



THE NEW NEWS

Gen Zs' Emerging News Perceptions & Habits

October 9, 2020

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Summary

NEWS CONSUMPTION

Zs tend to get into news in their teen years as friends, family, and teachers introduce them to news stories and issues. Many are budding news consumers and value help in understanding the news better; **a majority of Zs in all countries wish there were more news sources for people their age.**

WORLD, NATIONAL, LOCAL

Zs tend to focus on national news, with those in Brazil and India having a greater interest in local news. While many follow world news, it ranks below national and local, except in France where it is second after national news. Some Zs, especially those in Brazil and India, say the news inspires them to take action on the issues they learn about. **A majority across all countries wishes it were easier to learn how to get involved with the stories they encounter.**

TRUST

There is not much trust in the news. In fact, in the U.S., “biased” is the most common word Zs would use to describe the news. Even those who are most likely to say the news is trustworthy (Brazil, India) note issues with corruption and commonly say they need to check multiple sources to verify the news and understand any biases. This factor also makes news overwhelming for many Zs, especially those in the U.S. **Overall, trust in Google and Google News is high among Zs**; they believe both vet sources for them, making it more reliable in their eyes.

Summary Cont.

NEWS & MOOD

Zs note the news often brings them down, negatively affecting their mood. It makes sense then that **most Zs, especially those in India, wish there were more positive news stories.** In addition, they wish news were more visually appealing, with bright colors, more photos, and an updated look/feel.

GETTING NEWS

Most Zs consume news daily, except in the U.S. where just under half do so; nearly all Zs consume news on a weekly basis. Zs regularly multitask with the news, consuming it when they have convenient moments throughout the day: many get news while in bed, while watching TV, and during meals. As with many aspects of Zs lives, their phone is also their conduit to news and the most common device they use to consume it. TV comes in as a strong second, which connects with the fact that Zs most commonly prefer to watch the news (either as videos or a TV program). **When they want to learn more about a news story, a search engine is the first place Zs would go.**

SHARING NEWS

A majority of Zs like to talk about the news with friends, and the news serves as a connector for them. With that and with the time they spend on social media, it follows that social platforms are a very common way they get and share news. However, it is not their preferred means of getting news (they like other websites and apps better). They express concerns over the reliability and trustworthiness of news on social media. Younger Zs are more likely than older Zs to see news as a connector between them and their friends, expressing a stronger interest in news that is positive, making it more fun to share such news with their friends. Friends also fuel discovery, and it's important to Zs not to feel like they are in a bubble when it comes to news.

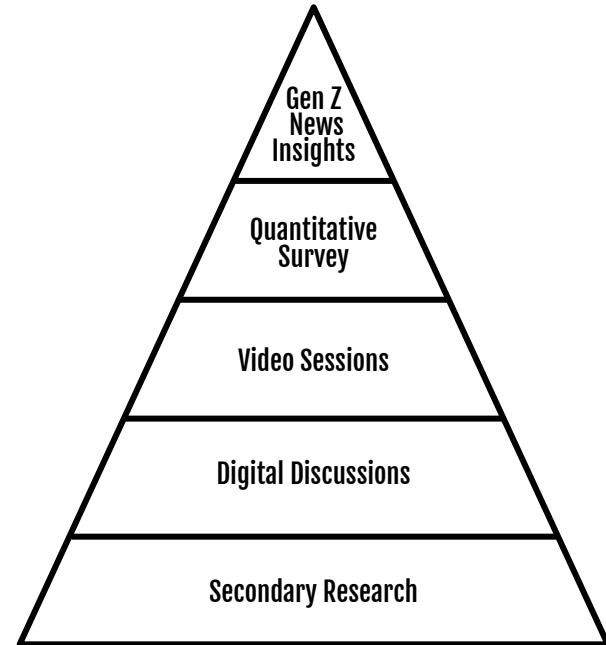
Methodology

Secondary research of existing insights related to Gen Z news attitudes and consumption habits informed all parts of this bespoke inquiry.

Digital Discussions consisted of a 5-day asynchronous digital online community where Zs in each country (n=20-24 per country) answered written and video questions and completed activities on the topic of news. Digital Discussions took place July 13th-17th in U.S. and India and July 20-24th in France & Brazil. Brazil was conducted in Portuguese, all others were conducted in English.

Video Sessions consisted of 90-minute in-depth interviews conducted via video chat application with 6 Zs in each of the four countries. These interviews took place during July 27th – August 10th. France and Brazil were conducted in local language with live translation.

News By The Numbers was generated through a 20-minute, online quantitative survey fielded August 20, 2020 – September 9, 2020 in the U.S., India, France, and Brazil. We interviewed a sample of 1,000 Gen Zs aged 13 to 23 in each country; the sample was nationally representative based on age and gender (as well as region in the U.S. only). To qualify, respondents had to consume news at least once per month and say news was at least somewhat important to them.



How To Use This Report

Throughout this report we have noted quantitative statistical differences to the 90th percentile or greater in the speaker notes. This means if we were to conduct this research 100 times, at least 90 times out of 100, the data will reliably result in the same differences between populations.

The full question text and/or data breakouts are included in the speaker notes where applicable.

When referring to “Younger Zs” this includes members of the generation aged 13-19; when referring to “Older Zs” this includes members of the generation aged 20-23.

As we regularly conduct surveys across many countries, there are some cultural nuances to keep in mind as you review this report.

- When comparing data across countries, it is important to consider how respondents typically answer questions:
 - In Brazil and India, respondents typically answer more positively than those in other countries
 - In France, respondents typically answer more negatively than those in other countries
 - In the U.S., respondents typically answer more in line with those in other countries

Global Findings



- NEWS VIEWS
- NEWS CONSUMPTION
- NEWS SOURCES
- FORMAT, FUNCTION & TONE
- SOCIAL MEDIA & NEWS
- AS A CONNECTOR

NEWS VIEWS



For Zs, 'news' means information about serious topics

Zs generally get into news in their middle teen years as their friends, family, and teachers introduce them to news stories and issues, many of which fall into these "serious topics."

Q. Which of the following best fits with how you define "news"?

Please select one

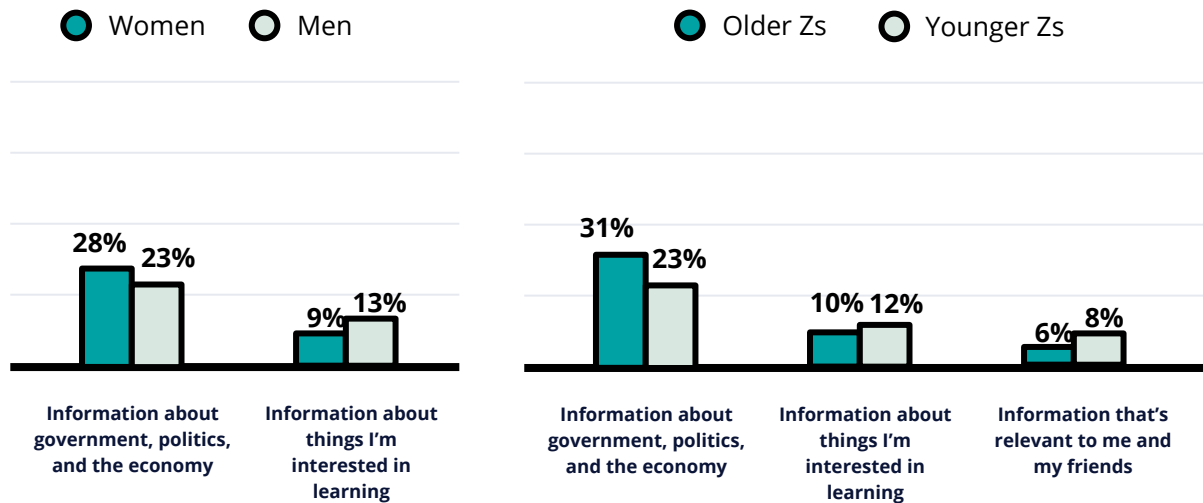
	U.S.	India	France	Brazil
#1	Information about government, politics, and the economy			
#2	Information that helps me know what's going on in my local community	Information that helps me know what's going on in my local community	Information that helps me know what's going on in my local community / Information that affects my daily life (tie)	Information that helps me know what's going on in my local community / Information I really need to know (tie)
#3	Information that affects my daily life	Information I really need to know	Information that affects my daily life	Information that affects my daily life

Definitions of news vary by age and gender

Women and Older Zs are more significantly likely than their counterparts to think news is info about government, politics, and the economy, while men and Younger Zs are significantly more likely to say news is info about things they want to learn.

Q. Which of the following best fits with how you define "news"?

Please select one



News is for being in the know

Staying informed is the top reason Zs in all countries engage with news. All other reasons lag significantly behind. However **in Brazil, 55% consume news to form an opinion, and in India, 45% do so to feel more connected to their local community.**

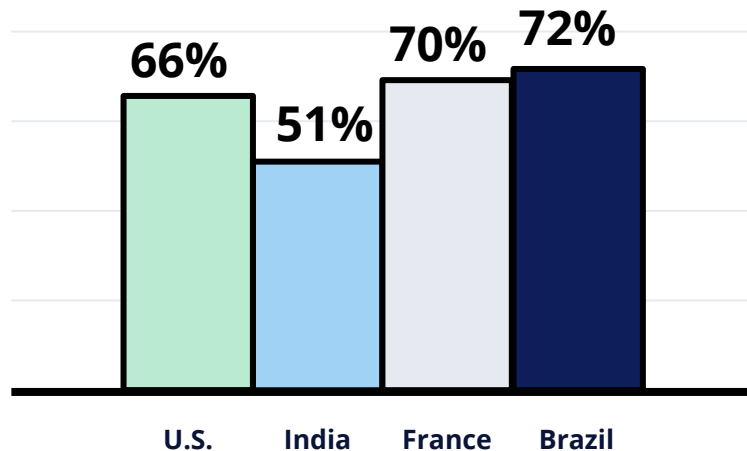
"I like staying informed about current news topics because it allows me to be more intelligent and knowledgeable when I'm having conversations with friends and just the people in my everyday life in general."

– Donovan, 17, U.S.

Q. For which of the following reasons, if any, do you consume the news?

'Feel informed about what's going on'

Select all that apply





Screenshot submitted via Digital Discussions Activity

*"News plays a huge part in my daily life. **When I wake up I look for the news, when I take my lunch alone I look for the news, when I speak to my friends we talk about the burning news, and before I go to sleep I look for the news.***

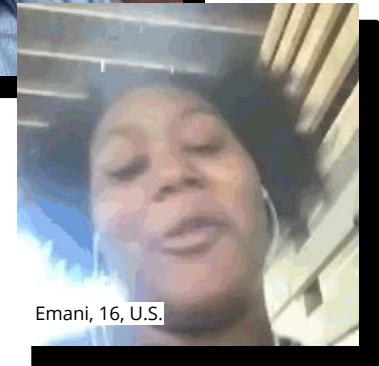
*I think that it's important to be aware of what's happening, at a local and global scale. Watching and reading the news makes me more open minded, and I learn a lot of things. Moreover, there are so many sources of news that you can always discover new things. ... **Thanks to news, I really build up my mind and knowledge every day.***

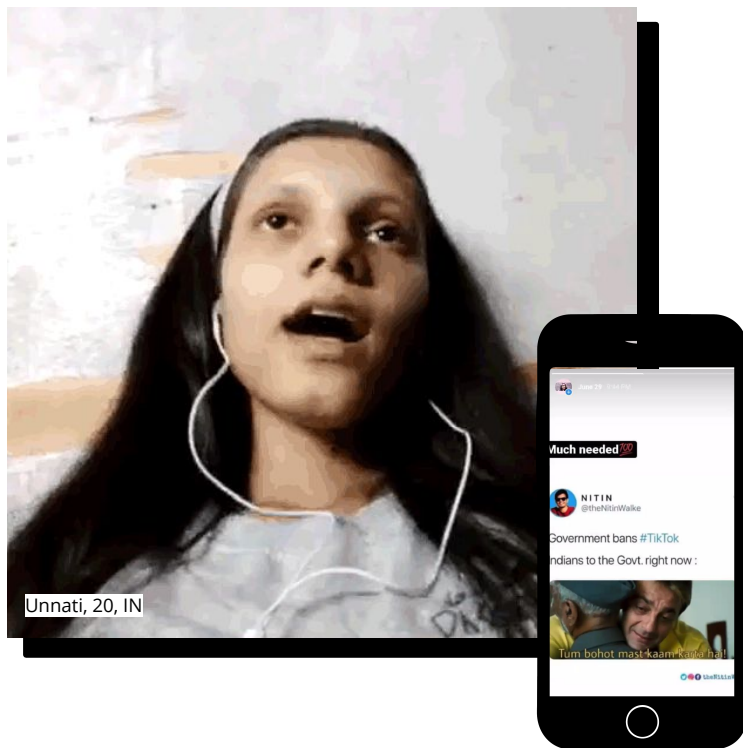
- Jeanne, 21, FR

Women consume news to be informed, men to feel smart and relaxed

Women are significantly more likely than men to consume the news to feel more informed about what's going on (**70% vs. 59%**) and that it's a responsibility (**33% vs. 28%**)

Men are significantly more likely than women to consume the news to feel smart (**23% vs. 21%**) and to take their minds of other things in their lives (**15% vs. 12%**)





Unnati, 20, IN

Screenshot submitted
via Digital Discussions
Activity

Younger Zs consume news to feel connected to friends, older Zs because it's a responsibility

Older Zs (**35%**) are significantly more likely than Younger Zs (**28%**) to consume the news because it's a responsibility

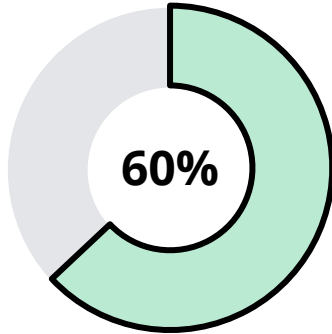
Younger Zs (**22%**) are significantly more likely than Older Zs (**18%**) to consume news to feel connected to their peers/friends

The majority of Zs feel informed, especially those in India and Brazil

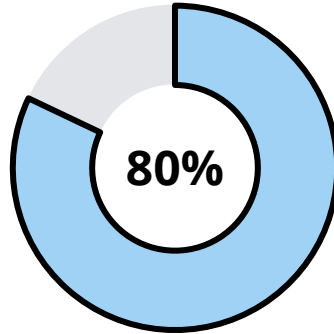
Q. How strongly do you agree or disagree with each of the following statements?

'I feel informed about what's going on in the world today'

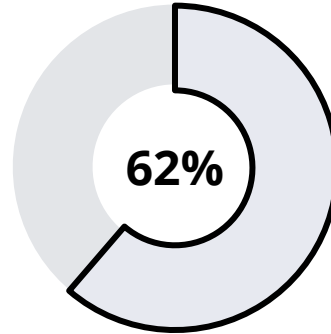
Strongly/Somewhat Agree Summary



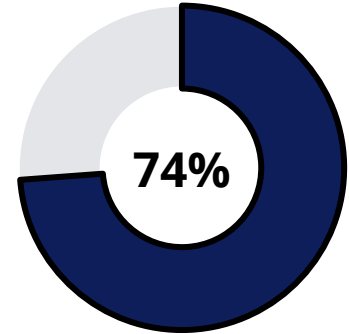
U.S.



India



France



Brazil

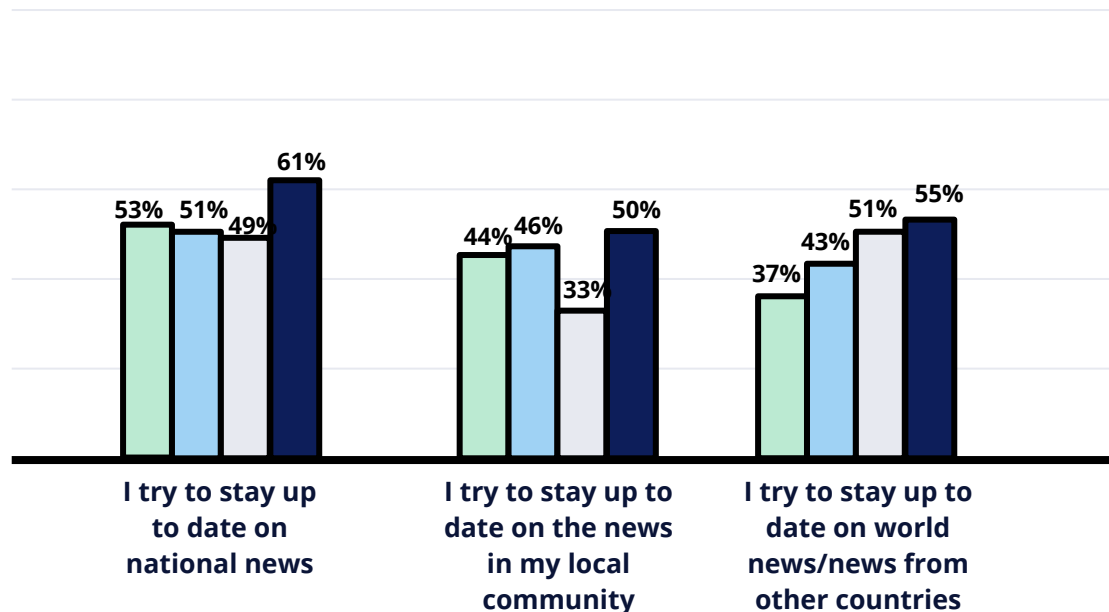
National news is the top focus across all countries

Local news is the next priority among young people in the U.S. and France, and world news is the next priority among those in Brazil and India.

Q. Which of the following, if any, are true for you?

Select all that apply

○ U.S. ○ India ○ France ● Brazil

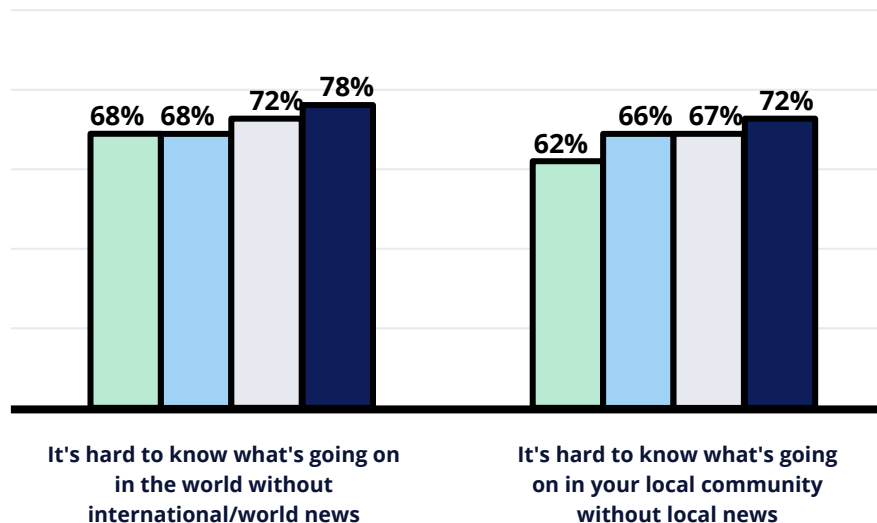


Not only does news keep Zs informed, they don't think they would know what's going on without it

- U.S.
- India
- France
- Brazil

Q. How strongly do you agree or disagree with each of the following statements?

Strongly/Somewhat Agree Summary

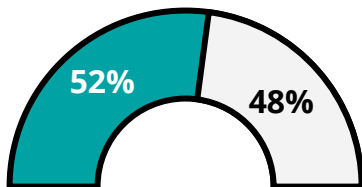


Zs tend to consider local news to be more important than international news, with the exception of Zs in France

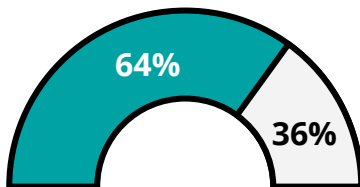
Q. Please select one statement from each pair below that you agree with more.

☒ Local news is more important than International news

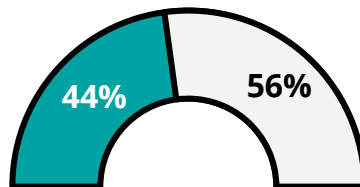
☐ International news is more important than local news



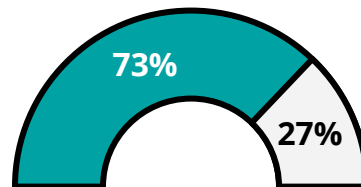
U.S.



India



France



Brazil

Most commonly, Zs think news is important, though perception of news varies widely by country

In the U.S., Zs also commonly say the news is biased; in India that it is useful; in France that it is repetitive; and in Brazil that it is helpful.

Q. Which of the following, if any, best describes the news?

Please rank your top 3 options from the list below

	U.S.	India	France	Brazil
#1	Important			
#2	Biased	Useful	Repetitive	Helpful
#3	Helpful	Helpful	Useful	Essential/ Necessary
#4	Over-dramatized/ Sensational	Trustworthy	TIE: Over-dramatized/ Sensational & Essential/ Necessary	Trustworthy
#5	Overwhelming	Essential/ Necessary		Well Explained/Clear

Women have a more negative perception of news, while men have a more positive perception

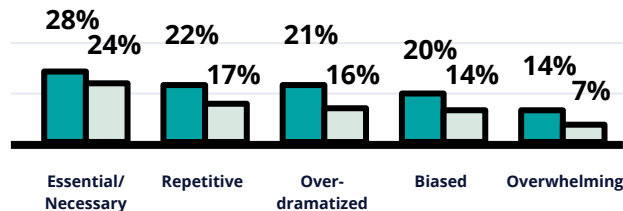
Women are significantly more likely than men to say news is essential, but they are also more likely to say it is biased, overwhelming, and over-dramatized. Men are significantly more likely than women to say news is trustworthy, well-explained, and smart.

- Women
- Men

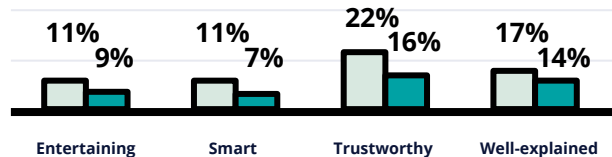
Q. Which of the following, if any, best describes the news?

Please rank your top 3 options from the list below

WOMEN RESPOND SIGNIFICANTLY HIGHER THAN MEN ON:



MEN RESPOND SIGNIFICANTLY HIGHER THAN WOMEN ON:

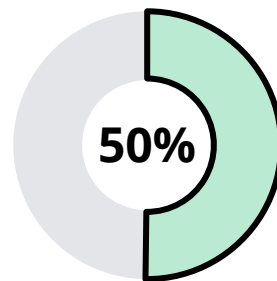


As they try to stay informed, many Zs are overwhelmed by how much news there is to consume

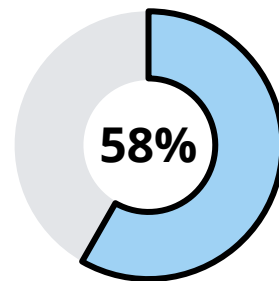
Zs in Brazil are particularly overwhelmed by the news. Meanwhile, less than half of Zs in France are overwhelmed.

Q. How strongly do you agree or disagree with each of the following statements? 'I feel overwhelmed by the amount of news'

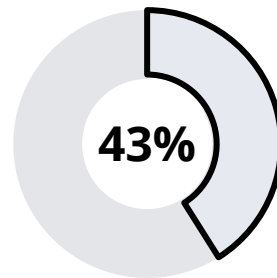
Strongly/Somewhat Agree Summary



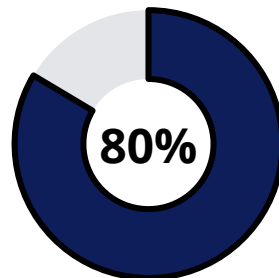
U.S.



India



France



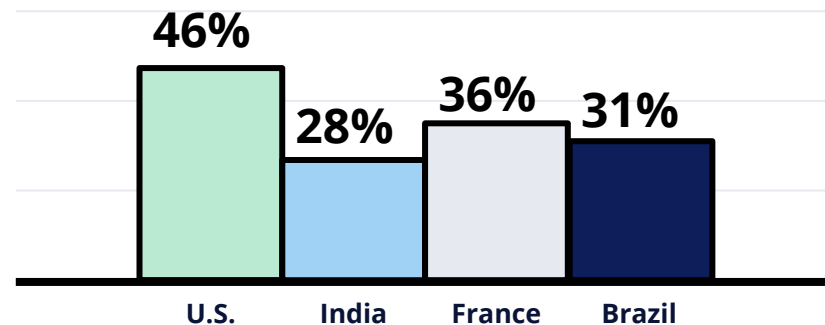
Brazil

Keeping up with the news takes a toll, with some Zs, especially those in the U.S. needing breaks from the news

"News can also take a toll on one's mental health. So it's important to know when to take a break and it's important to know that it's ok to take a break when you think you need it and then get back to following the news and getting back to knowing."

