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YOUNG ADULTS AND EVERYDAY-LIFE INFORMATION SEEKING: THE NEWS MEDIA CONSUMPTION

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Abstract

There is a limited of research examining the everyday-life information seeking of young people, especially investigating the role that the news media has in providing information to young people for use in their everyday lives. The study proposed to distribute 335 questionnaire survey to four different age groups of young people between 15 and 29 years old in Selangor Public Library, Shah Alam. Recent research suggests that there are other factors in determining young people's level of news media consumption in everyday life information seeking. As a result, the issue concern are traditional print media are least preferred, and social media are perceived as important for communication with friends and news gathering. Purposeful information seeking was more likely to occur online, but both print and online newspapers retained an incidental role in providing information to students for their everyday lives. Young people are familiar to use range of media to suit their particular needs and purposes. Thus, access to a wide variety of sources is important for everyday-life information seeking (ELIS) by young people. News media consumption among young people is still an issue that needs further attention, because of its contribution to their socialization, understanding of the world they live in and to the vitality of the media organizations. These aspects, mainly the uses of different media and the relationship with this and the social issues are among of the concerns of this paper.

Keywords: Young people, news media consumption, everyday-life information seeking (ELIS), internet, social network

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