



CROSS-MEDIA NEWS DIETS REVISITED.

AN AUDIENCE-CENTRED STUDY ON NEWS MEDIA REPERTOIRES IN FLANDERS

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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

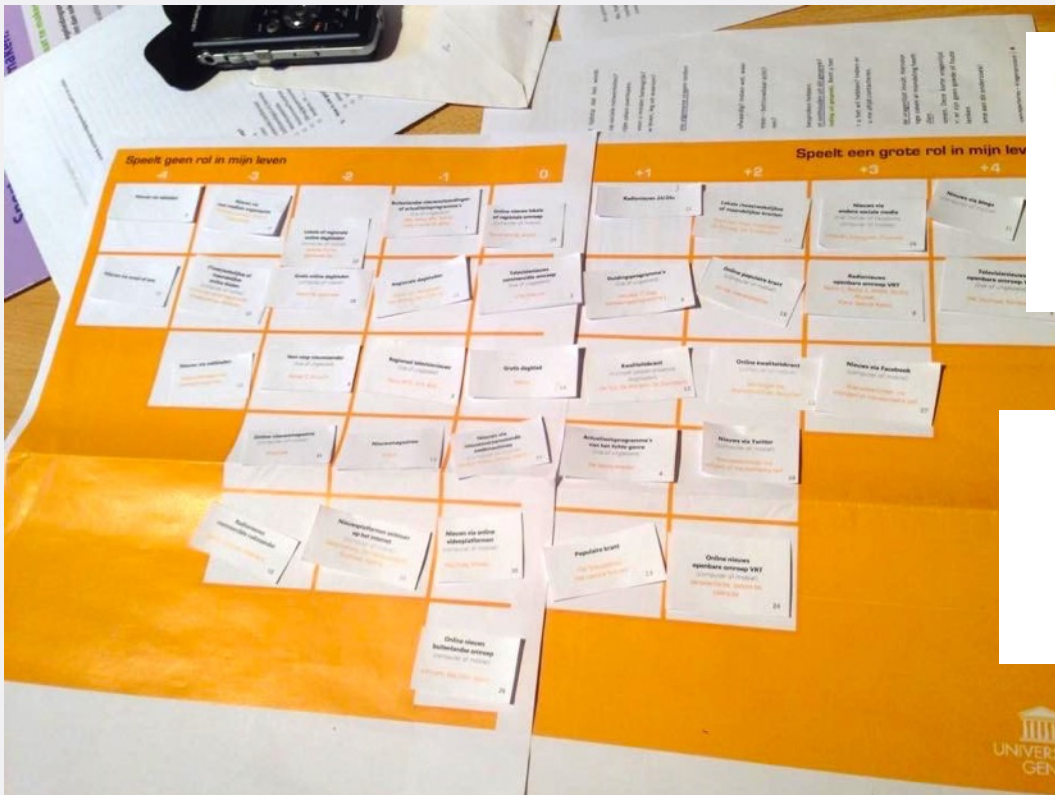
Research methodology

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



QUALI-QUANTI MIX

Q methodology



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

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Radionieuws
openbare omroep VRT
Radio 1, Radio 2, MNM, Studio
Brussel,
Klara, Sporza Radio

9

Populaire krant

Het Nieuwsblad,
Het Laatste Nieuws

13

Nieuws via teletekst

8



QUALI-QUANTI MIX

In-depth interviews

- **Focus of data analysis**
- **Rich data, motivations**



STATUS

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





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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