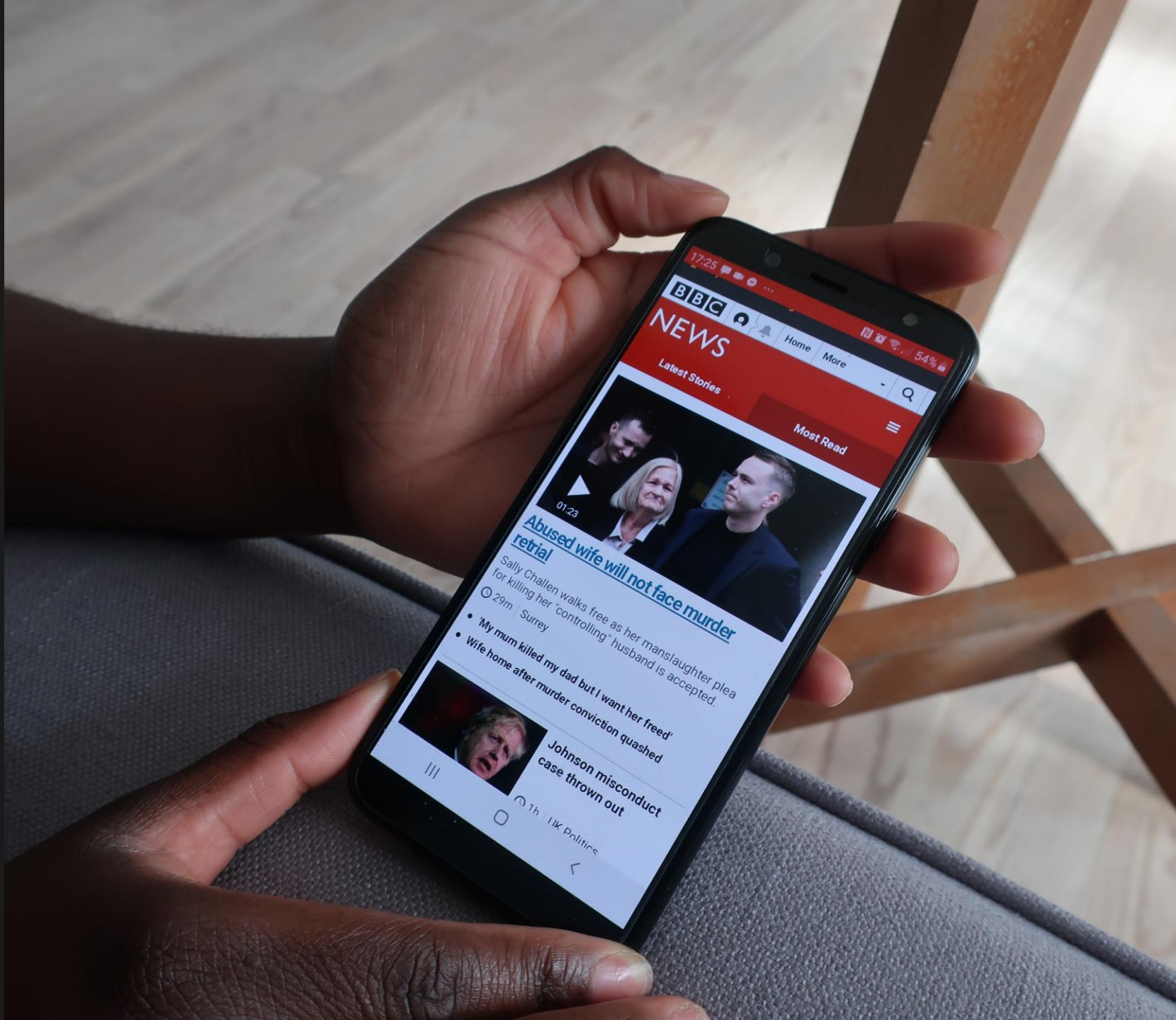


# BBC News and Current Affairs review: Observing real news behaviours

## Detailed report

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# Introduction

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# Introduction

The increase in online and personalised news content has triggered a considerable shift in the news landscape, fuelled in particular by the rise of smartphones as a core platform for consuming news.

People are now able to engage with the news they want, whenever and wherever they want to, on their phones, tablets and other devices. With this shift comes a significant diversification in the ways in which people come across news content. People no longer need to wait for the six o'clock news; instead, they can go to their online browsers, view a constant stream of notifications from their chosen sources, receive links from friends or scan Twitter. Furthermore, online news consumers are less likely to see as well-rounded an overview of a variety of news topics from one provider, as they may have done on traditional platforms such as TV and radio.

This has clear implications for the value people place on the news they consume.



