

Digital Video Generation and Their Viewing Habits: The Death of Television News?

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ABSTRACT

Following the changing media content consumptions patterns of today's youth – rise of social media as a primary news source; mobile internet access; binge watching; transfer onto content streaming services etc. – it is not hard to predict the death of television as a news source in foreseeable future. In this paper we combine audience behavior research of viewing habits of Generations Y and Z with content analysis of the among them most popular news podcasts from the use and gratification perspective. The intention of our research is to explore the future of both television as a medium and television news as a media format and to do so we extrapolate statistical data provided by both research methods to define new format and broadcast (in the broadest sense) standards that are attractive and engaging to our target population: the television news consumers of the future.

Key words: Generations X, Y and Z, Video viewing habits, digital video channels

Introduction

When it was first introduced in 2004¹ podcast (both the technology and the content of the audio files) was seen as yet another channel for content distribution across the platform of Internet. It was invented by Adam Curry and Dave Winer, inventor of RSS^a, and marveled as the newest sensation in an ever growing field of Web 2.0 formats and applications. First used just for distribution of audio files to digital media players it soon evolved and encompassed visual addition to audio content (photographs and animations) and video files. Although at first defined as "repositories of audio and video materials that can be "pushed" to subscribers, even without user intervention"², the term evolved to cover all of the audio and video content, usually in a series of episodes, that is produced for and pushed or made available to users through various channels, including social media and user generated content sites. Consequently, video podcast (also known as vodcast, vidcast or vlog – video blog) is a video clip, produced in a series, made available through either streaming or download, often with a possibility of a subscription to a channel.

^a Really Simple Syndication (RSS) — a basic web feed simplifying the process of subscribing to websites and other online media.

Concurrently, development of digital technologies and personal devices changed the behavioral habits of content consumption throughout the audience demographics. Internet based services and applications proved to be disruptive to a number of industries affecting the media as well. Many trends of traditional media decline are already known and well examined – examples of which will be presented later in this paper – and it is reasonable to expect the same trends to be applied for television. Nielsen Podcast Insight³ have found that 41 million of Americans older than 18 watch, listen or download a podcast at least once a month and 58% of them do it on their smartphones which is the increase of 157% since 2014. The Infinite Dial⁴ estimates even higher numbers, 32% of total US population (12+) or 90 million users. According to Nielsen, podcast users are more likely to subscribe to streaming video services such as Netflix or Amazon Prime – services that allow them to choose what and when they want to watch and to enjoy the content without commercial breaks.

If these trends hold up, the question this paper aims to answer is: What is the future of the television as a media and what is the most favorable content for the future television viewers? In the essence, the question we are seeking an answer to is: Is there a future for television as we know it at all?

News Consumption Trends

To state that media landscape and news industry overall are changing would sound like stating the obvious. As Newman⁵ shows, audience is moving "faster than ever from print to digital and from an internet of websites to an internet of smartphone apps and social platforms", with rise in so called 'distributed publishing' through social media, mobile media apps such as Facebook Instant Articles, Google's Accelerated Mobile Pages and Live and Social Video. In 2016, more people in some demographic groups, in the Reuters Institute for the Study of Journalism survey of 26 countries around the world⁶, identified social network sites (SNSs) as their main source of news. Authors summarized their findings as follows: "Social media are significantly more important for women (who are also less likely to go directly to a news website or app) and for the young. More than a quarter of 18–24s say social media (28%) are their main source of news – more than television (24%) for the first time." They also note increase in news consumption via smartphone devices stating that 53% of their global sample is accessing the news through their mobile phones while computer use is in decline and tablet use is flattening.

