



Combatting news avoidance among Generation Z

- WORLD NEWS MEDIA CONGRESS 2024
- COPENHAGEN, 27-29 MAY 2024

GATHERING THE WORLD NEWS MEDIA INDUSTRY

The media industry is facing defining challenges, from economic pressures, to polarisation, climate change, and a number of conflicts. Today, more than ever, human rights, press freedom and reliable journalism are vital to sustain democratic societies.

Intending to address these agendas, more than 1,000 media leaders, journalists, and editors from 85 countries attended the 75th World News Media Congress in Copenhagen. **The World Association of News Publishers (WAN-IFRA)** organised the international meeting in a local partnership with **the Danish Media Association (Danske Medier)**.

NEWS AVOIDANCE AMONG GENERATION Z

In many countries, millions of people are consistently avoiding the news (Toff et al., 2023). This phenomenon is called **news avoidance** and is most often associated with less privileged groups (e.g., people from lower socioeconomic

classes, and people uninterested in politics). Today, the problem is also growing among younger people (Generation Z), who constitute nearly one-third of the world's population.

Growing news avoidance among Generation Z creates challenges for journalists and news outlets, who find it hard to engage them in their new products and sell their journalism. At the same time, this is also a democratic



Photo: Wonderful Copenhagen



Photo: Wonderful Copenhagen

problem, since enlightened democracies require various groups of people to take part in political decisions and be a part of the news environment.

“39% of the global population now often or sometimes avoids the news, up from 29% in 2017”

The Reuters Institute's 2024 Digital News Report

The workshop – supported by **WAN-IFRA**, **Danske Medier**, **TV2 Echo**, and **Copenhagen Legacy Lab** – sought to highlight new solutions to the issue of news avoidance among Generation Z. The workshop resulted in **The Copenhagen Criteria**; seven news values to guide news organisations in how to engage with Generation Z.

Throughout this co-creation workshop, the students were assisted by 12 congress delegates from the news industry (professional news editors and journalists). This innovative match-making exercise was carried out to facilitate valuable two-way communication between news producers and an important segment of their audience. By directly involving both younger people and editors in the process, the final solution was grounded in the real needs and preferences of Generation Z.

A PRE-CONGRESS WORKSHOP WITH 70 STUDENTS

Before the 75th World News Media Congress, 70 international students from **the International People's College (IPC)** in Elsinore north of Copenhagen participated in a full-day workshop facilitated by **the University of Southern Denmark (SDU)** and **NewsArcade**.



Photo: World Association of News Publishers

LEGACY CASE STUDY



Photo: Wonderful Copenhagen



Photo: Wonderful Copenhagen

“News avoidance should not be understood as young people generally being uninterested in society around them. Nor is it necessarily a chronic condition. Several workshop participants mentioned that the process of getting closer to the creation of news alleviated their anxiety about engaging with it.”

Aslak Gottlieb, Journalistic Lecturer at University of Southern Denmark (SDU)

For the 12 congress delegates, it was a unique chance to learn about Danish culture and the traditions of a classic folk high school in Elsinore. Throughout the day, the congress delegates experienced the democratic, non-hierarchical environment,

and the direct but respectful tone of communication, which is typically Danish. Lastly, the delegates were introduced to Danish folk songs, a tradition the students enjoy daily.

THE VOICE OF GENERATION Z

In the weeks before the workshop, the International People’s College established a new course focusing on journalism and news avoidance to prepare the students. This course was offered to 12 students with a special interest in the topic.

During the World News Media Congress 2024, three student representatives from the course were invited to share their views on news avoidance and present The Copenhagen Criteria as their solution to the problem.

This presentation took place in a full auditorium in front of 250 editors and journalists during the congress session: “How to Sell Your Journalism to News Avoiders”. After the session, the audience was invited to meet the students and the involved organisation in the exhibition area.

“The project focusing on global youth news values is the best I have been part of. I am extremely grateful for the opportunity and will cherish the experience for many years.”

Student from International People’s College (IPC)

Throughout the congress, more than 150 hard copies of The Copenhagen Criteria were distributed to interested professionals from the media industry.

The Copenhagen Criteria are meant as guidance for publishers and journalists. The involved organisations hope that the news values will be applied by media outlets to create content that engages and inspires Generation Z.

The World Association of News Publishers (WAN-IFRA) were excited to include the young generation in the congress in Copenhagen. As a result, the organisers would like to bring the concept forward for future congresses. Now, the aim is to continue and extend the work with The Copenhagen Criteria at their congress in Krakow in 2025.

“We were inspired by the young voices from the international school, and we will consider this format when hosting future global events.”