## Exploring the BBC's place in a changing news landscape

The BBC has a duty to provide impartial news and information to help people understand and engage with the world around them. While the BBC continues to be the most widely used source of news and current affairs in the UK, it faces increasing competition from an ever more diverse news market.

Recognising the importance of the BBC's role as a trusted provider of news and current affairs in the UK, Ofcom commissioned this research to understand how people consume news online and the role the BBC plays in this. More specifically, this research looked at the ways in which people came across, interacted with, and departed from the news content they engaged with.

# About the research

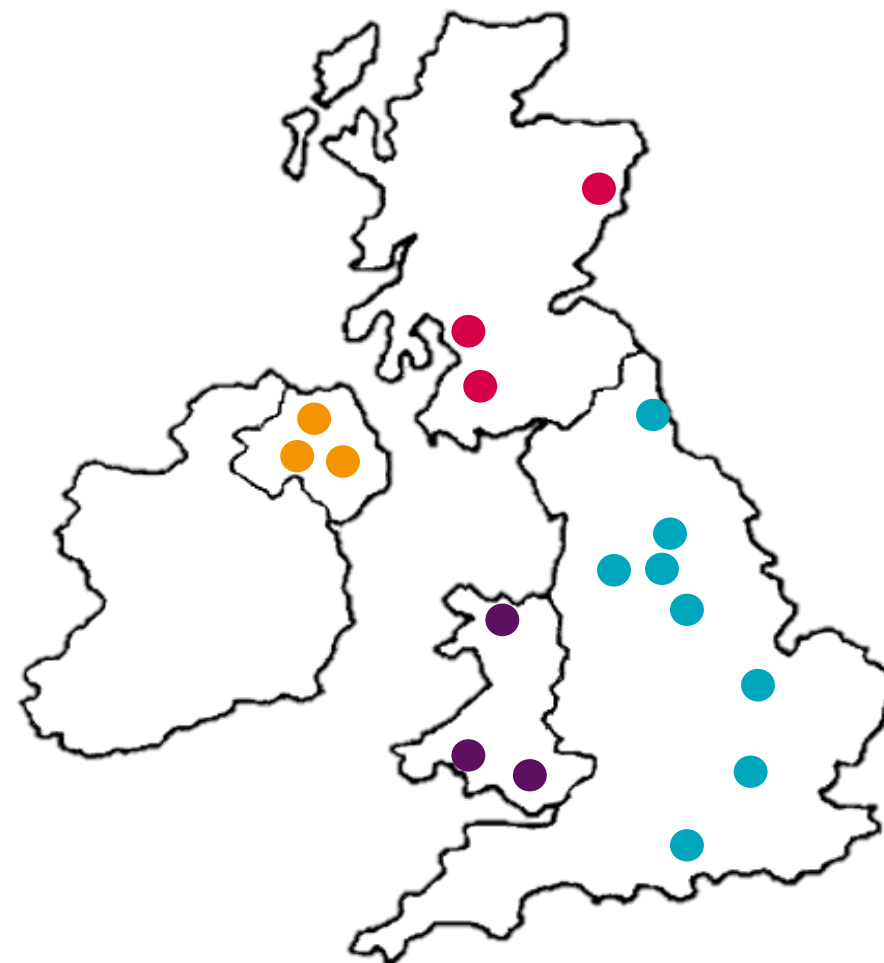
The aim of this research was to gather data on the news and current affairs landscape, people's motivations for consuming certain types of news and current affairs content and, with this in mind, how effectively the BBC serves its role as a public service broadcaster.

Our research methods were designed to go beyond what people *said* they do and understand what people *actually* do. We wanted to ensure we took into account people's real behaviours. By using behavioural tracking, we were able to get beyond people's self-reported behaviours and gain an understanding of their true news consumption—both on smartphones and in-home.

Twenty four people between the ages of 17 to 64 took part in this research which was carried out between April to July 2019.

Participants were from a range of locations across England, Wales, Scotland and Northern Ireland, and were selected to represent a broad range of demographic backgrounds. All of the sample were selected based on their engagement with news and current affairs, with only high and medium news consumers selected for this research\*. Half the sample were selected to be engaged with BBC News, and half were selected to use the BBC as a news source less frequently, or to have stopped engaging with its content as much as they had previously. The research comprised of three core stages:

- Behaviour tracking
- In home interviews
- Coding and in depth analysis



\* High consumers were selected based on their consumption of news several times a day, whilst medium consumers were to engage with news at least 3-4 times a week. However, during behavioural tracking it was found many participants had over reported their engagement with the news.

# Behavioural tracking

All participants were asked to complete a **five-day media diary** reporting news and current affairs content they encountered, where they found it and what they thought of it; they were also asked to include screenshots of their browser history and app usage.

