



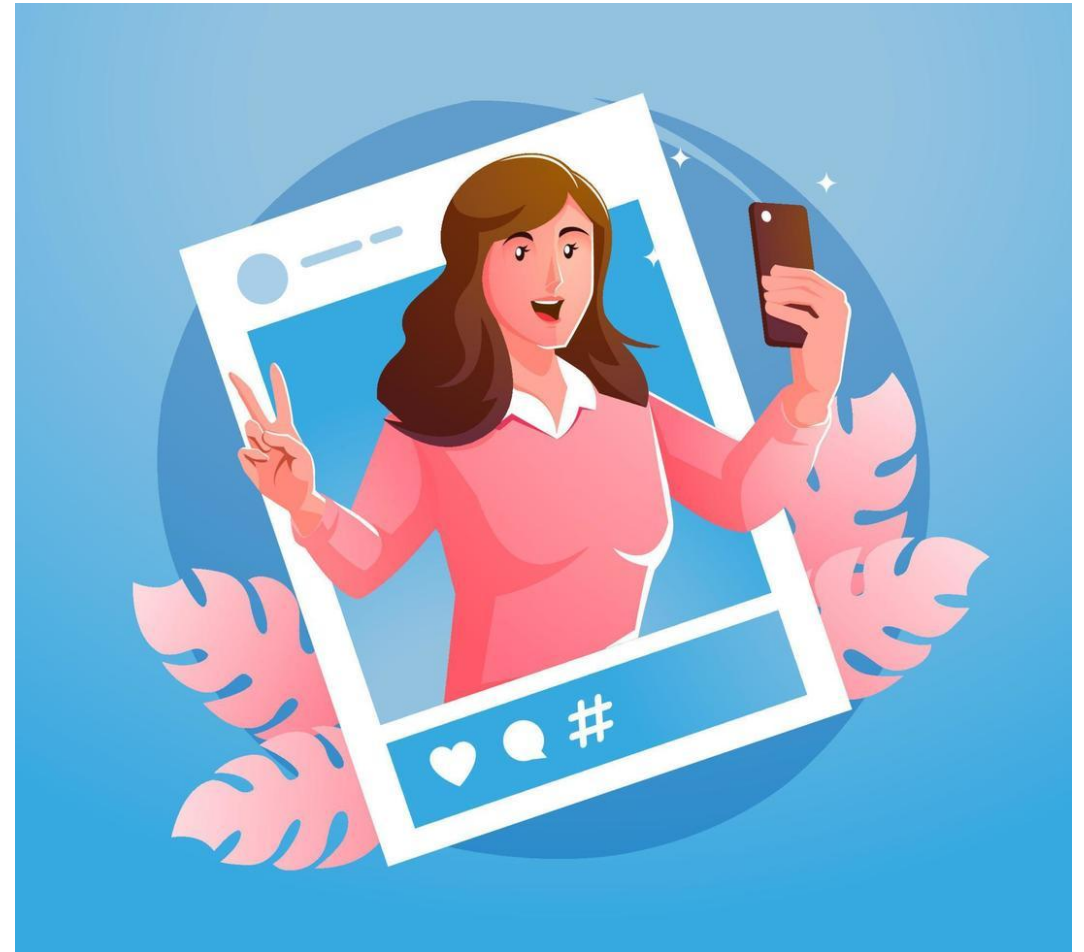
Media Use & News Avoidance

Media Use, Course A
Summer Term 26
Dr. Isabella Gonçalves

AGENDA

- **Introduction**
- Course Outline
- Introducing Course Topic

INTRODUCTION



ISABELLA GONÇALVES

- BA + MA studies at the UFJF, Brazil
- PhD in JGU (10.2020 – 07.2024)
- Since January 2024 Research Associate at the chair of Prof. Quiring

Main research interests:

Political communication (digital election campaigns in South America, othering of outgroups in political discourse)

Journalism research (news safety in Latin America, sustainable journalism, othering of outgroups in journalism).