Results are not too different in other countries not represented in RISJ study. For example, Ipsos Connect survey of audience behavior in Croatia⁷ shows that internet based media is the main source of information for majority of users (62,4%); it offers information that cannot be found elsewhere (69,3%); it is the most trusted media source (45.3%; with TV at 34.6% radio at 11.8% and daily newspapers at 6.5% respectfully) and with most accurate and reliable information (42.1%; with TV at 32.4% radio at 13.9% and daily newspapers at 8.6% respectfully). These findings are further confirmed by other studies as well⁸ and could be taken as a quite certain trend in audience news consumption habits.

With rise of new mobile phones with touch screen and internet access, "mobile devices provide ubiquitous connectedness, enabling citizens to access the news literally whenever and wherever"⁹. Some initial research in the mobile news consumption stated that mobile users were using their phones to access the news in the interstices of their daily activities, including consumption of news through other channels¹⁰. However, trends are changing and data show that mobile news consumption is growing while other platforms are in decline^{6, 11, 12} and consumption of mobile news sources becomes habitual¹³.

As Westlund and Färdigh⁹ presented, there is a significant shift in single and cross-platform media use regarding age cohorts, with consumers born in 1980's and 1990's who prefer to consume news mostly via their mobile phones and to some extent combine it with consuming news on their computers, through the internet sites. Van Damme et al.¹⁴ have found three unique groups of users considering their news consumption habits: Omnivores (45% of the total sample) consume news from various sources including different media platforms; Tradi-

tionalists (34%) are loyal to traditional media, but with some share of news sites and even 12% use mobile device once per week in their daily media diet; and Serendipitous users (21%) who, digital in nature, do not actively search for news but rather 'stumble upon it' and 26% of them consume news online at least once per week. Wolf and Schnauber¹⁵ identified six clusters of users that varied in habits and technology of news consumption regarding age and education. They found, in general, that, while most clusters – except for media abstinent – use most media platforms, younger users, mostly well educated, are more prone to use online and mobile sources and seldom use traditional media; less educated users are mostly relying on mobile devices and very infrequently consult printed newspapers; and older, mostly male and well educated users stick to print newspapers and very seldom consult digital sources.

With trends described above, more and more journalists and news organizations are turning to various social media sites (SNSs) and content distribution applications to reach as big an audience as it gets^{16–18}. Furthermore, not only journalists but also politicians, public figures (in the broadest sense), brands, companies, aspiring individuals etc. use networks to promote specific content, in the sense of two way model of communication, at least for their social media followers. But this also comes with the cost.

Several studies^{19–21} showed that exposure to non-mainstream news sources, most notably on the internet, leads to decrease of overall trust in media and mainstream media (or whatever may be seen as mainstream) in particular. As Tsfati and Ariely²¹ point out: "It is possible to argue that, due to the diversity of online news and the variety of alternative news sources available over the Internet, heavy users of online news sources have a much higher probability of consuming information that argues with mainstream news information and is overtly critical of mainstream news." Moreover, some studies found that internet news exposure increases dissatisfaction with democracy and the way system works²².

Without 'gatekeepers', a role held by journalists in liberal democracies, even such a basic requirement for functional society as a concept of social construction of reality may be at stake. The problem goes far beyond the political sphere. For example, anti-vaccination movement is gaining ground all over the world more or less in same manner as in political arena^{23, 24}. Professionals and elites are trusted less and unreliable sources are capturing not only considerable public space but also the hearts and minds of the people as well^{25, 26}. Constantly decreasing public trust of journalists and journalism as a whole¹² 'opens the gate for mistrust and, in some cases even extrusion of mainstream media as a truthful or valid news/information source^{27, 28}. Just because one dismisses one source of news does not mean they should deprive themselves of all the information and media content since the gratification one gets from the media is – it is fair to say – essential to fulfilling some of their basic human needs²⁹.

