

Public Abstract

First Name:Jane

Middle Name:Sutter

Last Name:Brandt

Adviser's First Name:George

Adviser's Last Name:Kennedy

Co-Adviser's First Name:

Co-Adviser's Last Name:

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Department:Journalism

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Title:Searching for Satisfaction: How 20something Women Use Media to Get News and Advertising Information

In-depth interviews with eight women in their 20s in the Rochester, N.Y., area revealed that subjects overwhelmingly preferred to get news through the Internet. Subjects kept media diaries for one week prior to the interview. Subjects chose web sites that were updated frequently and offered a variety of information, including blogs and videos. Subjects mostly ignored advertising on web sites as much as possible. Subjects found flyover and pre-roll video ads to be the least objectionable forms of advertising. Subjects were asked to comment on two local print products and one web site produced by the Democrat and Chronicle newspaper, along with a national web site, ivillage.com. Subjects preferred the local products to the national one. This research adds to a body of reference work for traditional media companies that are struggling to attract young adults. Media companies need to experiment to find ways to engage young adults in local news coverage.