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ROUND OF INTRODUCTIONS



Name, semester, class combination



Are you an Erasmus student?



What do you hope to learn here?



How do you feel about this class being in English?

AGENDA

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MOODLE

SoSe 2026 / SoSe 2026 - FB 02: Sozialwissenschaften, Medien und Sport

BA Mediennutzungsforschung (mit Anwesenheitspflicht) KF/BF A

Kurs Einstellungen Teilnehmende Bewertungen Berichte Mehr ▾

▼ Allgemeines

Alles einklappen

 Ankündigungen

▼ 14.04 - Organization: Seminar Concept

Abschluss ▾



Agenda

1. Seminar Organization
2. Moodle Overview
3. Introduction to Media Use Research

 Group Selection for Presentations

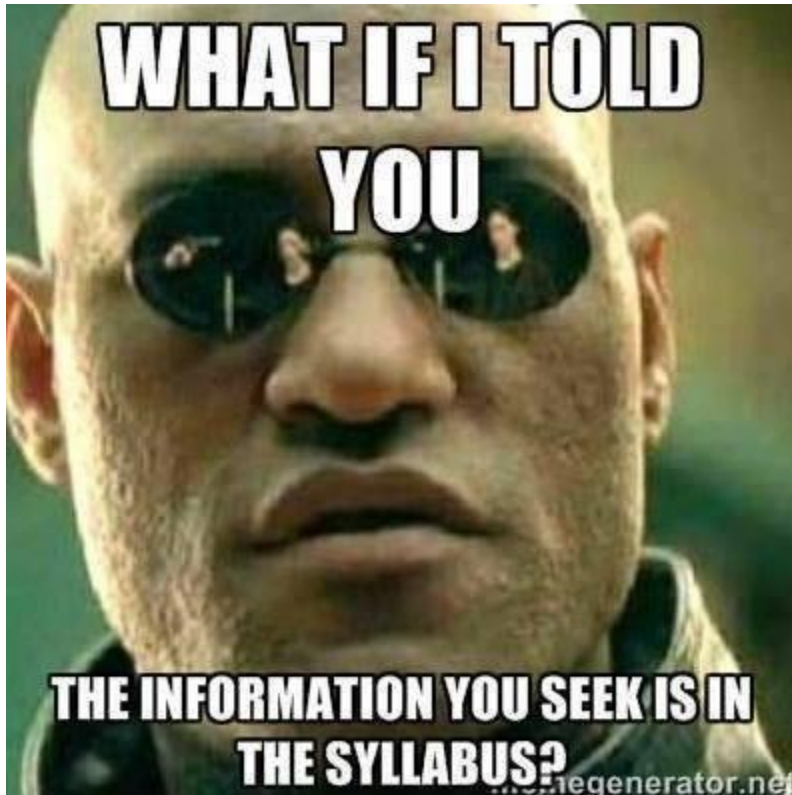
 Syllabus

- <https://moodle.uni-mainz.de/>
- Login with your ZDV-username and password
- Click on BA Mediennutzungsforschung KF/BF A
- Here you will find all class materials (readings, presentations, etc.) and assignment upload options

SYLLABUS

Seminar Media Use Research (Course A)
Media Use and News Avoidance
(Raum GFG)
Isabella Gonçalves; igoncalves@uni-mainz.de

Please read it! It is in Moodle.



Seminar A (Dr. Gonçalves): Media Use and News Avoidance

Why do people engage with media, and why are more individuals choosing to avoid the news altogether? This course examines key theories and methods of media use research, the major media use studies in Germany, and the growing number of news avoidance globally. In the first part of this seminar, students will learn about the broader field of media use research, with seminar sessions focusing on different used methods, key communication theories (such as Uses & Gratifications, Mood Management Theory, and Selective Exposure) and major studies on media use in Germany. The second part focuses on news avoidance, exploring the motivations, cognitive processes, and social dynamics behind this behavior. Through debates, group activities, and comparative analyses of news avoidance across countries, students will evaluate its implications and consider whether it reflects a problematic trend.

