



Understanding Adolescent and Parent News Media Consumption Patterns

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INTRODUCTION

- News media serves as a source of health education, impacting parents and adolescents' perceptions about healthy and risky behaviors
- Understanding adolescent and parent news media consumption could allow for more productive communication about news events and health between a parent and their child, as well as a pediatrician and their patient
- Little is known about patterns in how adolescents and parents use digital tools to engage with news media

The purpose of this cross-sectional survey study was to understand news media consumption patterns among U.S. adolescent-parent dyads.

METHODS

This study received approval from the University of Wisconsin-Madison IRB.

- Panel-based dyads (adolescent 15 - 18 years and one parent) were recruited for a national online Qualtrics survey
- Survey questions assessed the frequency and types of platforms with which participants accessed news media in a typical day
- Media platforms included:



Newspaper (in print and/or online)



Social Media



Radio



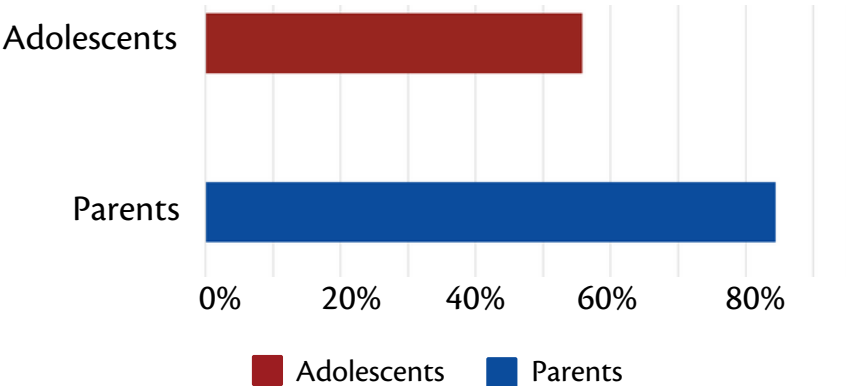
Local/Cable News



