

Analysis of news consumption of students from the University of Alicante

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Abstract: This article aims to contribute with new data to the analysis of how young people access and consume information sources. To this end, we carried out a survey on a sample of students from the Sociology and Advertising degrees at the University of Alicante (Spain), in the academic year 2017-2018. We selected this population because of their privileged position in terms of both access to technology and knowledge about media processes. We analyzed the students' preferences and perceptions regarding media and news content, and how they interact with the news. Our results show that although the majority of the interviewed students prefer to use social media to access the news, they also resort to digital press and television. However, there is a dissociation between preference and degree of trust. In this sense, despite social media are the most popular source of information, they are described as the least reliable.

Key words: young university students, information, media consumption, online context, quantitative analysis.

Resumen: Este artículo pretende aportar nuevos datos al análisis de cómo los jóvenes acceden a las fuentes de información y consumen sus contenidos. Para ello se aplicó una encuesta a estudiantes de Sociología y Publicidad de la Universidad de Alicante (España), durante el curso 2017-2018. Esta población es, dentro de la heterogeneidad del colectivo de jóvenes, un grupo privilegiado tanto en acceso a la tecnología como en conocimientos sobre comunicación. Se han analizado sus preferencias y percepciones, así como las formas en que interactúan con contenidos informativos. Los resultados muestran que las redes sociales son el medio preferido para informarse, seguidas de la prensa digital y televisión. Sin embargo, se observa una disociación entre preferencia y grado de confianza. Si bien las redes sociales son su principal fuente de información, se les otorga menos credibilidad que a medios que utilizan en menor medida, como la radio y la prensa escrita.

Palabras clave: jóvenes universitarios, información, consumo mediático, contexto *online*, análisis cuantitativo.

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Introduction

With the popularization of Internet, social sciences have paid attention to studying the ways youths access information and interact or are affected by the sites they visit and the contents they consume (Sánchez-Navarro and Aranda, 2011). These studies not only underscore the role that the various news sources still play in the configuration of public opinion, but as well on the need to deepen into the knowledge of the new information consumption and use patterns of the audiences, especially the youth (McWhorter, 2019).

It would be worth wondering why the youth and not other age group stir greater interest when it comes to studying the practical uses of Internet in general, and with informational ends, particularly. Among the reasons distinguishable are, on the one side, as pointed out by authors such as Livingstone (2002) or Morduchowicz (2018), the fact that youths are at a vital moment, characterized by the construction and negotiation of identities, social relationships and cultural meanings. Therefore, there is special interest in analyzing the influence of the various forms of communication, and especially digital, on such processes.

Furthermore, it is the young population the one that uses digital technologies the most, becoming “the main users and prosumers of the online universe” (García Galera *et al.*, 2017: 128). For example, in the Spanish context, according to data from Asociación para la Investigación de Medios de Comunicación (AIMC, 2018), individuals aged between 20 and 34 years are the ones that use Internet the most, with a penetration rate of 93%. In point of fact, terms such as “digital generation” (Rubio-Gil, 2010), “net generation” (Tapscott, 1998) or “interactive generation” (Bringué and Sádaba, 2008) are becoming common to refer to the collective of youths in function of their daily interaction with digital technologies (Buckingham, 2013).

However, numerous authors criticize these concepts as they imply an excessive homogenization of the youths, disregarding the differences between them (Buckingham, 2011 and 2013). Their studies underscore the continuity of inequalities associated with genre, educational level, social class, etcetera, both in terms of access to and use of digital technologies (Marién and Prodnik, 2014; Gonzales, 2016), and especially, in the different ways of using them (second level of the digital divide) (Calderón, 2019; Correa, 2016). With the use of qualifiers such as “digital natives” (Prensky, 2001), which assumes the digital literacy of young people and a kind of “natural wisdom for the use of new media” (Gordo *et al.*, 2018: 37), there is a need to

develop new empirical studies that collect detailed information on the ways young people actually use technologies (Buckingham, 2013).

Recognizing the diversity among youths, this research has selected a group in a privileged position regarding the digital divide as study population. Therefore, the students enrolled in the Sociology and Advertising and Public Relations degrees at the University of Alicante (Spain) in the academic year 2017-2018 were taken as universe. On one hand, they are among the main Internet users due to their ages; on the other, they are students enrolled in degrees that initially may entail a special interest in social processes and various media. Although this article presents a descriptive study, not a representative one, of the young university population, it may bring us closer to a group of young people especially prone to use the Internet and to search for information about their social or communicative context.