This course is taught in English.

Syllabus

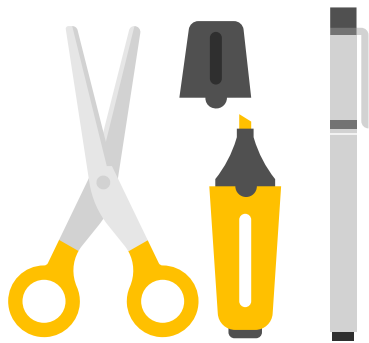
1.	25.04	Organization: Seminar Concept & Introduction to Media Use Research	Isabella Gonçalves
2.	02.05	Overview of Quantitative and Qualitative Methods in Media Use Research	Isabella Gonçalves
3.	09.05	Collaborative review and databank-building exercise Methods Review Paper Activity: Examining the method's chapter and providing an overview to other students.	Group Activity *If you have a laptop, please bring it to class.

LEARNING OBJECTIVES



content skills:

- Learning about theories and concepts in media usage research
- Learning about methods to collect usage data



technical skills:

- Learning to read scientific literature
- Learning to give a scientific presentation
- ... in English (improve your language skills)

WHAT DO YOU NEED TO PASS THIS CLASS



- Active participation (Aktive Teilnahme)
 - Active participation in class
- Mandatory group activities and short group presentations (Studienleistung)
- For some: final paper (Teilmodulprüfung: Hausarbeit)

ATTENDANCE



- The seminar is designed as a face-to-face course
- Attendance is compulsory. You can miss up to 2 classes without official medical excuse. With official medical excuse, you may miss up to 4 classes.

FINAL PAPER: HAUSARBEIT (BF)

Für BA Minor
students: MNF or
other seminar



deadline 31.08.2026, 12:00, noon



[Refer to the guidelines for final papers \(Leitfaden für Seminararbeiten\)!](#)



Submission via Moodle.

