MEDIA CONSUMPTION TRENDS Q3 2018

During the third quarter of 2018, the Finnish government outlined a media political programme to last until the end of 2023, designed to further facilitate the emergence of digital services and new business models. Freedom of speech and journalistic principles are at the heart of the programme, but equally as important is the deployment of future technologies in order to boost productivity and innovativeness. Indeed, the quest of developing new products and services, e.g., assisted by artificial intelligence, based on mixed reality and related to IoT, continues to be focal topics in various media industry and media trend reports.

News consumption is covered in many reports, as it constitutes a major activity among mobile media consumers, and also aids consumers in navigating across platforms as well as consuming more and different kinds of content (video, live stream etc.). Efforts in the area of online news are made by, for instance, Youtube, aiming at covering new grounds and expanding its profile. In fact, media consumers seem to be more engaged in news through mobile devices compared to other forms of news consumption.

Concurrently, reporting of the effects of media consumption is on the rise as a result of, e.g., longitudinal studies and the increased availability of comparative results and data sets. This allows for a better understanding of, for instance, how mobile media consumption affects young adults’ perception of the self, how mobile media habits emerge, as well as how and why mobile devices become distractions. Such information augment our knowledge of how media is consumed, and shape the design and development of new mobile services.

At Åbo Akademi University, we continue to study young people’s everyday use of media. In this report we highlight findings and thoughts on the trend of increasing media addiction based on self-reported media diaries.

Turku, 15th October 2018
**New Media Policy Guidelines in Finland**

**Finnish Government, 5th July 2018**

In July, the Finnish Government announced a policy decision on a national media policy programme, aiming at strengthening media diversity, journalism, and media literacy. The indicated goals cover topics such as:

- # Support responsible media and journalism, their use and the birth of new players

- # Promote media distribution and accessibility. Media content should be made more accessible to different language groups, including for example sign language.

- # Strengthen media and information literacy (MIL).

- # Support digital media delivery, including the emergence of 5G mobile networks

- # Increase awareness of disinformation, hate speech, and the distribution of illegal content

- # Develop technologies enabling access and secure the service level of special interest groups

The report examines how news organisations in six European countries (including Finland) use social media for news distribution, with focus particularly on how strategies vary across different news organisations and across platforms, and how publishers responded to the January 2018 changes to Facebook’s algorithm. Regardless of frequent algorithm changes and limited direct monetisation, the report shows that commercial news organisations still rely heavily on social media to reach audiences.

# Facebook still accounts for the largest share of social media traffic and delivers the highest levels of audience engagement, despite an average drop in the overall numbers of interactions since the algorithm changes in January 2018.

# The number of interactions relative to the number of followers is on average more than ten times higher on Facebook than on Twitter.

# Instagram is viewed as a potentially valuable way of reaching younger audiences.

Source: [https://reutersinstitute.politics.ox.ac.uk/risi-review/commercial-news-organisations-rely-social-media-reach-audiences](https://reutersinstitute.politics.ox.ac.uk/risi-review/commercial-news-organisations-rely-social-media-reach-audiences)
Full report: [https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2018-09/Cornia_Private_Sector_News_FINAL.pdf](https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2018-09/Cornia_Private_Sector_News_FINAL.pdf)
INDUSTRY REPORT: 2019 Trend report for journalism, media & technology
Future Today Institute, 17th September 2018

This extensive report highlights a total of 108 trends which cover a wide array of topics related to the future of media, journalism, and technology. Here are a few critical trends to watch for:

# Artificial Intelligence: AI is not treated as a trend in itself in the report, but as a general theme covering many different topics and trends, e.g., the development of Natural Language Generation (NLG) technology, and the introduction of AI technology in creative processes.

# New interfaces: We are living in the era of conversational voice interfaces, where talking to machines is not unusual. Voice technology will continue to grow in the coming years. New video and audio storytelling formats are also on the rise.

# Mixed reality and video: Short format video and streaming services continue to erode broadcast markets. Mixed reality (MR) will continue to develop and enhance the experience of immersing us in distant worlds without ever leaving our everyday surroundings.