Drawing on previous research, the objective of this article is to find out how the selected sample of university students consumes information. In particular, their preferences regarding sources and content, perceptions of the different sources of information and the way they interact with this content are taken into account. The analyzed data allow comparing the different information resources available on the Internet (websites, social media, digital media), and also addressing their use and consideration regarding traditional media (television, radio, print media).

As a research hypothesis, and as other studies have observed (Kohut *et al.*, 2012; Newman *et al.*, 2019), preference for the use of digital media and, above all, social networks is foreseen, without entailing the disappearance of traditional media such as television from the media repertoire of the sample (Lago-Vázquez *et al.*, 2016; Strömbäck *et al.*, 2018). We also expect to find a generalized distrust of the different sources of information, and little interaction with content that can be related to economic and political issues, as recent studies have shown on the spiral of silence applied to the virtual space (Bäck *et al.*, 2019).

Information consumption by young people: their preference for the online context

We are currently witnessing a transformation of the media ecosystem, marked by the growing prominence of the digital environment that affects both the way of generating and consuming news. Fernández-Planells (2015) highlights four key characteristics of this new ecosystem: hyperconnectivity, social information, delocalization and multiscreen. Although media

organizations produce most of the news we consume (Domingo *et al.*, 2015), they have lost the information monopoly: “[the] society is moving from a traditional news cycle dominated by journalism professionals to a more complex information cycle that incorporates ordinary people within the process” (Bergström and Belfrage, 2018: 583).

In particular, the scientific community has taken special interest in changes in information consumption by young people as a result of the massive use of the Internet (Sánchez-Navarro and Aranda, 2011). A number of processes has been observed; for example, the trend toward a mobile and social model (Calderón, 2019; Yuste, 2015). In this line, Fernández-Planells (2015: 376-377), based on data from Spain and Hong Kong, emphasizes the consolidation of mobile devices as the main access to information: “The cell phone goes from being the fourth device for consulting information in 2011 to the first in 2014 [...]. On the contrary, the use of the television, desktop computer and especially the laptop decreases”.

Likewise, the predilection of youths for information consumption in online spaces is distinguishable (Kang, 2009). The digital press, websites and, above all, social networks (Boczkowski *et al.*, 2018; Casero-Ripollés, 2012; Catalina-García *et al.*, 2015; Condeza *et al.*, 2014; Elvestad *et al.*, 2018; García Avilés *et al.*, 2014; García Jiménez *et al.*, 2018; Hermida *et al.*, 2012) become their main sources of information (Aramburú and López, 2018; Holt *et al.*, 2013; Newman *et al.*, 2016; Silveira and Amaral, 2018). According to various research works carried out in different contexts, social networks such as Facebook, YouTube, Instagram, Twitter and Snapchat are fundamental sources to obtain information (Bergström and Belfrage, 2018; Elvestad *et al.*, 2018; Holt *et al.*, 2013; Newman *et al.*, 2019; Silveira and Amaral, 2018). However, despite the prominence of the online space, several studies indicate that traditional media such as television, is still widely consumed by the youth for informational purposes (Catalina-García *et al.*, 2015; Catalina-García *et al.*, 2017; Iglesias-García and González-Díaz, 2012). Martínez Costa *et al.* (2019: 26) conclude, it is “a generation that embraces the digital without abandoning the traditional”.

A particularly researched area, but controversial due to the disparity of results, is the one related to the youths’ perception of the credibility of news content they consume on the Internet (García Jiménez *et al.*, 2018). Some research underscores the high credibility young people give to online news (Catalina-García *et al.*, 2015). Even news items disseminated over social media reach an acceptable level of credibility, according to the research by García Avilés *et al.* (2014), based on the possibility for dialogue offered by these networks.

However, other studies –such as those by Elvestad *et al.* (2018)– placed social media as the least credible source compared to traditional media in general, or print media in particular –such as the research by Aramburú and López (2018)–. The authors highlight the paradox of print media being perceived as the most credible media even though it is the least consumed. Other studies analyze those aspects that increase youths' perception of reliability, on the sidelines of media support.

For example, García Galera *et al.* (2017), in a research on university students in Spain, show that these young people considered news from mainstream media and official bodies such as ministries or universities more reliable. Meanwhile, regarding the aspects that make online news credible, Kang (2009) stressed the relevance of characteristics such as perception of honesty and veracity, compared to others such as objectivity or impartiality.

