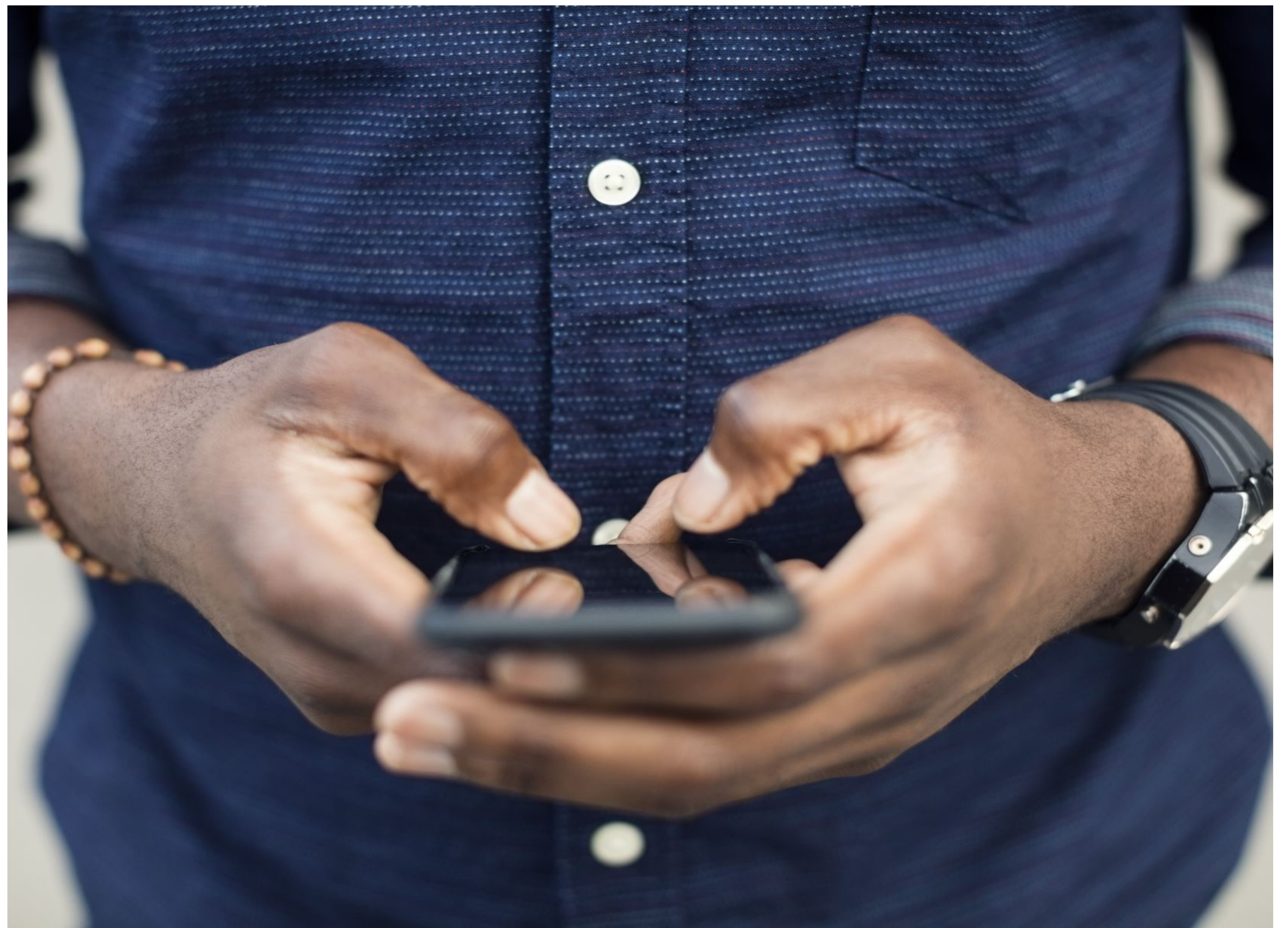


Why Won't Young People Pay For News?

Although Norway remains the country with the highest number of consumers willing to pay for news, young adults are less likely to pay. This study analyzes attitudes towards paywalls and asks how non-subscribers maneuver between paid and free news content.



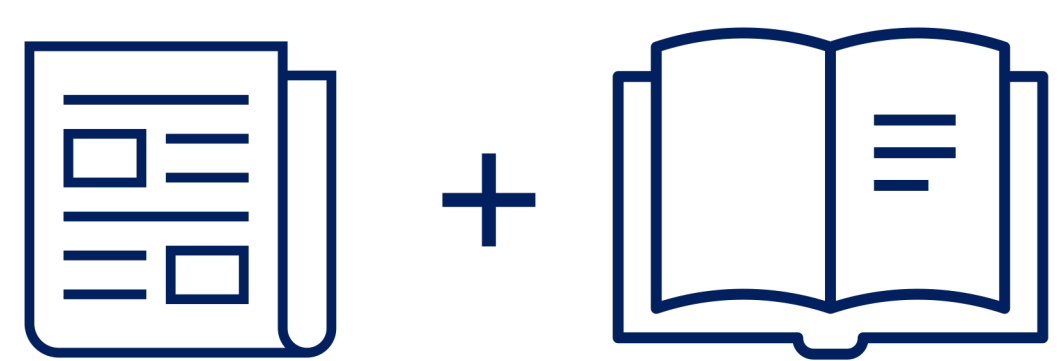
Marianne Borchgrevink-Brækhus (PhD candidate)
marianne.borchgrevink-brekhush@uib.no

with Professor Hallvard Moe (Supervisor)

The study is funded by RAM (Council for Applied Media Research) and part of the WPI task "Understanding future and hidden news audiences".

METHOD

We talked to 15 non-subscribers (26-30 years) in two interview rounds



In between interviews, the informants were offered free subscriptions and asked to write media diaries

PRELIMINARY FINDINGS

- **News is considered a public good** that should be available to everyone
- **Habits are hard to break.** Many struggles to implement new subscriptions to their media repertoires
- People express «**subscription fatigue**» when asked to pay for multiple news services

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Matters of great importance and public interest should be free. It loses its function if it is hidden behind a paywall most people can't access.

– Informant (29)

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