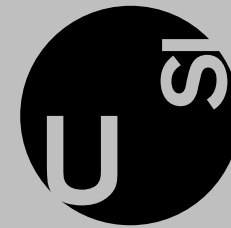


# i-CH Trends

Speaker: Eleonora Benecchi




Università  
della  
Svizzera  
italiana

## Accessing news through memes

*“I often see the meme,  
before the news itself”*

*(Male, 18 years old)*

The logo for Know Your Meme, featuring the words "Know Your Meme" in a bold, white, sans-serif font stacked vertically on a dark blue rectangular background.

**Know  
Your  
Meme**

Know Your Meme icon, KYM website

## Accessing news through memes



Several participants access news via non-traditional news formats such as memes.


The memes are mostly related to news about popular themes.

These “news” memes circulate mostly on social media such as 9gag.

## Accessing news through memes

*“I read the caption  
in the meme and then  
I dig up more info”*

*(Female, 16 years old)*

The logo for Know Your Meme, featuring the words "Know Your Meme" in a bold, white, sans-serif font stacked vertically on a dark blue rectangular background.

**Know  
Your  
Meme**

Know Your Meme icon, KYM website

## Accessing news through memes



In some cases the participants reported retracing the original news the meme is based on.

This is often done to better understand the meme and discuss it with friends.

Incidental news

*“By looking at  
Instagram stories  
sometimes  
I encounter news”*

*(Male, 13 years old)*



Instagram Stories Icon, IG website

## Incidental news



**News seems to “happen” to the participants: e.g. while scrolling Instagram stories they randomly encounter news content.**

**The role of influencers to deliver news on topics the participants are interested about becomes crucial.**

**People they follow on social media are considered trustworthy.**

News as conversation's fuel

*“Scrolling social media you pile up a lot of trash, but sometimes you find gems that you can set aside for future conversations”*

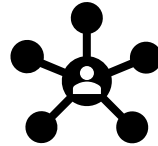
*(Male, 18 years old)*



Gems Icon, Arstation.com



## News as conversation's fuel



**Participants reported they have no direct interaction with news. They do not publicly comment, like or share.**

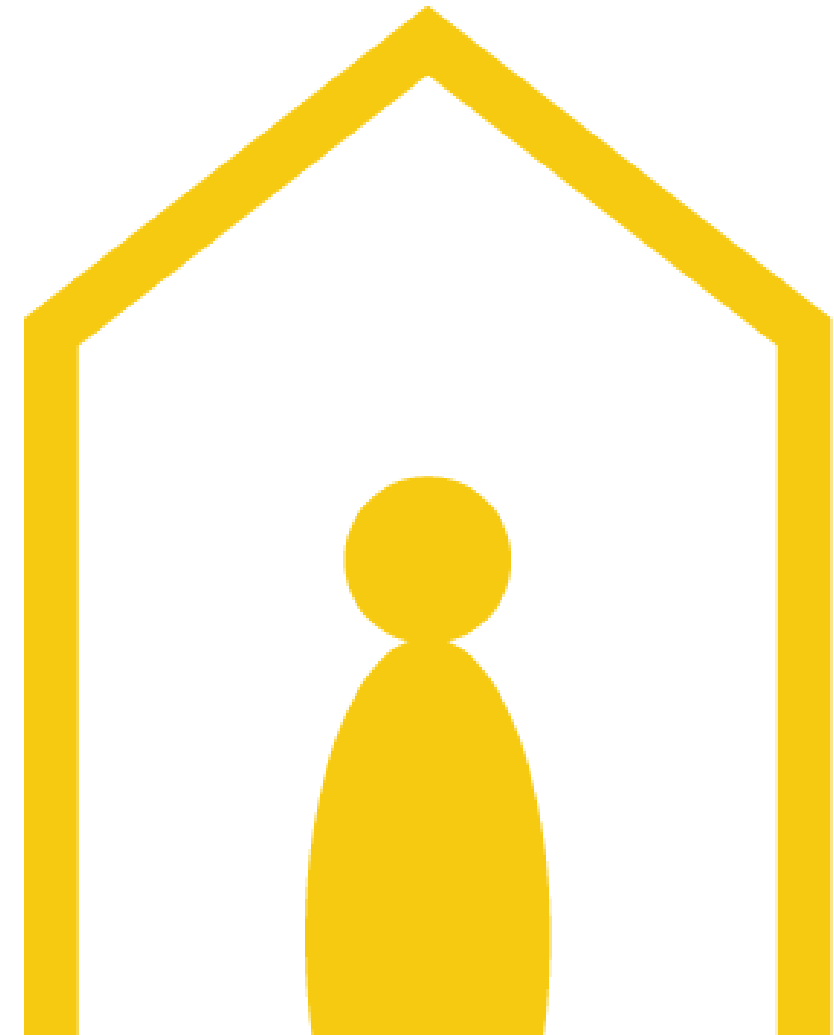
**Some of them use news content to interact online or offline with friends and family.**

