CROSS-MEDIA NEWS DIETS REVISITED.
AN AUDIENCE-CENTRED STUDY ON NEWS MEDIA REPERTOIRES IN FLANDERS

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NEWS MEDIA REPERTOIRES

• Audiences are inherently cross-media (Schroder, 2011)
NEWS MEDIA REPERTOIRES

Research questions

• what news outlets are being combined into news media repertoires (‘cross-media news diets’)?

• what motivations do audiences rely on for choosing these specific news outlets?
QUALI-QUANTI MIX

Research methodology

- Qualitative: 36 in-depth interviews and persona
- Quantitative: Q-sort methodology
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Q methodology

Buitenlandse nieuwsuitzendingen
of actualiteitsprogramma’s
(live of uitgesteld)
BBC News, BBC World,
CNN, France 24, BVN ...

Populaire krant
Het Nieuwsblad,
Het Laatste Nieuws

Nieuws via teletekst

Radionieuws
openbare omroep VRT
Radio 1, Radio 2, MNM, Studio
Brussel,
Klara, Sporza Radio
QUALI-QUANTI MIX

In-depth interviews

• Focus of data analysis
• Rich data, motivations
QUALI-QUANTI MIX

Personas

Myriam, 53 jaar
Bediende grootwarenhuis

Colette, 54 jaar
Binnenhuisarchitect

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Expected results

• 6 to 8 news media repertoires

• Three dimensions:
  1. consumption on traditional and/or new platforms
  2. news content preferences
  3. the serendipitous nature of news

• Interviews undertaken, waiting for guidelines
INTERNATIONAL STUDY

Cross-country repertoire study

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INTERNATIONAL STUDY

Cross-country repertoire study

- Standardized questionnaire
- Additional survey
  - Yet: cultural differences and variation in news outlets
- Will be presented at ICA
MORE?

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