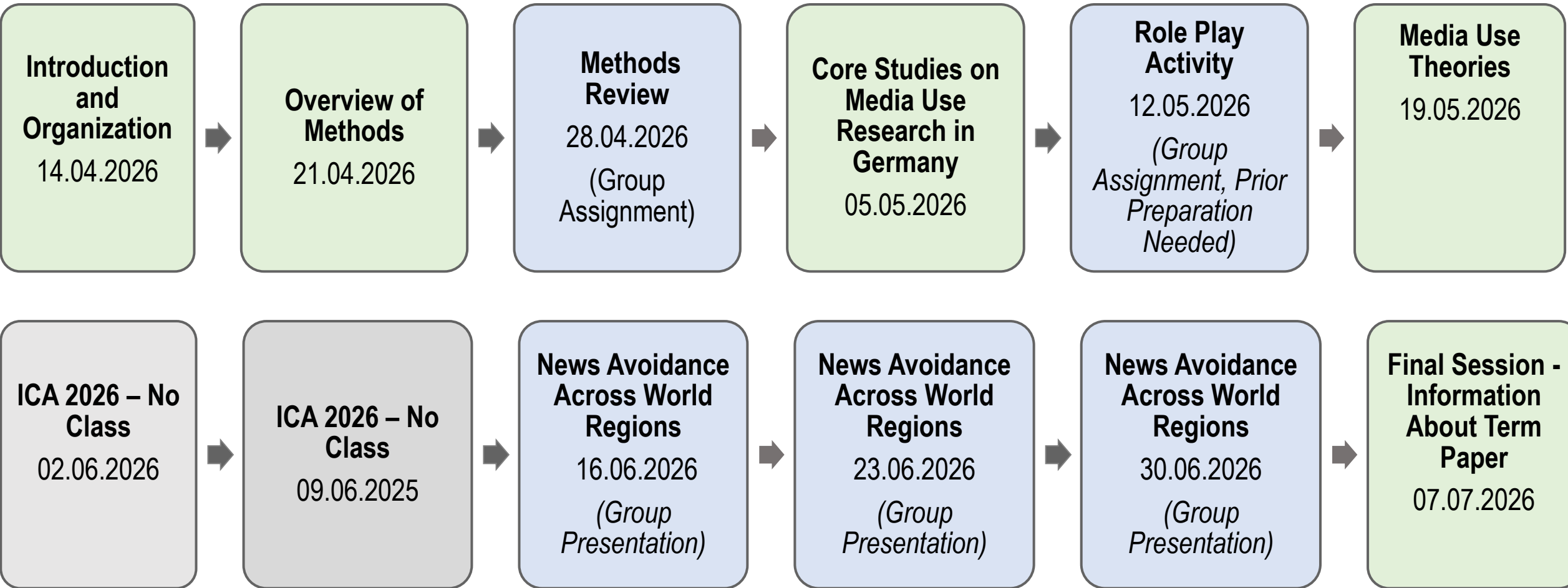


Pick a topic related to this class (media usage theories and concepts OR news avoidance)



You can make an appointment to discuss your paper. I recommend doing it before July.

SEMINAR OVERVIEW



Green: Input Lectures / Blue: Interactive Classes with Group Assignments / Gray: No Class

AGENDA

- Introduction
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- **Introducing Course Topic**

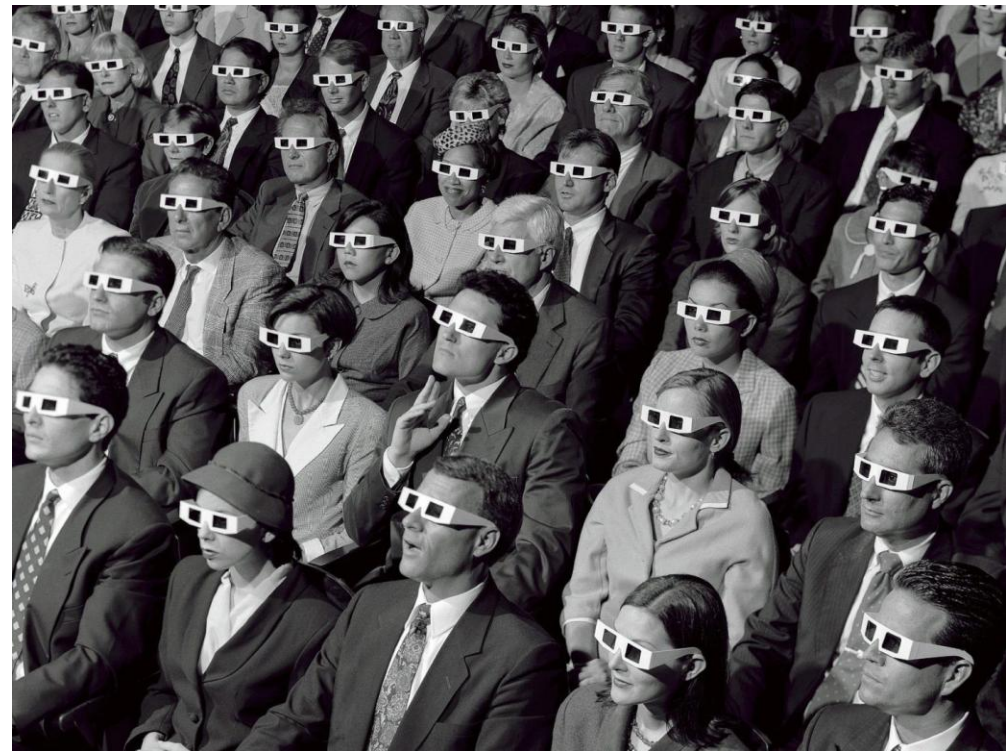
INTRODUCTION



- Media surrounds and shapes our daily lives.
- Traditional media (radio, TV, newspapers) and digital platforms (Instagram, Netflix, TikTok) coexist in a hybrid media system (Chadwick, 2017).
- Media and platforms influence choices, thoughts, feelings, actions.
- Audience research explores media and platform choice, engagement and avoidance.