Regardless of credibility, aspects such as speed and immediacy make particularly attractive consuming online news for young people (García Galera *et al.*, 2017). These features concur with other such as availability, ease of access to information and constant updating (García Jiménez *et al.*, 2018; Gangadharbatla *et al.*, 2014; Kang, 2009; Costera, 2007). Likewise, aspects such as low cost or even free are taken into account when deciding the consumption of news on the Internet as opposed to those disseminated over traditional media (Boczkowski *et al.*, 2018; Casero-Ripollés, 2012; Cherian and Jacob, 2012).

As for the youths' interest in news, despite some studies show they consume less information contents than other adult-age segments (Pew Research Center, 2012), various research works highlight that part of this population sector has positive attitude and considerable willingness to be informed (Casero-Ripollés, 2012; Costera, 2007). However, youths do not have the same degree of interest in all topics when consuming news, especially online.

Catalina-García *et al.* (2017) point out the preference of young Spanish university students for consulting information related to society and political topics. The percentage of other topics such as economics, sports, science, technology and environment vary according to respondents' ideology. These results seem to differ from those obtained by Silveira and Amaral (2018) and Aramburú and López (2018), who place the greatest interest in news about culture, followed by society and international. According to Silveira and Amaral (2018), the news with the least interest is national, sports and politics, in decreasing order.

Facilitated by the migration to mobile devices, online consultation and the prominence of social media, young people tend to adopt a quick and incidental mode of information consumption (García Jiménez *et al.*, 2018). As Martínez Costa *et al.* (2019: 20) observed, cell phone facilitates access to information at various times of the day, “sometimes it is almost unconsciously or without a definite purpose”, at the same time as other activities are carried out, “in a space of time normally forbidden to traditional media: the different interstices in daily routines”.

In this context, some authors such as García Jiménez *et al.* (2018) and McWhorter (2019) speak of an incidental consumption model to characterize the predominant behavior of young people in the online space when acquiring information: they receive a news item, especially through a social media and a mobile device, but without a direct search and spending limited time to read it or interact with the journalistic source to delve deeply into the content. These approaches show that despite youths are constantly connected, they engage in a limited proactive information-seeking exercise; in this way, it is largely the incidental contact with news that provides them with information they would not have obtained otherwise.

Methodology

From a quantitative perspective, a descriptive research design was planned and developed. For this purpose, the survey was used as the primary data production technique and the self-administered questionnaire as the mode of application. The main reason for selecting this technique is that it allows the production of data from a large number of variables to be contrasted among a large sample of individuals. In addition, compared to other modes of application, the chosen modality has a number of advantages: lower cost, ease of access to the study population, speed in obtaining data and greater availability of time to reflect on and answer the questions (Webster, 1997).

Also, the non-direct intervention of the interviewers eliminates possible biases due to their influence and implies a greater guarantee of anonymity, which helps respondents to express less socially accepted answers (Díaz de Rada, 2012; Kreuter *et al.*, 2008). In order to optimize the response rate, a short-lived self-administered questionnaire is recommended (Baatard, 2012; Díaz de Rada, 2012), a requirement that is met in this case, since the questionnaire was designed to be completed within twenty minutes.

Regarding the study population, the students enrolled in the Sociology and Advertising and Public Relations degrees at the University of Alicante

(Spain) in the academic year 2017-2018 were taken as universe. The selection of this population segment is motivated by the fact that, on one hand, due to their ages they are among the main Internet users (AIMC, 2018); and, on the other, the degrees for which they are studying are the ones that have more curricular load related to the analysis of media and information society at the University of Alicante.¹ Certainly, the results cannot be extrapolated to all young university students, but they allow us to obtain data on a privileged group regarding the use of the Internet and the search and use of information about its social and communicative context.

Once the population universe has been defined, several phases were followed to select the final sample units. First of all, the class groups of the degrees studied have been taken as clusters due to the heterogeneity of their internal composition, which is reproduced in a similar way in all of them. Promptly, a stratified random sampling of class groups has been designed. This type of sampling ensures the representativeness of certain variables (Wimmer and Dominick, 2006). In this case, we have proceeded to take the degree (degree in Advertising and Public Relations and degree in Sociology) and the stage of the degree in which the student is (stage 1: first and second year, stage 2: third and fourth year) as stratification variables.