– Atreyi, 20, IN

Q. Which of the following, if any, are true for you?
'Sometimes I need to take a break from the news'

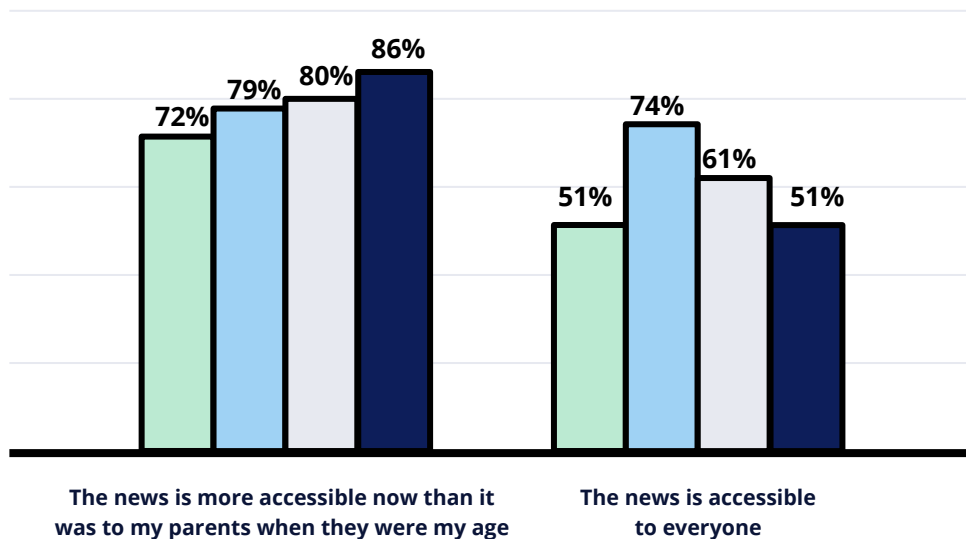


While Zs believe that news has become more accessible, only half in the U.S. and Brazil think it's accessible to all

Q. How strongly do you agree or disagree with each of the following statements?

Strongly/Somewhat Agree Summary

● U.S. ● India ● France ● Brazil

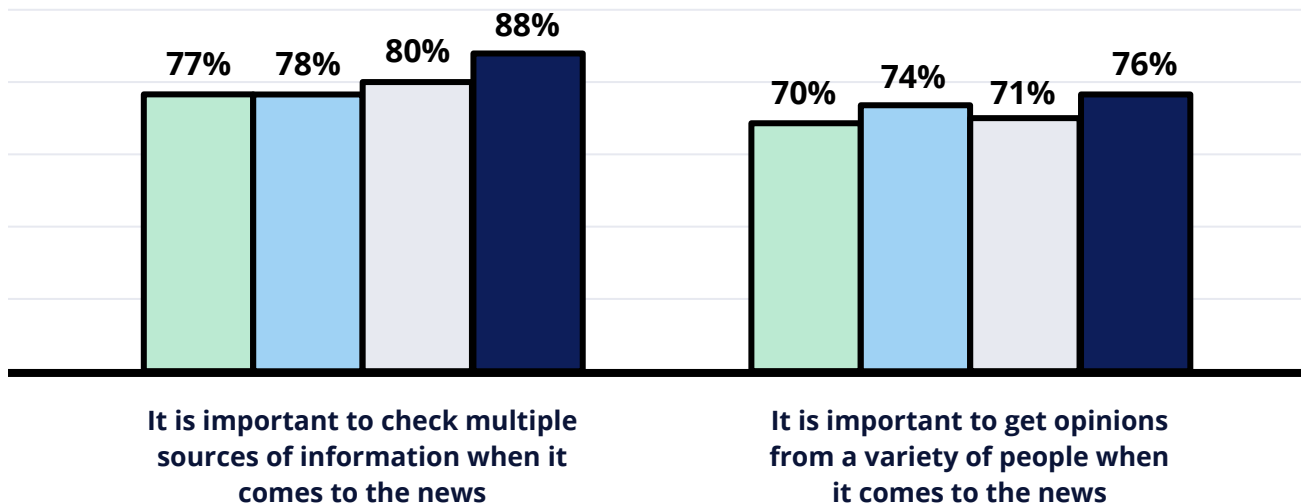


With an abundance of fake news, Zs look to get news from multiple sources

Q. How strongly do you agree or disagree with each of the following statements?

Strongly/Somewhat Agree Summary

● U.S. ● India ● France ● Brazil



Multiple sources also support development of non-biased POVs

Zs don't just want information that confirms their own beliefs, they want to be exposed to a variety of viewpoints so they can decide and shape their own POV.

*"It's important that I get news from a variety of sources with **opposing viewpoints** because if I am only consuming one-sided news my opinions and beliefs about an issue are set."*

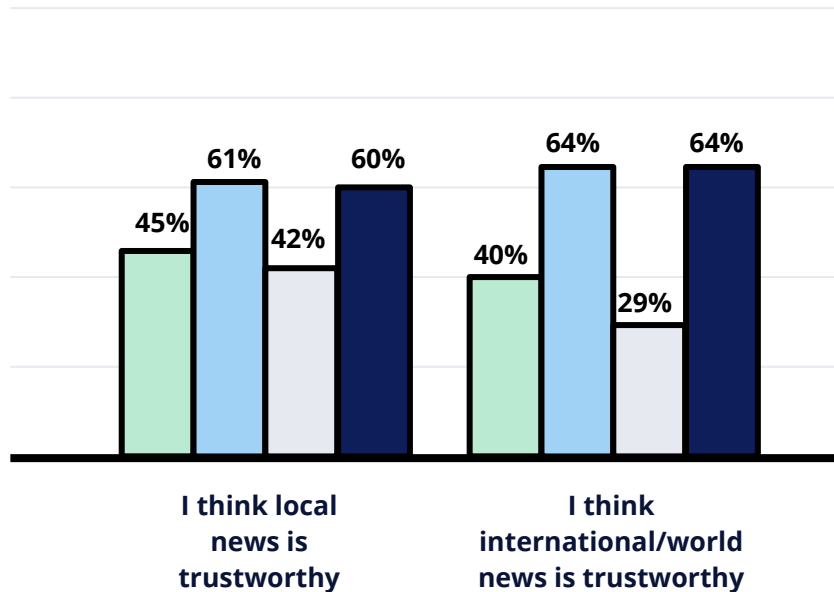
– Shae, 22, U.S.

Zs' trust in local and international/world news is on par in most countries except France, where local news is trusted more

Q. How strongly do you agree or disagree with each of the following statements?

Strongly/Somewhat Agree Summary

● U.S. ● India ○ France ● Brazil



In general, traditional news sources and established digital sources, like news websites, apps, and search engines, are well trusted

Among Zs, there isn't much differentiation between their trust of traditional and digital sources, including websites, apps, and search engines. This is less so in France where news websites rank much lower. Zs in India and Brazil are more likely to trust newer media, such as streaming video and podcasts. Zs in France and the U.S. are the least likely to trust social media as a news source.

Q. Of the following news sources, how trustworthy do you feel each one is?

Completely/Somewhat Trust Summary

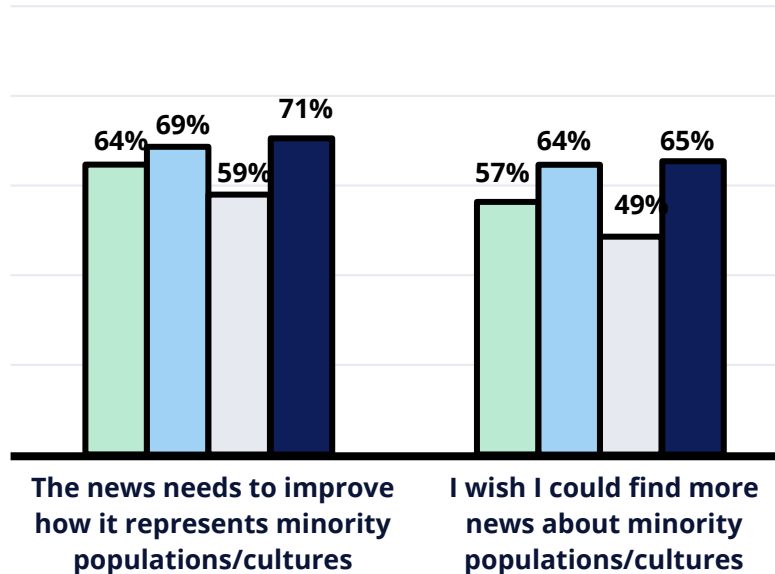
	U.S.	India	France	Brazil
#1	News Website	Newspaper		
#2	News App	Search Engine (e.g., Google)	Radio	Search Engine (e.g., Google)
#3	Search Engine (e.g., Google)	TV	TV	TIE: News Website & TV
#4	Newspaper	News App	News App	
#5	TV	News Website	People I Know	Radio

Zs want to find more news sources about minority cultures, and agree that the news could do better in its representation

Q. How strongly do you agree or disagree with each of the following statements?

Strongly/Somewhat Agree Summary

● U.S. ● India ● France ● Brazil

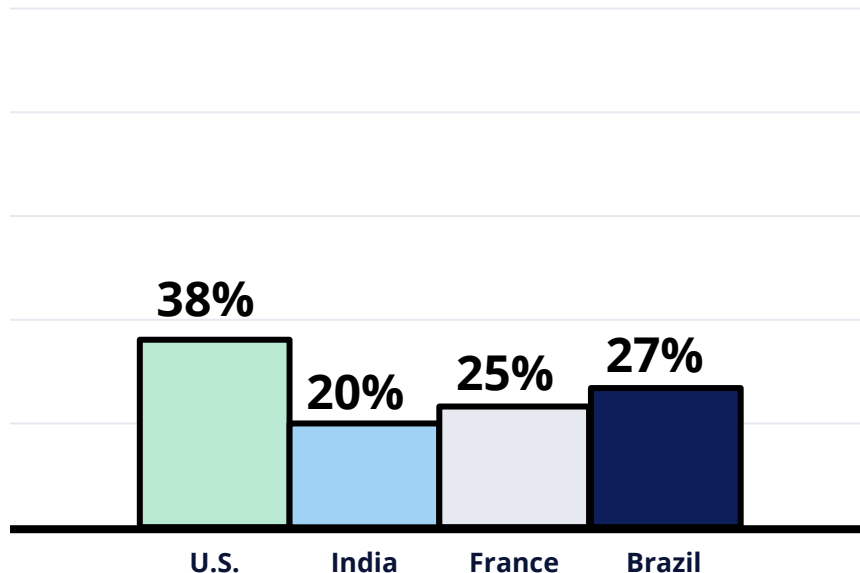


**About a quarter of Zs
around the world think
major news tends to be
depressing, especially
those in the U.S.**

*"While most of the news that I
consume is quite depressing, I find
that it is necessary so I can become
informed about ways I can help."
– Ikram, 18, U.S.*

**Q. Which of the following, if any, are true for you?
'I think most major news is depressing'**

Select all that apply



A majority of Zs in India, France, and Brazil think news stories and headlines tend to be sensationalized

In India, nearly 3 in 4 feel this way. Indian Zs commonly complained that many major news sources dramatize the news to a ridiculous extent.

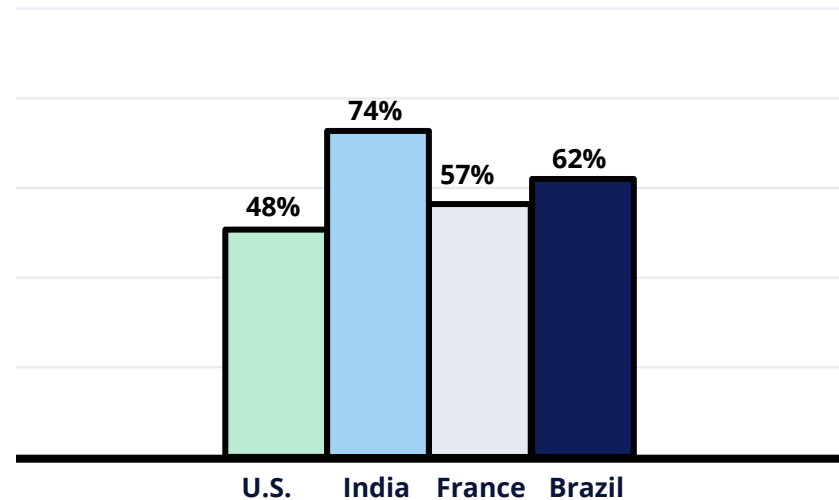
"I feel like the news is quite inaccurate at times. I feel like media houses have a tendency to try to make a story 'sensational' or 'breaking news'. They glorify manipulate stories to make them seem more engaging and attractive."

– Nikhil, 19, IN

Q. How strongly do you agree or disagree with each of the following statements?

'News stories/headlines are too sensational these days'

Strongly/Somewhat Agree Summary



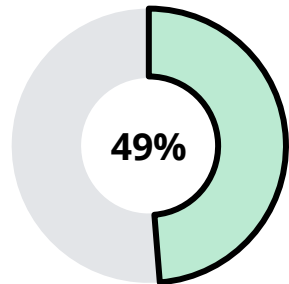
In general, Zs have a preference for positive news, with the exception of the U.S.

In the U.S., where Zs says the news tends to be depressing and less sensationalized, they aren't as likely to demonstrate a preference for positive news.

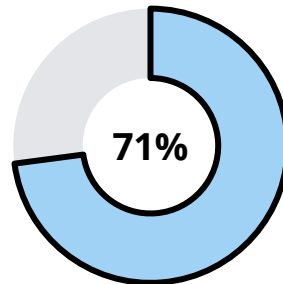
Q. How strongly do you agree or disagree with each of the following statements?

'I prefer news that is positive'

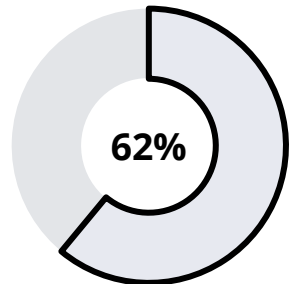
Strongly/Somewhat Agree Summary



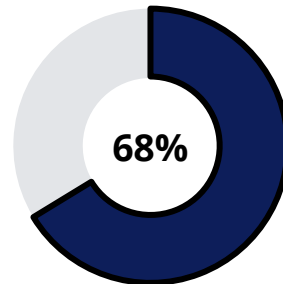
U.S.



India



France



Brazil

Not many Zs would avoid serious news

In qualitative research, Zs acknowledged that serious news tends to not be positive, but they feel they need to consume it because it is important to staying informed.

Zs in the U.S. are the least likely to say they'd rather avoid serious news, which is in keeping with their greater acceptance of news that is depressing.

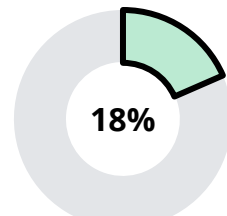
"I follow WSJ on insta for ... easily shareable points/headlines that I can react to in my stories. [It] usually [has] a more serious tone."

– John, 17, U.S.

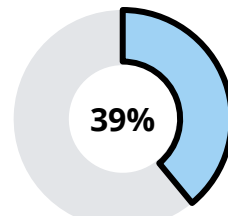
Q. How strongly do you agree or disagree with each of the following statements?

'I would rather not see serious news'

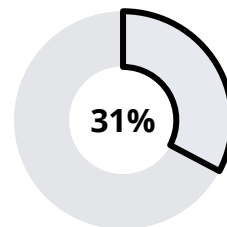
Strongly/Somewhat Agree Summary



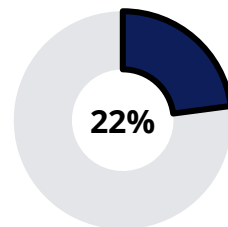
U.S.



India



France



Brazil

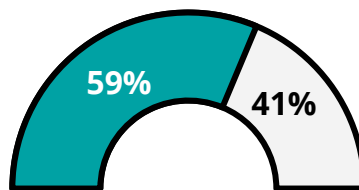
In fact, serious news dominates their news diet

Zs feel that that hard news is necessary to stay informed on key events, while soft news is nice to have to balance their “news diet.”

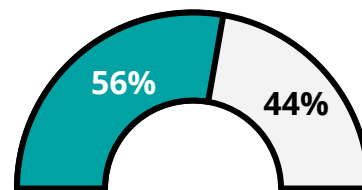
- Hard news (e.g., serious news coverage, breaking news)
- Soft news (e.g., news coverage that is followed for fun or about lighter topics)

Q. For the two options listed below, please tell us what percentage you would prefer to do/receive for each?

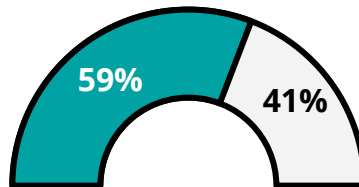
Please note your total must add to 100%



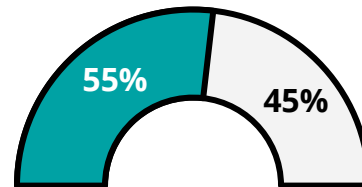
U.S.



India



France



Brazil

Zs in India are more likely to say the news improves their mood, while in the U.S. they say it makes their mood worse

This correlates with the preference of Zs in India saying they prefer positive news and Zs in the U.S. saying most major news is depressing.

"In my daily life, good news puts me in a good mood."
– Mathieu, 21, FR

"If the news is bad, it can affect my overall mood."
– Adam, 19, FR

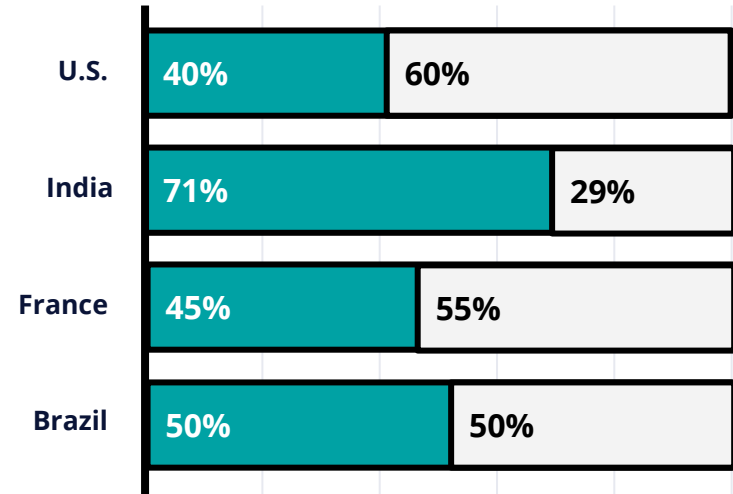
Q. Please select one statement from each pair below that you agree with more?

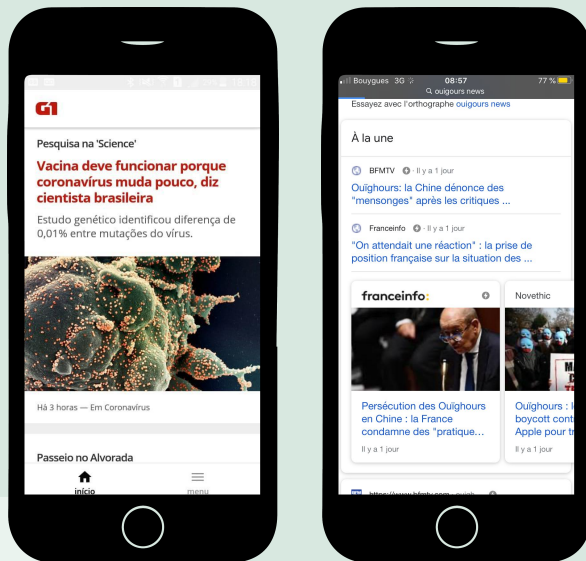


The news generally makes my mood better



The news generally makes my mood worse





Screenshots submitted via Digital Discussions Activity

*"News has a big role in my life, which is keeping me informed of everything that is happening, information is something essential and very important to me, **staying informed makes me feel good.**"*

– Júlia, 14, BR

NEWS CONSUMPTION



As a first step, most Zs do an online search to learn more about a news story

More Zs in all countries choose to do an online search as their first step in learning more about a news story, but those in India and France are more likely than their peers to turn on TV news (a cable network or a local channel), those in Brazil are more likely than others to check a news website, while those in the U.S. are more likely than others to check social media.

Q. When you learn about a news story and you want to know more about it, which of the following would you do first?

Please select one.

	U.S.	India	France	Brazil
#1	Do a search online			
#2	Check social media	Turn on TV news	Turn on TV news	Go to a news website
#3	Turn on TV news	Go to a news website	Check social media	TIE: Check social media & Turn on TV news

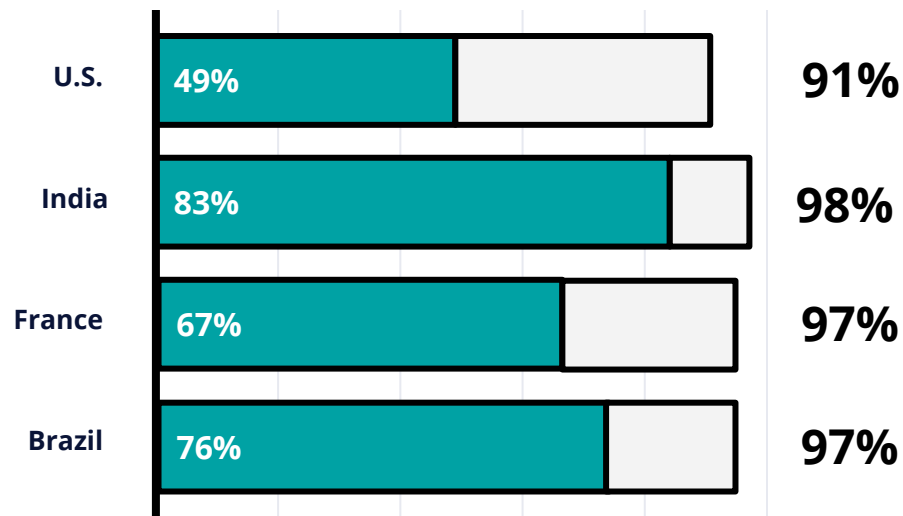
Zs in Brazil and India are significantly more likely than their peers to be daily news consumers; those in the U.S. are the least likely to consume news daily

"In my daily life, the news is quite important since I am trying to keep informed on the topics of my interest at least once a day."

– Lea, 22, FR

Q. On average, how often do you consume news?

● At least daily ○ At least weekly



**Zs spend more than
two or three hours
a day consuming
news**

- U.S.
- India
- France
- Brazil

Weekday

2.8 Hours
3.5 Hours
2.0 Hours
3.7 Hours

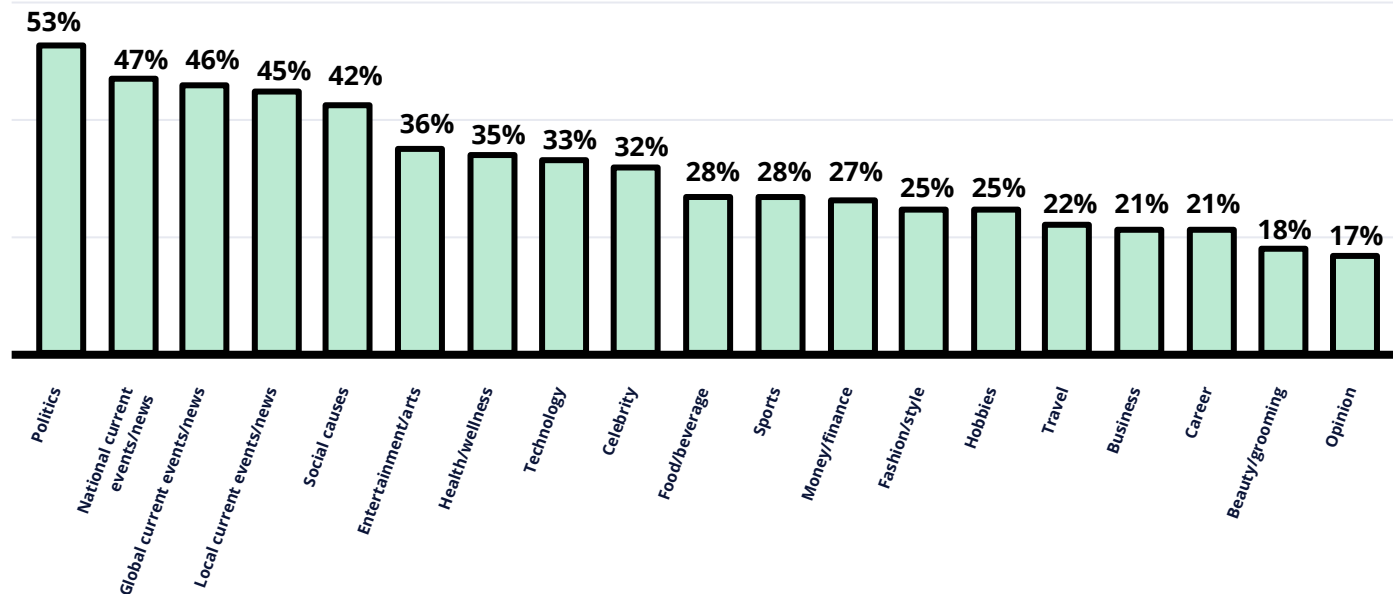
Weekend Day

2.7 Hours
3.8 Hours
2.2 Hours
2.9 Hours

In the U.S., politics is the most popular topic among Zs

This is followed by national, global, and local news, and then news about social causes, which is a strong passion point among U.S. Zs.