Chadwick, A. (2017). *The hybrid media system: Politics and power* (2nd ed.). Oxford University Press. <https://doi.org/10.1093/oso/9780190696726.001.0001>

DEFINING MEDIA USE



- What is Media Use?
 - Interaction with media content
 - Patterns and routines in consuming media
- Importance of studying media use:
 - Understand audience preferences and behaviors
 - Examine media's role in society and individual lives
 - Inform media production and policy-making

WHO WANTS TO KNOW ABOUT THE AUDIENCES?



Commercial media industry (content creators, advertisers, producers etc)

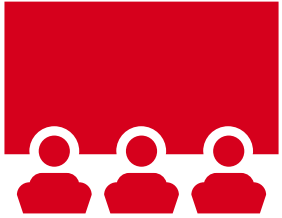


State (regulators, law makers etc)



Academics & researchers

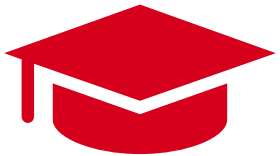
DISCUSS WITH YOUR NEIGHBOR



Commercial media industry (content creators, advertisers, producers etc)



State (regulators, law makers etc)



Academics & researchers

- Why would each stakeholder care about audience research?
- What types of research questions or issues might each stakeholder focus on?



7 Minutes

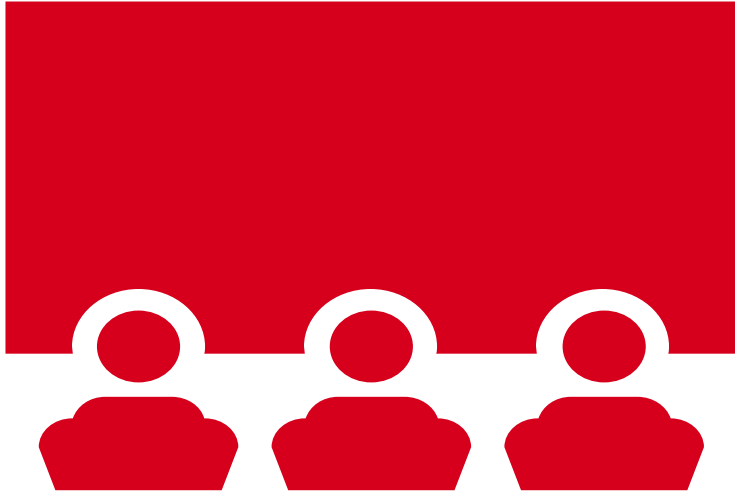
WHO? THE MEDIA INDUSTRY



“As is often somewhat cynically suggested, the function of the commercial media is to deliver **audiences to advertisers** (Ang 1991, p. ix). It then follows that the commercial media have a great deal of interest in knowing who their audience is, and exactly what will attract and hold their attention. Armed with this knowledge, they can then sell that audience to advertisers willing to pay to reach their target consumers” (Turnbull 2014, p. 70)

Turnbull, S. (2014). Imagining the audience. In S. Cunningham & S. Turnbull (Eds.), *The media and communications in Australia*. Routledge. <https://doi.org/10.4324/9781003118084>

WHO? THE MEDIA INDUSTRY



Research Examples:

- Analyzing viewer preferences for different TV programs.
- Tracking user interaction data on streaming platforms.
- Studying consumer response to advertising campaigns.

