

# News Sources Accessed By UAH Students

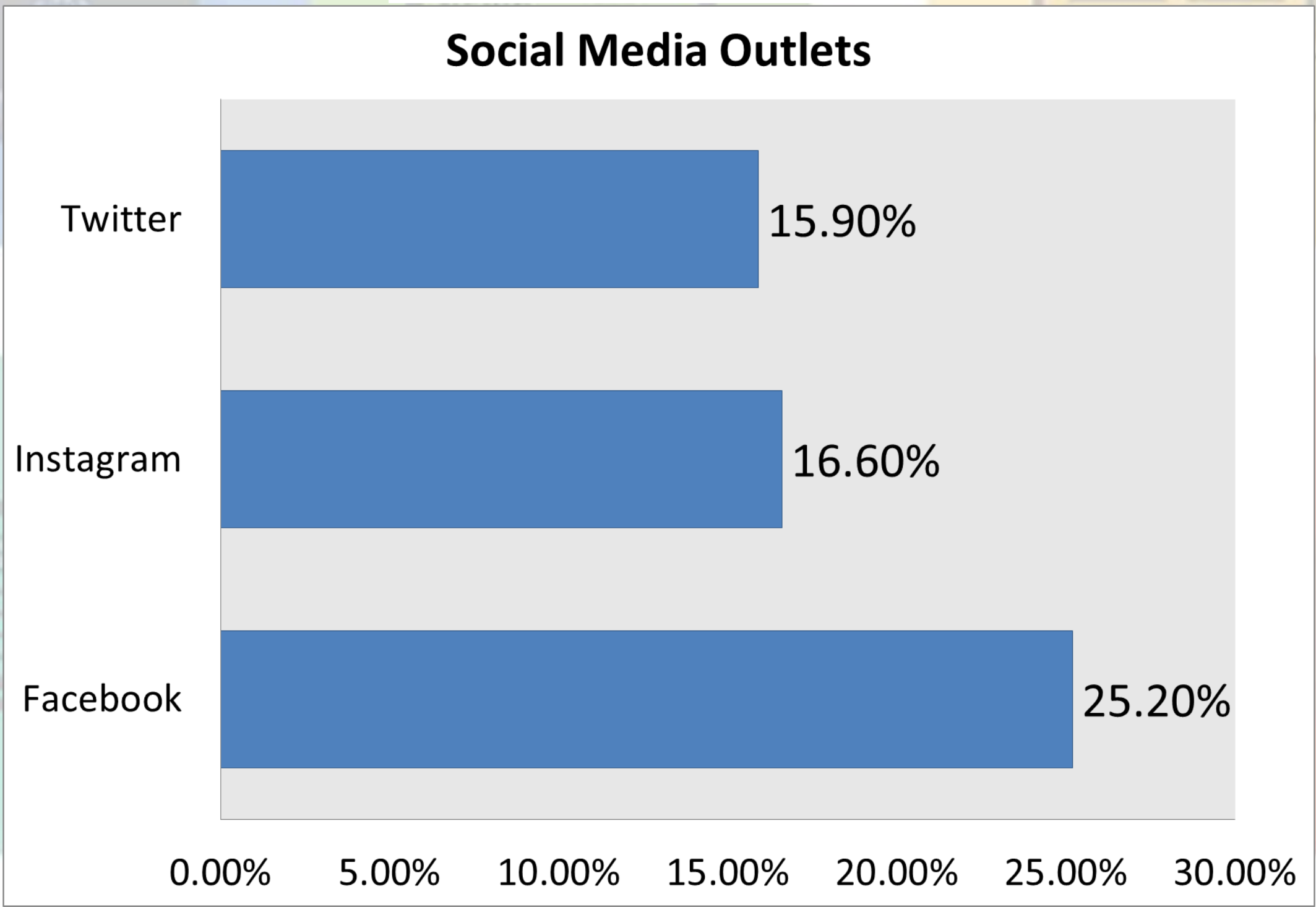
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## Overview

- Our study involving UAH students examined the sources that American millennials were most likely to receive news and information through.
- Results showed that African-American students spent more time on social media than Caucasian students.
- African-Americans were also reported as using Instagram more than Caucasians.
- Women were more likely to use Facebook as a news source than men.
- Men were more likely than women to use Twitter.



## Key Findings



## Impact

- This study can potentially assist news media specialists in engaging millennial consumers with content that fits their preferences.
- News sources can possibly encourage this younger generation of adults to consume more news content and, as a result, become better-informed citizens.

## Explanation

- The findings suggest that millennials do not show a strong preference for traditional or online sources.
- Instead, millennials choose to use both types of news platforms.

| T-Test: Race                                    | M <sub>A</sub> | SD <sub>A</sub> | M <sub>C</sub> | SD <sub>C</sub> |
|---|----------------|-----------------|----------------|-----------------|
| More likely to use Instagram                    | 2.93           | 1.30            | 1.75           | 1.13            |
| More likely to spend more hours on social media | 3.46           | 2.19            | 1.98           | 1.48            |

| T-Test: Gender                               | M <sub>F</sub> | SD <sub>F</sub> | M <sub>M</sub> | SD <sub>M</sub> |
|--|----------------|-----------------|----------------|-----------------|
| More likely to use Facebook as a news source | 3.04           | 1.34            | 2.43           | 1.20            |
| More likely to use Twitter as a news source  | 1.64           | 1.08            | 2.05           | 1.34            |

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