# Wearables: So far, expectations have outweighed the reality for wearables, but wearable tech will begin to approach the general mass in the coming years. Smartwatches and smart wristbands are already constituting a rapidly growing market.

# Hardware: The Internet of Things is growing at breakneck speed. CubeSats, drones, intelligent cameras etc. are also on the rise, but at a slightly slower pace.

Source:
https://www.dropbox.com/s/3mtwuxmyh1cqb/FTI_Journalism_Trends_2019_Final.pdf?dl=0&utm_source=Future+Today+Institute+Mailing+List&utm_campaign=fcf1e2e5a9-EMAIL_CAMPAIGN_2017_09_13_COPY_02&utm_medium=email&utm_term=0_a93f10a980-fcf1e2e5a9-146215589

Q3 2018
REPORT: News use across social media platforms 2018
Matsa & Shearer, PEW Research Center, 10th September 2018

# The growth in social media news consumption is slowing down. In July-August 2018, 68% of Americans consumed news on social media sites; the corresponding share in 2017 was 67%.

# Facebook is still by far the most commonly used site for news. About 43% of Americans get news on Facebook, followed by YouTube (21%) and Twitter (12%).

# Even though about two thirds of U.S. adults frequently consume news on social media, over half of these news consumers (57%) expect the news they see on social media to be inaccurate.


ARTICLE: YouTube is pushing online news
Kevin Tran, Business Insider, 11th July 2018

# YouTube is seeking to improve the news experience for its users by investing in helping news publishers grow their video operations.

# YouTube wants to become better in contextualizing news videos, and to help users distinguishing fact from fiction by linking to third party sites.

# YouTube will also focus on local news in certain specific markets, to appeal to consumers that see national outlets as less trustworthy.

ARTICLE: As Google shifts to mobile, its referrals to news sites keep growing
Ren Laforme, Poynter, 9th August 2018

# A current shift in the way Google views and ranks web pages (switching focus from desktop devices to smartphones) has led to increasing traffic from google search to news publishers.

# Social networks, apps like Flipboard and e-mail newsletters have diversified traffic to news sources over time. Google’s current shift to mobile has strengthened the role of search engines in news consumption, compared to, for example, Facebook and other social media sites.

# Audiences interact with the desktop and mobile versions of news sites differently; people spend 40 % more time engaging on a mobile news site compared to a desktop homepage.

Source: https://www.poynter.org/news/google-shifts-mobile-its-referrals-news-sites-keep-growing?utm_source=API+Need+to+Know+newsletter&utm_campaign=0e38e53932-EMAIL_CAMPAIGN_2018_08_14_12_07&utm_medium=email&utm_term=0_e3bf78af04-0e38e53932-45845109

ARTICLE: Why the Washington Post and other news orgs are livestreaming on this video game platform
Ren Laforme, Poynter, 5th September 2018

Twitch is a gaming-focused video streaming platform, which engages about 15 million daily active viewers, who spend an average of 95 minutes per day watching live content. Twitch is challenging Facebook and Twitter as an important platform for live streaming among news organizations due to:

# Twitch-users are purposefully engaged. They visit the site with the intention to watch livestreams, as opposed to stumbling across them as part of a news feed.

# Twitch’s audience is 81,5 % male, 55 % aged between 18 and 34. This is a highly attractive and highly distilled audience for some news organizations.

ARTICLE: eSports graduates to the big leagues – Can the industry help media and entertainment companies access a changing audience?
Cornia, Sehl, Levy & Kleis Nielsen, Deloitte, 27th September 2018

Viewer habits are changing and while audiences are eagerly embracing new streaming and social platforms, content providers struggle to reinvent their traditional business models. As the eSports playing field continues to widen, it offers opportunities - as well as wake-up-calls - for many media and entertainment companies. There is potential to capitalize on the fundamental shift in media and sport that is being shaped by social entertainment, live streaming, and high-intensity competition in digital worlds.

# eSports offers a way to reach a tricky demographic, which seems to be beyond grasp for many media and entertainment businesses. 70 % of the players and fans are male, aged between 13 and 40. These Gen Xers and Gen Zers hold a lead in the amount of time spent on playing video and mobile games.