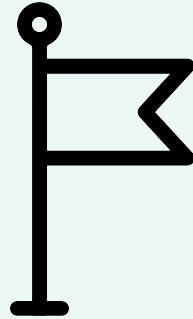
News topics U.S. Zs consume



News topics U.S. Zs consume most regularly



#1 Politics



**#2 National Current
Events/News**



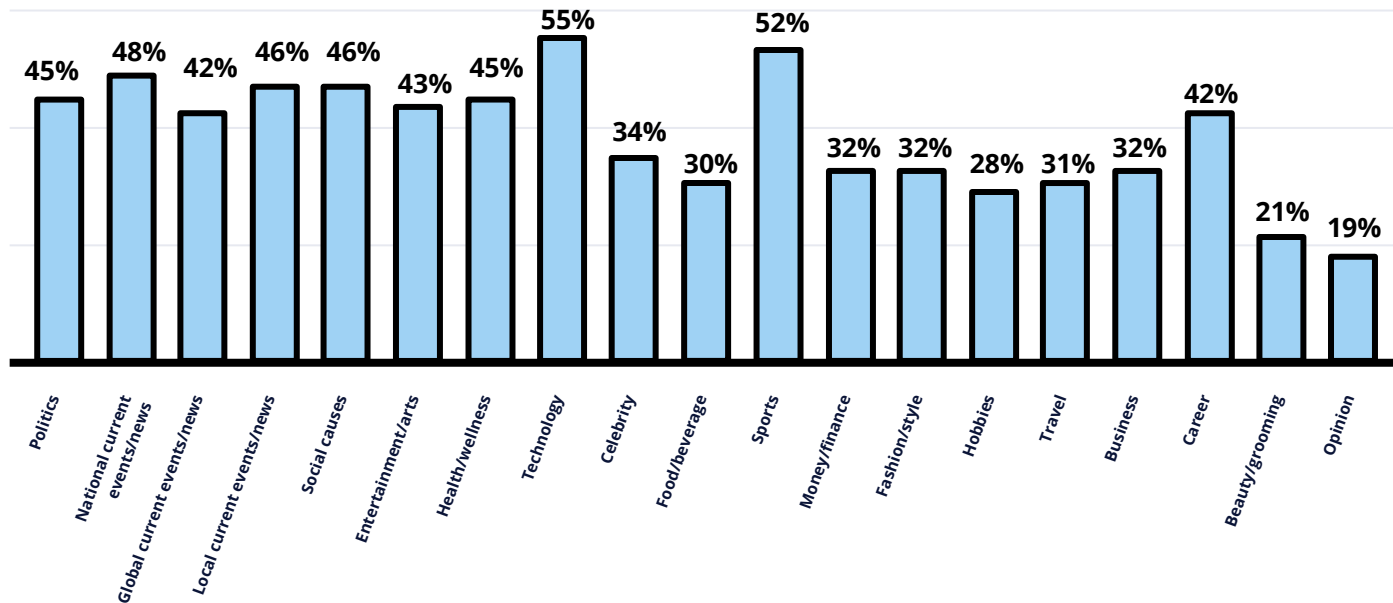
**#3 Global Current
Events/News**

Q. Now, please rank the top news topics you regularly consume. Rank in order of which topics you most regularly consume

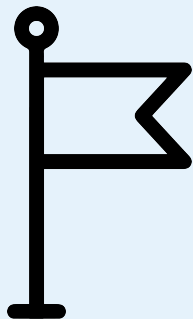
News about technology and sports are most popular among Indian Zs

The popularity of tech news correlates with Indian Zs using news to support their careers. National and local news are also common news topics.

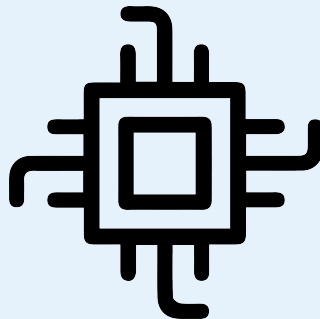
News topics Indian Zs consume



News topics Indian Zs consume most regularly



**#1 National Current
Events/News**



#2 Technology



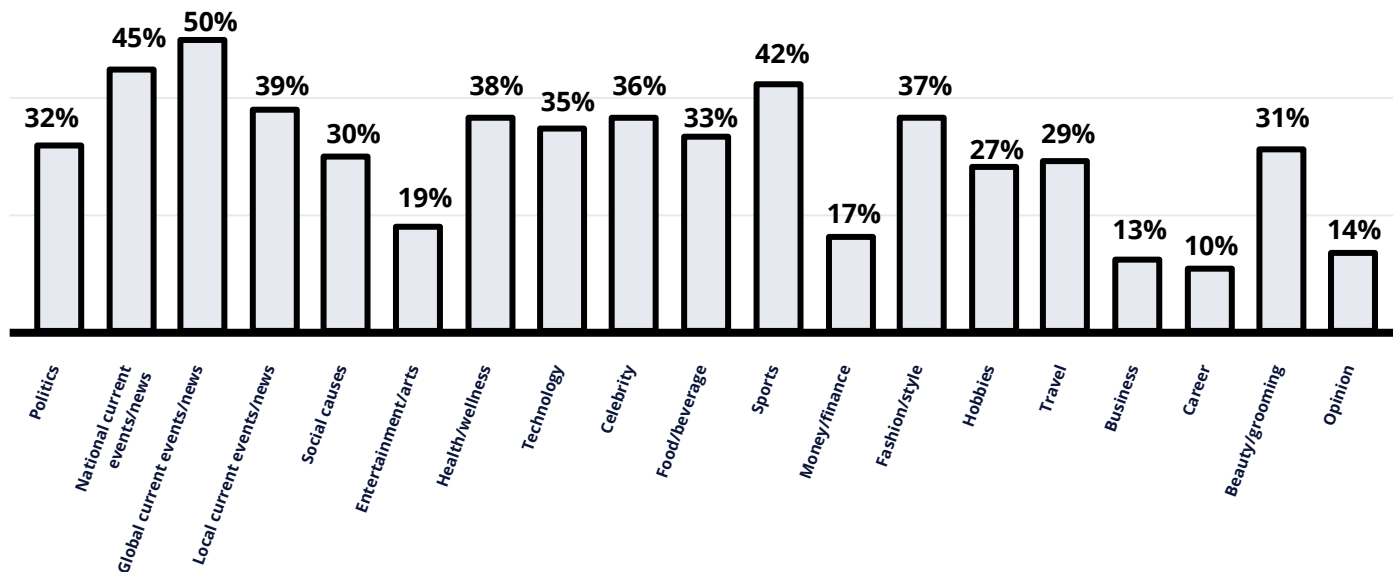
#3 Sports

Q. Now, please rank the top news topics you regularly consume. Rank in order of which topics you most regularly consume

Zs in France most commonly consume global news

Along with Brazilian Zs, French Zs are more likely than their peers to say it's important to keep up with news from other countries. They also regularly consume national news and sports news.

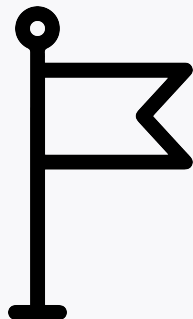
News topics French Zs consume



News topics French Zs consume most regularly



**#1 Global Current
Events/News**



**#2 National Current
Events/News**



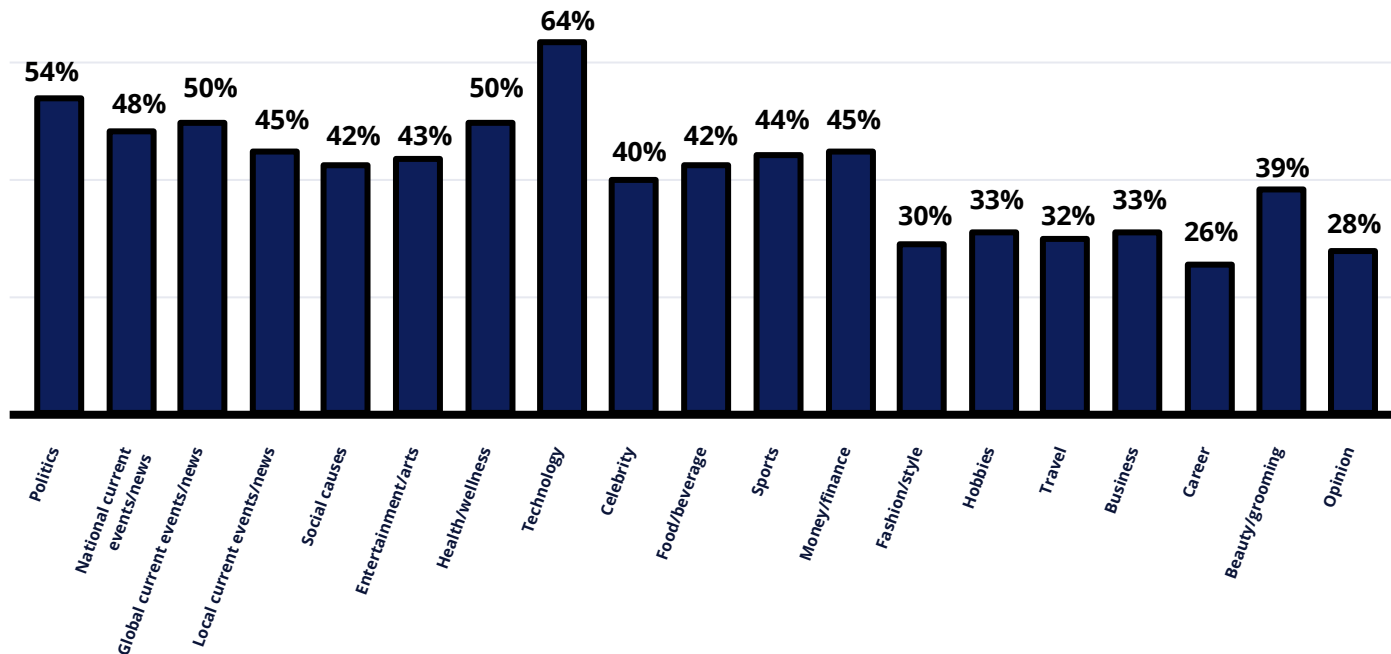
#3 Sports

Q. Now, please rank the top news topics you regularly consume. Rank in order of which topics you most regularly consume

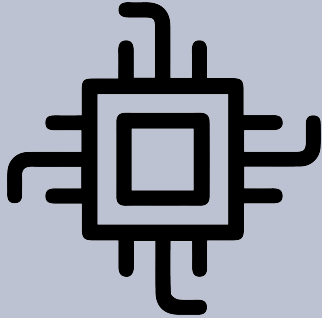
Zs in Brazil most regularly consume news about technology and politics

Along with a strong interest in global news, Zs in Brazil also regularly consume news about health & wellness.

News topics Brazilian Zs consume



News topics Brazilian Zs consume most regularly



#1 Technology



#2 Politics



#3 Sports

Q. Now, please rank the top news topics you regularly consume. Rank in order of which topics you most regularly consume

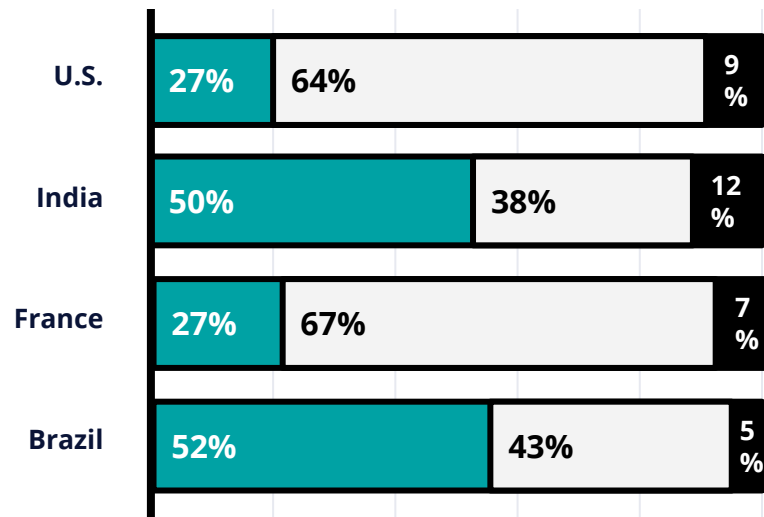
Most Zs are at least moderately satisfied with news variety

Most Zs are at least moderately satisfied with the variety of stories and topics they see covered in the news, with those in India and Brazil being significantly more likely to be highly satisfied in this regard.

*"News should be unbiased and, in respect to that, should also **show us a variety of information** that we may or may not expect."
– Cannon, 21, U.S.*

Q. On a scale of 1-10, where 1 means 'Not at all satisfied' and 10 means 'Completely satisfied', please rate your level of satisfaction with each of the following statements.
'The variety of news that is covered'

● Highly Satisfied (rating 8-10) ○ Moderately Satisfied (rating 4-7) ● Less Satisfied (rating 1-3)

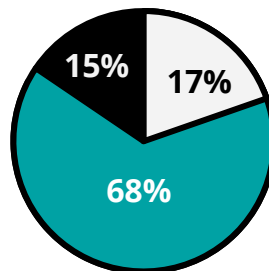


Zs get the right amount of news

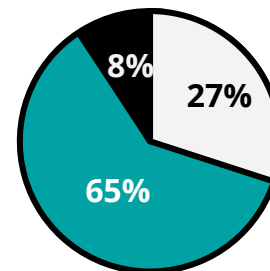
Zs in India are more likely than their peers to feel they get too much news, and those in the U.S. are more likely to say they get too little.

Q. For you, how do you feel about the news you see/get?

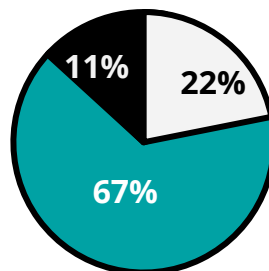
● Right amount of news ○ Too much news ● Not enough news



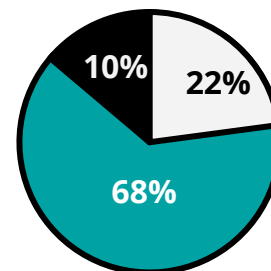
U.S.



India



France



Brazil

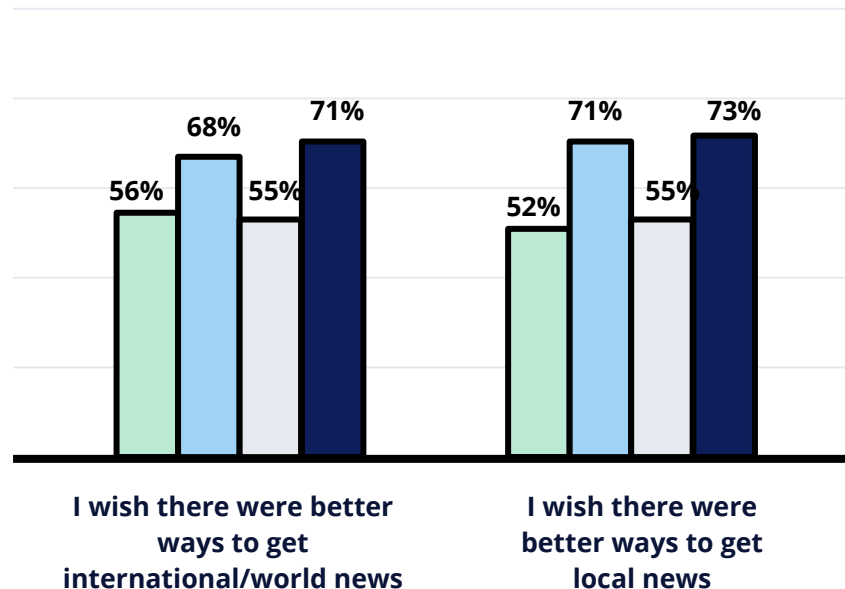
Zs in Brazil and France are the most likely to say they wish there were better ways to get international and local news

Even in the U.S. and France, a slight majority wishes there were better ways to get international and local news.

Q. How strongly do you agree or disagree with each of the following statements?

Strongly/Somewhat Agree Summary

○ U.S. ○ India ○ France ● Brazil

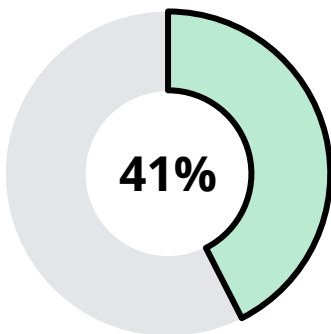


Zs in India and Brazil like to get news notifications, while less than half in France and the U.S. do

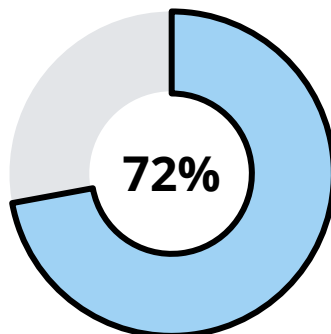
Q. How strongly do you agree or disagree with each of the following statements?

'I like to get news notifications'

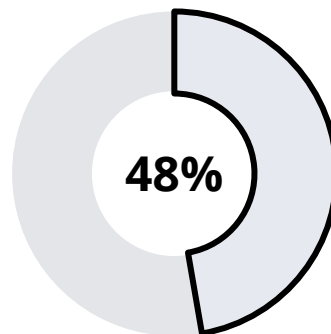
Strongly/Somewhat Agree Summary



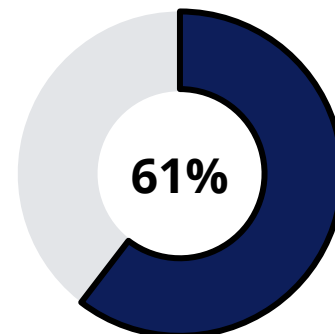
U.S.



India



France



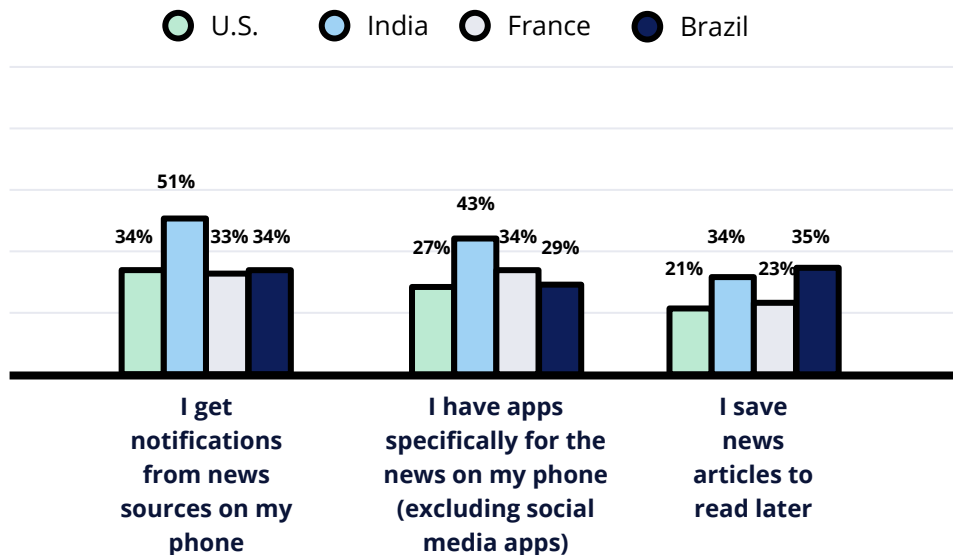
Brazil

Despite a clear passion for the news, many Zs don't get news notifications or have news apps on their phones

Zs in India, who are also most likely to be daily news consumers, are more apt to get notifications and to have specific news apps on their phones.

Q. Which of the following, if any, are true for you?

Select all that apply

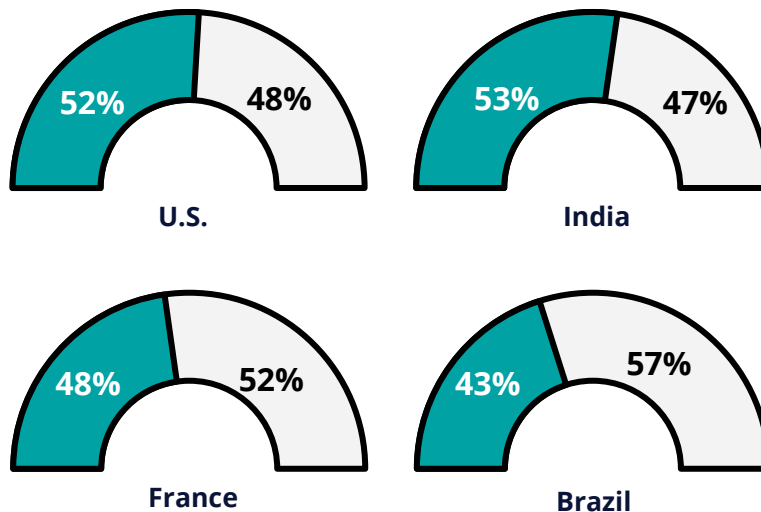


Zs are fairly split on their share of news they seek out vs. news that has come to them

This is because Zs see benefits of both, with news that comes to them potentially exposing them to new topics and stories, but also the news they seek being very relevant to them and their interests.

Q. For the two options listed below, please tell us what percentage you would prefer to do/receive for each?

Please note your total must add to 100%

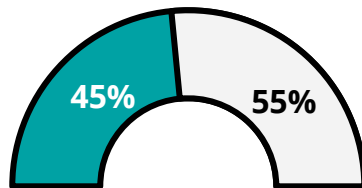


- News that comes to me (e.g., news notifications)
- News that I seek out (e.g., search)

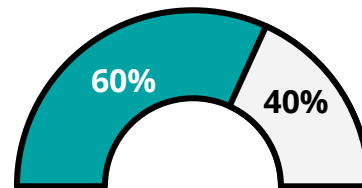
Zs in India and Brazil prefer to use a news aggregator, those in the U.S. and France prefer to search out their own sources

This correlates to Zs in India and Brazil being more trusting of the news in general.

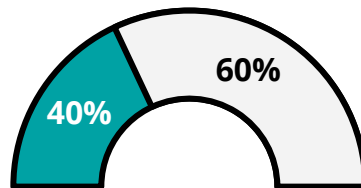
Q. Please select one statement from each pair below that you agree with more.



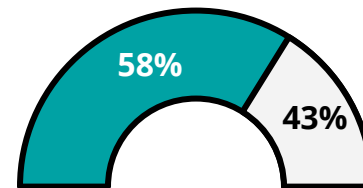
U.S.



India



France



Brazil

- ☒ I would rather use a news aggregator (e.g., Google News, Apple News) to provide me with different sources of news on a topic
- ☐ I would rather search for my own different sources of news on a topic

Less than a third of Zs in India don't pay for news, and half are willing to do so

About half of Zs in the U.S., France, and Brazil do not pay for news and few are willing to do so.

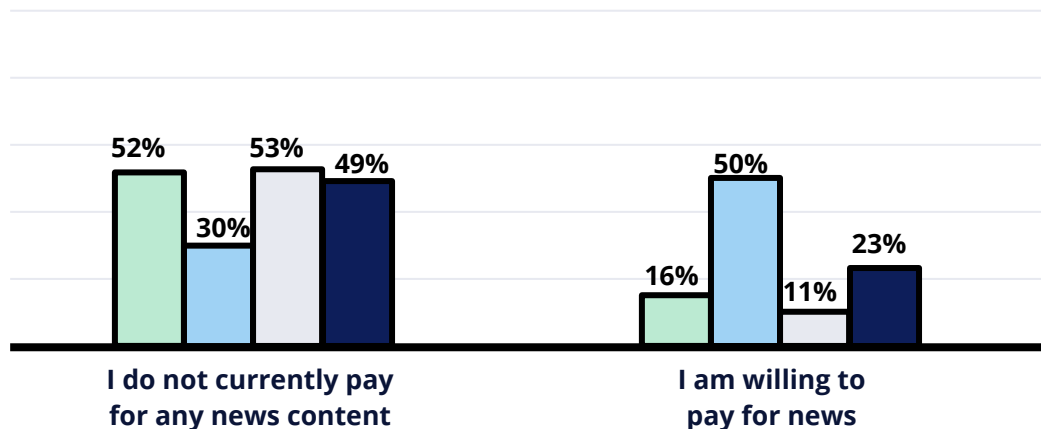
- U.S.
- India
- France
- Brazil

Q. Which of the following, if any, are true for you?

Select all that apply

Q. How strongly do you agree or disagree with each of the following statements?

Strongly/Somewhat Agree Summary



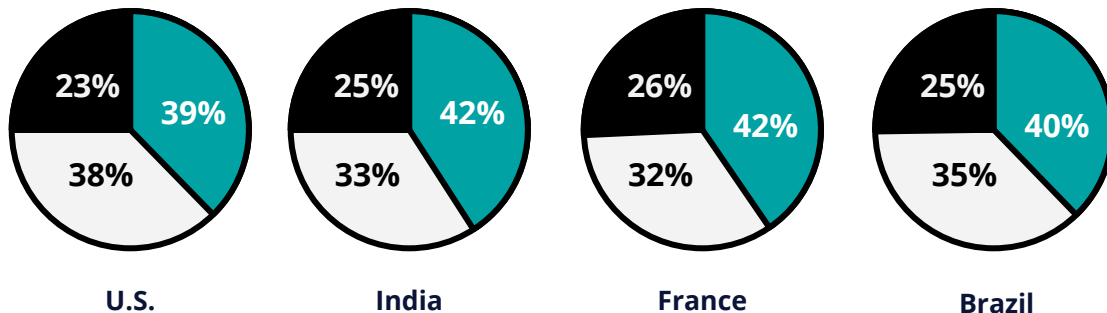
Zs most commonly watch the news, followed by reading and listening to the news

Zs in the U.S. are less likely than those in other countries to watch the news and more likely to read the news.

