

Newsless, uninterested, and information-illiterate? Information behaviour of Generation Y

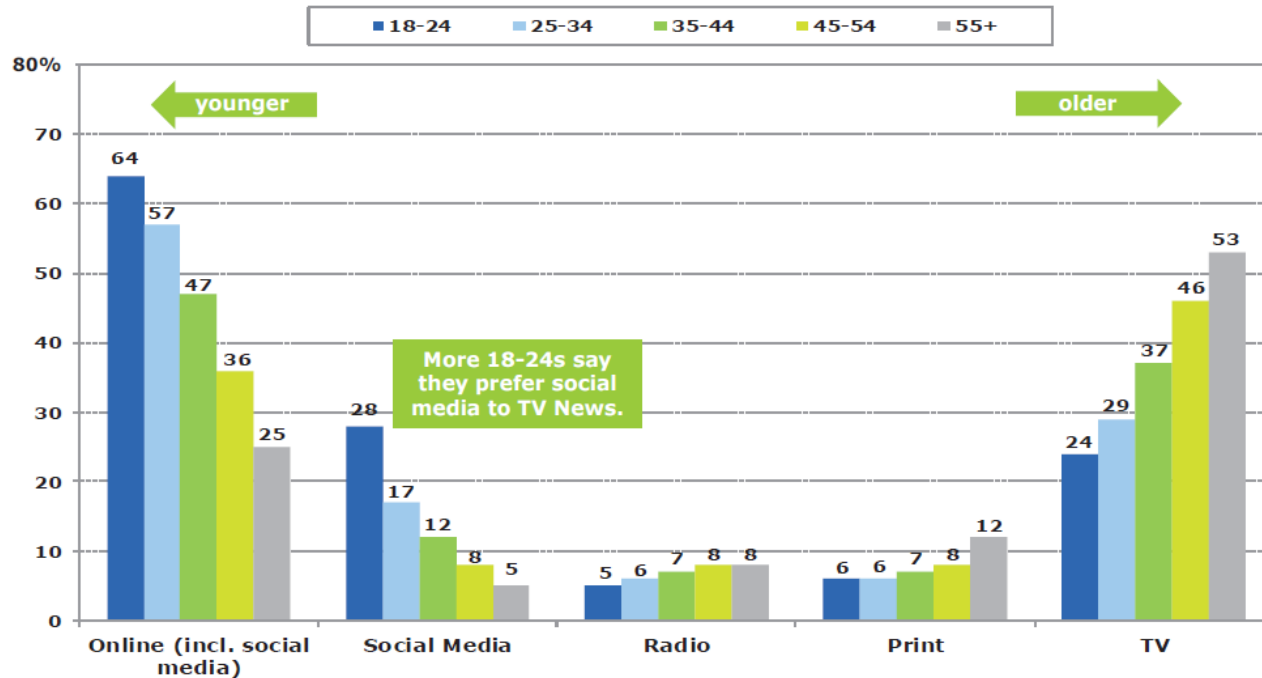
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The use of online media as a main source of news is significant for Generation Y.

Main news sources split by age



Source: Reuters Institute Digital News Report 2016.
26 countries in 4 regions (United States, Latin America,
Europe, Asia).

Mobile devices are essential for research and education.

Areas of life mobile technology has "significantly transformed"

	United States	Western Europe	Latin America
Entertainment	58 %	49 %	64 %
Social life (with friends)	51 %	45 %	56 %
Access to news / current events	47 %	49 %	59 %
Education and research	46 %	31 %	62 %

Source: Telefónica Global Millennial Survey 2014.
18 countries in 3 regions (United States, Latin America,
Western Europe). N=6,702 18-30 years.

Good to know for Information Professionals:



- Millennials are not newsless, uninterested, or disengaged from the world around them.
- They are not information-illiterate but use news and information in strikingly different ways than previous generations.
- The significance of libraries in the future will depend on the ability to recognize and adapt to the information cultures of this media generation.