

# What is the spread in the preferred type of media among students aged 18-24 for consuming news about global politics in different European Countries?

**Introduction - European Youth:** In an increasingly politically polarized and turbulent time both in Europe and outside, understanding how people interact with political news is vital. A particularly valuable demographic to examine are young adults (18-24), because of their newfound independence, increasing political participation and strong digital literacy.

**Null Hypothesis:** There is no significant difference between preference in the type of media (old/new) used when consuming news about global politics in students aged 18-24 years old coming from different European Countries. **Research Hypotheses:** 1) Students aged 18-24 years old, coming from different European Countries, prefer to consume news about global politics through new media. 2) Students aged 18-24 years old, coming from different European Countries, prefer to consume news about global politics through old media.

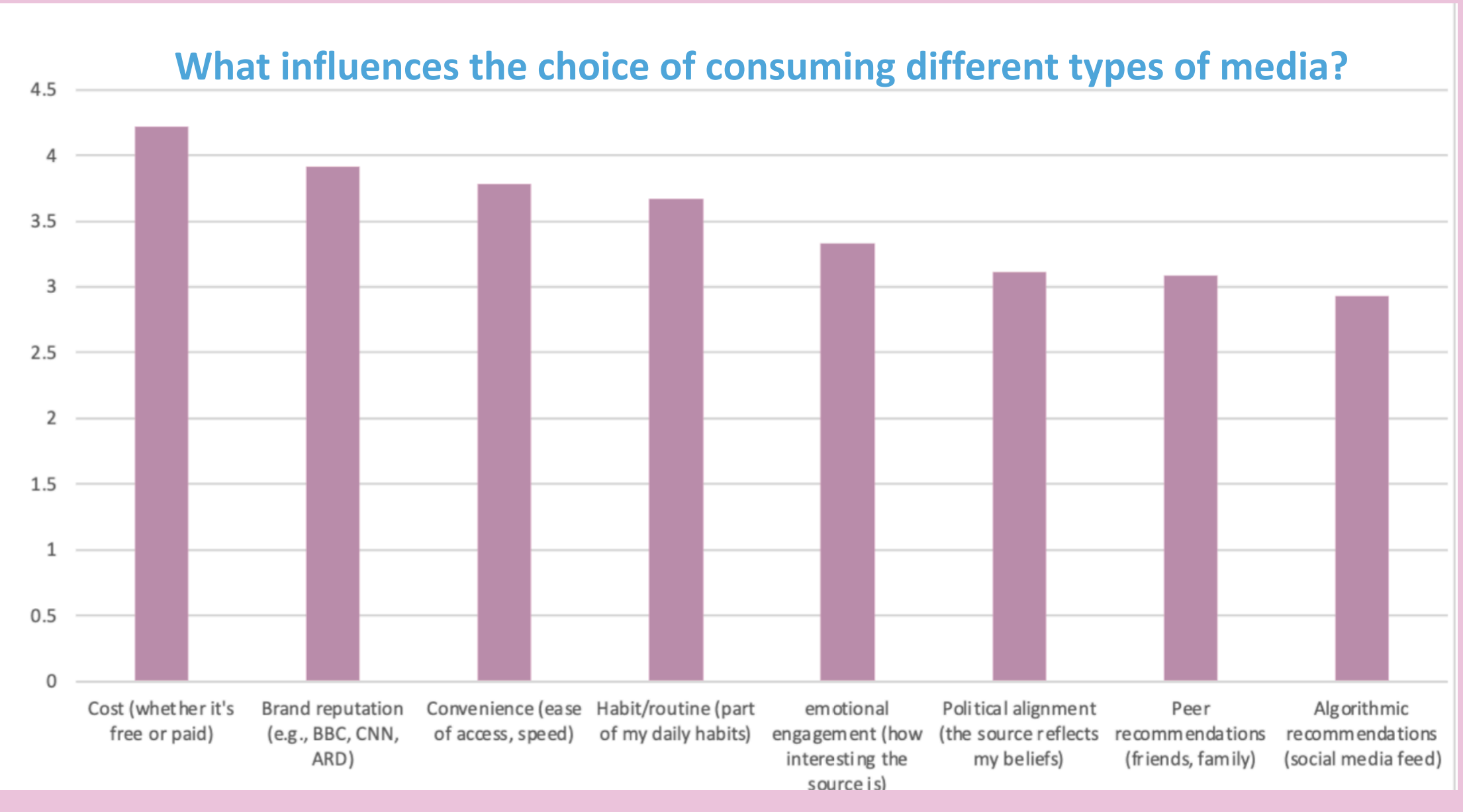
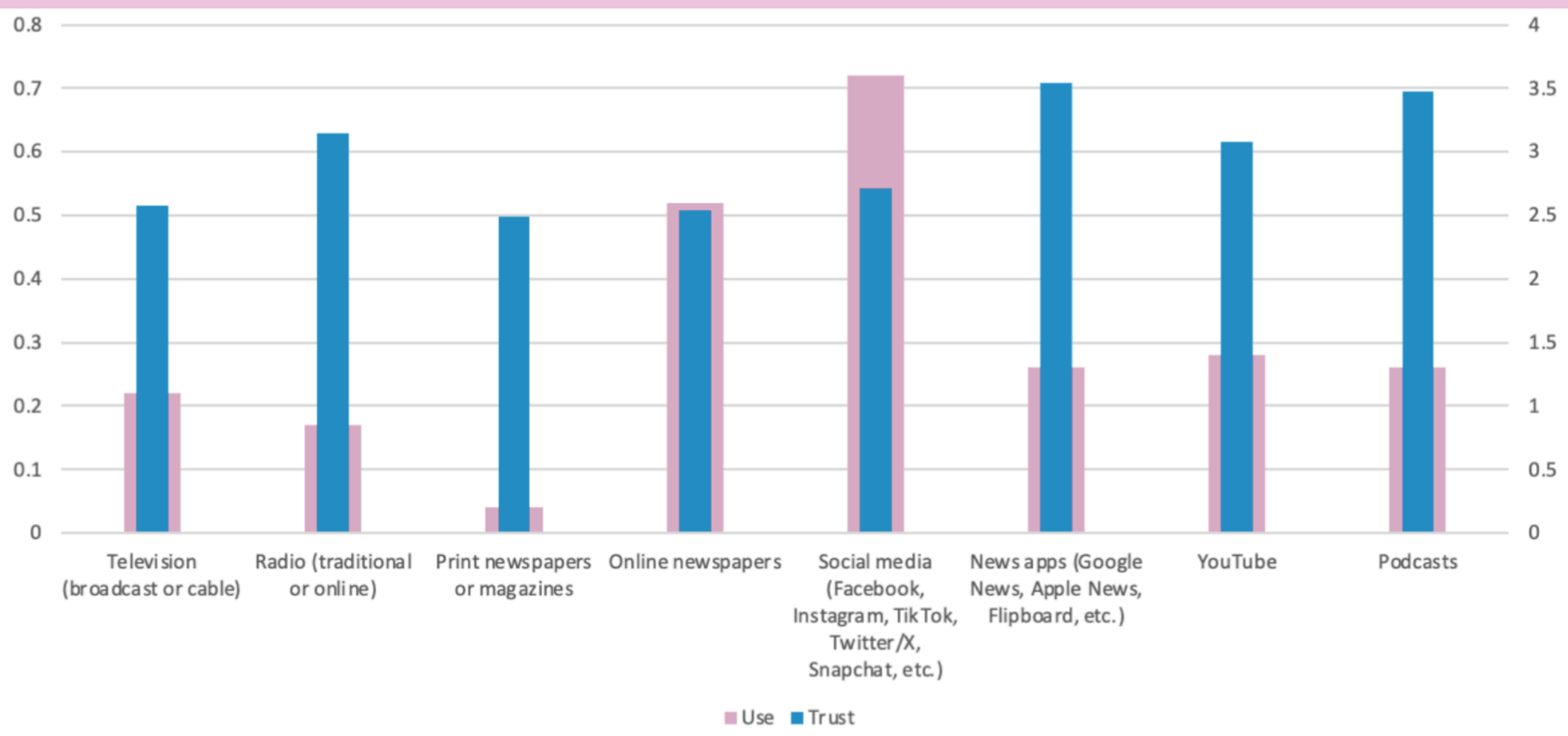