Q. For the 3 options listed below, please tell us what percentage you would prefer to do/receive for each?

Please note your total must add to 100%

● Watch the news ● Read the news ● Listen to the news

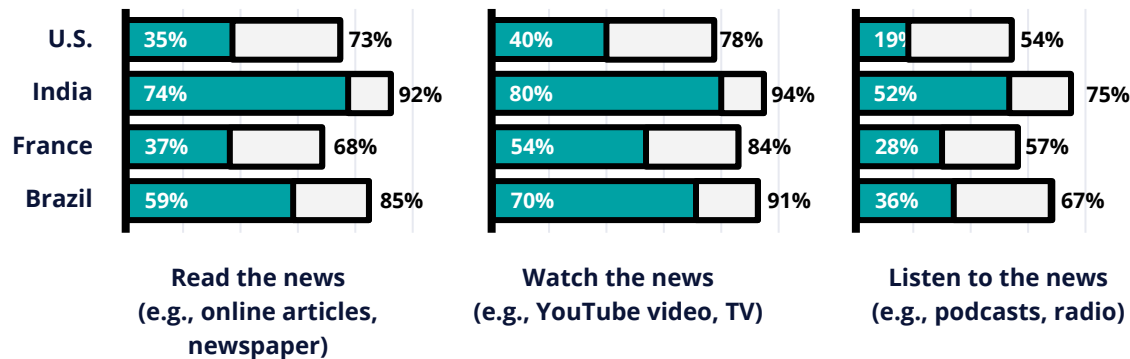


Zs are more likely to be daily watchers of news than readers or listeners

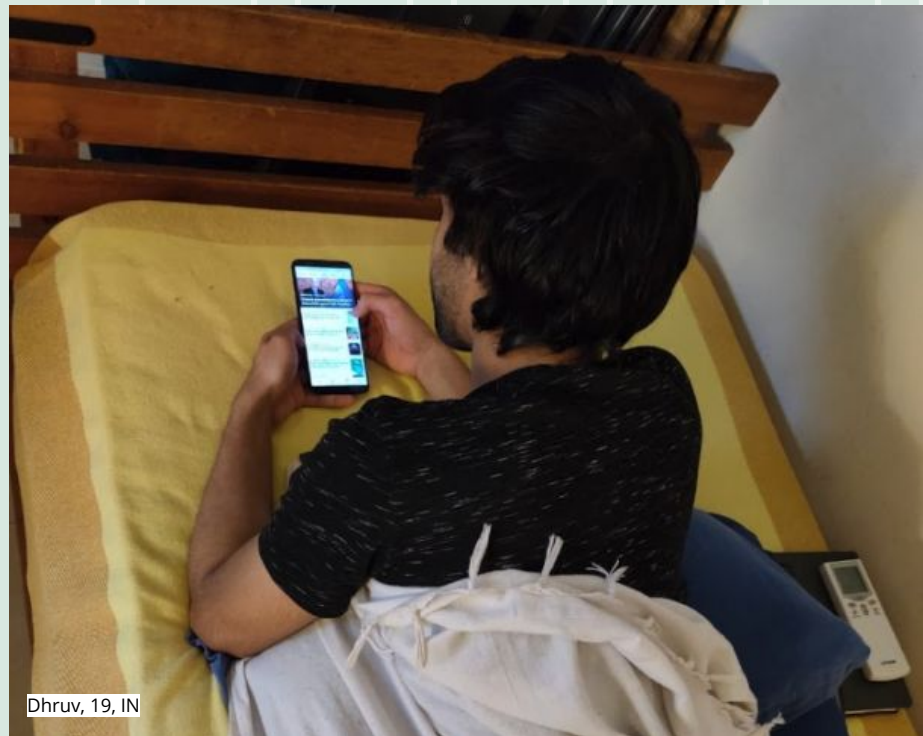
Zs in India and Brazil are the most likely to be daily news watchers. Reading news flags slightly at the daily level and shows more strength as a weekly activity.

Q. For each of the following ways that you may consume news, how often, if at all, do you do each?

● At least once a day ○ At least weekly



**Phones are
the go-to
devices for Zs
to get news**

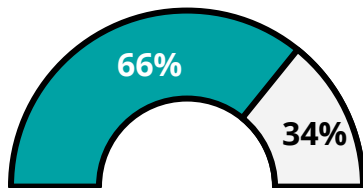


Zs are significantly more likely to prefer consuming news on their phones than via other devices/formats

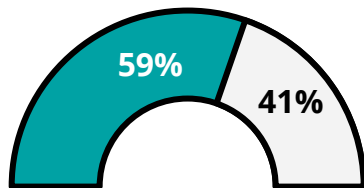
Q. For the 2 options listed below, please tell us what percentage you would prefer to do/receive for each?

Please note your total must add to 100%

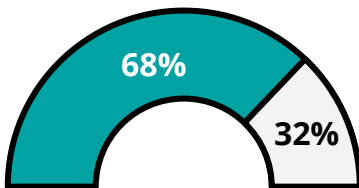
☒ Consume news on my phone ☐ Consume news via other devices/formats



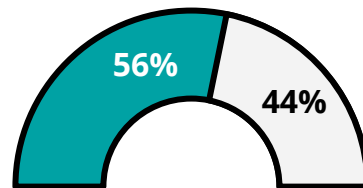
U.S.



India



France



Brazil

Nearly all Zs consume news on their phones, with many also using TVs

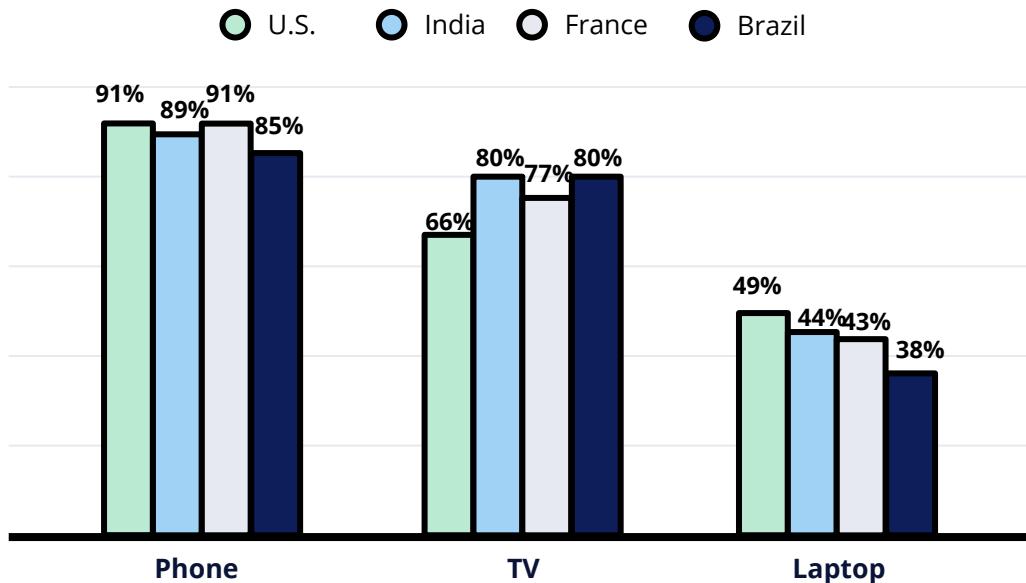
Zs in the U.S. are less likely than those in other countries to get news via TV and more likely to get news on their laptops.

"On my mobile, it's mostly social media news, on my laptop it is much more targeted news and my tablet is a mix of both."

– Melissa, 22, U.S.

Q. Which of the following devices, if any, do you use to consume the news?

Select all that apply



TV is good for co-watching news

When Zs are consuming news with the family, TV can be a good go-to device for all to enjoy the news together.

*"[News is] much more convenient, to watch on phone. **TV, it's like when you're with the family** or when you're just watching just alone, you can watch on a bigger screen."*

– Harsh, 22, IN

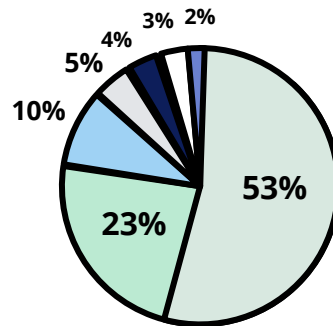
Zs allocate a greater share of their news consumption to their phone than any other device

TV receives the second largest share of Zs news consumption. Zs in Brazil are significantly more likely than their peers to allocate news consumption to their desktop computers, while those in the U.S. dedicate a larger share to their laptops. Zs in Brazil and India get more news from their digital assistants than do their peers.

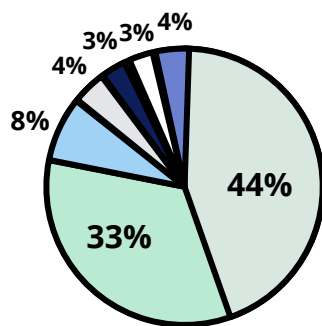


Q. Of the devices that you use to consume the news, please tell us what percentage you use each.

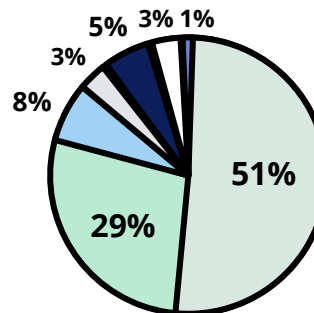
Please note your total must add to 100%



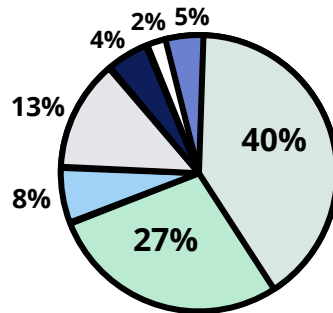
U.S.



India



France



Brazil

All Zs are more likely to consume news in the evening, with India having higher usage in the morning, and the U.S. and Brazil having higher usage midday



Q. When do you typically consume news?

Select all that apply



U.S.



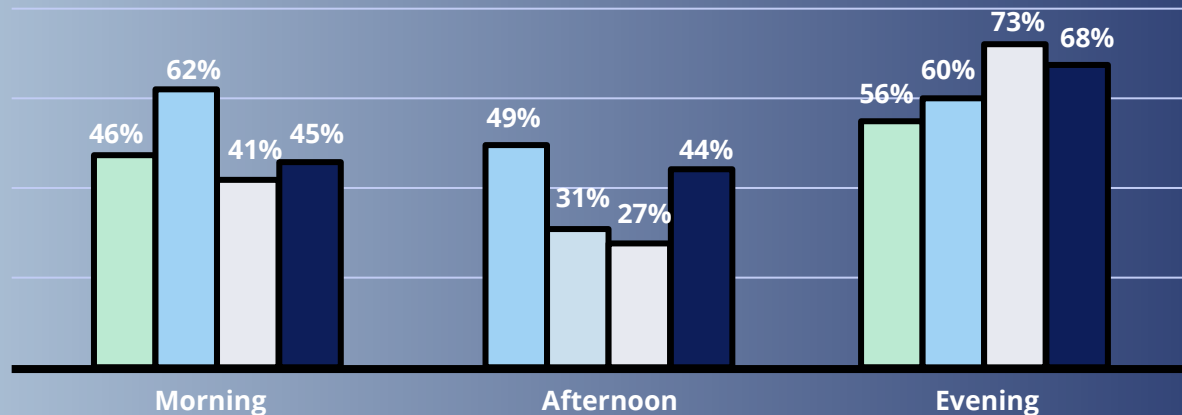
India



France



Brazil



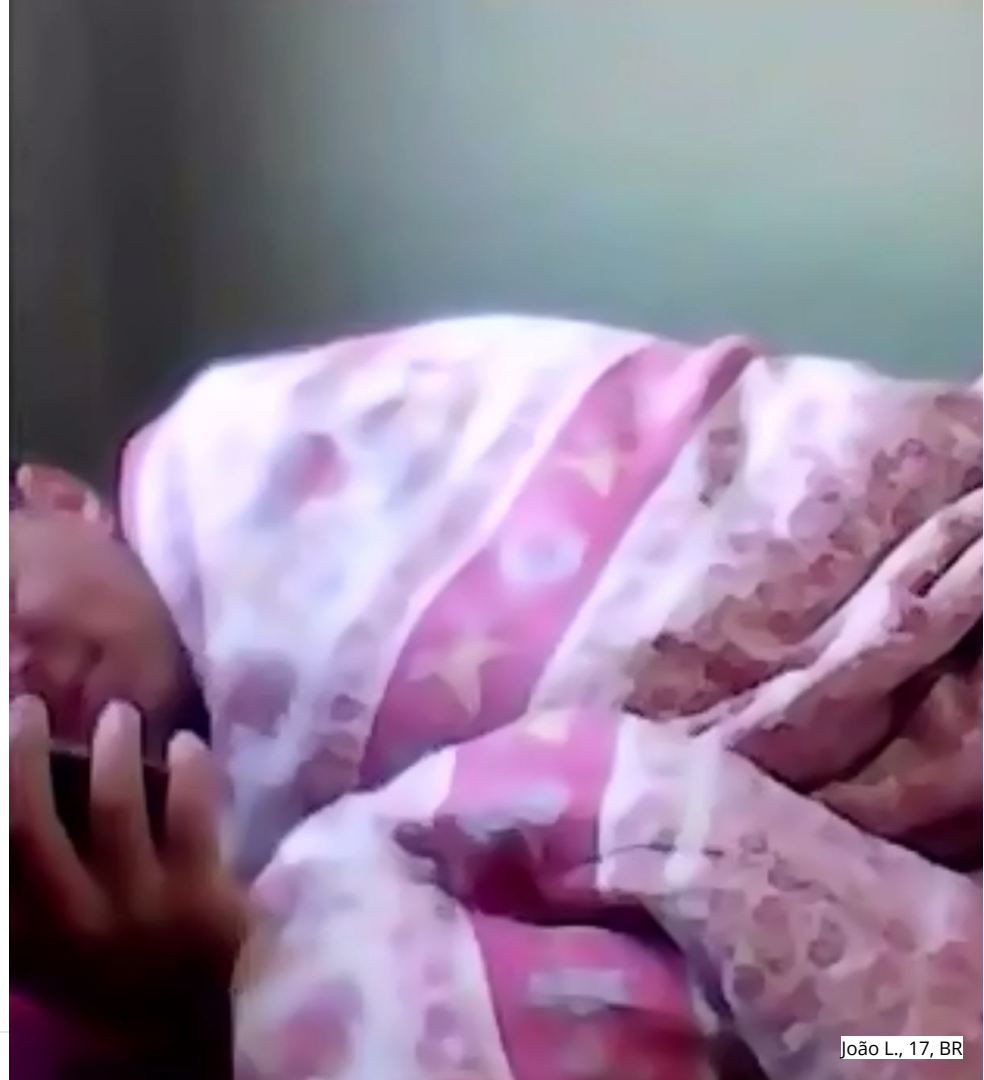
News consumption starts early in the morning when Zs are still in bed

"[I consume the news] when I first wake up, still in bed."

– John, 17, U.S.

"70% of the time [I watch news] through the cell phone, lying on the bed or the couch."

– João L., 17, BR



Zs often need to multitask while consuming news

"Around the house, doing chores, that's usually when I consume the news... Like, when I'm doing my laundry, when I'm cleaning the room, stuff like that. I usually have something to do while listening to news."

- Dhruv, 19, IN



Dhruv, 19, IN

Zs consume the news in a wide range of situations, finding pockets of time when it's convenient for them

Zs in the U.S. and Brazil are most likely to consume news in bed; those in France and India are more likely to consume news while engaging with TV shows and movies

Q. Which of the following, if any, are true for you? I consume news...

Please consider your news consumption habits outside of Covid-19

	U.S.	India	France	Brazil
#1	While in bed	While watching TV shows/movies	TIE: While watching TV shows/movies & During meals	While in bed
#2	During breaks throughout the day	During breaks throughout the day		During breaks throughout the day
#3	While watching TV shows/movies	While in bed	While in bed	While watching TV shows/movies
#4	During meals	During meals	During breaks throughout the day	During meals
#5	While I get ready for the day	While I get ready for the day	During my commute	While I get ready for the day

Of all the ways Zs consume news, some are more habitual than others

Zs in India most consistently consume news when engaging with TV shows and movies and during breaks throughout the day. Breaks are also when Brazilian Zs consistently consume the news. For Zs in the U.S., they consistently consume news in bed and during breaks. Those in France consistently consume news during meals and while in bed.

Q. Of the times that you consume news, which of the following do you do most consistently? Please select one

	U.S.	India	France	Brazil
#1	While in bed	While watching TV shows/movies	During meals	During breaks throughout the day
#2	During breaks throughout the day	During breaks throughout the day	While in bed	TIE: While in bed & While watching TV shows/movies
#3	While watching TV shows/movies	While in bed	While watching TV shows/movies	
#4	While I get ready for the day	During meals	During breaks throughout the day	During meals
#5	During meals	While I get ready for the day	During my commute	While I get ready for the day

NEWS SOURCES

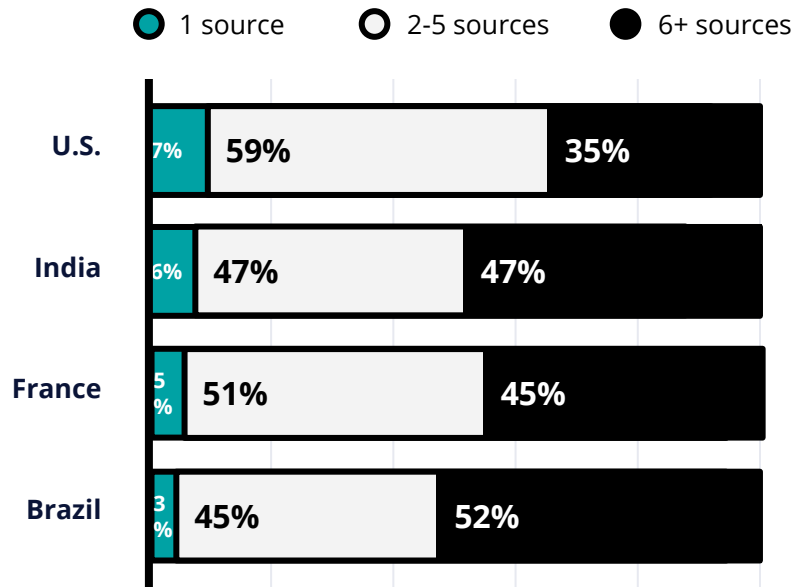


Many Zs use six or more sources for news in a typical month

Nearly all Zs use multiple sources for news, with those in Brazil, India, and France commonly using half a dozen or more sources. Just over a third in the U.S. use as many sources.

Q. Thinking about a typical month, how many news sources do you use?

Please consider each TV channel you watch, social media account you follow, website you use, app you use as a separate source



Traditional national news services are the most popular news sources among Zs

Traditional national news services are #1 among Zs in the U.S., India, and Brazil, and they rank in the top 5 among Zs in France. For all countries, social media platforms show up as popular news sources, and in France, the top two news sources are social media sites. YouTube rates as a top 5 news source among Zs in India, France, and Brazil. While Zs commonly use social media for news and it is a top-of-mind news source, they demonstrate a preference for news sites and other traditional sources for their trustworthiness.

Q. What are your favorite 3 news sources? Please name up to 3

	U.S.	India	France	Brazil
#1	 CNN	 AajTak	 Instagram	 G1 (O Globo)
#2	 FOX	 YouTube	 Facebook	 Facebook
#3	 ABC	 Facebook	 TF1	 Instagram
#4	 Instagram	 ABP News	 BFM TV	 YouTube
#5	 New York Times	 Zee News	 YouTube	 Google (not specifically Google News)

More than eight in 10 Zs in India and Brazil use Google News, as do nearly half of those in the U.S. and France

Most Zs are Google News users and are able to distinguish the difference between Google' News and Google Search. Many Zs expressed loyalty and love for Google news.

"I do use a search engine, Google. So there is this thing called Google News, which also sends me important news as notifications. Hence, I use it to read about [news] in detail."
– Aahana, 19, IN

Q. Which of the following news sources, if any, do you use? Select all that apply

	U.S.	India	France	Brazil
#1	Google News (47% 82% 42% 81%)			
#2	Apple News (32%)	InShorts (22%)	Apple News (17%)	UOL (53%)
#3	Feedly (5%)	Apple News (15%)	Upday (5%)	Apple News (11%)

More than half of all Gen Z Google News users use the service daily

Zs in India and Brazil are Google News power users with more than 8 in 10 using it daily.

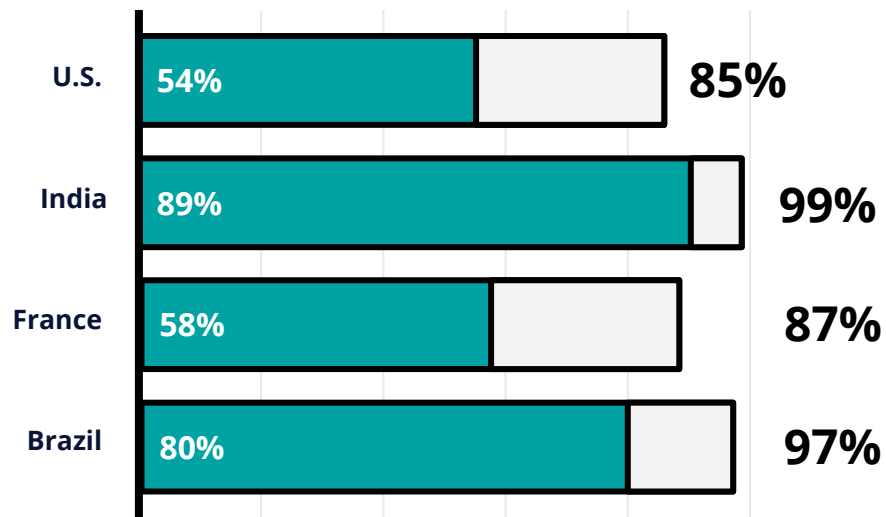
"I use Google News a lot, and I like how each article I read often gives me the option of seeing 'related coverage.'"

– Sai, 21, U.S.

Q. Of the news sources that you use, how often do you use Google News?

Base: Those who use Google News

● At least daily ○ At least weekly



"I use Google News... It makes sure to give me notifications on the daily news."

– Aahana, 19, IN

*"Google News **always keeps me updated with the most urgent news**. I use it because it's a reliable source."*

– Barbara, 15, BR

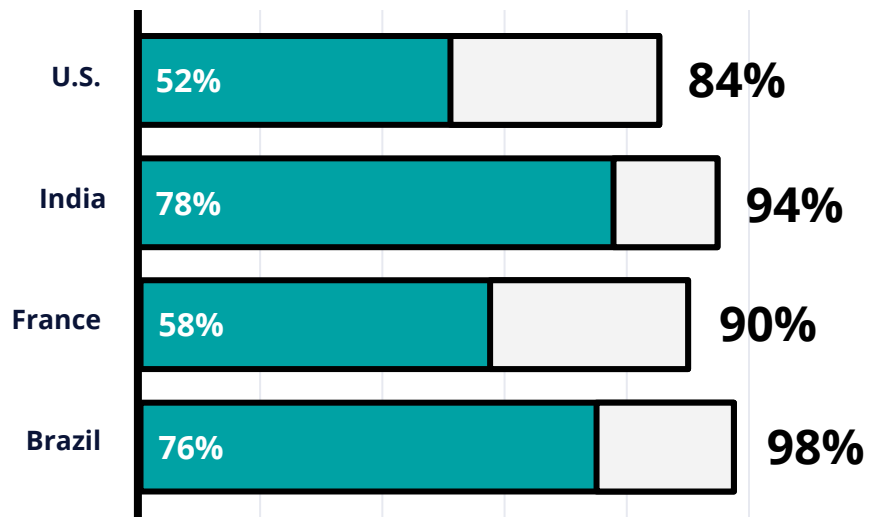
Zs who use Apple News are less likely to use it with the same regularity as are Google News users to use that service.

Gen Z Apple News users in Brazil and India are more likely than those in the U.S. and France to use the app on a daily basis.

Q. Of the news sources that you use, how often do you use Apple News?

Base: Those who use Apple News

● At least daily ○ At least weekly



No one factor strongly determines Zs use of certain news sources

Zs in the U.S. and Brazil are more likely than their peers to care if a news source reflects the opinions of diverse populations. Those in India and Brazil are more likely to care if a news source is easy to understand. Those in France are more likely to care if the content from a news source is curated.

Q. Which of the following factors, if any, determine whether or not you would use a news source? Select all that apply

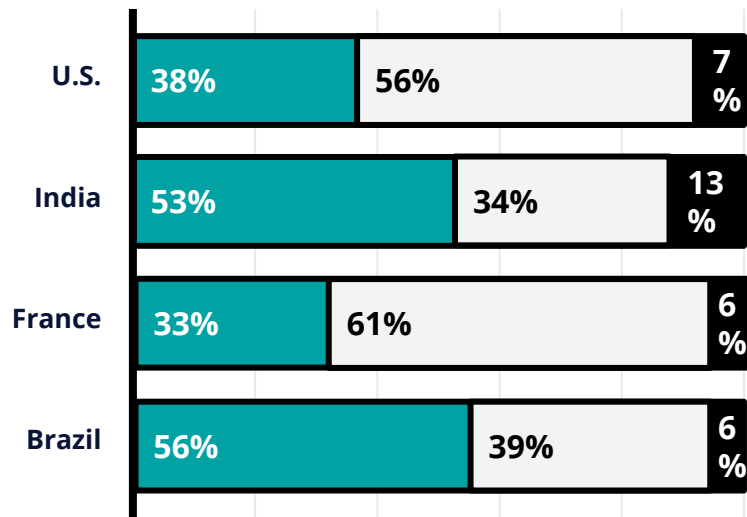
	U.S.	India	France	Brazil
#1	Uses expert sources	Uses expert sources	It goes into issues in-depth	Uses expert sources
#2	It goes into issues in-depth	It is easy to understand	Uses expert sources	It goes into issues in-depth
#3	Reflects the opinions of diverse populations	Is well known		
#4	Includes a variety of opinions	TIE: It goes into issues in-depth & Reflects the opinions of diverse populations & Includes a variety of opinions	It is easy to understand	It uses raw or uncensored content
#5	Is well known		It uses raw or uncensored content	Includes a variety of opinions

Zs in Brazil and India tend to be highly satisfied with their news sources, whereas those in the U.S. and France are only moderately satisfied

This correlates with trust, with both India and Brazil Zs expressing greater trust in their news sources.

