

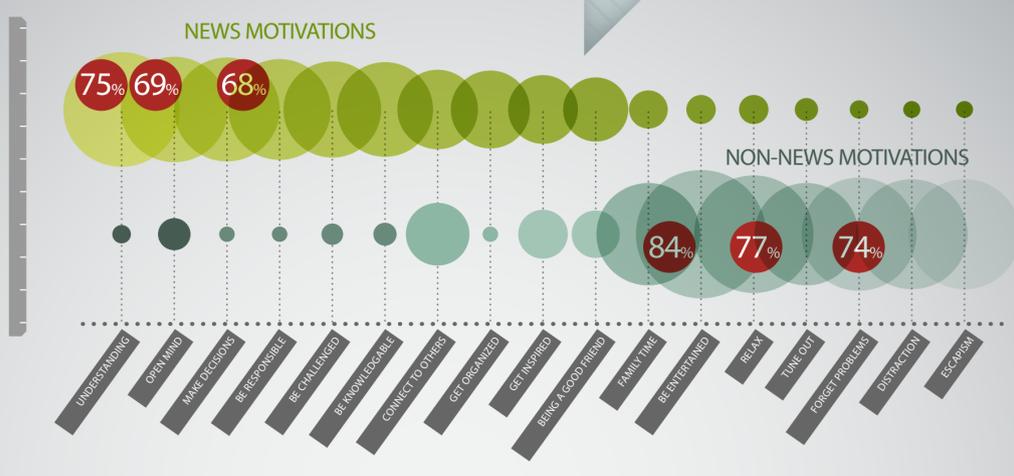
WHAT'S HAPPENING WHEN WE CONSUME NEWS?

- WHY PEOPLE CONSUME NEWS
- WHAT MAKES THE NEWS ENVIRONMENT DIFFERENT
- HOW DOES NEWS IMPACT CONSUMER DECISION MAKING

OUR MOTIVATIONS TO CONSUME NEWS ARE DIFFERENT



A DIFFERENT MOTIVATION NEWS VS. NON-NEWS



OUR MINDSET WHEN CONSUMING NEWS IS DIFFERENT

NEWS CONSUMPTION IS PERSONAL



PEOPLE REPORTED THEY ARE

- SOCIAL
- EMOTIONAL
- QUESTIONING
- INFORMED
- ALERT
- ACTION-ORIENTED

WHEN CONSUMING NEWS



POST NEWS CONSUMPTION VS. AFTER VIEWING OTHER CONTENT

NEWS PRIMES THE MIND FOR PERFORMANCE AND ACTION

MORE LIKELY TO MAKE A DECISION

52%

MORE LIKELY TO ADD ITEM TO SHOPPING LIST

25%

MORE LIKELY TO BUY A PRODUCT

30%

QUICKER TO MAKE DECISIONS

20%

MORE ACCURATE

10%

Latitude

mediaSCIENCE