# By 2020, the global eSports market is expected to generate 1,5 billion dollars in revenues from sponsorships and advertising. Additional money can be generated from betting, ticket sales, and merchandise. eSports is thus an interesting arena with opportunities to grow and redefine companies’ role in the new digital landscape.


Q3 2018
**ARTICLE: Most apps get deleted within a week of last use**
Ross Benes & Rachel Premack, eMarketer, 13th September 2018

# Smartphone users are quick to discard apps. A study on 8 billion app installs in January-July 2018 found that on average, apps get deleted in 5.8 days after they are last used.

# Entertainment apps get uninstalled the quickest, on average less than one day after last used.

# Apps are often deleted due to limited storage, because they are “buggy” or since the novelty of certain apps quickly wears off. However, many apps do get reinstalled at some point.

Source: [https://www.emarketer.com/content/most-apps-get-deleted-within-a-week?ecid=NL1002](https://www.emarketer.com/content/most-apps-get-deleted-within-a-week?ecid=NL1002)

**ARTICLE: Smartphone users are reinstalling apps at a surprisingly high rate**
Rahul Chadha, eMarketer, 2nd July 2018

# A surprisingly high number of app users are uninstalling and reinstalling their apps. In Europe, almost 40% of all downloaded apps between November 2017 and May 2018, were reinstalls.

# Reinstall rates are higher in app categories that cater to users’ short-term need, for example travel apps and dating apps. Also, gaming apps tend to be reinstalled at a high rate.

# The most common reason for reinstalling an app is simply to give it another try. Other reasons include reinstalling a newer version hoping for an improved experience, and lack of storage on the device.

Source: [https://www.emarketer.com/content/smartphone-users-are-reinstalling-apps-at-a-surprisingly-high-rate?ecid=NL1002](https://www.emarketer.com/content/smartphone-users-are-reinstalling-apps-at-a-surprisingly-high-rate?ecid=NL1002)
REPORT: Stories from experts about the impact of digital life
Janna Anderson & Lee Rainie, PEW Research Center, 3rd July 2018

There is a growing general concern about the current and future impact of digital activities on people’s’ everyday lives. This report highlights a study from early 2018 where technology experts, scholars, and health specialists were asked to share anecdotes about their own personal experiences of digital life.

# The stories feature the positive side of digital life, such as the benefits of connectedness, digital tools that enable reinventions and innovations, easy access to health, medical and safety resources, as well as possibilities for effective transactions in various forms.

# The stories also feature the negative sides of digital life, like constant connectedness taking over social interactions and experiences, trust issues, personal identity issues, and repeated and frequent failures of focus.

# While many of the participants expressed concerns about social, political, and economic fallout from the spread of digital activities, their personal experiences are surprisingly positive.

A PEF Center study conducted in March-April 2018 showcase a mutual concern among teens (aged 13-17) and parents (parents of at least one teen) concerning screen times and device-related distractions.

# More than half of the teens participating in the study report taking steps to cut down on their mobile phone use, social media use, and video games. 54% are worried that they spend too much time on their mobile.

# 72% of teens say they regularly check messages and notifications as soon as they wake up. 56% experience feelings of loneliness, being upset, or feeling anxious in the absence of their mobile.

# Parents are also concerned about the effects of excessive screen times among their children. 57% report setting screen time restriction for their teen(s) in some way.

# The study shows that parents also struggle with excessive use of their mobile phones. 36% of the parents in the study say they are worried they spend too much time on their mobile.

# Furthermore, 51% of the teens say they regularly find their parent(s) distracted by their phone. Unlike the teens, the parents are more likely to check their phones and lose focus at work than at home. 15% of parents say they are often distracted by their phones at work.

ARTICLE: Teens are hooked on social media. But how does it make them feel about themselves?
Rani Molla, Recode, 10th September 2018

90 % of American teens own or use a smartphone, about 70 % use social media multiple times a day. A new study by media nonprofit Common Sense presents findings on how social media really affect young users’ self-esteem and mental health, and compares the results to a similar study from 2012 when smartphones were not yet as common.

# The vast majority of teens in the study say that using social media does not make much of a difference in how they feel. Still, there are a few negative effects mentioned, for example, that social media can be a distraction while doing homework or being social.