Q. On a scale of 1-10, where 1 means 'Not at all satisfied' and 10 means 'Completely satisfied', please rate your level of satisfaction with each of the following statements.
'The sources of news that are available to me'

● Highly Satisfied (rating 8-10) ○ Moderately Satisfied (rating 4-7) ● Less Satisfied (rating 1-3)

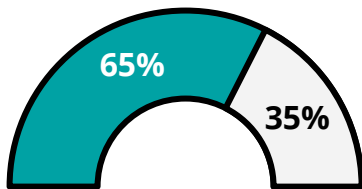


Despite Zs' appreciation for startups and innovation, they still prefer news from traditional sources

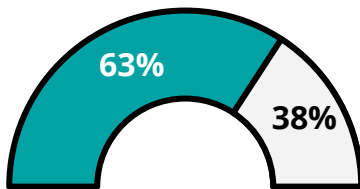
Q. Please select one statement from each pair below that you agree with more.

☒ I prefer to get news from traditional sources
(e.g., longstanding national news services)

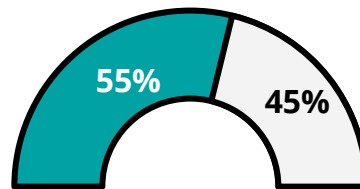
☐ I prefer to get news from non-traditional
sources (e.g., news startups)



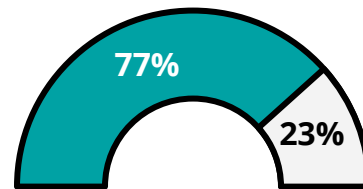
U.S.



India

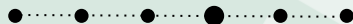


France



Brazil

FORMAT FUNCTION & TONE

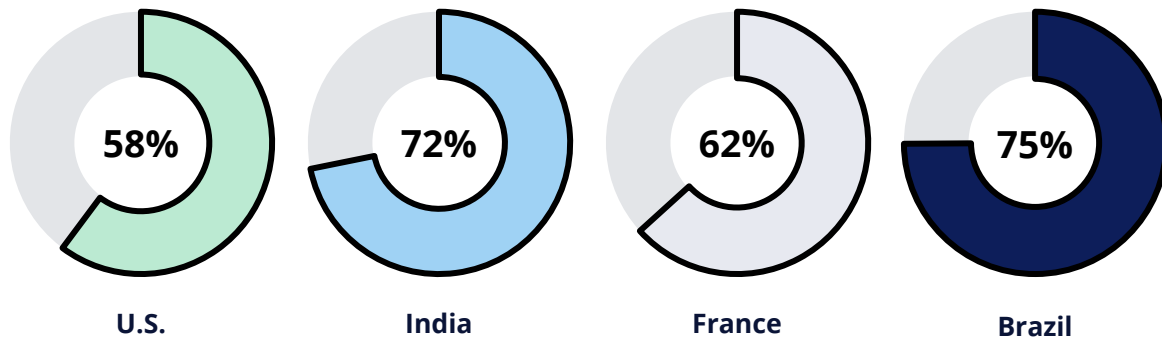


Most Zs, especially those in Brazil and India, wish there were more news sources designed for them

Younger Zs (69%) are even more likely to feel this way than their older counterparts (62%).

Q. How strongly do you agree or disagree with each of the following statements?
'I wish there were more news sources for people my age'

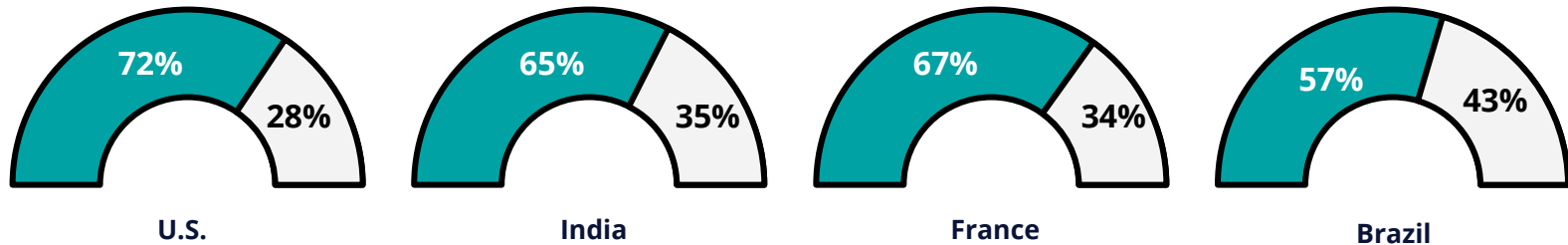
Strongly/Somewhat Agree Summary



Zs prefer to have a wide variety of news, reflecting their need to stay in the know

Q. Please select one statement from each pair below that you agree with more.

☒ Have a wide variety of news ☐ Have news curated to your tastes



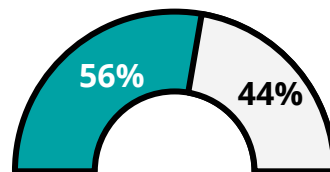
Zs prefer brief articles with the key points rather than in-depth stories

Zs know they can always dig further on stories that interest them, but in general they stick to shorter stories so that they can keep up with a wider variety of news.

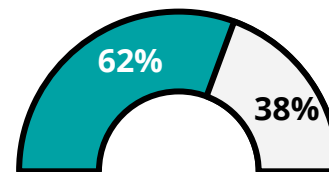
Q. Please select one statement from each pair below that you agree with more.

☒ Have a brief article with the main points

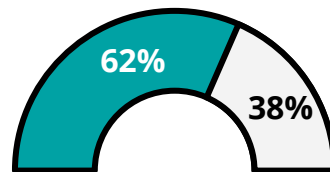
☐ Have an in-depth article with the details



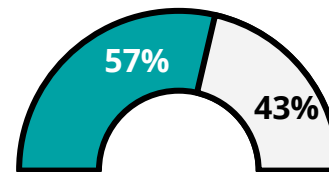
U.S.



India



France



Brazil

Most young people agree that they wish the news was more visually appealing

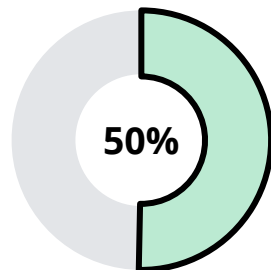
Zs are an aesthetically oriented generation, paying attention to design elements such as photos, visuals, and colors. This is especially true of Zs in India, as well as those in Brazil.

"Visual [news] is preferable as compared to written as visual feeds are registered instantly in the brain."
– Snigdha, 19, IN

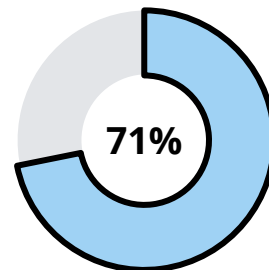
Q. How strongly do you agree or disagree with each of the following statements?

'I wish the news were more visually appealing'

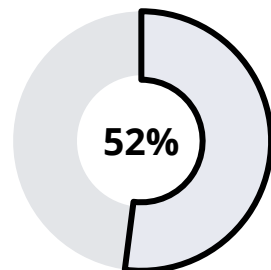
Strongly/Somewhat Agree Summary



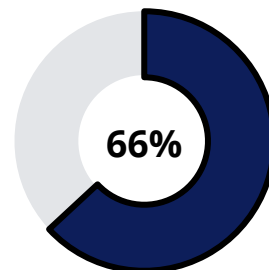
U.S.



India



France



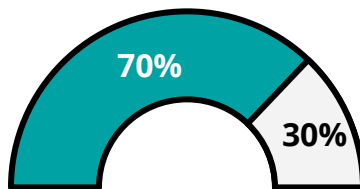
Brazil

Zs strongly prefer visual news formats over text-based formats

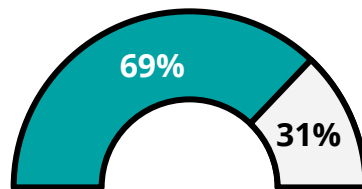
Even for articles, Zs prefer when they also include visual elements, from photos to lively colors.

Q. Please select one statement from each pair below that you agree with more.

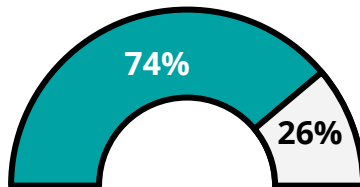
☒ I prefer visual news formats ☐ I prefer text news formats



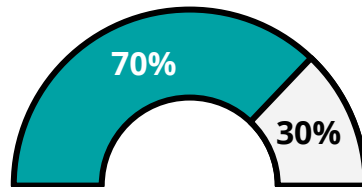
U.S.



India



France



Brazil

Zs are somewhat split on news being immersive vs. passive

Zs indicated their preferences shift based on the context, such as if the news topic connects to a personal interest or if it is a “must know” news story that is more about keeping up with current events.

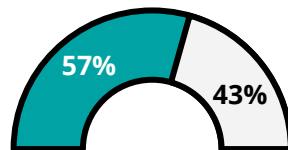
Q. Please select one statement from each pair below that you agree with more.



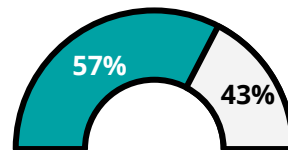
I prefer news formats that are simple/passive



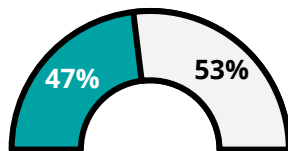
I prefer news formats that are interactive/immersive



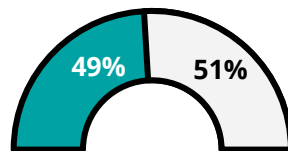
U.S.



India



France

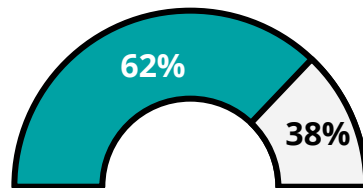


Brazil

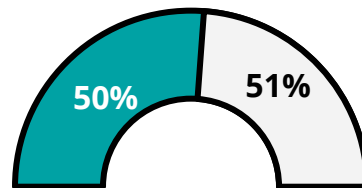
Zs in the U.S. and Brazil are more likely than their peers to prefer news presented in a calm manner

Zs in the U.S. and Brazil tend toward more serious news than soft news compared to their peers, and serious news is more likely to require a calm tone, meaning a tone that is respectful, thoughtful, and not unnecessarily chaotic.

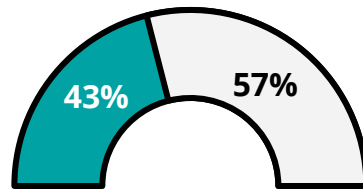
Q. Please select one statement from each pair below that you agree with more.



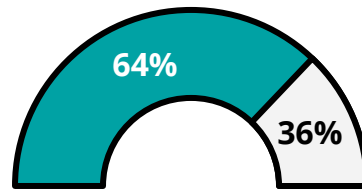
U.S.



India



France



Brazil

- ☒ I prefer news that is presented in a calm manner ☐ I prefer news that is presented in an energetic manner

In line with their preference for visual formats, Zs say TV is most appealing

TV is followed by social media with images and text, which often tends to be more visually appealing. Zs in the U.S., who are more likely to read the news compared to their peers, have a stronger preference for long articles, while Zs in India are more likely than their peers to prefer live video streams.

Q. Which of the following formats, if any, are most appealing to consume the news?

Select your top 3 formats

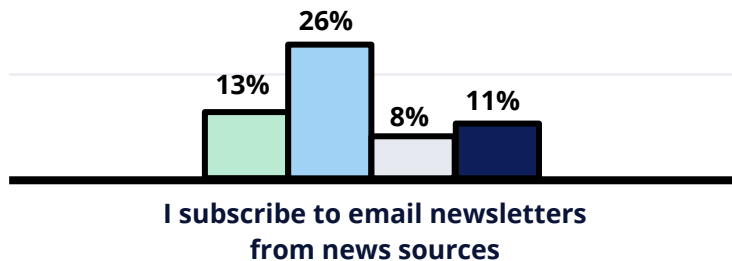
	U.S.	India	France	Brazil
#1	TV			
#2	Social media post with images and text			
#3	Short article	Short video	Short article	Short video
#4	Short video	Live video stream	Short video	Short summaries of news
#5	Short video stores on social media	TIE: Short video stores on social media & Short summaries of news	Short video stores on social media	Short article

**The email newsletter
is still of interest to a
few Zs, particularly
those in India**

Q. Which of the following, if any, are true for you?

Select all that apply

☒ U.S. ☒ India ☐ France ☐ Brazil

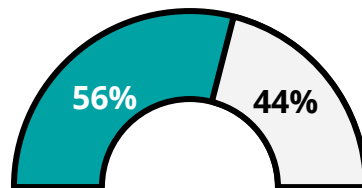


When it comes to the delivery mechanism, Zs prefer websites over apps

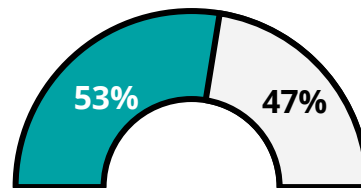
With phones as the most common device they use, Zs are likely using mobile websites on their phones to get news.

Zs in India are more evenly split in their preference; this may be because Zs in India are also more likely to have news apps and to like to get notifications on their phones.

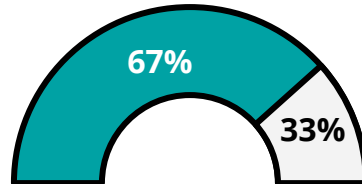
Q. Please select one statement from each pair below that you agree with more.



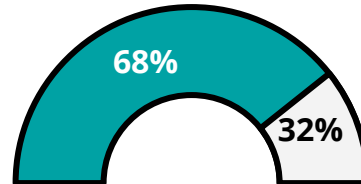
U.S.



India



France



Brazil

- ☒ I prefer to use a website to get news
- ☐ I prefer to use an app to get news

Overall, Zs are highly interested in features to improve their experiencing consuming news.

Zs engage with their friends around the news, and the features that are of the greatest interest to them—the ability to share news, see others' comments, and having the ability to add their own comments—would help them do so.

Q. Which of the following features, if any, do you currently use or are interested in using when it comes to the news you consume?

Summary of Have Used/Interested in Using

	U.S.	India	France	Brazil
#1	Ability to save for later	Ability to share	TIE: Ability to share & See others comments	See others comments
#2	Ability to share	TIE: Ability to save for later & Like/upvote	Like/upvote	Ability to save for later
#3	See others comments			TIE: Ability to share & Like/upvote
#4	Like/upvote	TIE: See others comments & Ability to highlight	TIE: Ability to save for later & Ability to comment	
#5	Ability to comment			Filter topics

Zs dramatically prefer news that is educational in tone

Zs are still learning, not only academics but also the ways of the world, and consuming the news is part of that process. Zs in France also prefer news to be educational (45%), but this is topped by their preference for news to have a serious tone. In India, Zs penchant for positivity in news come through in their preference for news tone and style. Zs in India and France would like a youthful tone to news.

Q. Which of the following tones/styles, if any, do you prefer for the news?

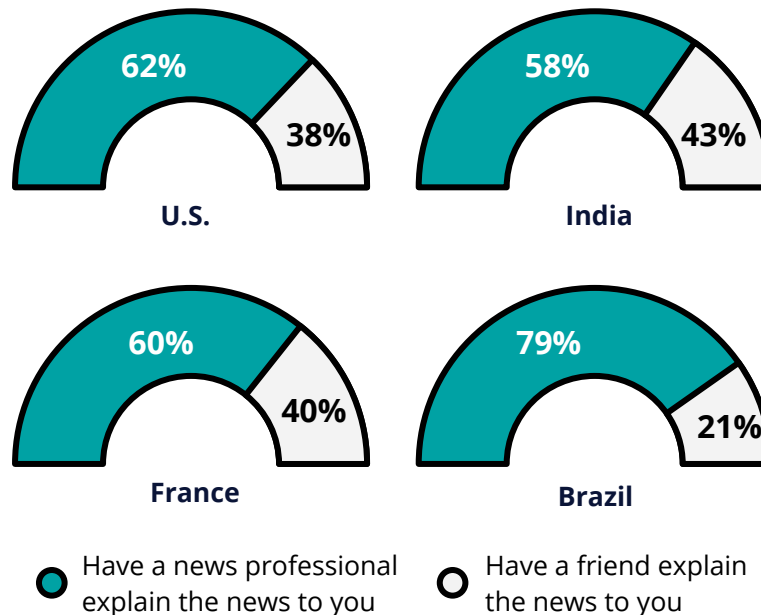
Please select your top 3

	U.S.	India	France	Brazil
#1	Educational	TIE: Educational & Positive	Serious	Educational
#2	Serious		TIE: Educational & Positive	Serious
#3	Positive	Friendly		Positive
#4	Expert	Youthful	Youthful	Expert
#5	Friendly	Expert	Expert	Debate

Zs would strongly prefer a news professional over a friend to explain the news to them

As noted above, Zs are still learning how to process the news. In our qualitative research, they indicated they prefer professional guidance because their friends are just as inexperienced in the world as they are.

Q. Please select one statement from each pair below that you agree with more.

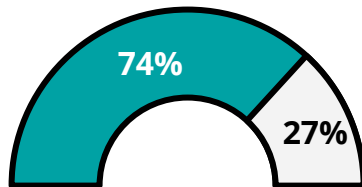


Zs also strongly prefer experts as their go-to to learn what's going on in the news

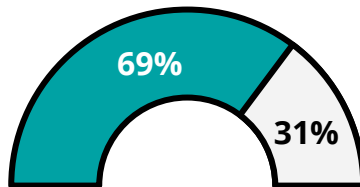
Q. Please select one statement from each pair below that you agree with more.

☒ I prefer to get news from experts

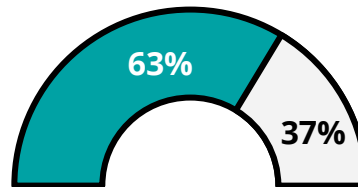
☐ I prefer to get news from my friends



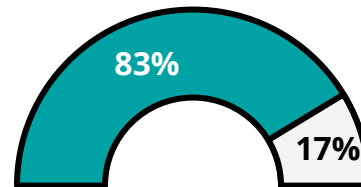
U.S.



India



France



Brazil

SOCIAL MEDIA & NEWS

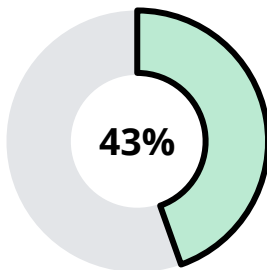


Slightly less than half of Zs follow social media accounts to keep up with the news

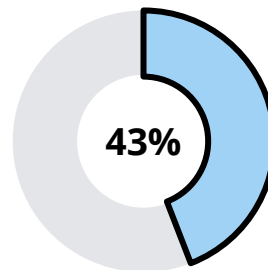
While Zs like the style of news on social media, they don't currently use it as a primary tool to keep up with the news.

Q. Which of the following, if any, are true for you?
'I follow certain accounts/profiles/pages on social media as
a way to keep up to date with the news'

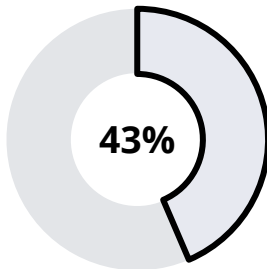
Select all that apply



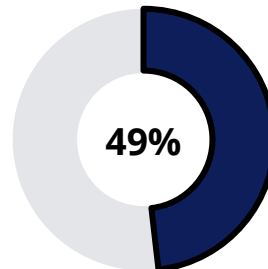
U.S.



India



France

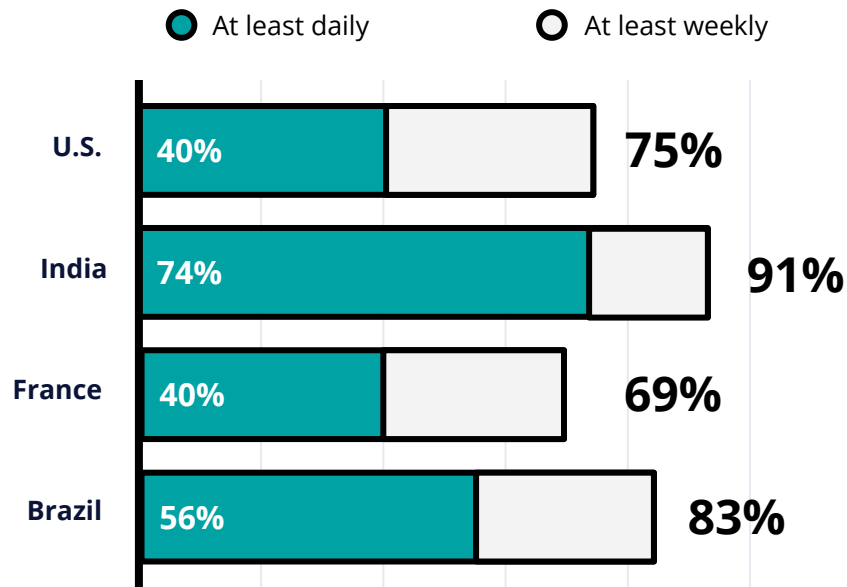


Brazil

Zs in India are more likely than their peers to engage with news on social media

Only 4 in 10 Zs in the U.S. and France engage with news on social media on a daily basis.

Q. How often, if ever, do you engage with the news on social media (e.g., share a news post, click on a news article, like a news post)?



U.S. Zs are most likely to use Instagram, TikTok, and Snapchat for news

Instagram is the dominant platform with a majority of Zs using it for news on a daily basis, and nearly three quarters doing so on a weekly basis. Reddit isn't a habitual source among Zs, but nearly twice as many use it weekly as daily.

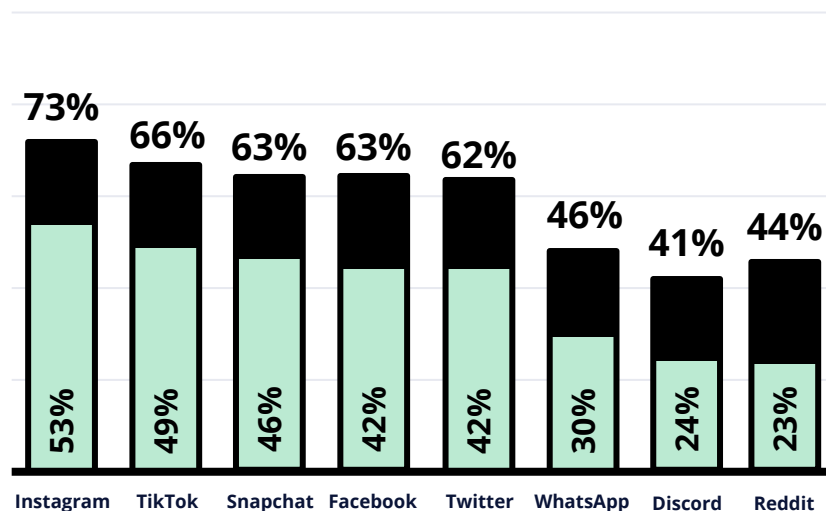
"There are 3 main applications that I use for news ... Instagram, Twitter, and YouTube. I use these applications because there are many people I follow who have good input about topics that I'm interested in."

– Donovan, 17, U.S.

Q. How often, if at all, do you use each of the following social media platforms for news (e.g., see news, share news, discuss news)?

Summary of U.S. Zs

○ At least daily ● At least weekly





"If I could only use one source of news, it would be **Instagram** because it utilizes many different news sources, and it's easy to fact check."

– Erika, 15, U.S.

Indian Zs are more likely to use social media for news, and they are active across a range of platforms

WhatsApp, Instagram, and Facebook are the most common platforms Indian Zs use for news. While other platforms are less common for daily use, a substantial number of Zs use all platforms on a weekly basis.

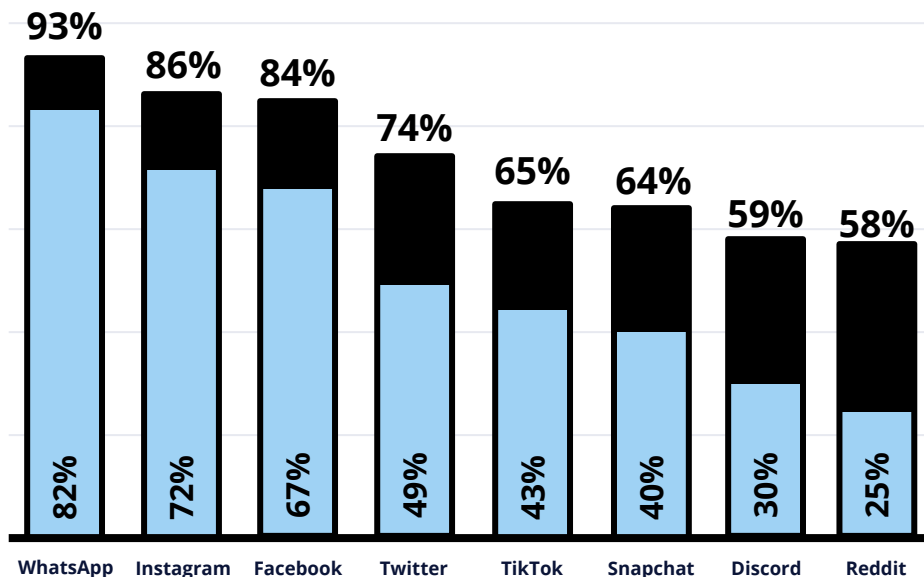
"I will use social media platform such as Instagram, Facebook, etc., to remain updated [on specialized topics]."

– Pragati, 19, IN

Q. How often, if at all, do you use each of the following social media platforms for news (e.g., see news, share news, discuss news)?

Summary of Indian Zs

● At least daily ● At least weekly



Among French Zs, Instagram and Snapchat are their go-tos for news

Chat apps like WhatsApp and Discord are less common for daily news consumption in France, though many young people use them on a weekly basis.