Audience Behavior Research

As McQuail²⁹ notes, there are many different approaches to audience, from Blumer's idea that audience is a heterogeneous mass of anonymous and non-related people bound together by particular individual interests and being object of media manipulation to more contemporary views where members of the audience are shown as free individuals actively deciding on media consumption and being part of many overlapping networks of social relations. Smythe was the first to see audience as a market, proposing that audience is, actually, working for advertisers. Smythe's assertion gains even more prominence with the rise of social media where networked individuals are seen as free labor force serving SNSs owners and commodity being sold to the advertisers³⁰. From the perspective of advertisers, but also news producing companies, social network sites enable the presentation of a preferred message to a significant number of users through some form of content (classical adverts, sponsored stories, various forms of interactions with followers, likable and shareable posts...), based on their own interests and activities carefully calculated by the networks algorithms.

The bulk of audience research²⁹ is aimed at understanding the social-demographic structure of the audience, their routines and habits concerning media use in terms of time and media choices, and at explaining their behavior in terms of their needs, motives and desires and at understanding cultural context i.e. meaning and perception of content consumed. Among many ways in which audience can be perceived and formed, McQuail identifies a typology of mass media audience formation dividing it into four main categories: audience as a social group or public; audience as a gratification set, audience defined by medium and audience defined by channel or content. In this paper the scope of the research is grounded in the last category: audience defined by channel or content, with vodcast seen as both the channel and the content.

Another important perspective on content consumption stems from Technology Acceptance Model³¹ that states that person's motivation to use certain technology is driven by two factors: perceived usefulness and perceived easiness to use. Given the fact that both of the factors could be behavioral variables important for the usage and popularity of the video podcast, they will be more closely examined in this paper.

Research on Podcast Use

Research on podcast users, especially based on uses and gratification approach is generally rather scarce. Apart from several studies in the United States^{32, 33}, studies in other countries are few. What is common to most of these studies is the finding that podcast users are mostly male, relatively young, with higher income and tech savvy, while their reason to use podcast is the wish to acquire new knowledge, to share it in order to keep or

gain a social status and to entertain themselves or their friends. In a number of articles podcasts are examined mostly as a part of learning or educational process^{34–36} with mixed findings.

Research Methods

An online survey containing 11 questions was distributed through student e-mail lists and social media sites group pages, among University North students in Croatia studying programs in Multimedia and related fields, resulting in 126 random responses. Since the intention of the study was to explore behavior of potential video podcast users, the sample was chosen purposely to include more technologically knowable and technologically oriented members of the surveyed generations. The survey included two demographic questions (age and gender), eight closed-ended and one open-ended question. The results were cross tabulated and chi-square tests were applied to define statistical significance of answers on various criteria. Age cohorts were defined^{37–39} as Generation X (1963-1977), Generation Y or Millennials (1978-1986) and Generation Z (1986 and after).

Results and Discussion

As expected, the results obtained are in line with the theoretical background and with the similar research presented previously. Media consumption habits (Tables 1-3) differ from generation to generation but with overall conclusion that print media is non-existing source of information for any generation while radio and television are in decline. The only generation in which TV holds any significant percentage as preferred information channel is Generation X with a bit above 30% of respondents describing TV as a main source of information about the world around them but even in this age cohort internet portals are described as main source of information by more respondents (46.15%) with social networks sites in the third place (23.08%). Social networks sites are main source of information for Generation Y and Z (51.22% and 61.29 %, respectfully) closely followed by the internet portals, especially by the respondents in the Generation Z. *TABLE 1*

When asked to describe their preferred channel for video content distribution (Table 2), both Generations Y and Z chose YouTube while Generation X chose Social networks sites. Traditional television was chosen by only 3.17% of all respondents and with zero responses in both Gen X and Gen Y cohorts. One trend that should be acknowledged is the rise of the importance of streaming services in the Gen Z cohort. Easy to access, use and choose, streaming services are possibly replacing the role torrent sites had for the older generations. *TABLE 2*

Hours of media usage (Table 3) are decreasing in case of television in all age groups and there are almost no heavy viewers of TV (as described by Gerbner and Gross⁴⁰) while in Gen Z most of the viewers could be categorized as light and a significant percentage (18.29%) of them de-