Over the same period, their phone activity was tracked by **'screen recording'** their everyday phone usage for five days. For Android users the screen was recorded for all hours the phone was in use, whereas our six iPhone users recorded multiple 20 minute clips throughout the day. Six of the 24 respondents also had **Nest cameras** set up in their living rooms for five days, which captured offline news consumption, such as TV, radio and newspapers.

- Each participant had 5 days worth of **screen record footage (215 hours of footage overall)**
- A further six participants had 5 days worth of **in-home camera footage (600 hours)**



onse description

to happy this is coming back. Love the show. Brilliant characters, clothes, houses...wonderful.

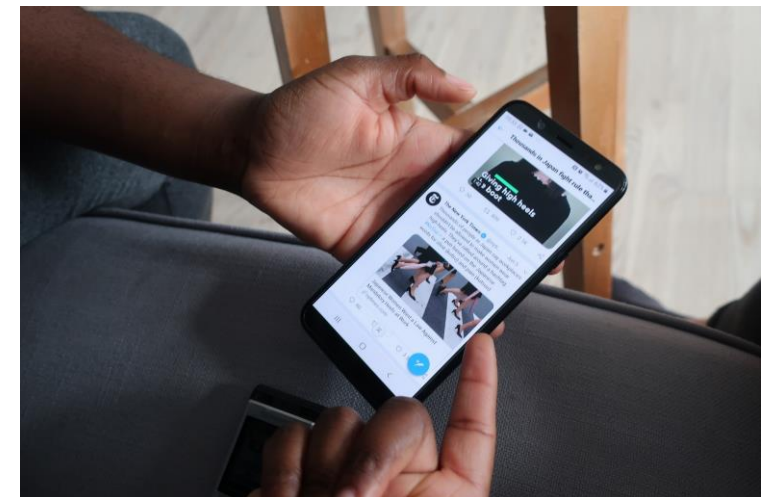
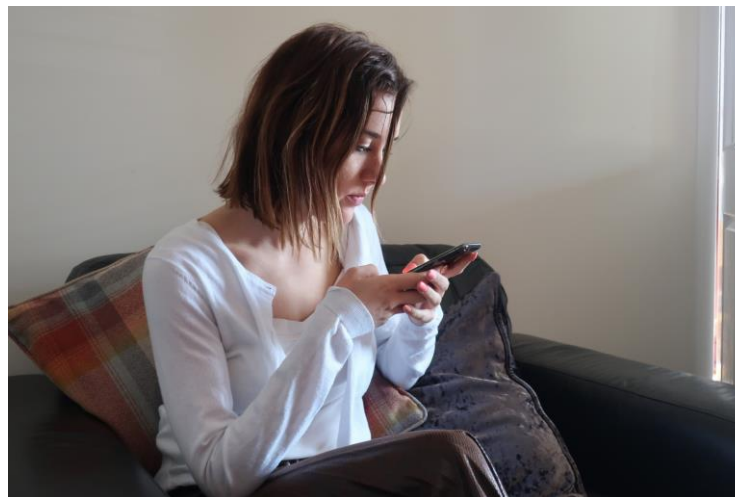


# In-home interviews

In-home **depth interviews** were completed with all participants, each lasting three hours.

These interviews allowed us to get to know the participants and explore key topics in further detail, such as each respondent's news preferences and behaviours, as well as reviewing their media diaries and screen record.

As well as interviewing participants, researchers captured both extensive observational and visual data, including voxpops, photography and **360 camera footage** of their living spaces.



# Breaking down the data

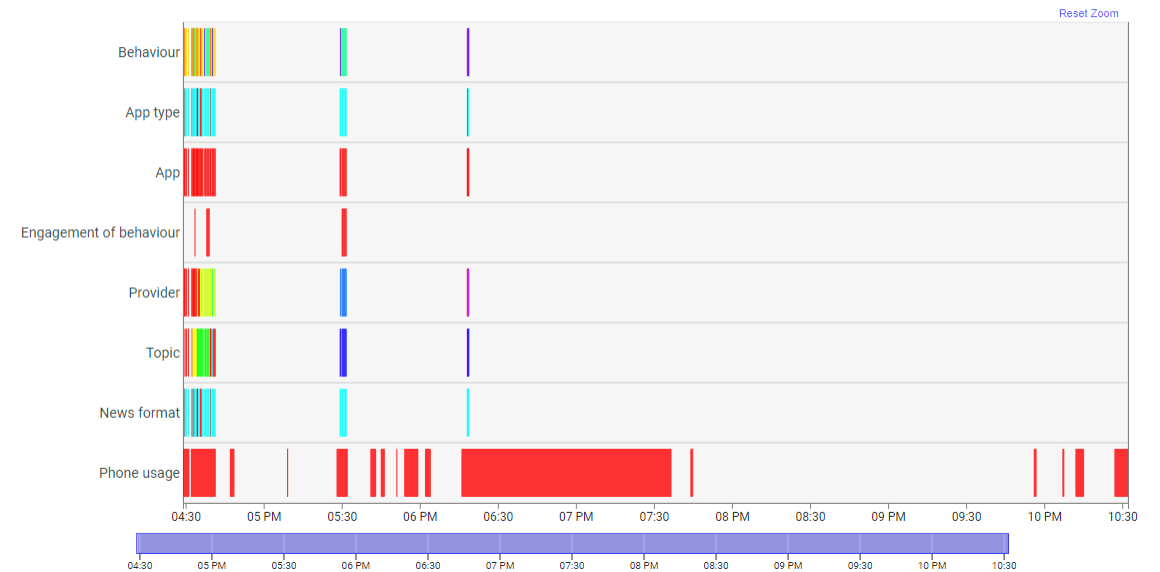
We were able to combine what participants said in the depth interviews with the data collected via screen record and Nest cam video footage to give an in-depth look into their news habits and behaviours.