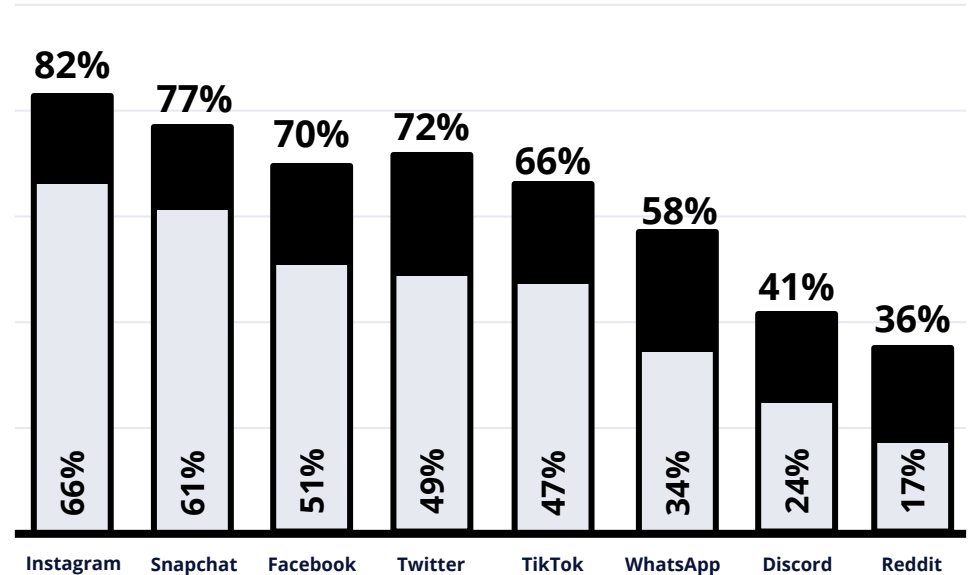
"I use a lot of Instagram... particularly the hashtags because I can find a lot of results, and I can share my contents with the entire world through these hashtags."

– Natacha, 22, FR

Q. How often, if at all, do you use each of the following social media platforms for news (e.g., see news, share news, discuss news)?

Summary of French Zs

○ At least daily ● At least weekly



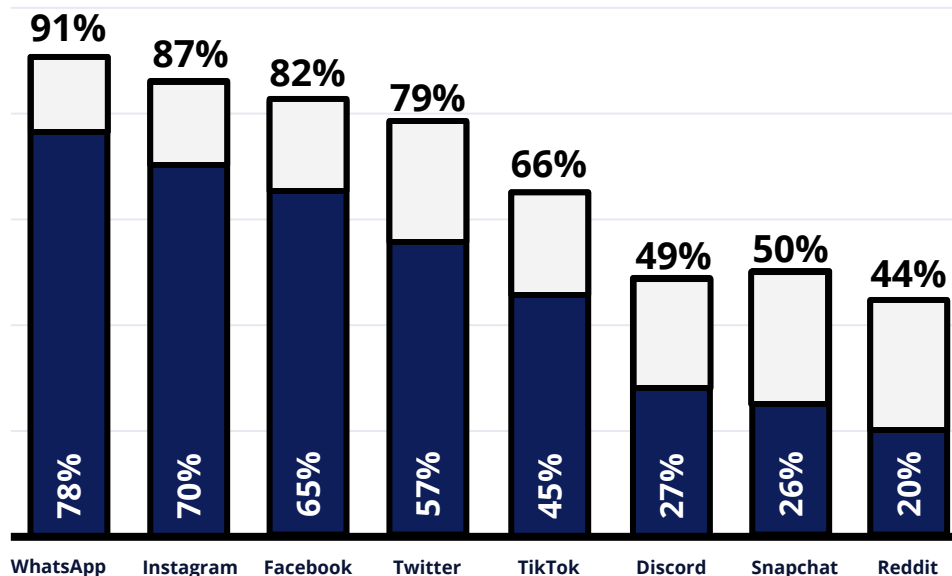
Brazilian Zs regularly use WhatsApp and Instagram for news

Brazilian Zs only lag behind Indian Zs in their use of social media to get news. While platforms like WhatsApp and Instagram are widely and frequently used for news, nearly half also use platforms like Discord and Snapchat on a weekly basis.

Q. How often, if at all, do you use each of the following social media platforms for news (e.g., see news, share news, discuss news)?

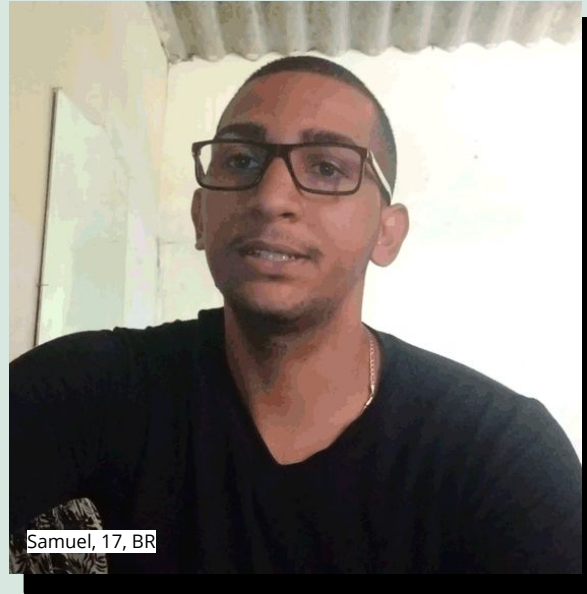
Summary of Brazilian Zs

● At least daily ○ At least weekly



*"[I like] Facebook, Google, and
Whatsapp [the best]. I use
them because I think they're
**more comprehensive and
get the information faster.**"*

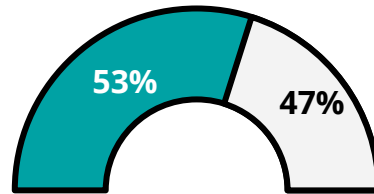
– Samuel, 17, BR



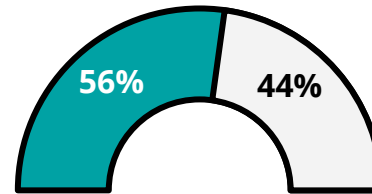
Even though they are avid users of social media for news, Zs prefer to get their news from websites

Despite the draws of social media—the immediacy, the shareability, and the aesthetics—Zs still would choose a website over social media to get their news. This is especially true of those in Brazil and France. Zs' preference may be connected to trust, with Zs being far more likely to trust a news website than social media.

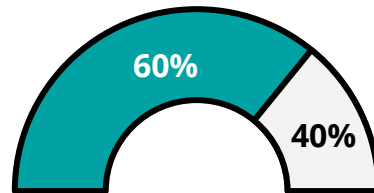
Q. Please select one statement from each pair below that you agree with more.



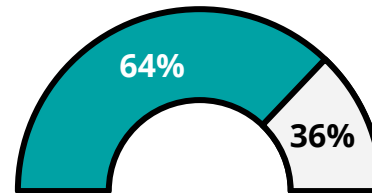
U.S.



India



France



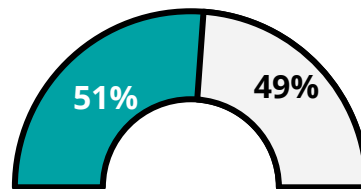
Brazil

- ☒ I prefer to get news from news websites
- ☐ I prefer to get news from social media

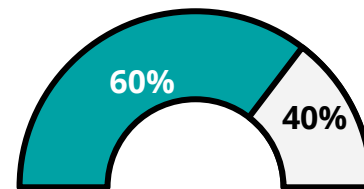
Overall, Zs would go to a website over social media to see what's happening in the news

Zs in the U.S. are more split on their preference of going to a website vs. social media for the headlines, but they are also more apt to use social media as a news source in general.

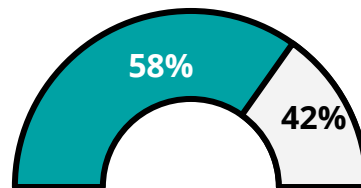
Q. Please select one statement from each pair below that you agree with more.



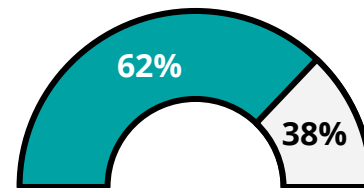
U.S.



India



France



Brazil

☒ I would go to a news website first to see the news headlines

☐ I would go to social media first to see the news headlines

AS A CONNECTOR

(Including Activism)



Not many are sharing the news, even though they find it easy to do so

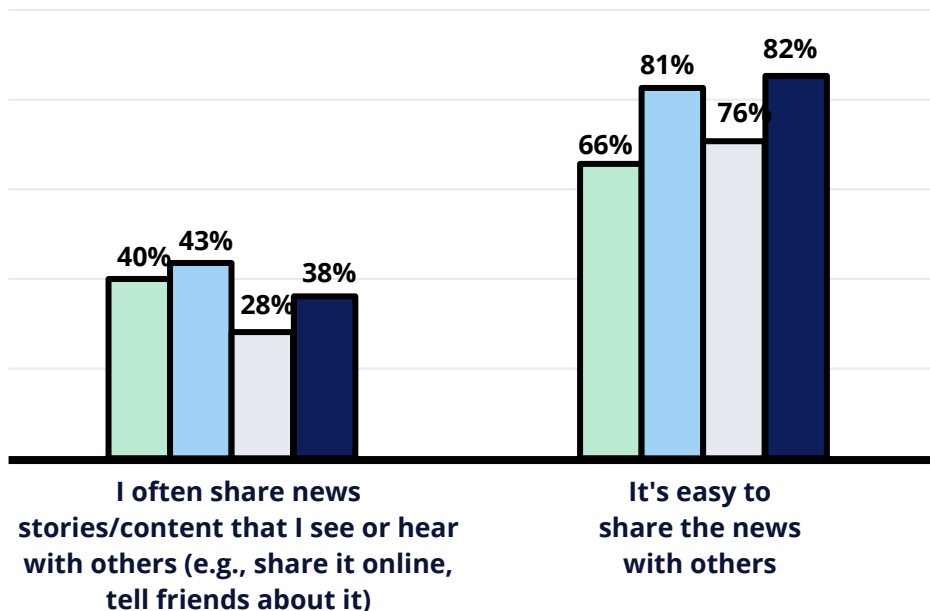
- U.S.
- India
- France
- Brazil

Q. Which of the following, if any, are true for you?

Select all that apply

Q. How strongly do you agree or disagree with each of the following statements?

Strongly/Somewhat Agree Summary

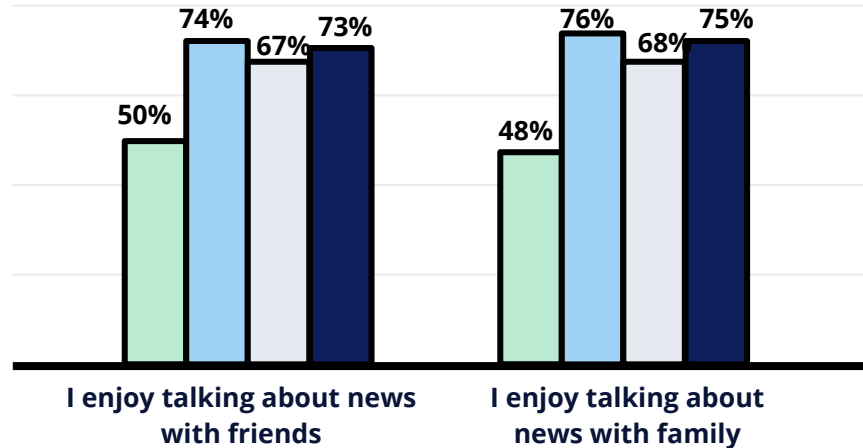


**Young people enjoy
talking to their parents
as much as they do friends
about the news**

**Q. How strongly do you agree or disagree with
each of the following statements?**

Strongly/Somewhat Agree Summary

● U.S. ● India ● France ● Brazil



It's fun to discuss news with family & friends

Zs don't just enjoy consuming news, they also enjoy sharing it and discussing it with others, even their parents who may not be as hip to sniffing out fake news. Ikram, 18, U.S. has evening discussions about news with family over dinner, she enjoys news sharing but finds it frustrating when her family sometimes relays false news.

*"Reading the news also helps me feel more connected to others in my life—I'll often **send interesting articles to my friends or family members, and that often results in fun conversations.**"*

– Sai, 21, U.S.

Zs most commonly share news with their friends and parents

News is a common topic of discussion for Zs both with their friends and with their families. They regularly share the news to help others with discovery and to make themselves feel good about being the first to tell them about news stories. Zs in the U.S. and Brazil are the most likely to say they don't share news with anyone.

Q. With whom, if anyone, do you share news you find/read about?

Please select all that apply

	U.S.	India	France	Brazil
#1	Friends			
#2	Parents			
#3	Siblings	My social media network	Siblings	My social media network
#4	My social media network	Colleagues/classmates	My social media network	Colleagues/classmates
#5	Colleagues/classmates	Siblings	TIE: Grandparents & Strangers	Siblings



Priyanka, 20, IN

*"It makes me feel **connected and happy** to share the news with everyone."*

– Priyanka, 20, IN

*"It makes me feel good [when I am **the first to share news** with my friends]."*

– Karan, 19, IN

Parents and friends are also the most common ways Zs hear about news as sharing is reciprocal

While parents are the most common source that Zs hear about news in the U.S., India, and France, Zs don't necessarily think they share the most relevant news or stories from the most reliable sources.

Zs in Brazil most commonly get news from specific news anchors or journalists; they noted following specific people they find reliable. Zs in India are significantly more likely than their peers to hear about news from social media influencers.

Q. Through which of the following people, if any, do you get news information?

Please select all that apply

	U.S.	India	France	Brazil
#1	Parents			A specific news anchor/journalist
#2	Friends		A specific news anchor/journalist	Parents
#3	A specific news anchor/journalist	Social media influencers	Friends	TIE: Friends & Social media influencers
#4	Siblings	A specific news anchor/journalist	Social media influencers	
#5	Colleagues/classmates	Colleagues/classmates	Teachers	Colleagues/classmates

Parents can spread fake news

Zs enjoy discussing news with their parents but sometimes can find the process frustrating as they find their parents don't have a good enough filter on fake news which makes Zs sometimes ignore the news their parents are sharing.

*"My mum ends up sharing a lot of [WhatsApp forwards]... She's, like, 'Did you know that you can get coronavirus from vegetables that you've bought from the vendor?' and just random stuff like that. Like, **she doesn't know what she's talking about.**"*

– Dhruv, 19, IN

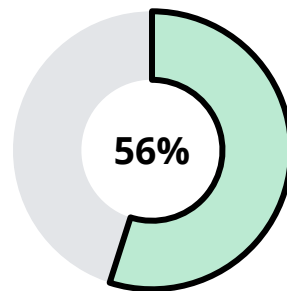
For Zs, news is conversational: talking to someone in person is the #1 way to share the news they find/read about

Digital news discussions are also common, with texting ranking second in the U.S. at 48%, and group chats rank second in Brazil (49%) and India (45%). Sharing direct messages on social media is also common in Brazil (49%) and France where it ranks second at 38%.

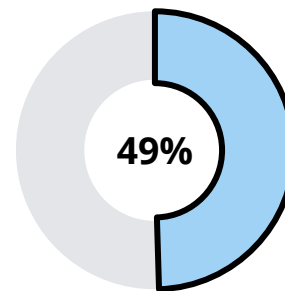
Q. Which of the following ways, if any, do you share news you find/read about with others?

'Talk to someone in person'

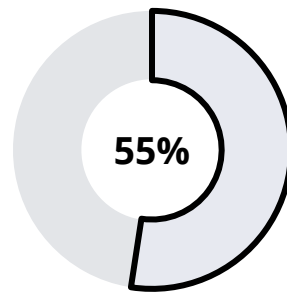
Select all that apply



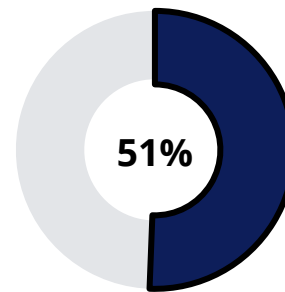
U.S.



India



France



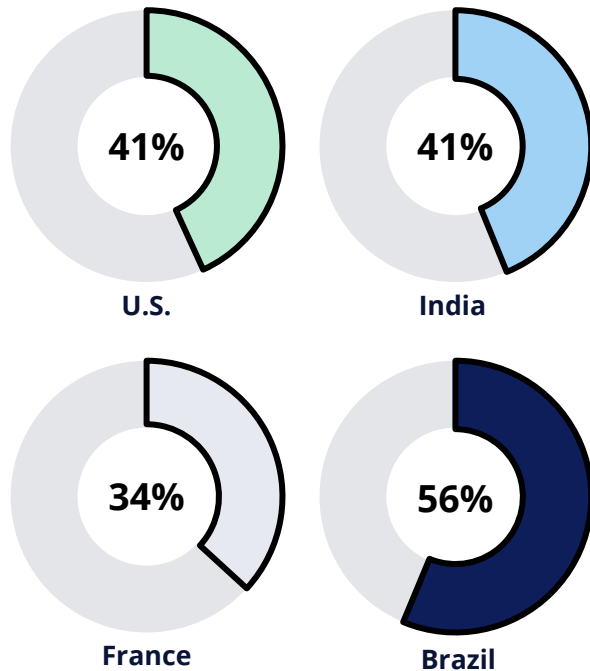
Brazil

Many Zs like to turn news into action, making a difference on the issues that matter to them

This connects strongly with Zs' generational characteristic of being “doers” rather than dreamers (more common among their Millennial counterparts). Especially for those in Brazil, the U.S., and India, the news is a way for them to get involved and create change where they feel it's needed.

Q. Which of the following, if any, are true for you?
'I try to stay up to date on the news as a way to take action
on the issues that are important to me'

Select all that apply



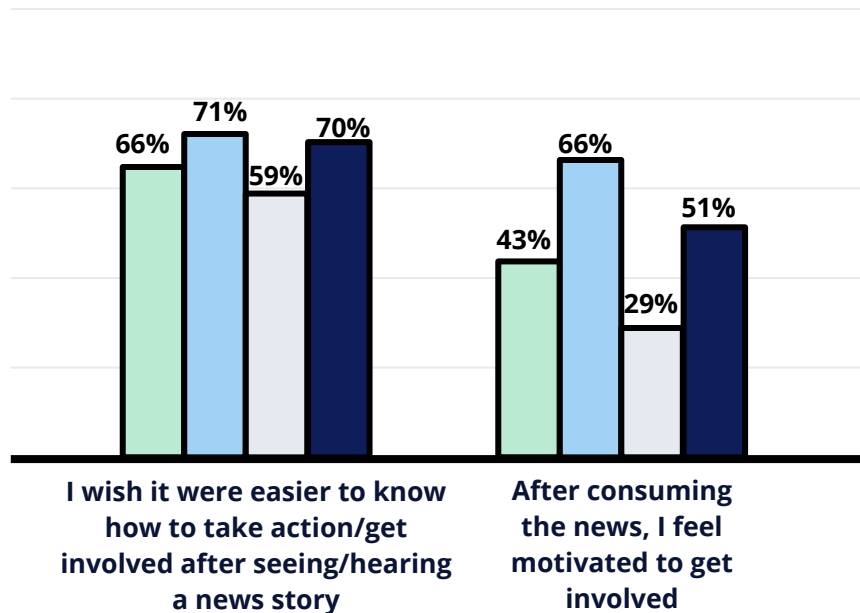
Not only do Zs want to know how to get involved, news stories also motivate them to do so

This is especially true for Zs in India and Brazil, and to a lesser extent, Zs in the U.S. While a majority of Zs in France wish it were easier to know how to take action, only **3 in 10 say they feel motivated to do so by the news.**

Q. How strongly do you agree or disagree with each of the following statements?

Strongly/Somewhat Agree Summary

U.S. India France Brazil



A stylized, light green map of the United States serves as the background for the slide. The map is centered and occupies most of the frame.

U.S.

HIGHLIGHTS

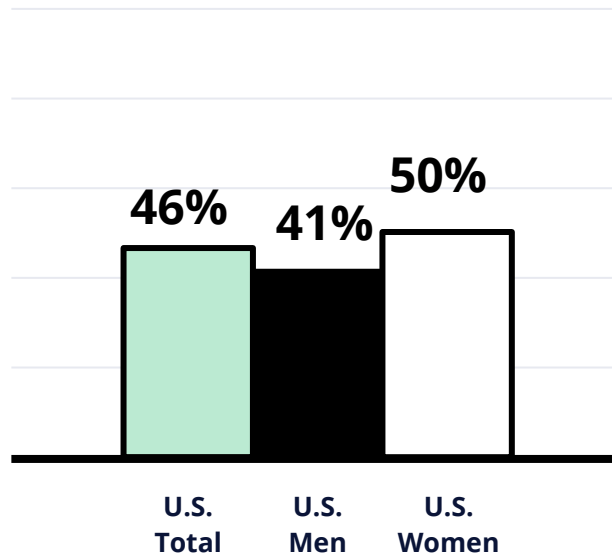
For U.S. Zs, news content is overwhelming

American Zs are more likely to find the news depressing and also to report needing to take a break from the news. This has a greater effect on women than men.

*"If I have to go a week without consuming news, a part of me would feel stressed about missing out on what's happening and current events, which I would miss the most. however, a part of me would feel less stressed by not feeling **burdened by all the negative things happening in the world.**"*

– Caitlin, 18, U.S.

Q. Which of the following, if any, are true for you?
'Sometimes I need to take a break from the news'



The overwhelmingness of news exhausts American Zs



Digital Discussions Activity: Memeify the News

"[I chose this meme because] sometimes news makes me tired, I'm tired of the constant awful news, like there's no good in the world."

– Yarlen, 19, U.S.

Black & Latinx Zs are less likely to find news depressing

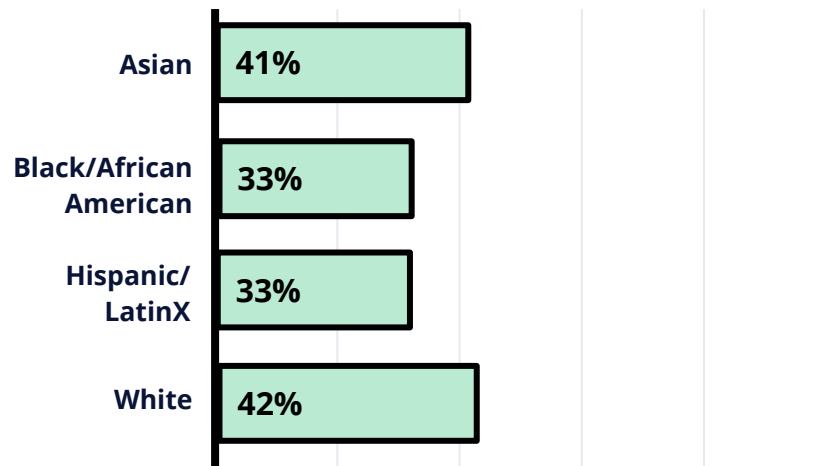
Despite U.S. Zs seeing the news as overwhelming, when we drill down deeper into the depressing question we see that Black and LatinX Zs are less likely to report that major news is depressing.

"Most of the news that I consume is quite depressing, I find that it is necessary so I can become informed about ways I can help. So, it is bittersweet experience overall."

– Ikram, 18, U.S. (black/African American)

Q. Which of the following are true for you?
'I think most major news is depressing'

At least daily Summary



International News = Calm

U.S. Zs use international news sources like their peers in other countries, but they do so more so because like how these sources cover U.S. issues from a more objective point of view. Generally, they're not using them to keep up with news in other countries. They see these sources as being less biased, calmer, and clearer in their reporting than U.S.-based news sources.

*"I find that foreign news is so different from American news. **It is way less political but way more factual.** Like BBC ... it never shares any hint of opinion or any sort of attempt to favor or discredit someone, whereas here, every story here is [doing that]."*

– John, 17, U.S.