WHO? GOVERNMENT AND REGULATORS

- Public interest
- Regulations
 - Corporate interests
 - Public sphere?
 - Social harm
- Is the audience at risk of harm?
 - Children
 - Youth
 - Vulnerable groups



TV still main source for news but social media is gaining ground

Press Releases - 17-11-2023 - 11:00

- Television dominates as primary news source for citizens (71%), followed at a distance by online press and news platforms (42%). Radio and social media platforms share the third position with 37% each.
- Citizens see online news platforms and social media channels, including influencers, increasingly as trusted new sources.
- Consequently, the use of social media platforms to access news has seen the most important gain of +11 pp compared to April/May 2022, when the last Media and News survey was conducted, and is particularly widespread in Cyprus and Malta.



WHO? GOVERNMENT AND REGULATORS

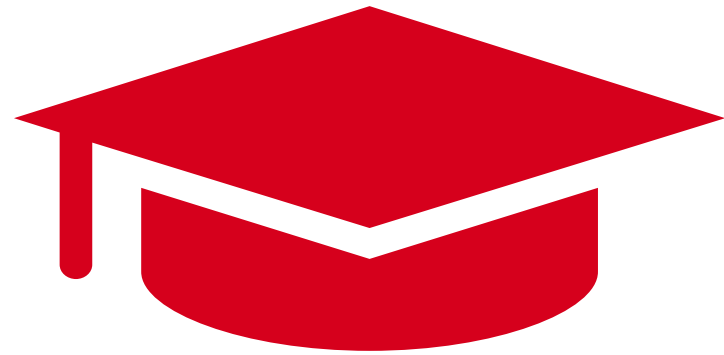
Research Examples:

- Studies on media plurality and audience access to diverse news sources.
- Research into public exposure and responses to misinformation.
- Surveys on audience perceptions of media trustworthiness.



WHO? ACADEMICS AND RESEARCHERS

- Understanding Audiences
- Theoretical Development
- Methodological Innovation
- Research Impact



WHO? ACADEMICS AND RESEARCHERS



Research Examples:

- Media behaviors and motivations
- Media effect theories
- Methodological Challenges of measuring hybrid media environments
- Surveys on audience perceptions of media trustworthiness.
- Understanding societal implications (polarization, misinformation)

WHAT IS THE AUDIENCE?



- The audience is a key site of study in the media discipline and society more broadly:
 - “One of the most intriguing aspects of the media audience is that most media audiences do not exist—at least not in the way that the highly visible (and audible) audience for a football match or rock concert exists in a specific time and place” (Turnbull, 2014, p. 65)
 - The audience has to be imagined

Turnbull, S. (2014). Imagining the audience. In S. Cunningham & S. Turnbull (Eds.), *The media and communications in Australia*. Routledge. <https://doi.org/10.4324/9781003118084>

AUDIENCE DEFINITIONS

 Nordic cooperation

No evidence that social media are harmful to young people

No evidence that social media are harmful to young people ... A new report challenges widespread perceptions about the harmful effects of social...

11 de jun. de 2019



 The BMJ

Social media use and health risk behaviours in young people: systematic review and meta-analysis

Social media use is associated with adverse health risk behaviours in young people, but further high quality research is needed to establish causality.

29 de nov. de 2023

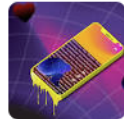


 Amnesty International

Global: TikTok's 'For You' feed risks pushing children and young people towards harmful mental health content

Some might find information in this Press Release triggering. TikTok's content recommender system and its invasive data collection...

7 de nov. de 2023



 Harvard T.H. Chan School of Public Health

Is social media use bad for young people's mental health? It's complicated.

Postdoctoral research fellow Laura Marciano says that social media use might be detrimental for young people's well-being but can also have...