All of the screen record and nest cam footage were **coded by the second by our team using behavioural analysis software** – all news moments were identified, described and coded by the team for features such as topic, provider, platform and engagement, from skimming a headline on Facebook to reading an in depth article on a news app.

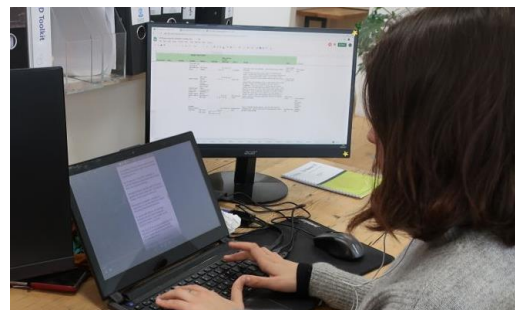
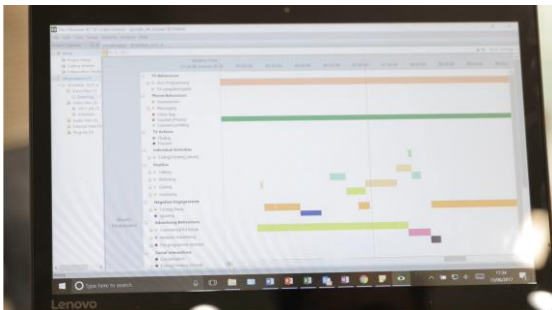
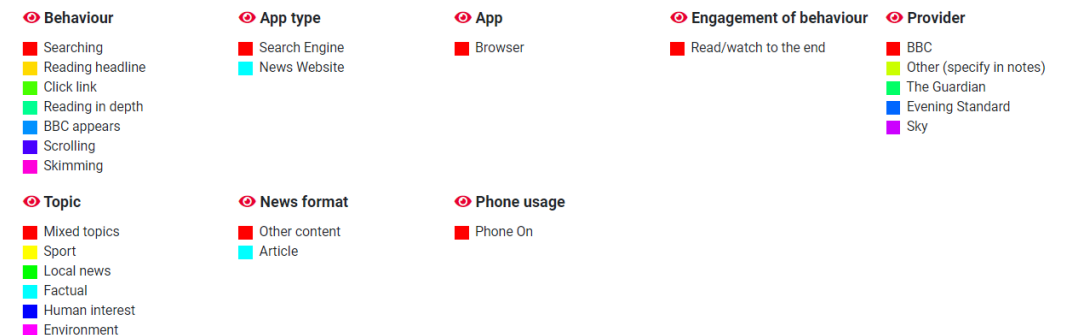
The data was structured so we could analyse it using our **data visualisation tool** (see right) developed in-house for this specific purpose. This allowed us to identify patterns of news engagement and typical ‘news moments’ for individual participants. We also compared this data to our qualitative findings.

In total, over **200 hours of screen record** and **600 hours of Nestcam footage** were coded in this manner.

Julian Wed 29-5-19.xlsx



Data visualisation for Julian's news consumption 29.05.19



# Breaking down the data: news items

Name, age

Number of news items coded

Duration spent on news items

\* iPhone respondents so don't have continuous data throughout the day

1884 news items coded

Through coding smartphone use, we identified the number of news items each participant was exposed to over a 5-day period – as well as the duration for which they were exposed. This included behaviours such as reading headlines, reading articles or watching videos. The participants in our sample displayed a wide range of news consumption levels - the table is ordered by number of news items:

Cheryl, 57	4 items	0h08	Peter, 62	43 items	0h10	Tamsyn, 27	90 items	0h57
Abby, 54*	10 items	0h05	Matt, 45	50 items	0h56	Sky, 19	111 items	0h44
Lydia, 37	14 items	0h10	Chloe, 64	58 items	0h19	Marcus, 23	116 items	1h57
Hamza, 33*	34 items	0h20	Josephine, 32*	58 items	0h45	Patrick, 27	126 items	0h26
Derek, 20	35 items	0h26	Caitlin, 25*	60 items	0h13	Julian, 43	135 items	0h47
Siobhan, 27*	35 items	0h18	Katie, 30	63 items	0h38	Charlotte, 19*	145 items	2h02
Jasmine, 33	39 items	0h30	Amanda, 33	73 items	1h	Jimmy, 28	208 items	1h58
Roger, 33	40 items	0h33	Umair, 17	73 items	0h50	Brandon, 17	264 items	2h41

# Breaking down the data: offline news and current affairs items

Name, age	Number of news items coded	ITV	BBC	Sky	Netflix
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Through coding nest cam footage for the six participants who had cameras installed in their living rooms, we also identified the number and duration of offline news items each respondent was exposed to over a five-day period. Again, participants watched varying amounts of offline news content, which were all television broadcast.



Katie, 30	7 TV items	1h16
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Julian, 43	2 desktop items	0h02
------------	-----------------	------



Peter, 62	2 TV items	0h04	0h15
-----------	------------	------	------



Jasmine, 33	13 TV items	0h03	0h47	4h00
-------------	-------------	------	------	------



Chloe, 64	31 TV items	0h04	2h06	6h36
-----------	-------------	------	------	------