Black Zs enjoy talking about the news with family

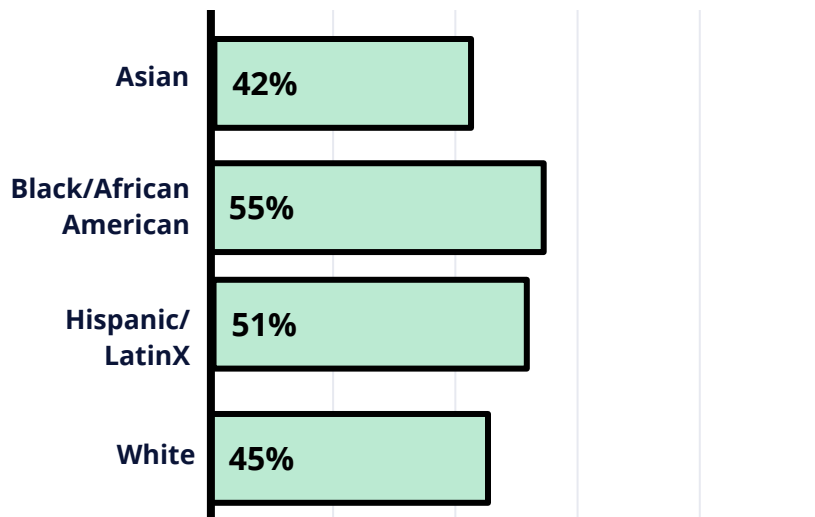
*"I discuss news with my friends, partner, and family. I think it's appropriate to discuss current events with everyone. I like sharing information with others so they can educate themselves on what's going on around them. **I feel like it's actually a responsibility to share news.**"*

– Shae, 22, U.S. (black/African American)

Q. How strongly do you agree or disagree with each of the following statements?

'I enjoy talking about news with family'

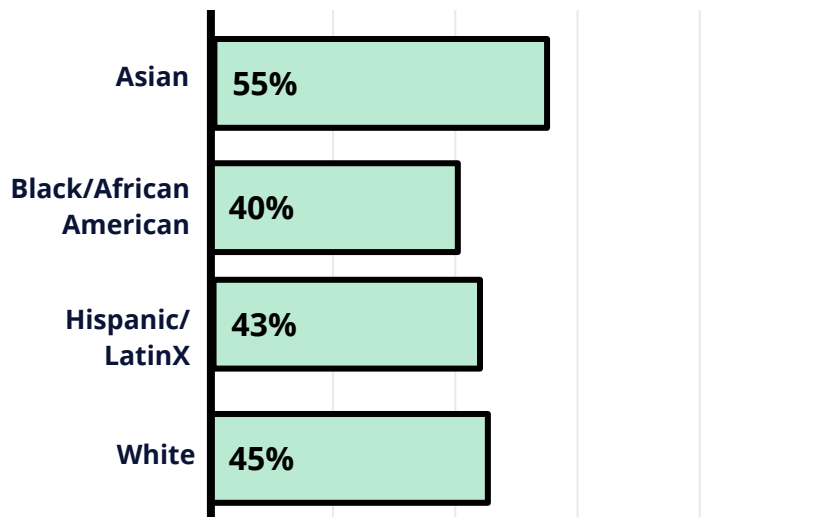
Strongly/Somewhat Agree



Asian Zs are significantly more likely than their peers to turn to news during breaks

**Q. Which of the following, if any, are true for you?
'I consume news... During breaks throughout the day'**

Please consider your news consumption habits outside of Covid-19

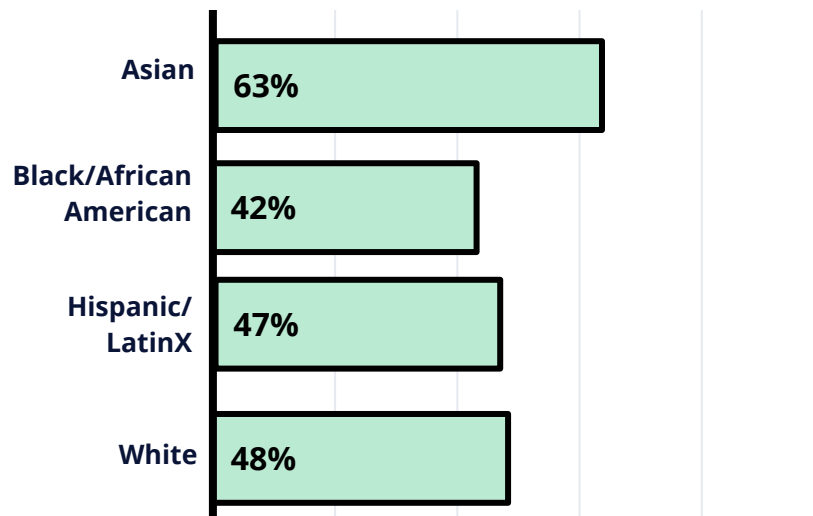


Asian Zs more likely than other U.S. Zs to use a laptop to access news

While mobile is the top device for all U.S. Zs regardless of race, when not using a mobile device Asian Zs are more likely to use a laptop to consume news than other U.S. Zs.

Q. Which of the following devices, if any, do you use to consume the news?

Summary of 'Laptop'



Regardless of race, a majority of U.S. Zs feel the news needs to do better representing minority populations/cultures

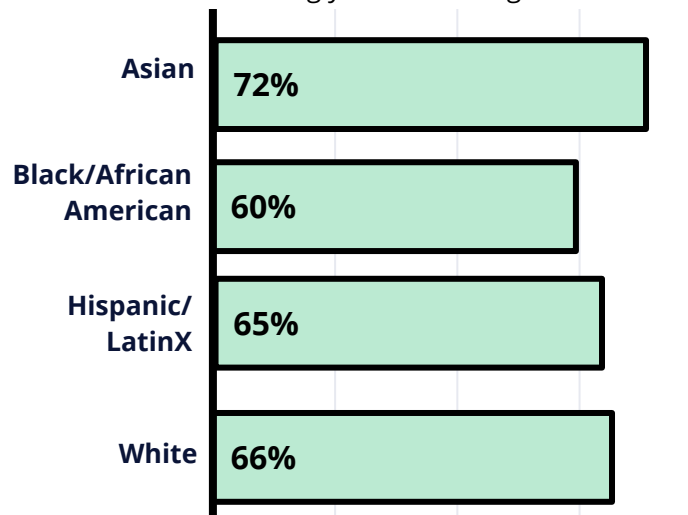
"I am bisexual, disabled, and biracial. The news ... shows their viewers that people like me don't even exist or don't struggle, which is very dangerous. The mainstream news focuses mainly on middle and upper middle class white individuals and is lacking severely in minority representation."

– Danita, 18, U.S.

Q. How strongly do you agree or disagree with each of the following statements?

'The news needs to improve how it represents minority populations/cultures'

Strongly/Somewhat Agree



Email newsletters are still a thing for some U.S. Zs

U.S. Zs talked about getting email newsletters that they read at least weekly if not daily. These supplement the notifications they get on their phone throughout the day. They most often read them in the morning, but some find pockets of time to skim them during the day.

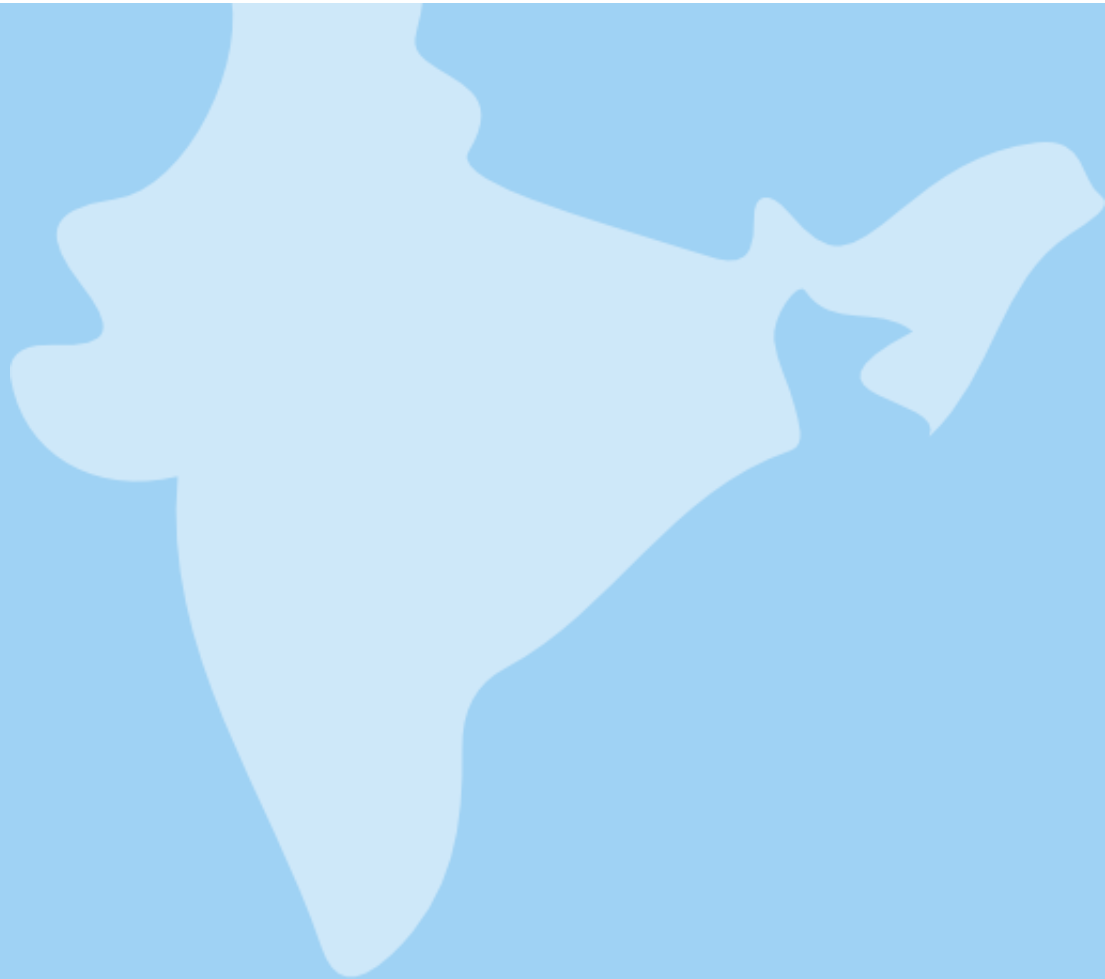
13% of U.S. Zs, including 20% of black Zs, consume email newsletters; 39% of U.S. Zs consider email newsletters trustworthy sources of news

*"Some outlets in particular that I get emails from, like The Guardian. ... They do a weekly [newsletter called] 'This Week In Patriarchy,' which I think is the **most relevant to me**. That's the one that I tend to read the most."*

– Melissa, 22, U.S.

INDIA

HIGHLIGHTS



Indian Zs embrace notifications

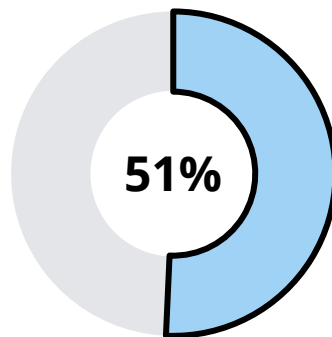
Indian Zs place significant importance on getting the latest news right away, making notifications a useful tool for keeping up with the latest news. This may explain why **Indian Zs (43%) are the most likely among their international peers to have news apps on their phones.**

"The notifications are always on for the news apps, and my parents also share news with me from time to time."

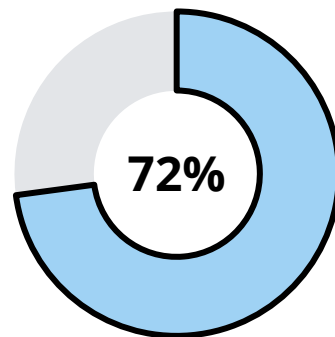
– Aahana, 19, IN

Q. How strongly do you agree or disagree with each of the following statements?

Strongly/Somewhat Agree Summary



**I get notifications
from news sources
on my phone**



**I like to get news
notifications**

Indian Zs think it's cool to be in the know about the news

Among Indian Zs, knowing the news makes you cool. There's a cachet in being the person that your friend comes to for news. This is true of those who follow mostly celebrity news and those who follow more serious topics. They like that others are interested in hearing their opinions and will use the information their friends share to inform their own opinions.

*"I am, like, A list when it comes to studies ... I've got good marks, so when it comes to [news], **a lot of my juniors call me up and they're, like, 'This happened, so what are your views on this?'**"*

– Karan, 19, IN

Indian Zs have an emotional resonance with news

Good news or bad news, Indian Zs share that it affects their mood and also lends a sense of connection with their peers.

"Sharing good news leads to celebration and bad news leads to mourning something together, so a feeling of camaraderie is evoked."
– Dhruv, 19, IN

Q. Please select one statement from each pair below that you agree with more?

- ☒ The news generally makes my mood better
- ☐ The news generally makes my mood worse



71%

29%





Digital Discussions Activity: Memeify the News

"I chose this meme as I feel excited about the pics of good news, and I am very keen to see it."

– Snigdha, 19, IN

Indian Zs see news as important to their careers

In India, being prepared for a career and getting ahead in their profession are motivators for keeping up with the news. This also correlates with Technology and Money/finance as news topics that are more popular in India than among Zs overall.

*"I usually prefer news about policy, business and fashion **because these are the fields I'm interested in and want to make a career in.**"*

– Nihkil, 19, IN

Almost all Indian Zs use WhatsApp to get, share, and discuss news

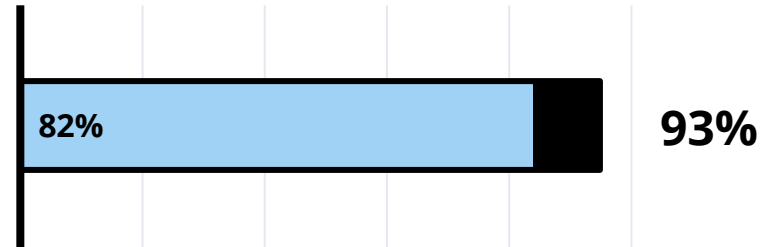
Not only is it common between Indian Zs to share news, but also it is common among their older peers, including their parents, to share news with them via this platform.

"We discuss about it on different apps like WhatsApp, Instagram. You know, if you just start conversation in that [way]: 'Yes, I saw that in the news, what's your opinion regarding this, what's your take on this?'"
– Unnati, 20, IN

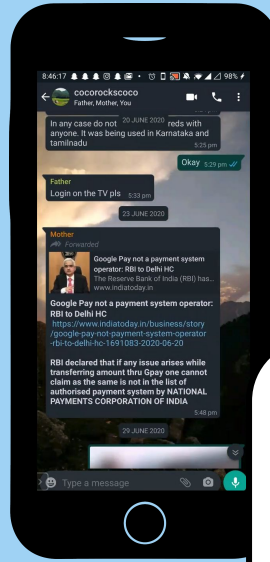
Q. How often, if at all, do you use each of the following social media platforms for news (e.g., see news, share news, discuss news)?

WhatsApp

☒ At least daily ☐ At least weekly



However, WhatsApp also contributes to the spread of fake news, giving Indian Zs pause when they get news this way



Screenshot submitted via Digital Discussions Activity

"In India we have this, kind of, culture of WhatsApp forwards... WhatsApp forwards are essentially, like, I just call them fake news articles where people are forwarding stuff to each other without any, sort of, checking up on, like, how truthful the information is."

– Dhruv, 19, IN

InShorts also popular for Indian Zs

Indian Zs who use InShorts are nearly as likely to use the app daily as are Indian Zs who use Google News to use that service daily.

Q. Of the news sources that you use, how often do you use each?

Base: Those who use each platform

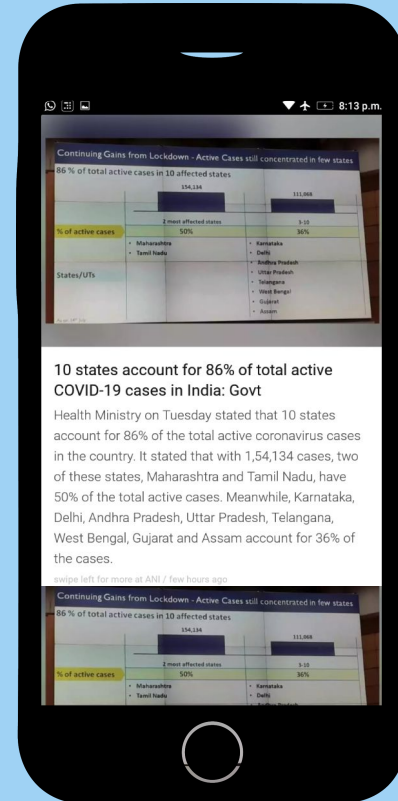
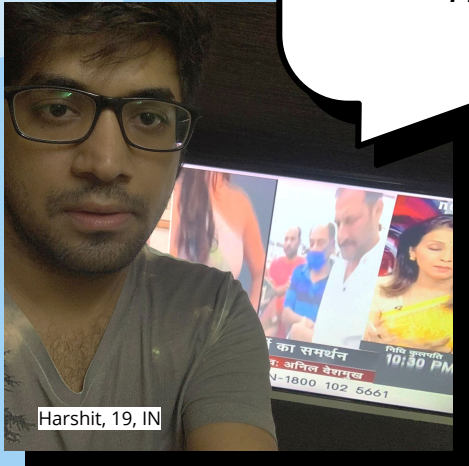
○ At least daily

● At least weekly



*"[This is the]
InShorts app on my
homescreen."*

– Harshit, 19, IN

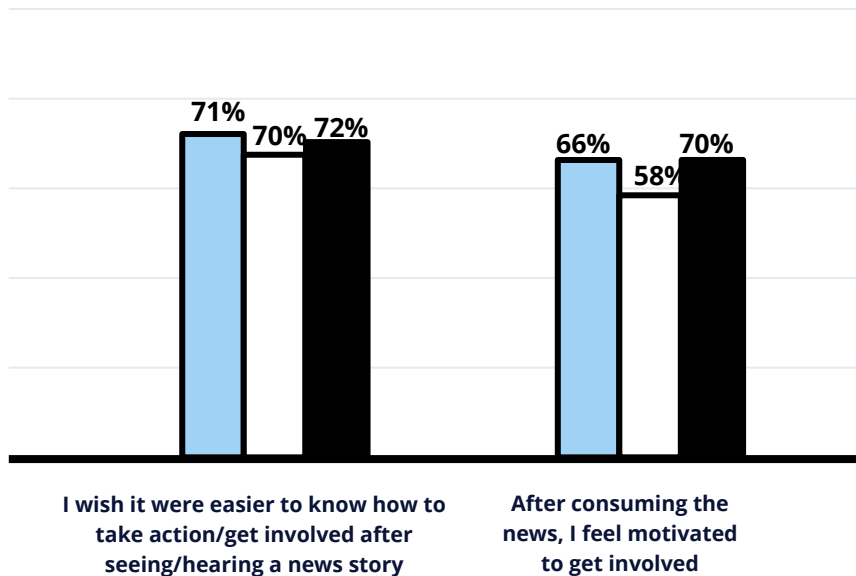


News inspires action amongst Indian Zs

Q. How strongly do you agree or disagree with each of the following statements?

Strongly/Somewhat Agree Summary

● India ● Older Zs ● Younger Zs



Indian Zs have a strong debate culture

Indian Zs like to argue about the news with their peers. It's a core part of TV news programs in the country to have debates among panelists—though young people generally don't like to watch the TV news debates because they just go around and around and never impart anything new.

Instead, they like to have the debates among their friends and families where they can learn something, develop an opinion to argue, and draw conclusions.

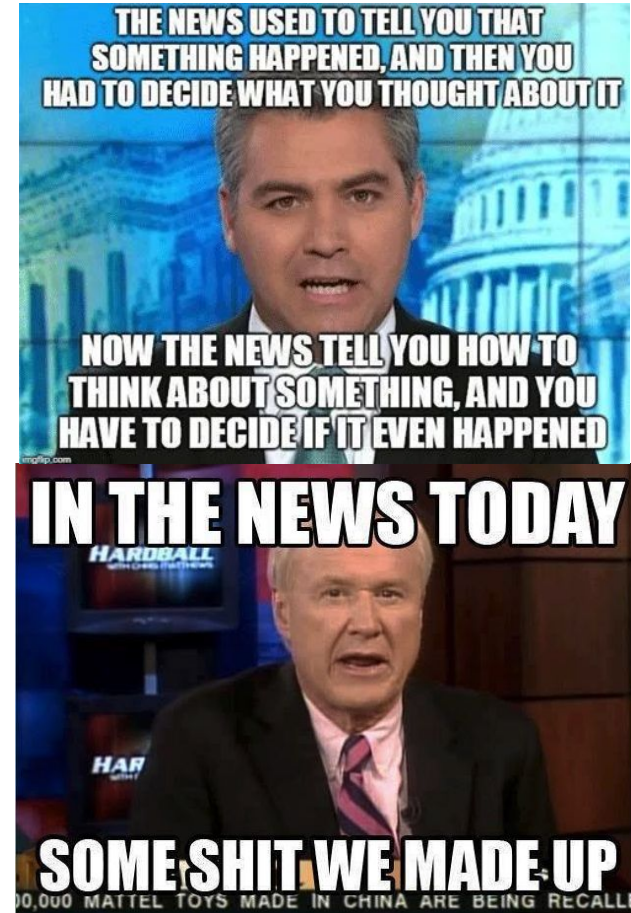
*"The news helps me converse with my dad a lot as he has a lot of information and a different perspective on the news which helps me understand the various angles through which I can see the news and understand it... I talk about the news with my friends and **debate with them, it keeps the conversation fun.**"*

– Aahana, 19, IN

Sometimes the debate is about whether the news is real

Asked to share memes that describe how they feel about the news, Indian Zs were more likely than Zs in other countries to share memes about fake news.

74% of Indian Zs, especially women (81%), say it's important to check multiple sources of information when it comes to the news



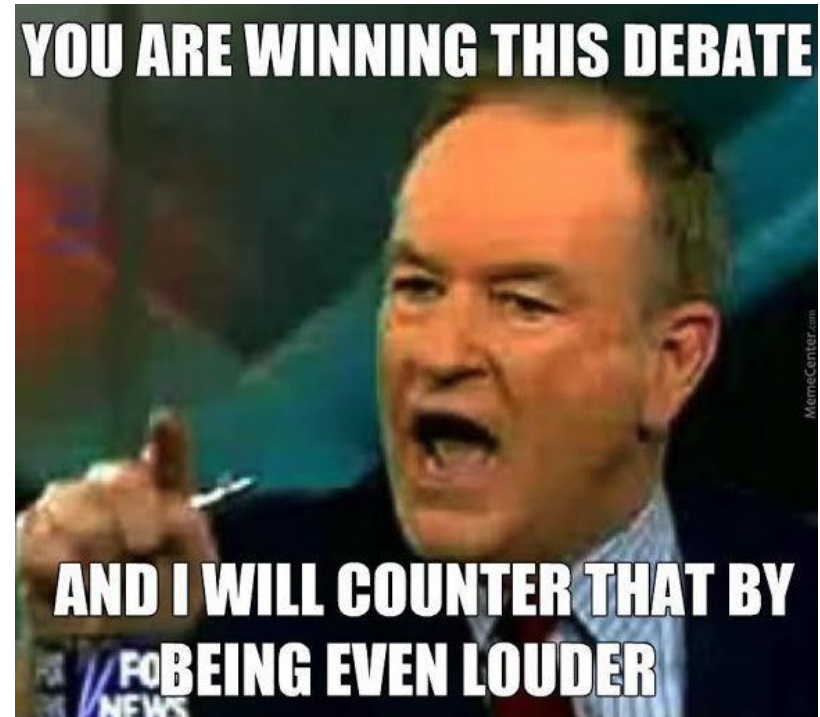
Digital Discussions Activity: Memeify the News

Indian Zs think it sometimes just matters who is the loudest

From TV news anchors to politicians, Zs describe the news as very chaotic with a lot of arguing, which they don't appreciate.

"This [meme] is very true, whenever any politician is wrong on the news they start yelling as though that will make their point valid."

– Neha, 19, IN



Digital Discussions Activity: Memeify the News

Indian Zs more likely to find news to be sensationalized

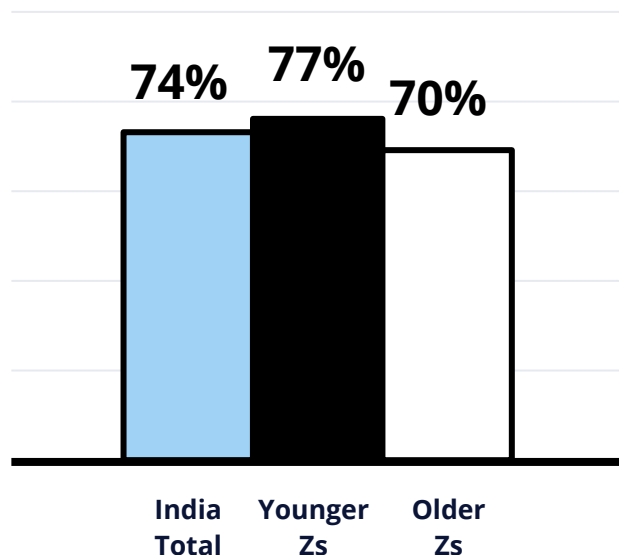
"I feel like the news is quite inaccurate at times. I feel like media houses have a tendency to try to make a story 'sensational' or 'breaking news.' They glorify and manipulate stories to make them seem more engaging and attractive."

– Nikhil, 19, IN

Q. How strongly do you agree or disagree with each of the following statements?

'News stories/headlines are too sensational these days'

Strongly/Somewhat Agree Summary



Most Zs in India think news is accessible to all

This is especially true among Indian Z Google News users (77%), who are significantly more likely than Indian Z Apple News users (70%) to say news is accessible to everyone.

"Everyone has equal access to the news, as no one can stop them from doing so."

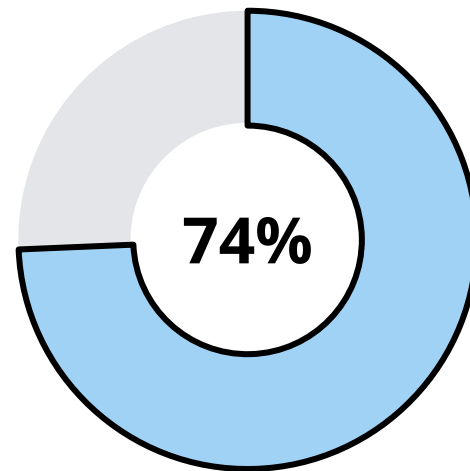
– Snigdha, 19, IN

"Everyone has equal access to the news because anyone can listen or read about news with the help of [their] mobile, TV, laptop, etc."