Then, because the number of clusters (class groups) in both degrees is disproportionate, 18 of the Advertising and Public Relations degree and four of the Sociology degree, a simple allocation was applied to allow equal representation of the strata in the sample (Cea, 2001). The result is a sample composed of a total of four class groups, one per degree and stage respectively. Finally, the classrooms of the selected groups were randomly attended and all their members were interviewed. The final sample size is 168 surveyed students, and the fieldwork was carried out between May 15th and 19th, 2018.

The designed questionnaire consists of a total of 85 variables. For its preparation, items from reliable questionnaires that have been used by renowned entities such as Centro de Investigaciones Sociológicas (CIS), Instituto Nacional de Estadística (INE) and Asociación para la Investigación de los Medios de Comunicación (AIMC) were used as a reference. Specifically, the questions taken as reference come from the CIS studies 2981 (2013) and 3159 (2016), INE Encuesta de Equipamiento de Hogares (2016) and AIMC Encuesta de Medios (2017).

The questionnaire items were structured based on two main thematic blocks:

1 As it is seen in the degrees' curriculum of the University of Alicante (Editor's note).

1. Access to and use of Information and Communication Technologies: frequency of Internet connection, connection device(s), use of social media, and use of the Internet for activities related to communication and information.

2. Media use and preferences regarding news consumption: news interest according to topics, degree of interactivity with news, preferred media for obtaining information, and degree of trust in the various sources of information.

The questionnaire included a third block related to issues of social participation and political behavior, which responded to the broader objectives of this project. The remaining questions refer to analytical and instrumental control variables.

Results

All surveyed students connect several times a day to the Internet and, regarding the access to the technological devices, it is observed that the majority has both a smartphone (98.8%) and a laptop (97%). These data contextualize the rest of the results, while revealing a clear absence of infrastructural digital divide among the studied population. Moreover, concerning Internet use frequency, it is observed that all members of the sample connect multiple times a day, with the smartphone and laptop being the most used devices, as 99.4% and 95.8% of the respondents indicate respectively. Compared to these mobile devices, desktop computer is only used by 39.3% of the students for the same purpose.

On the other hand (see Graph 1²), it should be also distinguishable that all students have used Internet to “Receive or send emails” (100%) and almost all of them to carry out activities such as: “Listen to or download music” (99.4%), “Participate in social media” (96.4%), “Watch or download videos” (94%) or “Search for information about goods and services” (92.9%). Of particular interest for our objectives is the high percentage (94%) of students who claim to use the Internet to “Read online news, newspapers or current-affair magazines”.

Almost all consulted students participate in social media (see Table 1); with WhatsApp being the most used generalist social application (96.4%). If WhatsApp is defined as an instant messaging application, not as a social media, the most used social media would be Instagram (86.9%), followed

2 All graphs and table can be found in the Appendix at the end of this article (Editor’s note).

by YouTube (84.5%), Facebook (82.1%) and Twitter (47%). Having said that, if we consider the gender variable, the use of Facebook among women is higher than the rest of social media (90.9% of the surveyed women stated that they regularly use Facebook compared to 70.1% of men). Other social applications such as LinkedIn, Telegram, Snapchat or Pinterest are occupied by low percentages of the studied population.

The widespread use of social networks makes taking their role as potential information vehicles into account necessary. In this sense, social media is the favored media for the surveyed students to stay informed (79.8%), followed by digital newspapers (75.6%) and television (69.6%) (see Graph 2). The fact that traditional media, once hegemonic, such as radio, printed newspapers and magazines are preferred by a minority is distinguishable. Nonetheless, the television is still one of the main sources of information.

However, when analyzing the students' degree of trust in the various media (see Graph 3), it is noticed that two of the least preferred media for information, radio and print media, are among those they consider most trustworthy (both with an average of more than 5 on a score of 0 out of 10, where "0" means "I do not trust at all" and "10" means "I totally trust"). The digital press, one of the media they prefer to use for information, is the one that obtains the best score in terms of trust (average score above 5). The other media preferred by students, social media and television, are described as less reliable (average score of less than 5 out of 10). In any case, a generalized distrust of the media can be seen, since no case exceeds an average of 6 out of 10.