TABLE 1
AGE VS. PREFERRED INFORMATION CHANNEL
CROSS TABULATION RESULTS

Age	Preferred Information Channel							Total N (%)	
	Internet portals	Social networks	TV	Radio	Print	Nothing	Something else		
Age cohort N (%)	< 24	34 (41.46)	42 (51.22)	2 (2.44)	2 (2.44)	0 (0)	0 (0)	2 (2.44)	82 (65.08)
	25 – 42	7 (22.58)	19 (61.29)	0 (0)	0 (0)	0 (0)	5 (16.13)	0 (0)	31 (24.6)
	>43	6 (46.15)	3 (23.08)	4 (30.77)	0 (0)	0 (0)	0 (0)	0 (0)	13 (10.32)
Total	47 (37.3)	64 (50.79)	6 (4.76)	2 (1.59)	0 (0)	5 (3.97)	2 (1.59)	126 (100)	

TABLE 2
AGE VS. PREFERRED CHANNEL FOR VIDEO CONTENT
CROSS TABULATION RESULTS

Age	Preferred Channel					Total N (%)	
	TV	YouTube	Streaming	Torrents	SNS		
Age cohort N (%)	< 24	4 (4.88)	65 (79.27)	9 (10.97)	4 (4.88)	0 (0)	82 (65.08)
	25 – 42	0 (0)	17 (54.84)	0 (0)	7 (22.58)	7 (22.58)	31 (24.6)
	>43	0 (0)	1 (7.69)	0 (0)	4 (30.77)	8 (61.54)	13 (10.32)
Total	4 (3,17)	83 (65.87)	9 (7.14)	15 (11.91)	15 (11.91)	126 (100)	

clared they did not watch TV at all. Heavy users of SNS's, with more than 4 hours daily were found in Gen X cohort, while Gen Y respondents consume all the platforms in moderation. *TABLE 3*

The statistical analysis (Table 4) shows that there is a statistically significant difference between age groups in three observed questions. Television stands out as to some extent a preferred source of information only in Gen X cohort and is almost irrelevant to younger generations and the same could be said for preferred video channel and hours of watching traditional TV program daily. Gen Y and Z found other channels both for news and video content consumption and are more digital in nature. *TABLE 4 AND TABLE 5*

When it comes to the content watched in the past month, viewing habits are more or less constant regardless of preferred information channel, with the exception of documentary and entertainment/show programs. Around one third of respondents did not watch news, movies or serial programs, with a number slightly higher for documentary and entertainment. More than a half of the respondents did not watch any sport programs in a month prior to survey. Respondents who claimed their preferred information channel was radio did not watch any of the

programs surveyed except the news, unlike the respondents who preferred not to be informed through any of the proposed channels and who watched movies and documentaries. *TABLE 6*

Also, 70.63% of the respondents answered that they did not watch or follow any video podcast regardless of the channel. The remaining 29.37% (or 37 respondents in total) are distributed between: “Everything I found interesting” (12; 32.43%), various comedians (12; 32.43%) but mostly Joe Rogan (8 of 12; 21.62%), educational. documentary or technology vlogs (10; 27.03%), lifestyle and entertainment (3; 8.11%) and sport (1; 2.7%). The statistical analysis did not show any significant differences between age cohorts and the only statistically significant difference was found related to hours of watching television daily (Tables 7 and 8). *TABLE 7, TABLE 8 AND TABLE 9*

Overall the majority of the respondents who watch podcasts select internet portals and social networks sites as their main information channel (Table 9) and YouTube and SNS's as a main source of video content but no significant difference was found regarding favorite podcast content.

