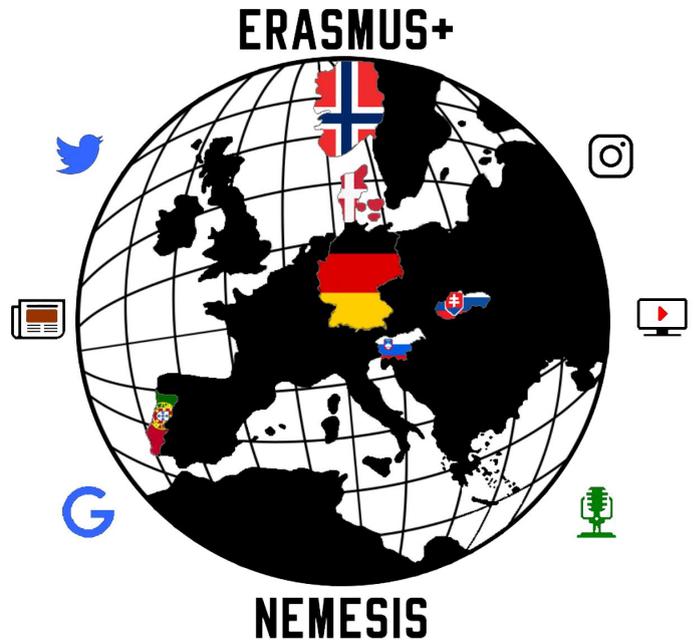
It seems that the new generation are shifting away from traditional news sources like TV, newspapers and radio to newer and easier accessible news sources like: online news pages and social media.

The survey was taken

The Nemesis team has done a survey across five countries. The survey is about social media and where we get our news from. The intention behind the survey was to paint a bigger picture of the differences between where young people and older people get their news. The survey had participants from the young age of 11 to 18 and the older from 20 to 60+ years old. The survey shows a clear trend that the most widely used news platform amongst the young participant group is social media. 26.75% of the students use social media as their main news source, opposed to the adults were only 16.82% get their news from social media.

“It's more exciting, and i can filter what i want to see, that is nice but at same way it's not, because it's not healthy to only see the perfect side of everything.” says Farah Buric at a age of 15.

It seems like the students lean more towards the easy and practical way to get their news.



Team Nemesis logo

Tradition vs Practicality

But it hasn't always been like that, the older group seems to lean towards TV, newspaper, news pages and radio. This is mostly because that's the news they grew up with. They also lean heavily toward internet news sites and news apps because it's more trustworthy and they are more interested in that type of news, unlike the younger people who are more interested in influencers, and their lives.

“I like the traditional way to get the news because I feel it's more short, precise and nostalgic. I also use new news sources like online news pages because it keeps me updated all hours of the day.” says Jørn Henriksen at a age of 44.

So the conclusion is that students and adults have the same connection to the way they get their news, and yes, it's not the same news but it's the addiction to stay updated on what's going on around them. It's okay that the younger people are not interested in

same things as their parents because our culture is constantly changing, and so do the world.