17 de jul. de 2023



Discuss with your neighbor:

- What are some of the ways audiences are portrayed by mainstream media?
- How are the audiences represented by the government?
- Provide some examples. (you might consider recent plans to ban social media for young people or suggestions that video games make people violent)



7 Minutes

TRADITIONAL MEDIA USE RESEARCH

- Focus on specific media types (TV, radio, newspapers)
- Clear, scheduled consumption routines
- Media choice influenced by limited options and set formats
- Audience reception often passive and predictable
- Simpler methodological frameworks (surveys, diaries, ratings)

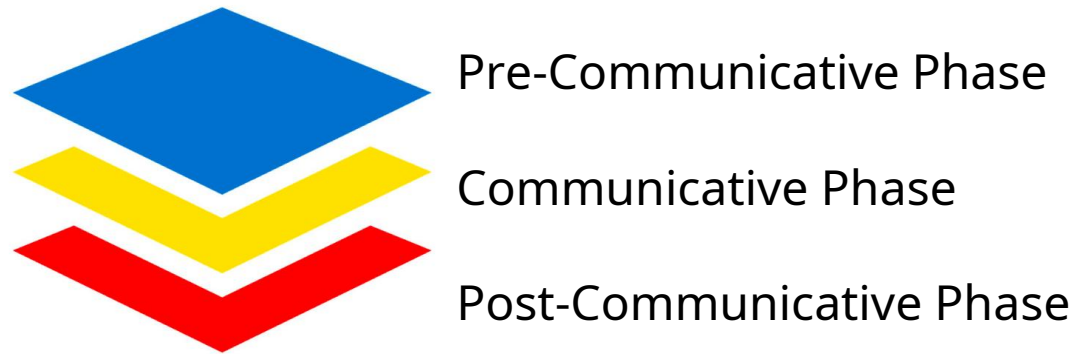


HYBRID MEDIA ENVIRONMENTS

- Diverse sources
- Permanent connectedness
- Incidental Exposure
- Changing usage patterns
- Complex methodologies



KEY CONCEPTS IN MEDIA USE RESEARCH

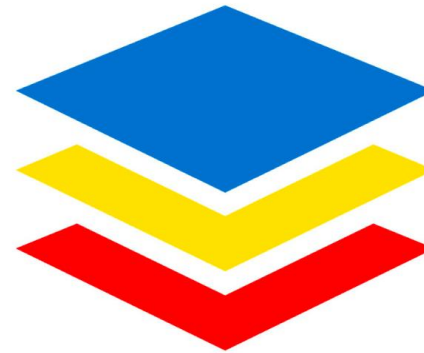
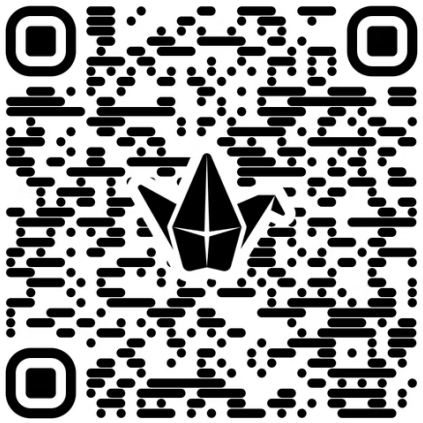


- Selective Exposure (why audiences choose certain media)
- Media Reception (how audiences interpret media content)
- Media Appropriation (how audiences integrate media into their lives)

Schneiders, P., Kist, E.L., Stark, B. (2023). Media Use. In: Krone, J., Pellegrini, T. (eds) Handbook of Media and Communication Economics. Springer, Wiesbaden.
https://doi.org/10.1007/978-3-658-34048-3_57-2

RESEARCH QUESTIONS IN HYBRID MEDIA ENVIRONMENTS

Each group should find in academic papers at least one clear research question for each of the three phases.



Pre-Communicative Phase (Exposure)

Communicative Phase (Effects)

Post-Communicative Phase (Appropriation)



10 Minutes

SEE YOU NEXT WEEK!



Course A:



GFG Raum 01-701



Tuesdays, 18:15