TABLE 3
AGE VS. MEDIA CONSUMPTION HABITS
CROSS TABULATION RESULTS

Age		Media consumption habits										Total N (%)
		h/day watching TV				h/day on SNS			h/day watching video			
		0	< 2	2 - 4	>4	< 2	2 - 4	>4	< 2	2 - 4	>4	
Age cohort N (%)	< 24	15 (18.29)	51 (62.2)	14 (17.07)	2 (2.44)	20 (24.39)	34 (41.46)	28 (34.15)	34 (41.46)	31 (37.8)	17 (20.74)	82 (65.08)
	25–42	0 (0)	26 (83.87)	2 (6.45)	3 (9.68)	14 (45.16)	10 (32.26)	7 (22.58)	16 (51.62)	8 (25.8)	7 (22.58)	31 (24.6)
	>43	2 (15.39)	5 (38.46)	6 (46.15)	0 (0)	2 (15.39)	5 (38.46)	6 (46.15)	6 (46.15)	7 (53.85)	0 (0)	13 (10.32)
Total		17 (13.49)	82 (65.08)	22 (17.46)	5 (3.97)	36 (28.57)	49 (38.89)	41 (32.54)	56 (44.44)	46 (36.51)	24 (19.05)	126 (100)

TABLE 4
AGE COHORTS
CHI-SQUARE TESTS POSITIVE RESULTS

	Traditional TV			Video Channel			h/day watching TV				
	Value	df	Asymp. Sig. (2-sided)	Value	df	Asymp. Sig. (2-sided)	Value	df	Asymp. Sig. (2-sided)		
Pearson Chi-Square	20.654a	6	.002	Pearson Chi-Square	66.349a	8	.000	Pearson Chi-Square	20.654a	6	0.002
Likelihood Ratio	23.421	6	.001	Likelihood Ratio	69.371	8	.000	Likelihood Ratio	23.421	6	0.001
Linear-by-Linear Association	3.242	1	.072	Linear-by-Linear Association	54.826	1	.000	Linear-by-Linear Association	3.242	1	0.072
N of Valid Cases	126			126			126				
a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .52.			a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .41.			a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .52.					

TABLE 5
CONTENT WATCHED IN THE LAST MONTH VS. PREFERRED INFORMATION CHANNEL
CROSS TABULATION RESULTS

Preferred Information Channels	Content watched in the last month (N, %)												Total N, %
	News		Movie/Series		Documentary		Show		Sport		Didn't watch		
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	
Internet portals	30 (63.83)	17 (36.17)	30 (63.83)	17 (36.17)	26 (55.32)	21 (44.68)	16 (34.04)	31 (65.96)	23 (48.94)	24 (51.06)	9 (19.15)	38 (80.85)	47 (37.30)
Social networks	46 (71.88)	18 (28.12)	47 (73.44)	17 (26.56)	46 (71.88)	18 (28.12)	47 (73.44)	17 (26.56)	27 (42.19)	37 (57.81)	6 (9.38)	58 (90.62)	64 (50.8)
TV	6 (100)	0 (0)	4 (66.67)	2 (33.33)	6 (100)	0 (0)	2 (33.33)	4 (66.67)	4 (66.67)	2 (33.33)	0 (0)	6 (100)	6 (4.8)
Radio	2 (100)	0 (0)	0 (0)	2 (100)	0 (0)	2 (100)	0 (0)	2 (100)	0 (0)	2 (100)	2 (100)	0 (0)	2 (1.6)
Print	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)
Nothing	0 (0)	5 (100)	5 (100)	0 (0)	5 (100)	0 (0)	0 (0)	5 (100)	0 (0)	5 (100)	0 (0)	5 (100)	5 (4)
Something else	2 (100)	0 (0)	2 (100)	0 (0)	0 (0)	2 (100)	0 (0)	2 (100)	2 (100)	0 (0)	0 (0)	2 (100)	2 (1.6)
Total	86 (68.25)	40 (31.75)	88 (69.84)	38 (30.16)	83 (65.87)	43 (43.13)	65 (51.59)	61 (48.41)	56 (44.44)	70 (55.56)	17 (13.49)	109 (86.51)	126 (100)