Jimmy, 28	3 TV items	0h07
-----------	------------	------



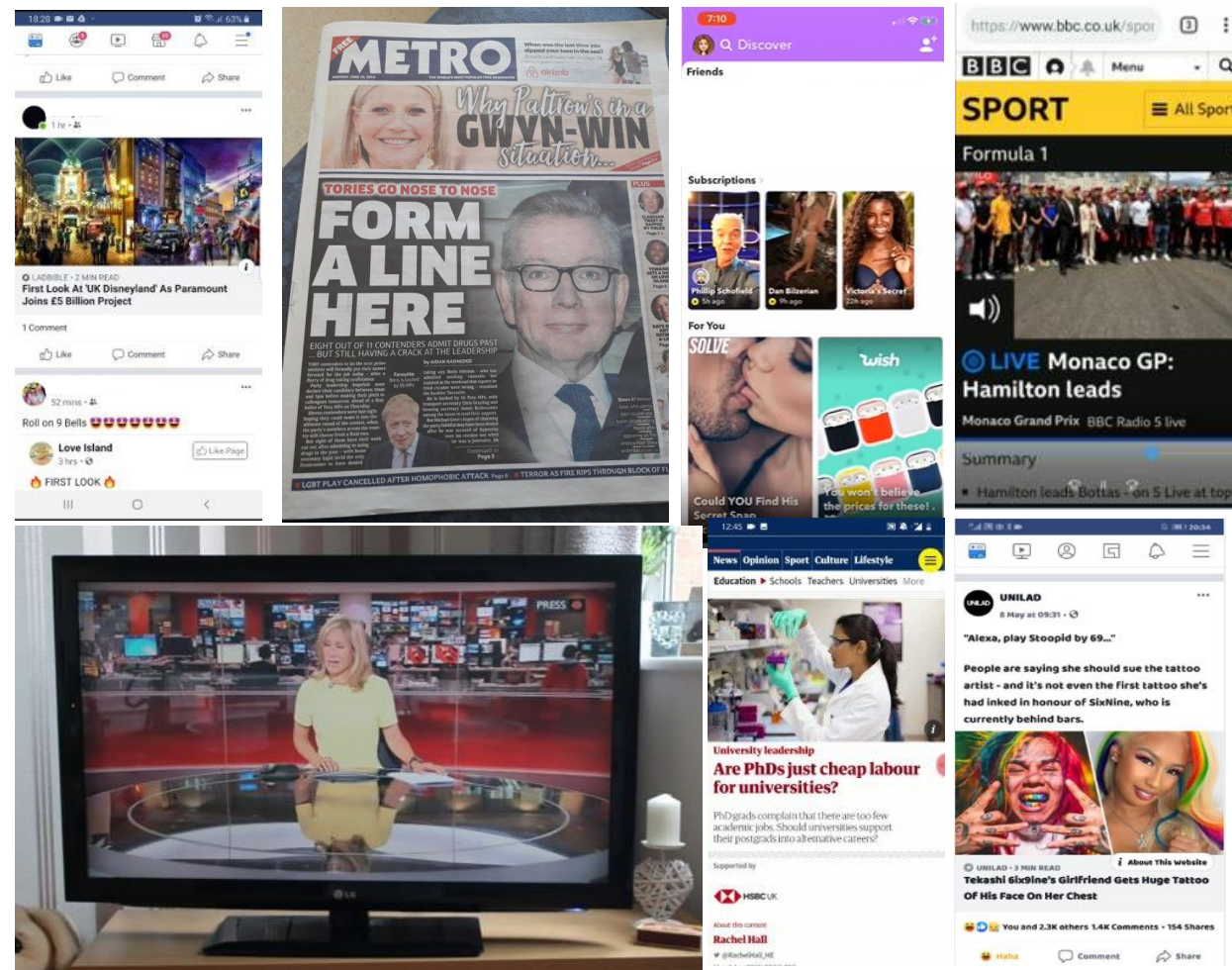
# Defining news and current affairs

Throughout analysis and coding, definitions of 'news' and what counted as a 'news moment' was fairly wide ranging, from scrolling past and pausing on a headline about a celebrity on social media, to reading an article in depth on the Guardian app.

Within the depth interviews we asked participants to define 'news' in their own words.

News content was local, national and global and found on a variety of platforms. It ranged from celebrity culture, click-bait stories and advertisement hidden as news to sport, politics and environment.

Similarly, current affairs were self-defined by participants and ranged from panel shows to documentaries. Many were unsure what was meant by current affairs and tended to be less able to articulate their consumption of it as a result compared to news content.



# News consumption is changing

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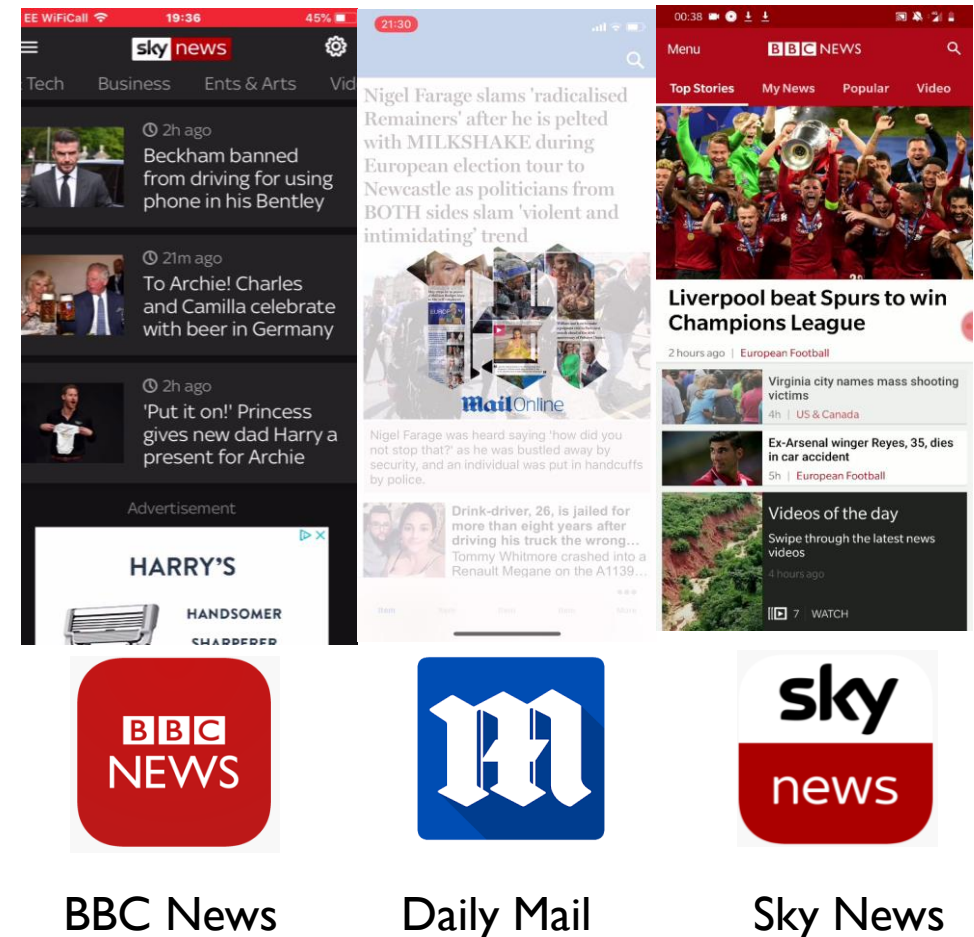
# People are accessing news from a wide range of platforms

**News apps** by specific providers offer notifications and a wide variety of news content, especially in comparison to offline news sources. They are downloaded by users onto the smartphone and can be tailored to their interests and according to their preferences.

**News websites** offer much of the same content as news apps but are more likely to be used for a one-off visit. These are accessed by a web browser, rather than through a dedicated app.

**What news apps were participants using?** 11 out of the 24 in our sample used a specific news app to access the news, with a few participants using more than one news app.