On the other hand, one of the most relevant questions for our study is to know what type of news is of most interest to university students and to what extent (see Graph 4). The analyzed data show that news related to "university/studies" and "culture" are considered to be the most interesting by the majority, being very or quite interesting for 86.8% and 83.9%, respectively. On the contrary, the topics that arouse less interest are "politics" (interesting for 52.7%) and "sports" (33.3%). Regarding interest in news according to gender, only sports news show significant differences: almost half of men (49%) are interested in this type of news, while only 22% of women show interest in them.

In addition to knowing the greater or lesser interest that students have in the different news topics, our survey also allows to know to what extent respondents comment, share and interact with the various types of news on their social media (see Graph 5). The most distinguished fact is that the majority of students interact little or not at all with current news on their

social media, regardless of the topic, except for “culture” and “university/studies” news. In these two cases, around 58% and 52% of students, respectively, interact much or quite on their social media.

Discussion

According to the obtained results, almost all interviewed students access to Internet several times a day to check emails, download music and visit social media. This access is mainly through mobile devices such as smartphones and laptops. This phenomenon is also observed in other research works (Fernández-Planells, 2015) and it is part of what Steve Jobs called “the Post-PC era”, that is “a sound term to illustrate the direction of consumer computing toward smaller, faster, multipurpose devices whose use revolves around the ubiquitous availability of content and communications” (Aguado y Navarro, 2013: 60-61).

This study also shows that the majority (94%) of respondents use the Internet as source of information, i.e. to read “news, magazines or newspapers”, thereby corresponding with the results of research works such as Catalina *et al.* (2015). However, these data contrast with those obtained in previous studies carried out at the University of Alicante itself.

While Martínez-Gras (2005) underscored that only 57.4% of students consulted news on the Internet; Iglesias-García and González-Díaz (2012) showed that students used the Internet almost exclusively for leisure and entertainment reasons. With seven years between that last research and this one, it seems that use preferences and gratification of the online media have been broadened. This shows the importance that youths give to the Internet to stay informed, beyond the ludic aspects that it can bring them.

In fact, regarding the most used media to get information, and as other search works have also shown (McWhorter, 2019), the leading role is being played by the Internet and its various tools. In the first place is social media as the main source of information, in line with the results of numerous previous studies (Boczkowski *et al.*, 2018; Casero-Ripollés, 2012; Catalina-García *et al.*, 2015; Condeza *et al.*, 2014; Elvestad *et al.*, 2018; García Avilés *et al.*, 2014; García Jiménez *et al.*, 2018). In second place are digital newspapers, as Silveira and Amaral (2018) also point out in their research.

Our data also underscore the permanence of traditional media such as television among the information sources preferred by the interviewed students. Therefore, in line with the obtained results of other studies, there is a coexistence of digital and traditional media in the information consumption.

Lago-Vázquez *et al.* (2016) also support this idea and argue that millennials (young people born between 1985 and 2000) prefer television as media to be informed about political issues. However, consumption through a number of devices is increasing significantly; in addition, social media provide added value through users' opinions and content.

Moreover, the surveyed youths seem to dissociate their preference for certain media from the degree of trust they have in them. Thus, coinciding with Elvestad *et al.* (2018) and Gangadharbatla *et al.* (2014), this study shows how social media is the preferred media to get information even though they are considered unreliable. This low credibility is linked to the results of other search works, which place aspects such as speed, ease of access, availability and brevity of the informative content as the main advantages of social media compared to other sources of information (Boczkowski *et al.*, 2018; Casero-Ripollés, 2012; Costera, 2007; Gangadharbatla *et al.*, 2014; García Galera *et al.*, 2017; García Jiménez *et al.*, 2018; Kang, 2009).

However, there is some consistency in digital press: the second most used media by the interviewed youths to be informed that has greater credibility, ahead of traditional media such as radio and written press. In fact, Elvestad *et al.* (2018) consider the lack of trust in traditional media as one of the main motivations for seeking information in alternative sources, as a result of their strong editorial line or content homogeneity.

Having said that, the collected data underscore the generalized lack of confidence in the various sources of information, which reaches a maximum average score of 5.96 out of 10. In this sense, some researchers point to a critical attitude toward the media as a crucial component of the audiences' media literacy (McWhorter, 2019). Prior (2007) reinforces this idea by stating that sources that are not necessarily reliable are used, as a result of the new media environment. So much so that many young people know that there are numerous available sources that can treat news in various ways; however, they are not encouraged to check the information they receive with them (Edgerly, 2017).