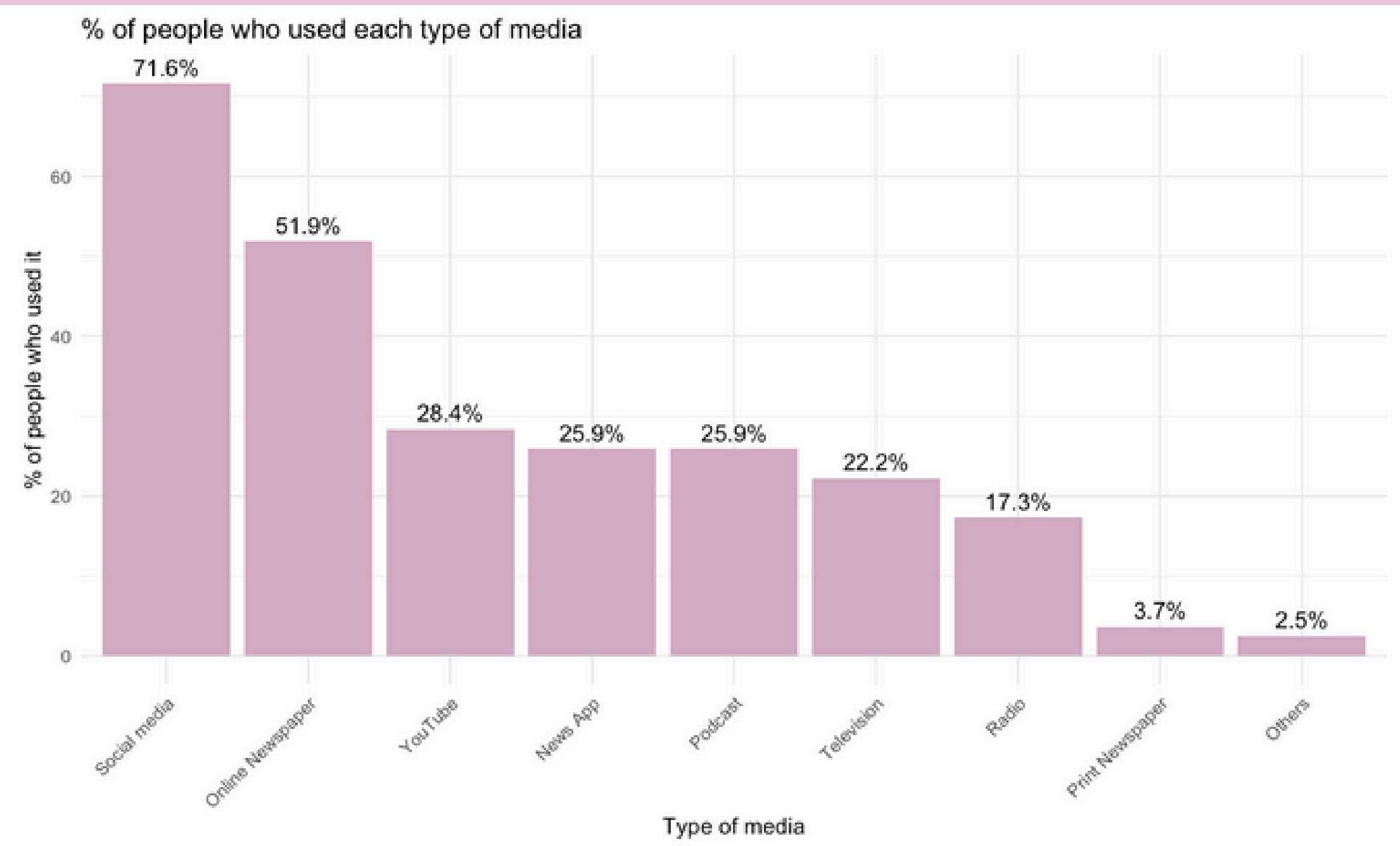
- Methods**
  - 18 Questions in the Qualtrics Survey:**
    - Section A: Demographics & Basic Information
    - Section B: News Consumption Habits & Media Types
    - Section C: Trust, Reliability, and Critical Thinking
    - Section D: Influences and Habit Formation
    - Section E: Attitudes Toward European Elections & Political Engagement.
- Analysis Using R:**
    - Cross Tables.
  - Study Design, Population...:**
    - Cross-sectional
    - University students 18-25
    - Convenience and snowball sampling method
    - ACQ + confounders controls