# 21 % say using social media makes them feel more popular, 20 % feel more confident, and 18 % say social media makes them feel better about themselves.

# 12 % say social media makes them feel less anxious, at the same time as 8 % say it makes them feel more anxious. Rankings on the social-emotional wellbeing scale explains the differences in how teens experience their social media use; vulnerable teens see more drastic effects from social media, both good and bad.

# The report verifies the trend of decreasing popularity of Facebook among teens. Snapchat and Instagram are the main social media tools used by teens.

# 35 % say texting is their preferred way of communicating, followed by in-person (32 %), social media (16 %) and video chatting (10 %). In 2012, in-person was the most popular form of communication.

Source:
See also:
Full report available at: https://www.commonsensemedia.org/research/social-media-social-life-2018
The longitudinal media diary study at Åbo Akademi University focuses on self-reported media consumption among diginatives (young adults born in and after 1990). Between years 2013 and 2018, around 100 media diaries have been collected annually. A total of 687 media diaries are included in the study; every diary encompasses seven days of media use and follows the same structure. In addition, all diaries include reflections on their maker’s media habits and consumption patterns.

Media addiction on the rise

Clearly detectable in the media diaries throughout the years is a quite alarming and steadily increasing trend of media addiction. Not only has the number of accounts and reflections concerning addictive behaviour grown, the nature of the reflections has also changed. It seems like media addiction has become the new normal.

# In 2013, 5% of the collected diaries (n=157) include some mentioning of or reflection on media addiction. In 2017, the corresponding number reaches 22% (n=118) and in 2018 23% (n=92).

# There is a detectable change in the way the young adults in the study reflect upon their own media addiction. For example, among the few 2013 diaries that included any remarks on media addiction, there was only one brief remark that this was “scary”. In later years, the reflections are much more elaborate and describe several negative and troubling consequences.

“I forgot my phone at home when I went to school today, and I somehow felt crippled by being “unreachable”. Scary how addicted one has become to one’s phone.” (Nina, 19, 2013)

“It’s impossible to keep track on how much time I spend on media. All these small check-ups all the time is what’s most worrisome in my media consumption. I feel a need to check and stay updated, even though I deep down realize that nothing much has happened since I last checked.” (Amanda, 20, 2015)

“Whenever I’m bored or waiting for something I take out my phone. I postpone important things that I had planned to do, instead I do unnecessary things on my phone.” (Lisa, 20, 2018)

“I experience my media use, especially my mobile use, to be too excessive and unhealthy. The reason is that I feel I can’t be without checking my phone all the time, which clearly indicates an addiction. The scary part is that I’m not the only one.” (John, 21, 2018)
We Are at home. How augmented reality reshapes mobile marketing and consumer-brand relationships
Joachim Scholz & Katherine Duffy, Journal of Retailing and Consumer Services, September 2018
Source: https://www.sciencedirect.com/science/article/pii/S0969698918301565

# The authors suggest a shift in focus from the immediate physical context into which virtual information is embedded, to taking into consideration the wider spatial-symbolic context, i.e., where consumers use AR apps.

# AR shopping apps are likely to not only provide consumers with information about the product, but also to impact their own sense of self.

# The final purchase decision is less important in consumers’ activities with a branded app; fun and play are more valued aspects of the AR user experience.

The process of forming a mobile media habit: results of a longitudinal study in a real-world setting
Anna Schnauber-Stockmann & Theresa K. Naab, Media Psychology, September 2018

# Media content selection proceeds in two stages: first, the user selects a media device, then specific content.

# Repetition of the behavior is of central importance for habit formation, whereas regularity is less important.

# Rewarding experiences with a media behavior seem to have an impact at the beginning of habit formation but become less relevant later on.
Useful links
Yle toimintaympäristökatsaus #7 15th August 2018

Yle toimintaympäristökatsaus #8 12th September 2018

Medialiitto: Mediatalouskatsaus 1/2018, 5th September 2018

Zetapodi - a podcast about Generation Z (in Finnish)
https://www.a-lehdet.fi/yrityksille/ajankohtaista/zetapodi

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