5x BBC app	2x Guardian app	1x Daily Mail app
1x Sky news app	1x The Sun	1x The Times
1x Independent	1x Sky Sports	1x One Football



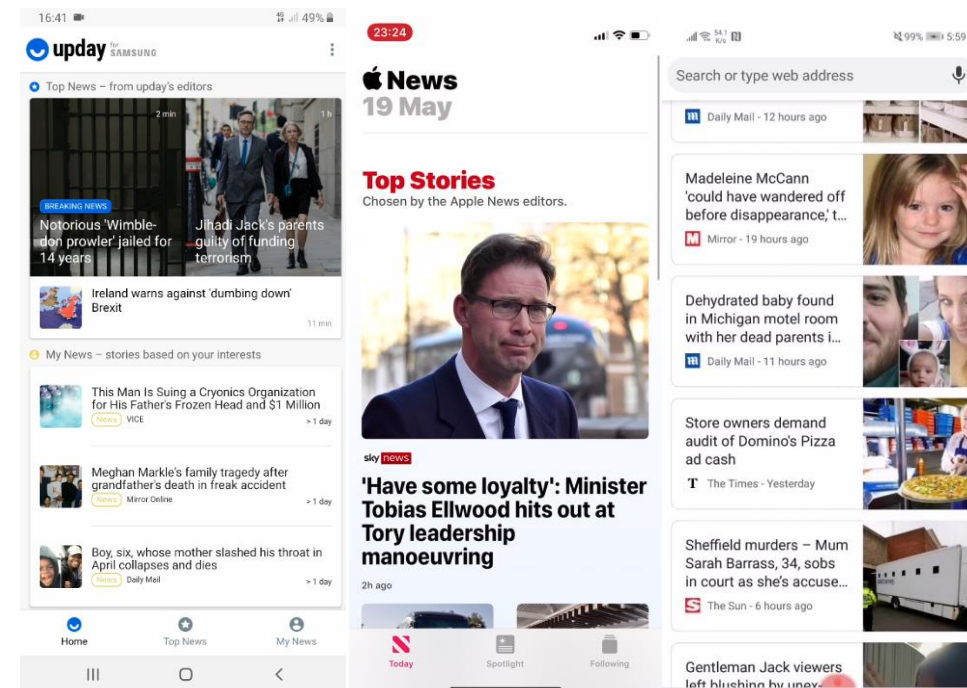
# News aggregators

**Aggregators**, apps that assemble news stories across a range of providers and topics, have become commonplace in everyday news consumption. Some smartphones have their own built in aggregators, such as Apple news for iPhone and Upday for Samsung. Users can also download their own.

**Algorithms** on each aggregator push content **tailored to the user**, based on previous clicks and searches. On most aggregators, users can set their own topics of interest and receive news based on these.

Upday and Apple News allow you to read articles in-app, whereas Google news sends people directly to the provider's website.

**11 of the sample of 24** used news aggregators, however the amount of usage varied significantly from person to person.



Upday

2 participants



Apple News

4 participants



Google News

7 participants

# Social media

**Social media** wasn't primarily designed for news distribution but supports providers who post their own news articles, as well as content shared by other users. Posts are often links to articles or clips of video content. As users are able to comment on and share their own posts it makes personal opinion and public commentary on news easily available.

23 participants (of 24) in our sample were exposed to news items on social media sites during the period of phone use we recorded. A range of sites were used, but Facebook is the most popular across the sample.