## Introduction - traditional (old) vs new media

In most European countries, news apps and social media platforms are now the dominant sources for global political news among young audiences, indicating a tendency towards new media. Nevertheless, traditional media remains a popular source of information, because it is widely considered to be more credible and reliable compared to social media.

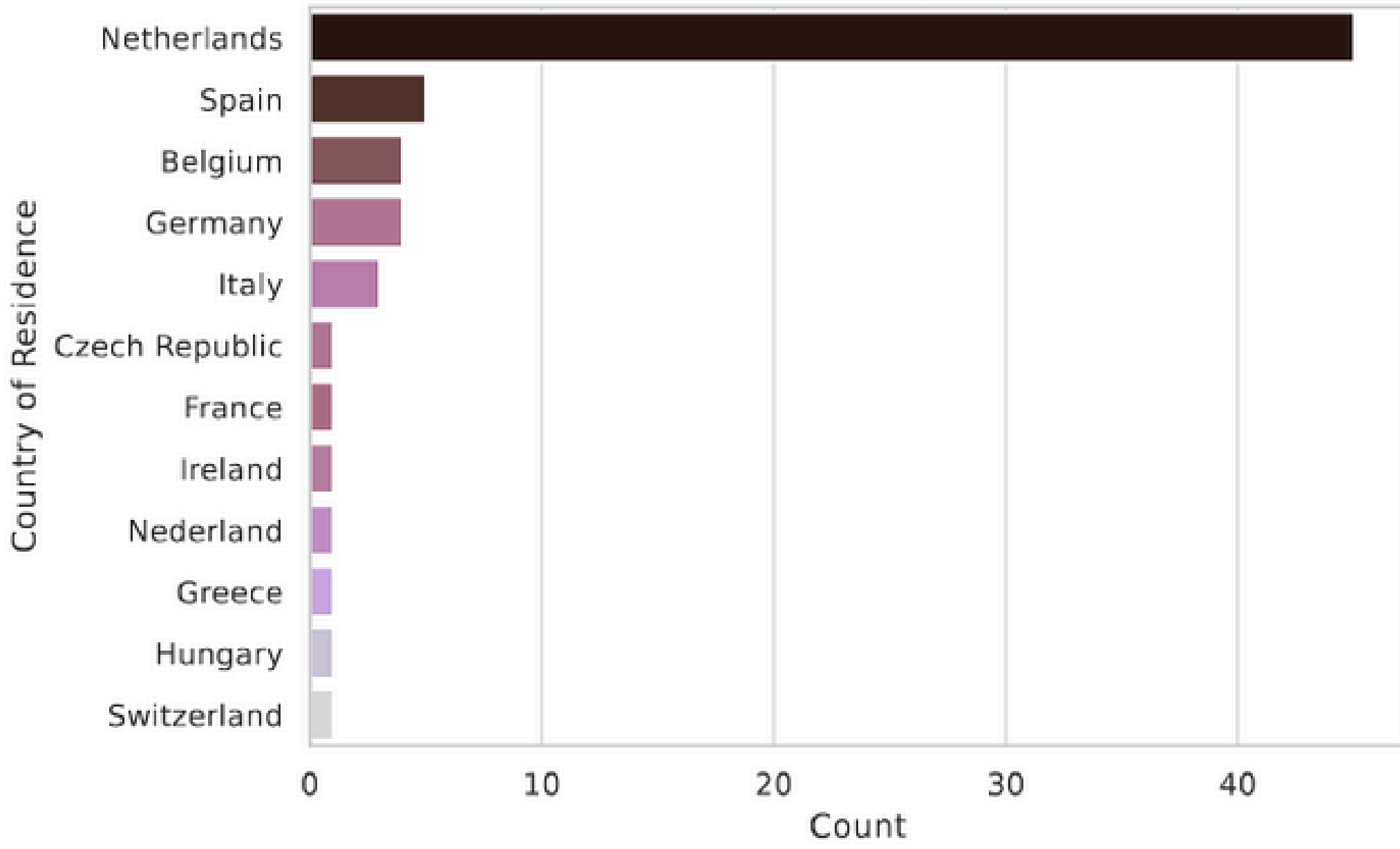
## Analysis.

- Most consumed type of media;
- Trust, reliability and confidence respondents have;
- Choice of preferred media - influences;
- Inter-country differences;
- Socioeconomic background - influences.