Cherilyn Ireton, Executive Director at World Editors Forum (WAN-IFRA)



Photo: Wonderful Copenhagen

Photo: World Association of News Publishers

LEGACY PROCESS



Strategic goals and societal needs

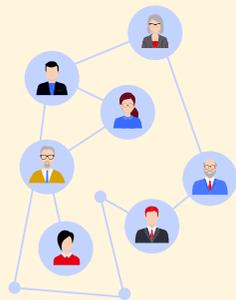
News avoidance is a global newsroom challenge. The challenge is well recognised and discussed among editors and media professionals and is also described in the exhaustive 4-year study *“Avoiding the News: Reluctant audiences for journalism”* by Toff et al. According to this study, news avoiders primarily include young people, women, and people from lower socioeconomic classes.

News avoidance presents a democratic problem since an enlightened democracy requires us to take part in political decisions and be a part of the news environment. Thus WAN-IFRA’s vision, to promote press freedom, quality journalism, innovative and sustainable business and technology models, aligns well with the objectives of the legacy initiative.



Objective

The overall objective was to support the sustainability of enlightened democracies worldwide by mitigating news avoidance among Generation Z. By offering insights to news outlets on what resonates with young audiences, news can be more effectively tailored to this generation, potentially reaching a broader audience and enhancing news engagement.



Stakeholder involvement

The Danish Media Association and **WAN-IFRA** jointly arranged the congress session about news avoidance and invited congress delegates for the preceding workshop.

The International People’s College generously opened its doors for the workshop and established a new course for 12 students with a special interest in journalism and news avoidance.

NewsArcade and the **University of Southern Denmark** facilitated the workshop and assisted the students who presented the Copenhagen Criteria at the congress.

TV2 Echo produced *three short videos* (TikTok format) to explain the findings from the workshop.

Copenhagen Legacy Lab coordinated the overall legacy process and facilitated the dialogue between the stakeholders.



Activity

A pre-congress workshop with 70 students and 12 congress delegates.

- Introduction: News values and the problem of news avoidance
- Break-out session 1: Engage vs. avoid
- Break-out session 2: Formulating news values
- Voting: Identifying seven new values for Generation Z

Based on the voting, the group of students from the journalism short course formulated **The Copenhagen Criteria** – seven news values to engage Generation Z.

Three student representatives presented The Copenhagen Criteria at the congress during the session: *“How to Sell Your Journalism to News Avoiders”*.



Outputs (immediately after the activity)

The Copenhagen Criteria were presented to around 250 news editors and journalists at the congress. Throughout the day, more than 150 hard copies of the news values were distributed to interested professionals from the media industry.

The Copenhagen Criteria is anchored in NewsArcade as a free and public landing page with information and materials to be directly applied by news outlets and journalists.

After the congress, WAN-IFRA posted three blog posts on their website focusing on the pre-congress workshop. They had a combined viewership of over 1,000 editors. Furthermore, congress e-mail marketing took place in several editions with an audience of 30,000 per e-mail. To support the reach of the project, the Danish Media Association has also published a short article on their [website](#).

LEGACY PROCESS



Outcomes (+6-12 months - changed behaviour)

WAN-IFRA has applied for funding to continue the work with news avoidance among Generation Z at the 2025 congress in Krakow.

Since the congress, NewsArcade has integrated The Copenhagen Criteria in [a post-graduate training course for journalists](#). Besides, **Creative Europe** has granted financial resources for developing an educational setup around NewsArcade (the methodology from The Copenhagen Criteria will be applied).

Copenhagen Legacy Lab has teamed up with the congress participants involved in the workshop, who will report back on how The Copenhagen Criteria are used in their local area.

As an example, one of the students from IPC has been invited by a Canadian journalist to speak about The Copenhagen Criteria at virtual conference called J-talks.



Impact (+1 year – societal value)

Within the next year, Copenhagen Legacy Lab will evaluate the impact of The Copenhagen Criteria by investigating if and how the media industry adopts the news values.



Potential legacy (+1-3 years and beyond...)

To be evaluated.

THE COPENHAGEN CRITERIA

News Values for Gen-Z



- **Educational** – show us news that helps us learn and understand more about relevant topics
- **Empowering** – show us news that encourage us and provides tools to take action based on informed decisions
- **G-local** – show us how global events impact us locally and vice versa
- **Human** – show us diverse representation through personal experiences, that evoke empathy, compassion and inspiration
- **Impactful** – show us events that affect numerous people and influence us or those involved
- **Objective** – show us fact-based news, unbiased and from different perspectives
- **Timely** – show us current news and prioritize ongoing events

Read more: www.newsarcade.eu/news-values



Engaging Generation Z in digital journalistic products is an ongoing struggle for news outlets worldwide. **The Copenhagen Criteria** provide news producers with a set of guiding values when producing news products for young audiences.

Around 70 international students have co-defined the news values in partnership with news editors and journalists prior to the World News Media Congress 2024 in Copenhagen. The results were presented by student representatives during the congress session: “How to Sell Your Journalism to News Avoiders”.

Danish Media
Association



NEWSARCADE

INTERNATIONAL
PEOPLE'S COLLEGE
DEN INTERNATIONALE HØJSKOLE

WAN
IFRA World Association
of News Publishers

SDU
University of
Southern Denmark