TABLE 6
 CONTENT WATCHED IN THE LAST MONTH VS. PREFERRED INFORMATION CHANNEL - CROSS TABULATION RESULTS

Documentary				Show				Didn't watch			
Value	df	Asymp. Sig. (2-sided)		Value	df	Asymp. Sig. (2-sided)		Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	16.774a	5	.005	Pearson Chi-Square	28.418a	5	.000	Pearson Chi-Square	17.069a	5	.004
Likelihood Ratio	21.081	5	.001	Likelihood Ratio	32.530	5	.000	Likelihood Ratio	13.968	5	.016
Linear-by-Linear Association	.492	1	.483	Linear-by-Linear Association	2.249	1	.134	Linear-by-Linear Association	.733	1	.392
N of Valid Cases	126			N of Valid Cases	126			N of Valid Cases	126		
a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .68.				a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .97.				a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .27.			

TABLE 7
 FAVORITE PODCAST VS. VIEWING HABITS
 CROSS TABULATION RESULTS

Favorite Podcast N (%)	h/day watching TV				Total N (%)
	0	< 2	2 - 4	> 4	
Comedy	0 (0)	12 (100)	0 (0)	0 (0)	12 (9.53)
Education, Documentary, Technology	0 (0)	5 (55.56)	1 (11.11)	3 (33.33)	9 (7.14)
Lifestyle	1 (33.33)	2 (66.67)	0 (0)	0 (0)	3 (2.38)
Sport	0 (0)	1 (100)	0 (0)	0 (0)	1 (0.79)
Various content	0 (0)	10 (83.33)	2 (16.67)	0 (0)	12 (9.53)
Nothing	16 (17.98)	52 (58.42)	19 (21.35)	2 (2.25)	89 (70.63)
Total N (%)	17 (13.49)	82 (65.08)	22 (17.46)	5 (3.97)	126 (100)

TABLE 8
 FAVORITE PODCAST VS. VIEWING HABITS CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.681a	15	.002
Likelihood Ratio	31.451	15	.008
Linear-by-Linear Association	.961	1	.327
N of Valid Cases	126		
a. 18 cells (75.0%) have expected count less than 5. The minimum expected count is .04.			

TABLE 9
 FAVORITE PODCAST VS. PREFERRED INFORMATION CHANNEL
 CROSS TABULATION RESULTS

Favorite Podcast N (%)	Preferred Information Channel							Total N (%)
	Internet portals	Social networks	TV	Radio	Print	Nothing	Something else	
Comedy	4 (33.33)	7 (58.33)	0 (0)	0 (0)	0 (0)	0 (0)	1 (8.34)	12 (9.53)
Education, Documentary, Technology	1 (11.11)	8 (88.89)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	9 (7.14)
Lifestyle	3 (100)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	3 (2.38)
Sport	0 (0)	1 (100)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	1 (0.79)
Various content	1 (8.34)	7 (58.33)	4 (33.33)	0 (0)	0 (0)	0 (0)	0 (0)	12 (9.53)
Nothing	38 (42.7)	41 (46.07)	2 (2.25)	2 (2.25)	0 (0)	5 (5.61)	1 (1.12)	89 (70.63)
Total N, (%)	47 (37.3)	64 (50.79)	6 (4.76)	2 (1.59)	0 (0)	5 (3.97)	2 (1.59)	126 (100)

Apart from Joe Rogan most of the answers did not have specific name of the podcast or the specific name was mentioned only once so they are not considered adequate for analysis of the content. According to Domínguez & Dornaletche's⁴¹ content analysis of Rogan's podcast there are two types of episodes: with or without guests. Guests were mostly other comedians (55% of cases), followed by martial artists (12%), coauthor Brian Redban (6%), various actors (5%), academics, nutritionists, politicians and political activists and authors (all at 3% respectively), adult entertainers, musicians (2%), aliens (1%) etc. covering topics from intimacy (20%) to humor (18%), drugs and nutrition, science and martial arts (all at 13% respectively), political activism (9%), mysteries (8%) and art (6%). Form of the podcast is conversational and Rogan serves as a moderator who questions his guests on various topics, often in a witty and entertaining way. With more than 6.5 million of subscribers and millions of views of each episode Rogan is considered to be one of the most influential podcasters in the world but it is also criticized for allowing his guests to spread unscientific claims and "false facts".