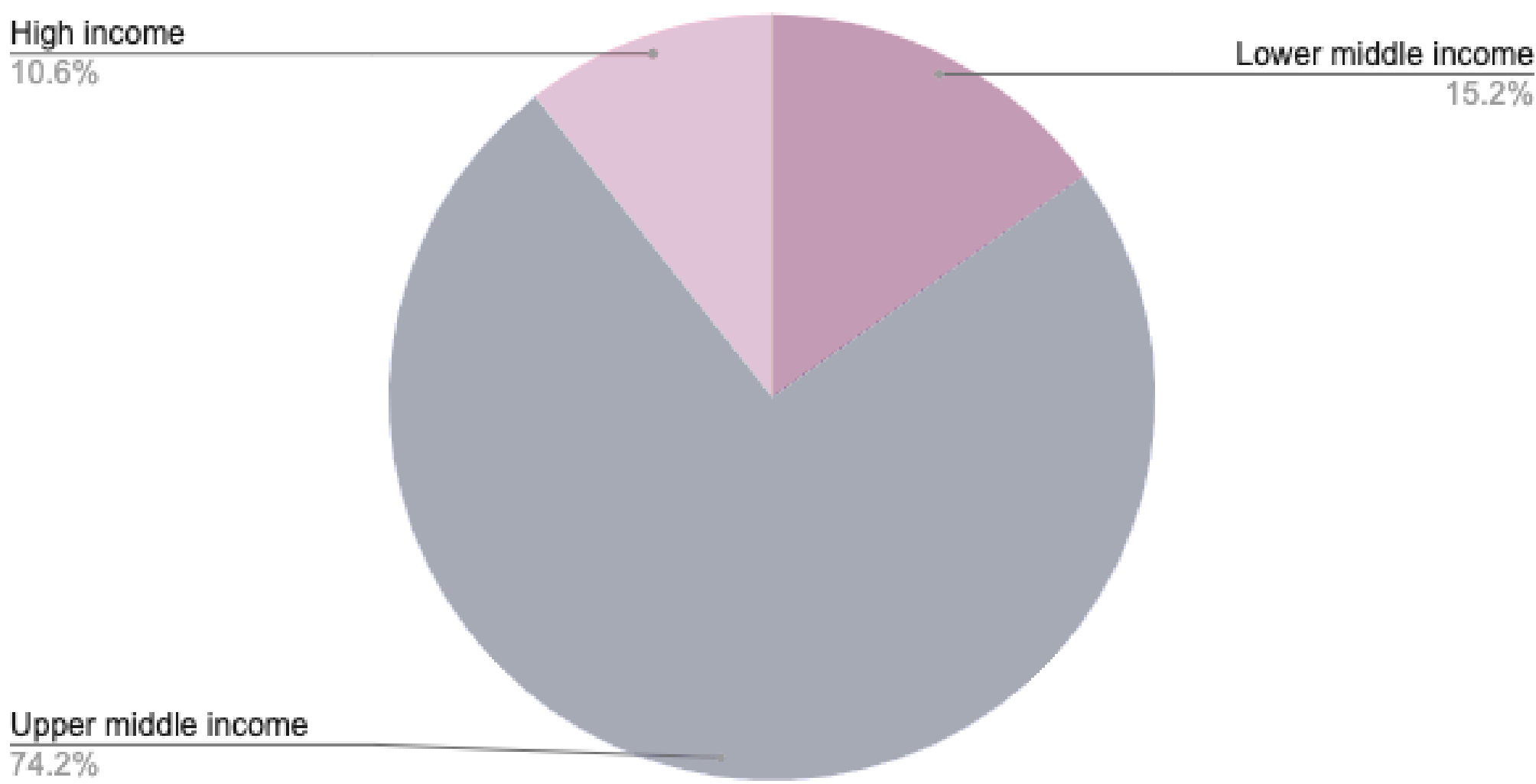


## Population Demographics

### Country of Residence of Participants



## Economic Background Of Participants



## Conclusions, Recommendations, and New Knowledge:

### Key Findings

- 18–24 year-olds favor new media, though traditional outlets still matter
- Cost, socioeconomic and other factors shape usage; trust does not
- Data too limited to fully test cross-national hypotheses

### Limitations

- Small, student-led sample & tight timeline
- Blurred “new” vs. “old” media definitions
- Coordination challenges across different disciplines

### Future Directions

- Larger, EU-wide representative surveys
- In-depth studies on single factors or within one country (less broad)
- Media use framed around different political events

**References:** Cabanas, L.B (2025, February 19). Young Europeans face rising threat from misinformation as social media becomes main news source. Euronews. <https://www.euronews.com/>. Meruyert Kabdenova, M. (2013, 2 20). Social Media: Shaping The Way We See the World or Shaping the New World Itself? THE ASTANA TIMES. <https://astanatimes.com/2013/02/social-media-shaping-the-way-we-see-the-world-or-shaping-the-new-world-itself/>. Eustochos. (2024, August 30). The Role of Media in Shaping Public Opinion. Eustochos. . <https://eustochos.com/the-role-of-media-in-shaping-public-opinion/>