Regarding the interaction with informative contents, it is demonstrate that most of the interviewed youths interact (likes, comment or share) little or not at all with news through their social media. This interaction is higher with topics related to culture or scientific studies, but especially low when it comes to news about sports, politics and economics. These results seem to support research works which, based on theories such as the spiral of silence, observe that social media users tend to avoid conflicts or political topics in their posts (Bäck *et al.*, 2019).

Indeed, news regarding university/studies or culture are the most interesting for the sample members. Specifically, the interest in cultural topics coincides with the obtained results in other studies, such as those carried out by Silveira and Amaral (2018) and Aramburú and López (2018). However, the lack of interest shown by our respondents toward political news differs from other studies such as Catalina-García *et al.* (2017), in which society and politics are the most consulted topics.

Finally, our results agree with those obtained by Catalina-García *et al.* (2015) when observing gender differences in the preference about sports news, which have a greater interest by men.

Conclusions

The preference for the use of digital media and especially social media, without the disappearance of the use of traditional media such as television, shown by the results of this study, confirms one of our initial hypotheses. Similarly, the existence of a generalized distrust toward the various sources of information among the components of the sample has been demonstrated. In addition to the fact that social media, the most widely used media for information, is the one that is given least credibility. On the other hand, based on the data obtained the raised hypothesis that young people in the sample would interact barely in their social media with informative content related to economics and politics is also confirmed.

On the basis of these results, future research works should delve deeper into the causes of the lack of credibility and the reasons for turning to one or other source of information, since it is paradoxical that young people obtain information especially through social media, in which they do not trust. Furthermore, it is also necessary to deepen the study of possible relationship between distrust in the various sources of information and the degree of media literacy, as well as the practices developed by youths to select, address and assess information content.

In this sense, despite the components of our sample are in a privileged position in terms of both access to technologies and frequency of use, consider digital inclusion as a more complex and multifaceted concept involving added skills is essential (Correa, 2016). Thus, we find young people who are critical of information sources and assiduous with the digital press (i.e., with an apparently active consumption news), but whose media literacy will have to be analyzed in other research.

Therefore, their knowledge of aspects such as fake news, who are the owners of information sources and their interests, the “agenda-setting” power of the media, etcetera, should be examined. It is noted that several studies underscore the incessant and massive amount of information provided by the Internet, and the difficulty involved in its selection and assessing (Schmitt *et al.*, 2017). Other authors use the term “infoxication” (Cornella, 2000), referring to the information overload that users receive, especially from the Internet in all its forms. In this context, it is necessary to focus on research works that make educational proposals and offer tools to increase youths’ media literacy, being aware of their preferences and uses.

The main limitation of this study is that it focused on a very specific group of young people, university students of two specific degrees and at a specific university. However, it has sought to provide information to the field of study from a privileged sample in terms of access to information and knowledge about social processes. Thus, following authors such as Buckingham (2011 and 2013) who criticize the tendency to homogenize young people, new research to provide empirical information on the information management strategies developed by the youth population taking into account the possible differences within this group is needed.