Conclusions

Although, given the nature and the purpose of the sample, the findings of this research have certain limitations and should not be generalized, it is worth noting that they are, in general, in accordance with similar previous research and as such could be used as indicators for further research on general population.

If the findings would hold when applied to general population, we could conclude that the age of traditional mass media is over and with them many of the institutions and procedures of the public sphere. Given the fact that most of the respondents use social networks sites as a preferred source of the news about the world and given the

nature of SNS's algorithms, variety of SNS's circles for each user that do not necessarily intersect, possible echo-chambers, lack of proper gatekeepers and poor fact-checking, the fundamentals of the social construction of reality might come into question and cascade into deconstruction of contemporary political system of liberal democracy. Another channel that lacks gate keeping in theoretical sense, YouTube, exceeds all the other channels for video consumption among the sample and although the viewing habits of YouTube are not analyzed in this article, all the concerns regarding the social construction of reality attributed to SNS's could to some point be applied to YouTube as well. This notion could be even more emphasized by the fact that there were no news podcast selected as favorite throughout the sample and that the most popular podcaster in the analyzed sample is a comedian and sports commentator who is not a journalist and whose guests are sometimes criticized for their lack of sense for common good.

However, there is a trend observed in the data that could demonstrate a behavioral shift related to youngest observed generation (Gen Z) that could be beneficial to public sphere and the sense of shared reality and shared world and that is the fact that respondents in Gen Z cohort in higher percentage choose internet portals as their main source of information (41.46%) which is a bit lower than in Gen X (46.15%) but higher than Gen Y (22.58). Accordingly, the percentage of SNS's as a main source of news drops from 61.29% in Gen Y to 51.21% in Gen Z, which could be explained by the nature of the preferred social networks that, with their inclination towards image based communication⁴², are not all that suitable for traditional transmission of news. Therefore, if this result holds out in research on general population, lack of information in image based instant messaging networks and in accordance with theoretical views of uses and gratification approach,

could be driving members of Gen Z to find more reliable news sources.

In the end, to answer the question this article started with, if the findings are confirmed in further research, it would mean not only the death of television news in foreseeable future but the death of television as a mainstream

media as well. Luckily, there are still several decades ahead in which traditional television will retain its role and decline only slowly. Print, however, is completely dead and the only way for return to its former glory would be a catastrophic global event (such as some sort of EMP) that would erase all electrical networks and electricity as such.

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GENERACIJA DIGITALNIH VIDEOZAPISA I NJEZINE NAVIKE GLEDANJA: SMRT VIJESTI S TELEVIZIJE?

SAŽETAK

S obzirom na promjene u načinu konzumacije medijskog sadržaja današnjih mladih ljudi – uspon društvenih medija kao primarnog izvora vijesti; mobilni pristup internetu; binge gledanje; korištenje usluga stream sadržaja itd. – nije teško predvidjeti smrt televizije kao izvora vijesti u doglednoj budućnosti. U ovom radu kombiniramo istraživanje ponašanja publike kroz gledateljske navike generacija Y i Z s analizom sadržaja njihovih najpopularnijih informativnih podcasta iz perspektive upotrebe i zadovoljstva. Namjera našeg istraživanja je istražiti budućnost televizije kao medija i televizijskih vijesti kao medijskog formata uz ekstrapolaciju statističkih podataka dobivenih objema istraživačkim metodama kako bismo definirali novi format i standarde emitiranja (u najširem smislu) koji su atraktivni i privlačni za našu ciljanu populaciju: buduće potrošače televizijskih vijesti.