– Chinmay, 14, IN

Q. How strongly do you agree or disagree with each of the following statements?

Strongly/Somewhat Agree Summary



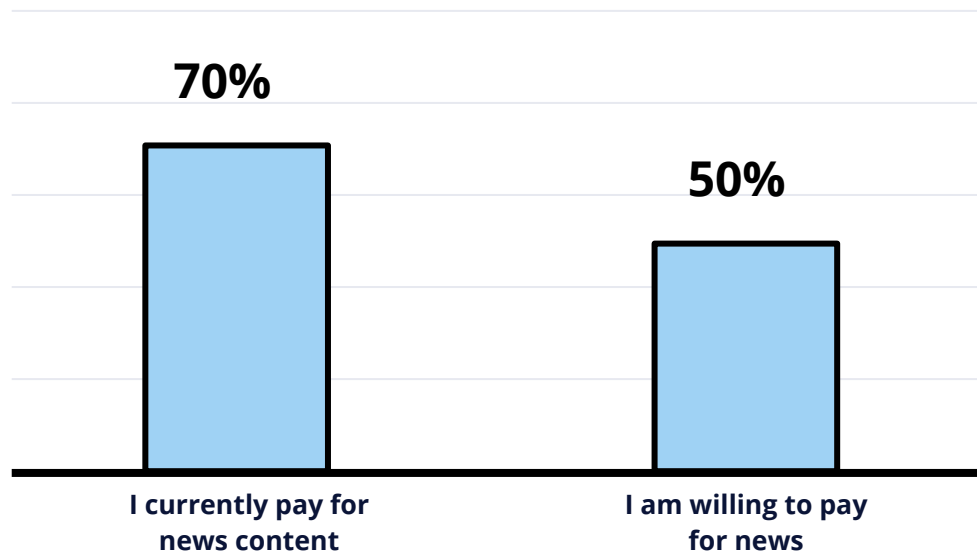
The news is accessible to everyone

Indian Zs are more likely to pay for the news

Q. Which of the following, if any, are true for you?
Select all that apply

Q. How strongly do you agree or disagree with each of the following statements?

Strongly/Somewhat Agree Summary





FRANCE

HIGHLIGHTS

French Zs distrust the news and are skeptical about what they hear

"Nobody is ever trustworthy on everything for the news. You just have to trust them for their experience, but you never can be so sure. ... [I chose this meme because] it's all about trust."

– Gabrielle, 16, FR

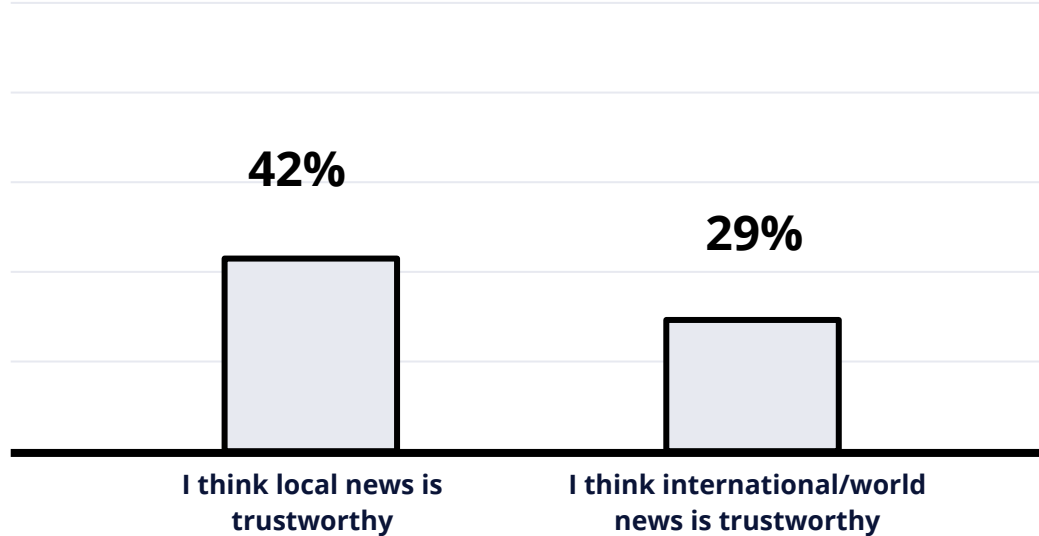


Digital Discussions Activity: Memeify the News

**Fewer than half of
French Zs find the
news trustworthy**

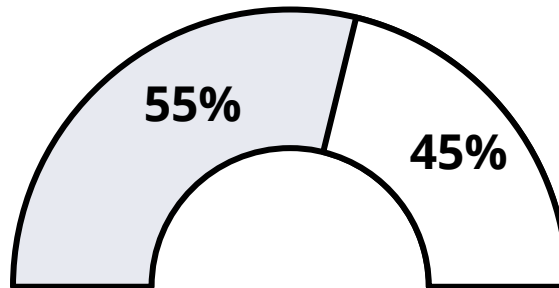
**Q. How strongly do you agree or disagree with
each of the following statements?**

Strongly/Somewhat Agree Summary



French Zs are the most open to non-traditional news sources

In fact, 3 of the 5 favorite news sources French Zs named (unaided), include Instagram, Facebook, and YouTube.



Q. Please select one statement from each pair below that you agree with more.

- ☐ I prefer to get news from traditional sources (e.g., longstanding national news services)
- ☐ I prefer to get news from non-traditional sources (e.g., news startups)

French Zs are interested in news created for Zs, by Zs

News sources that have been designed with Zs in mind are very popular among young French people. As French Zs are distrusting of news sources, they are open to young people who come across as trustworthy, though they still have to demonstrate their reliability and experience.

"Hugo Décrypte is my favorite reporter, he's a young man who always fights against the fake news and always tries to have live video or documentary as proof."

– Axelle, 21, FR

"I read the paper, the hard copy. But there are various places where you can get Nice-Matin, in cafes, bars, or in the school, ... or near public transport, or in the street they just hand you copies."

– Mareva, 17, FR

French Zs embrace traditional news mediums

In our qualitative research, French Zs are more likely to mention traditional news formats than Zs in other countries. We heard more about radio, newspaper, TV news usage.

**French Zs find
traditional
formats to be
more
trustworthy
than emerging
news formats**



#1 Newspaper



#2 Radio



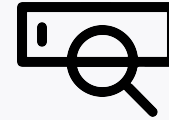
#3 TV



#4 News App



#5 People I Know



#6 Search Engine

Q. Of the following news sources, how trustworthy do you feel each one is? Completely/Somewhat Trust Summary

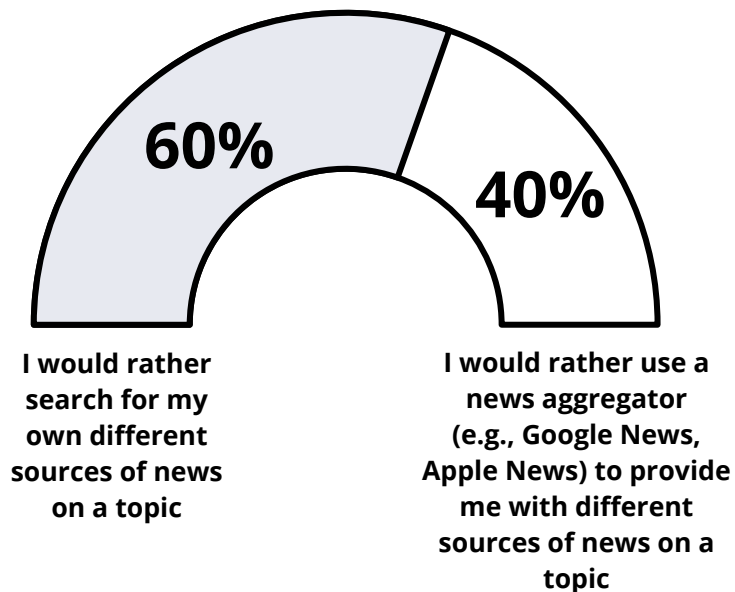
French Zs are the least likely to prefer news aggregators

French Zs note a pressure to be informed and be able to accurately discuss news issues with friends and family, pushing them to seek out diverse news sources to verify the facts. While social media is a common news source for them, they still seek out other sources they find to be trustworthy to validate the headlines they see there.

"[When I seek out news] I search on Google and find a verified website to learn more about the topic."

– Emma, 19, FR

Q. Please select one statement from each pair below that you agree with more.



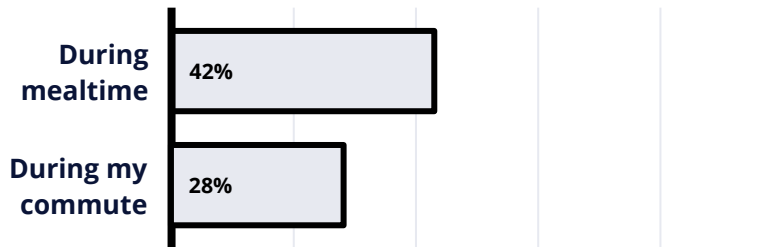
French Zs are more likely to consume news during meals

In fact, 23% of French Zs say that during mealtime is the most common situation in which they consume the news.

Likewise, French Zs are more likely than their peers to consume news while commuting—including 9% who say it is the most common situation in which they get news—which may be attributable to the frequency of commuting via Metro/rail.

Q. Which of the following, if any, are true for you? I consume news...

Please consider your news consumption habits outside of Covid-19



Q. Of the times that you consume news, which of the following do you do most consistently? Please select one



***"I [check news] on the train**
when I've got time in fact, so
I have a quick look."*

- Alizée, 21, FR

***"When I eat lunch by myself**
at home, **I do it in front of**
the TV news."*

- Jeanne, 21, FR

French Zs spend less time than their peers consuming news, both on weekdays and weekend days

French men spend more time than French women do consuming the news on both weekday and weekend days.

- Total
- Men
- Women

Weekday

2.0 Hours

2.2 Hours

1.9 Hours

Weekend Day

2.2 Hours

2.3 Hours

2.1 Hours

French Zs are the least likely of their peers to currently pay for news and to say they're willing to pay for news

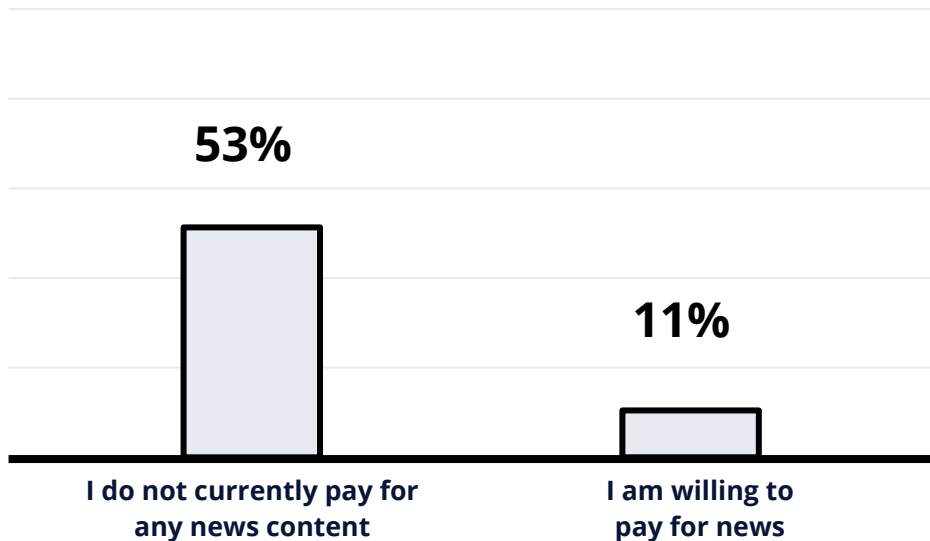
Older French Zs (13%) are more willing than younger French Zs (9%) to pay for news.

Q. Which of the following, if any, are true for you?

Select all that apply

Q. How strongly do you agree or disagree with each of the following statements?

Strongly/Somewhat Agree Summary

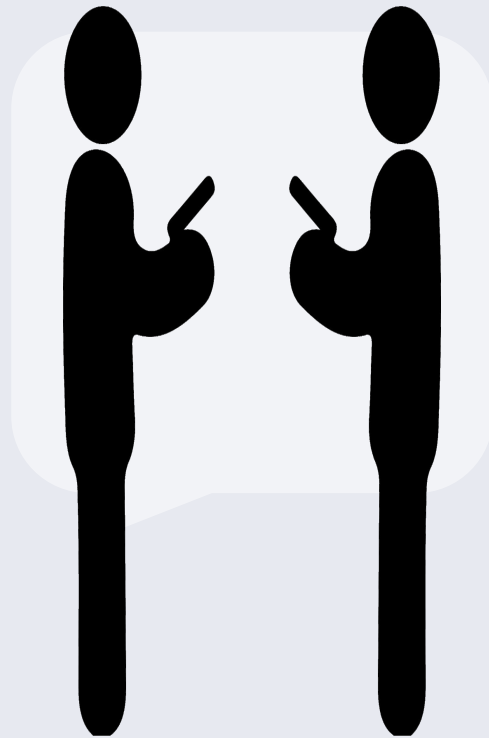


French women are more likely than French men to get news notifications...

French women are significantly more likely than French men (**51% vs. 45%**) to like to get news notifications

French women significantly higher than French men (**37% vs. 27%**) to get notifications from news sources on their phone

French women are significantly more likely than French men (**14% vs. 10%**) to describe the news as overwhelming





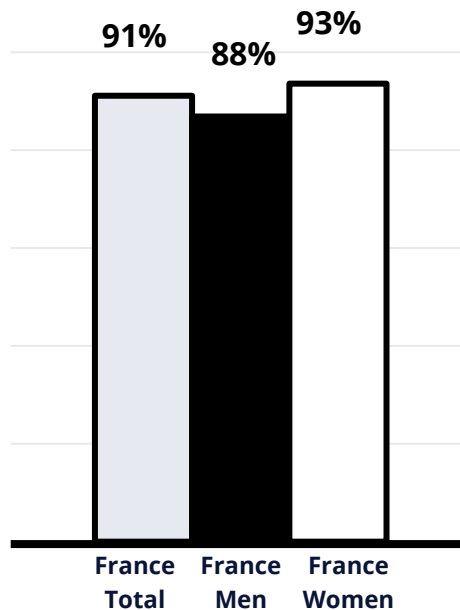
...but are also more likely to need to take breaks from the news

French women are significantly more likely than French men (**41% vs. 29%**) to sometimes need to take a break from the news

French women are phone fanatics when it comes to the news

French women are significantly more likely than men to consume news by phone and to consume a greater amount of their news via phone.

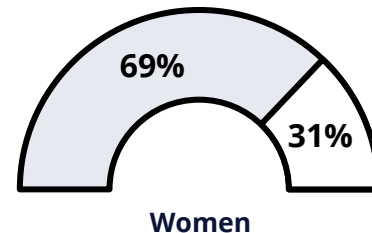
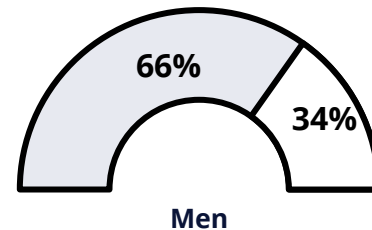
Q. Which of the following devices, if any, do you use to consume the news?
Select all that apply; Summary of 'phone'



Q. For the two options listed below, please tell us what percentage you would prefer to do/receive for each?

Please note your total must add to 100%

- ☐ Consume news on my phone
- ☐ Consume news via other devices/formats



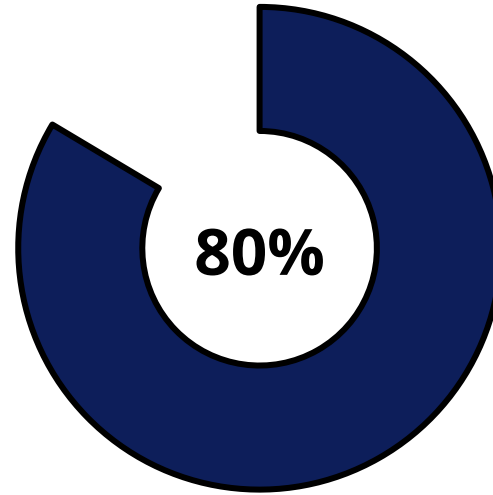
BRAZIL



HIGHLIGHTS

Brazilian Zs are especially overwhelmed by how much news there is to consume

Zs in Brazil are more likely than their peers to say they feel the need to check multiple sources and get a variety of opinions when it comes to the news, which may add to their sense of feeling overwhelmed.



Q. How strongly do you agree or disagree with each of the following statements?
'I feel overwhelmed by the amount of news'
Strongly/Somewhat Agree Summary



Digital Discussions Activity: Memeify the News

*"I chose this meme because there's so much news that we see, and **we can't always believe that it was possible for that to happen.**"*

– Thaissa, 14, BR

Brazilian Zs note that in 2020, the news has been especially overwhelming

*"I chose this meme of the smudge character from Monica's comic strip because **it represents exactly what I'm feeling about all the news that is coming out this year.**"*


– Stéfany, 15, BR



Brazilian Zs commonly note concerns over corruption

Brazilian Zs are more likely to express concern that news is corrupt, citing how many news outlets are owned by politicians, implying that the news source won't say anything that goes against its owner.

Meanwhile, Brazilian Zs are also highly likely to say the news is trustworthy. This may be because they acknowledge and watch for such corruption and therefore learn how to avoid it.



"I like G1 a lot more for that, they say a lot that they are against fake news, so they look for the veracity of the news, so I trust this site a lot more than others. ... I'm very afraid of seeing fake news."

– Karol, 20, BR

Lovin' Local

Brazilian Zs commonly connect with local news sources and say it's important to stay in touch with what is going on in their local areas. They say this is important both to keep up with local politics, local issues such as Covid-19 cases, and other local aspects like education and business.

"MGTV [local news broadcast for Minas Gerais] helps me a lot! It always gives me news about what's happening in my state and in the region where I live... I like it because it always wants what's best for the population of Minas Gerais."

– Thaissa, 14, BR

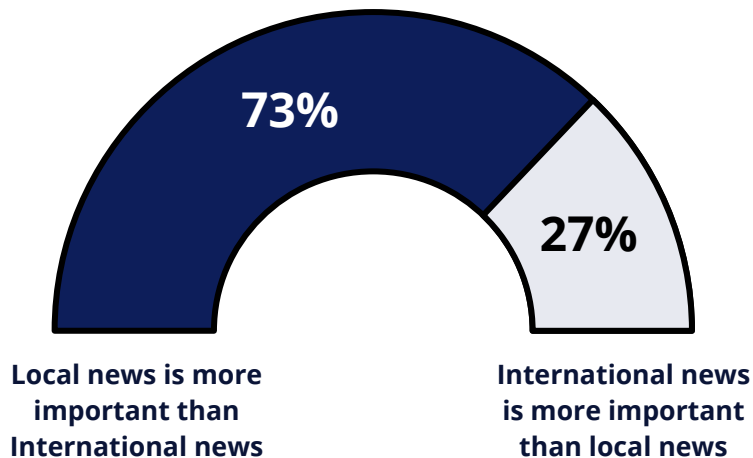
Local news trumps international for Brazilian Zs

Brazilian Zs are more likely than their peers to note that it's hard to know what's going on in their local community without local news. **This is especially true of women (74%) vs. men (69%).**

"Local News has its strong points: Direct importance, direct impact on life and causes a sense of community."

– Wagner, 22, BR

Q. Please select one statement from each pair below that you agree with more.



Consuming the news conveys status among Brazilian Zs

Brazilian Zs see News consumption as a sign of social class. Among Zs who are in school, classmates who consume news are seen as caring about having successful futures. In our qualitative research, some noted that they have even ended friendships because their friends weren't interested in the news, which made them think less of those friends.

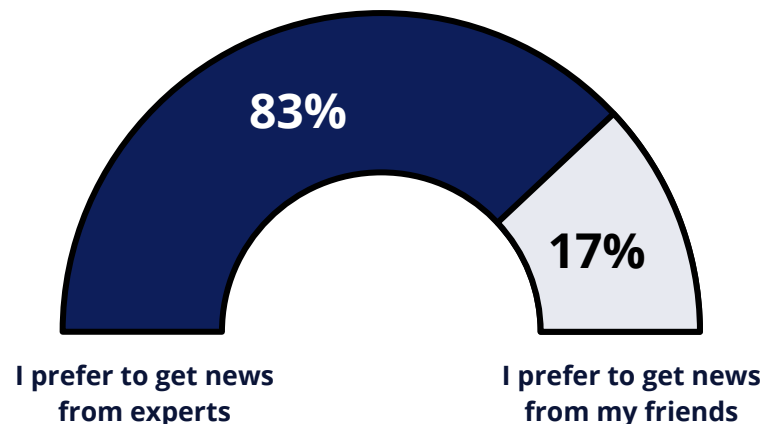
"As I finished elementary school II in Rio de Janeiro and I started high school in São Paulo, I ended up getting closer to the people who were more focused on knowing the news and getting a little further away from the people who didn't care or who didn't want to know."

– João, 17, BR

Expertise from news sources carries weight with Brazilian Zs

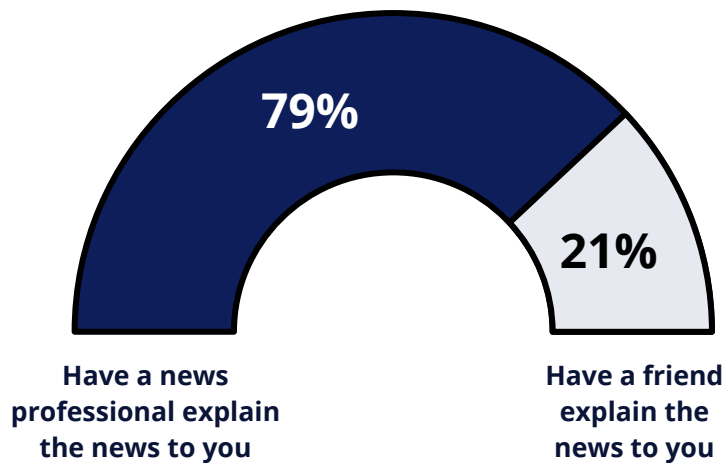
While Brazilian Zs commonly enjoy talking about news with friends and family, they strongly prefer to get their news from experts. **In fact, Brazilian Zs, especially men (46%) compared to women (40%), prefer their news sources to have an expert tone.**

Q. Please select one statement from each pair below that you agree with more.



Brazilian Zs prefer expert sources because they value a professional explanation of issues in the news

Q. Please select one statement from each pair below that you agree with more.



Brazilian Zs pay attention to journalists' credentials, which offer credibility

Brazilian Zs want their news to come from the experts and well known sources. It isn't just about the news brand but also the specific expert delivering the news and the credentials they have for the topic. In our qualitative research, Zs in Brazil often cited specific names of journalists and news anchors that they like and follow.

"I consider the news more reliable when it has verification, credibility, and authors with academic background. Examples [of this are] CNN Tonight with criminal lawyer Gabriela Prioli, historian Leandro Karnal, and journalist Mariana Palma."

– Gabriella, 17, BR

Brazilian Zs who use UOL tend to be daily users

However, users of UOL aren't as likely to be daily users as are Brazilian Zs who use Google News to be daily users of that service.

Q. Of the news sources that you use, how often do you use each?

Base: Those who use each platform

● At least daily ○ At least weekly



Google News Recommendations

The speed of news matters to Zs; they want to get the news as soon as it happens.

Zs already feel that Google News is a trustworthy source for news when they want to learn about a topic or story.

Consider how to ensure Zs feel that Google News is the source that breaks news before anyone else and gets them news faster than others. Currently, Zs note that social media, especially Twitter, feels like the fastest source for breaking news; however they question the reliability of news on social media.

**News is in need of
an image
makeover: Zs want
news that is honest
and also uplifting.**

The news takes a toll on Zs. It brings them down emotionally—which is a challenge for the mental health generation—and it overwhelms them considering the amount of news they need to keep up with and how it is often sensationalized. While they recognize serious news needs an appropriately serious tone, they also feel news overall could use an image makeover.

Consider how to evolve news content to be more visually appealing, such as by including brighter colors, more images/gifs/videos, or even updating news presenters' wardrobes to less formal outfits. For less serious stories, think about how the content can take on a more positive, casual tone; for more serious stories, avoid dramatization and fear-mongering.

**Zs worry about
what they don't
know and about
getting stuck in a
news bubble.**

Zs recognize that media feeds them what it knows they like. While they appreciate getting news that is relevant and curated to their interests, they don't want to find they are in a news bubble. They don't want to miss important news items that can make them more well-rounded and informed individuals.

Consider how to enable discovery of diverse news topics. Help Zs learn about underrepresented populations and cultures that get less coverage in the mainstream media.

Zs are avid news consumers, but they admit they don't always understand the news they get. They want news to be simpler.

Many Zs are early in their tenure as news consumers. Some are still learning how to read news stories and recognize bias, others are trying to understand news stories that come weighted with centuries of history (such as international relations). They wish the news were simpler and conveyed more clearly, in words and phrases they can understand.

Consider ways to evolve the news (both format and content) to help Zs grasp the news quickly and efficiently. Many Zs noted wanting “explainers” that would give a quick background on the issues and the people involved. Avoid slang, which they think is inappropriate for news. Keep the format phone-friendly.

Zs like to discuss news and take pride in being informed to have meaningful conversations about the news.

News is a connector for Zs and their friends and families. They like to discuss the news and see doing so as important to their personal growth. They enjoy being the first to tell their friends about a news item but also appreciate it when their friends inform them about the news.

Consider how to fuel Zs' news conversations. Along with helping them understand the news to feel confident in a conversation, think about innovations to aid IRL and online chats. Take into account that India and Brazil are into debates, that the U.S. is sensitive to polarization, and that France likes to validate news points.

Zs are doers, and news provides motivation for them to get involved in the causes they care about.

Feeling informed is the top reason Zs consume the news. Getting informed is often the start of a deeper involvement for this generation of doers.

Consider ways to make it easier for Zs to take action based on the news they consume. While many say they feel motivated by the news, a majority wish it were easier to know how to get involved. Zs embrace the role of making a difference in the world and want to get engaged in the causes they care about. Help them learn what they can do, from small acts to major movements.

Appendix

Following the news is more important among Indian and Brazilian Zs

American Zs are significantly less likely than Zs in all other countries to say it's important to them to follow the news.

NOTE: Zs who said it was not at all important for them to follow the news were excluded from the study so were not counted here.

S9. How important is it for you to follow the news?

☒ Extremely/Very Important ☐ Somewhat Important