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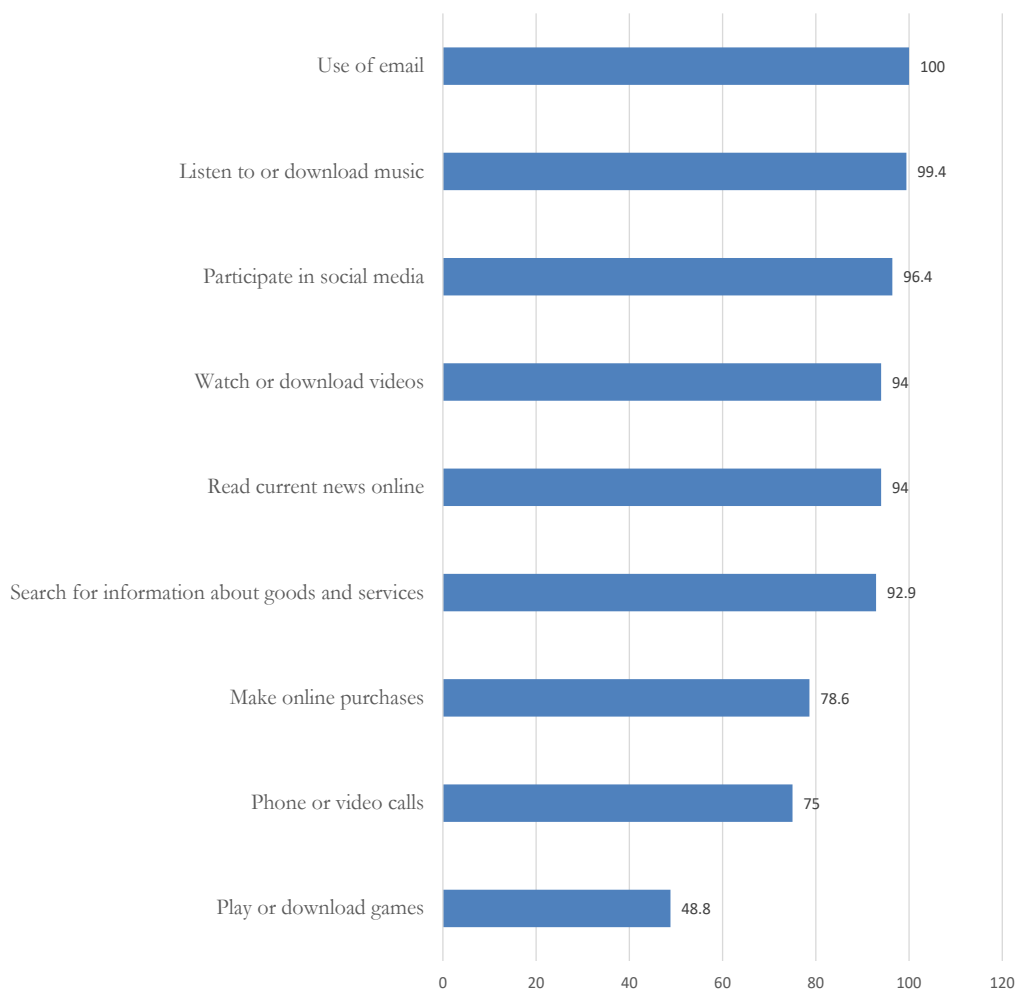
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Appendix

Graph 1

**Use of the Internet to perform any of the following activities.
Percentage distribution**



Source: Own elaboration base on the results of the University of Alicante Student Survey, 2018.

Table 1

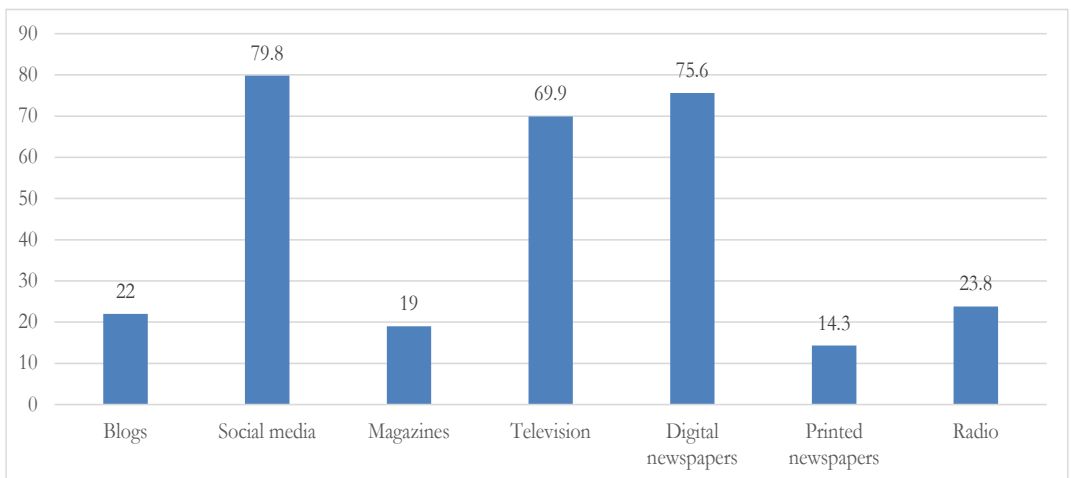
Regular participation in social media. Percentage distribution by gender

	Men	Women	Total
WhatsApp	94%	99%	97%
Instagram	83.6%	89.9%	87.3%
YouTube	82.1%	85.9%	84.3%
Facebook	70.1%	90.9%	82.5%
Twitter	50.7%	45.5%	47.6%

Source: Own elaboration base on the results of the University of Alicante Student Survey, 2018.