Podcast

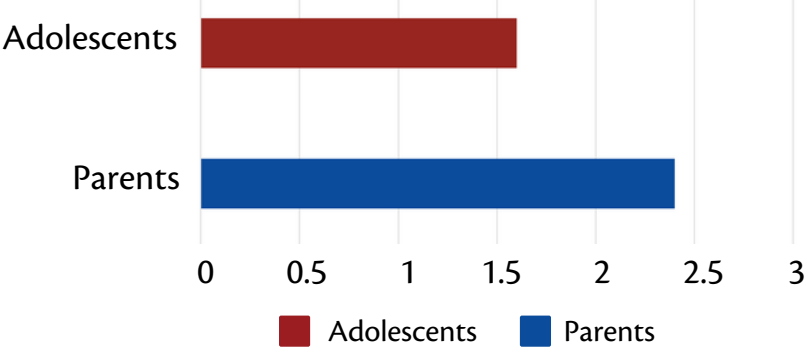
RESULTS

Reported Daily News Consumption

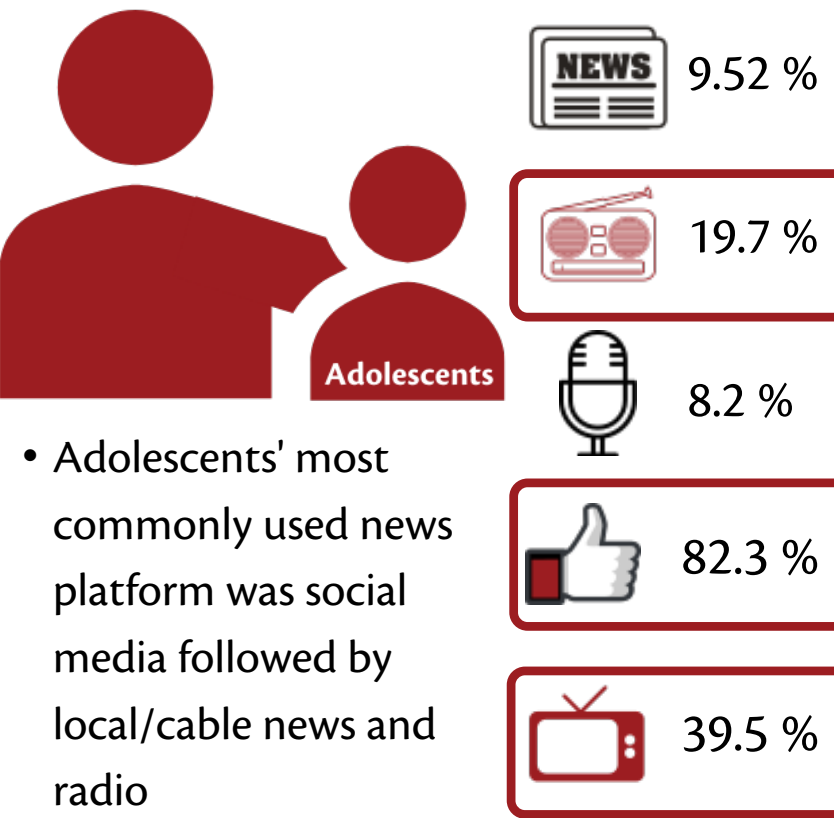


- Over half of adolescents and most parents reported daily news consumption

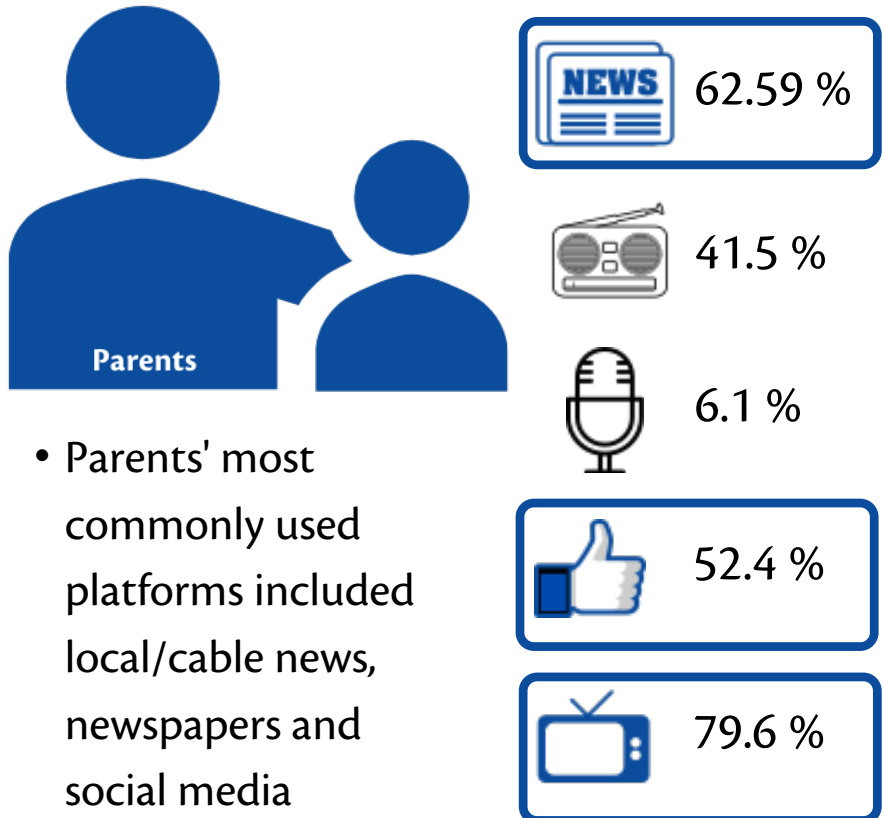
Number of Platforms Used



- Adolescents typically used 1.6 platforms to access news, while parents reported use of 2.4 platforms



- Adolescents' most commonly used news platform was social media followed by local/cable news and radio



- Parents' most commonly used platforms included local/cable news, newspapers and social media

Demographics

- A total of 294 dyads respondents completed the study
 - 147 adolescents with average age 16 years, 47.6% were female, 76.9% were Caucasian
 - 147 parents with average age 46, 61.2% were female, 78.2% were Caucasian

CONCLUSIONS

- Both adolescents and their parents regularly consume news media; however, they do so via different news platforms
- Findings highlight the importance of media literacy training for adolescents and providing parents with resources to navigate communication about news media with their children, specifically on unfamiliar platforms



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