

News Podcasts

A study about podcasts as a newsformat, and why it appeals to young adults

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Research question

According to figures from SSB, the largest proportion of podcast listeners in Norway are in the age between 24-44, and according to Podtoppen, news podcast like *NRK Oppdatert* and *Aftenposten Forklart* are ranked as the top three most listened to podcasts in Norway. Having aspects like this in mind, my research questions will be the following:

1. Why does young media consumers choose podcast as a news format, instead of traditional media
2. What is it about news podcasts that appeals to young adults?

Abstract

Podcast is still a relatively new format of distributing news. However, in recent years there's been a significant increase in the production of news podcast amongst the largest media houses in Norway.

The main explanation for this, is because media houses want to reach out to the younger demographic, who consumes less traditional media. In my thesis I will therefore be looking at the different factors in the news podcast format that appeals to young consumers.

Method

In my thesis I will be conducting semi-structural interviews with 10-12 informants in the age between 25-35. I will be interviewing informants who listens to news podcast weekly, and have been listening over a longer period of time. I wish to talk to this specific group of podcast listeners, due to the reflections that these podcast listeners have potentially made since the first listening.



PARTNERS



HOST



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