Graph 2

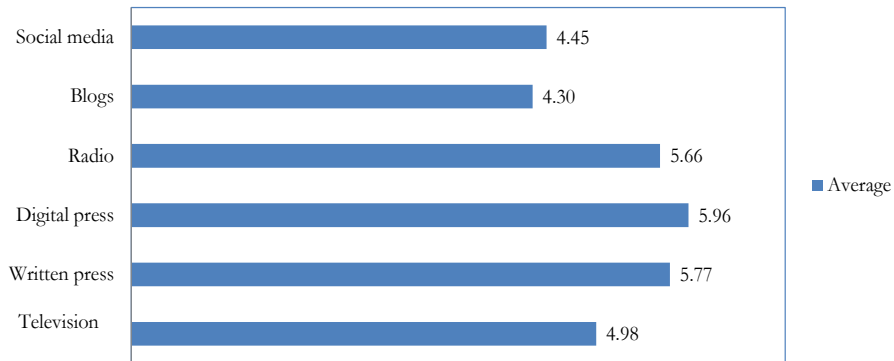
**Preferred media to get information
 Percentage distribution**



Source: Own elaboration base on the results of the University of Alicante Student Survey, 2018.

Graph 3

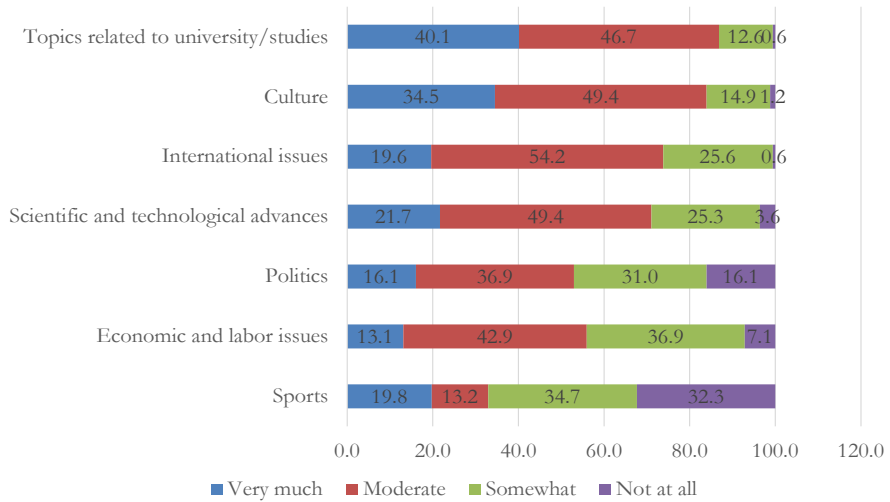
Confidence in the media that publish news
Representation of the average from a scale of 0 to 10



Source: Own elaboration base on the results of the University of Alicante Student Survey, 2018.

Graph 4

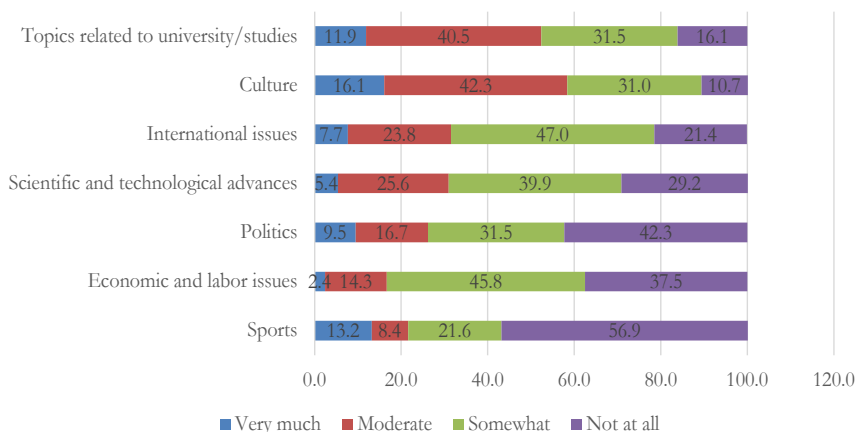
Degree of interest in current news and topics
Representation of the average from a scale 1-4;
where 1: very much, and 4: not at all.



Source: Own elaboration base on the results of the University of Alicante Student Survey, 2018.

Graph 5

Degree of interactivity
Scales of value considered: where 1 - very much, and 4 - not at all.
Representation of the average



Source: Own elaboration base on the results of the University of Alicante Student Survey, 2018.

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