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Research Paper

Changes in the Tendency of Yung People to Consume News (Case Study: Three Generations of Young Pople in Tehran)

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Abstract

News, the main material of mass communication, is one of the main needs of the audience and is at the top of media productions. This study, doubting the principle of not changing the tendency of different generations of audiences to obtain news, has examined and compared the tendency of three generations of young people in Tehran using the pseudo-panel method of the past. The statistical population of the research is 15 to 24 years old youth in Tehran in the 70, 80 and 90 Hijri. Data were collected using a questionnaire from 401 samples and the results of the tendency of all three generations obtaining news were compared separately. The studied variables are: perception of benefit, perception of ease and adaptability, variables affecting the media that publishes the news, satisfaction with other areas of life, and habit of acquiring news. Results showed that the tendency of young people to acquire news has changed and a significant relationship between the components of perception of adaptation to acquisition of news, subjective norms of acquisition of news, perception of ease and benefit of acquisition of news and controlled behavioral perception with tendency to acquire news was confirmed. Also, the tendency to get news has a significant relationship with satisfaction with other aspects of the life of the first generation.

Conflict of interest:

According to the authors of the article, did not have any conflict of interest.

Keywords:

Tendency to news, Youth, Intergenerational gap, Tendency changes.