**Therefore news circulates through informal channels such as WhatsApp groups or offline word of mouth.**

Parents set the example

*“We have subscriptions  
and my parents read some  
news every evening. In our  
household the newspaper  
is idealized.”*

*(Female, 20 years old)*



Family Icon, ZHAW

## Parents set the example



**We observed that parents try to influence kids with news directly: parents suggest news via direct conversation or WhatsApp and make them watch the evening newscast with them etc.**

**This is described by kids as passive/distracted consumption but helps in creating a connection with parents.**

**Kids are more influenced by their parents' behavior when it comes to news consumption.**

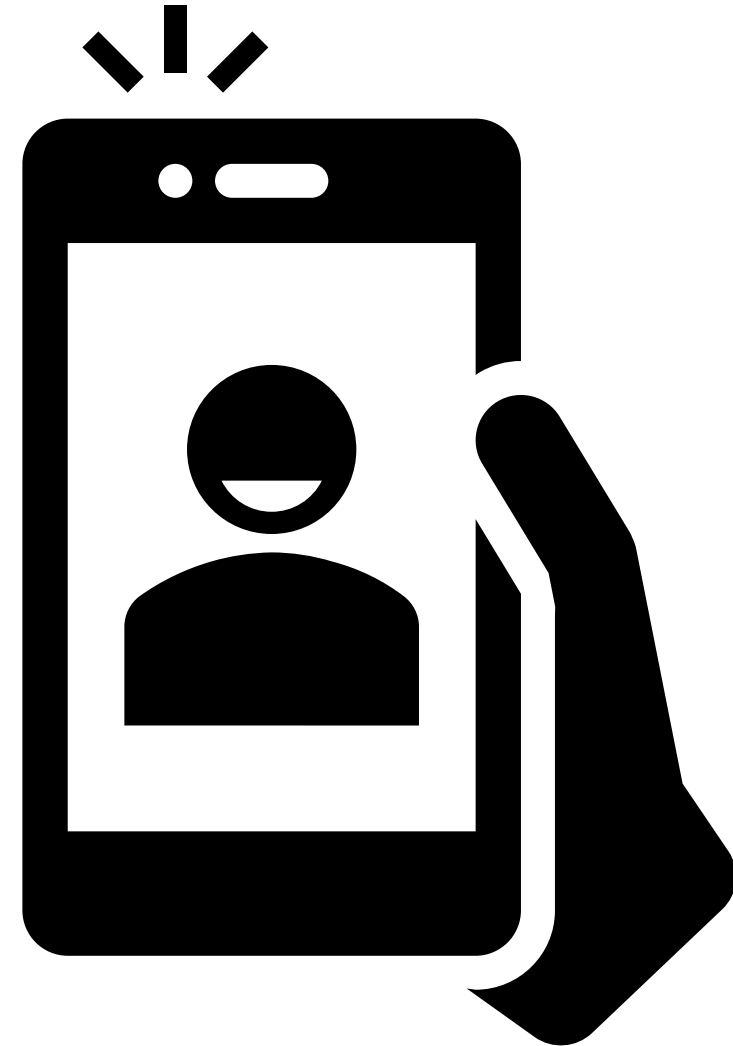
## The news that I want

“I like when someone explains the news to me with videos and visualizations”

*(Female, 16 years old)*

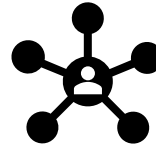
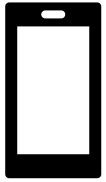
“The same news should reach us all, simultaneously”

*(Male, 13 years old)*



Smartphone Icon, ZHAW

## The news that I want



**Mobile phone is so important to participants because they feel it gives them more access to information than any other medium.**

**The brief video format where the news is explained by a trusted source is the preferred one.**

**Social media are reported as the place where news could reach everybody.**