17 people



9 people



6 people



4 people



2 people



3 people

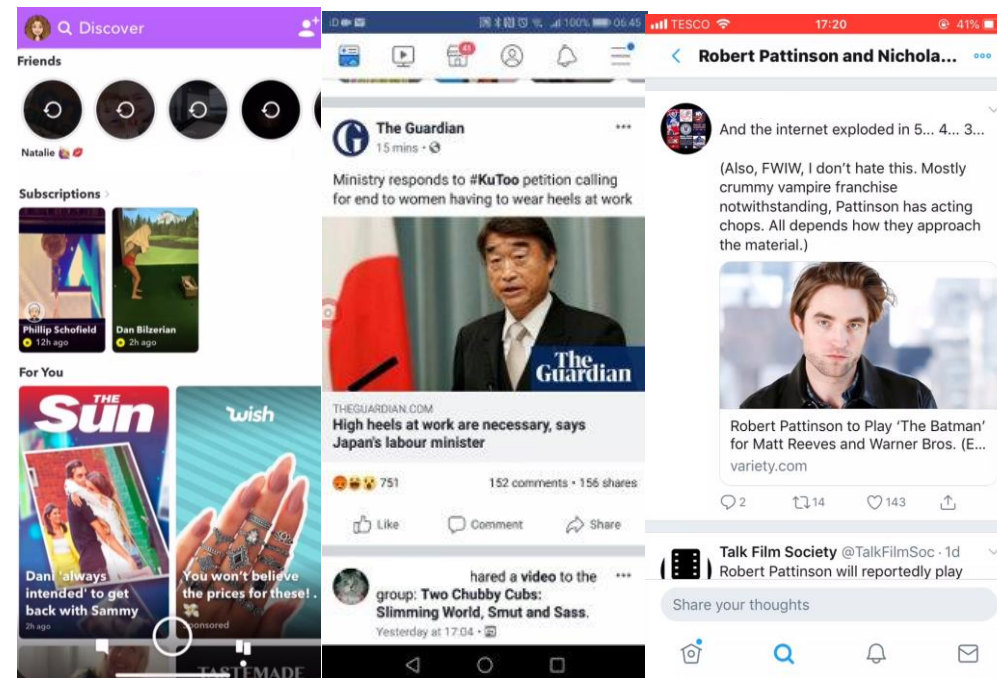


2 people



1 person

23 participants  
consumed news  
items through  
social media



Snapchat



Facebook



Twitter

# Breaking down the data: sources of news items

Across the sample of 24, there are large variations in how much news content participants were exposed to on their smartphones during the five days we recorded, as well as where the news items were seen.



Cheryl	4 items	3	1	Peter	43 items	36	3	4	Tamsyn	90 items	59	31			
Abby	10 items	1	2	2	5	Matt	50 items	27	18	5	Sky	111 items	81	30	
Lydia	14 items	4	10	Chloe	58 items	21	13	24	Marcus	116 items	15	58	5	38	
Hamza	34 items	10	6	18	Josephine	58 items	3	55	Patrick	126 items	110	9	7		
Derek	35 items	2	11	22	Caitlin	60 items	7	1	46	6	Julian	135 items	1	134	
Siobhan	35 items	26	9	Katie	63 items	44	19	Charlotte	145 items	31	12	102			
Jasmine	39 items	10	2	27	Amanda	73 items	1	36	36	Jimmy	208 items	33	49	88	38
Roger	40 items	7	13	20	Umair	73 items	49	24	Brandon	264 items	60	22	180	2	

# Participants in this sample were still using offline sources, but less frequently than smartphones

While offline platforms such as newspapers, radio and television were still used by many, they were competing against a range of diverse online news sources.

Participants in our 24-strong sample were more likely to use these 'traditional' mediums for specific purposes.

Radio and television tended to be used to listen to or watch specific morning or evening news broadcast or in-depth discussion, or to have on in the background, while newspapers were used for in-depth analysis, cultural news or a quick browse on public transport.

Users of offline news sources in our sample tended to make use of them at specific times of day:

- TV would nearly always be used early in the morning or in the evening
- Printed press was often used on public transport
- Radio was generally used in the morning or whilst driving/commuting

In our sample, who reported using offline sources on a regular (daily or weekly) basis:

5 used  
printed  
press

12 used  
TV

8 used  
the radio



## Peter | 62

Retired

Yorkshire

Offline news user



Peter, 62, is retired and lives with his wife in rural Yorkshire.

He reported watching BBC News everyday and structured his routines around the different news broadcasts. From the Nest cam footage we saw he usually did this while looking at his laptop and only looked up for sport news.

He watched ITV in the evenings to keep up to date with local coverage.

He also listened to BBC Sheffield on the radio in the morning.

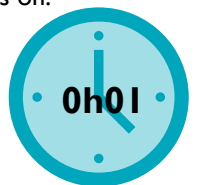
With Nest cam footage, we observed Peter watching BBC News broadcast twice over the five days, despite reporting that his did so every day.

Although he remained in the room throughout, he spent the time scrolling twitter on his laptop – only looking up at the TV when sports news came on.

Time spent on TV news over three days:



Time watching the screen while news was on:



**Chloe | 64**  
Unemployed  
Manchester  
Offline news user



Chloe, 64, lives in Manchester with her partner. She is not currently working but aimed to get back into part time acting over the next few years. She reported that she heard a lot of news throughout the day on TV and the radio, and bought The Sun every day although she admitted this was primarily for the bingo and she only flicked through the news content.

The amount of time news broadcast was on the TV over five days:



Sky News



BBC News



ITV News

In the Nest cam footage, although the news on the TV was on for a large amount of time throughout the five days, a lot of the time she was doing something else at the same time and in and out of the room. We saw that when she actually watched the news it was usually Sky news – every night whilst eating dinner with her husband.



# How and why people consume news

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# Participants had particular patterns of news consumption across all platforms which were characterised by different motivations

Across all platforms, online and offline, this research observed three predominant patterns of news consumption behaviour within participants' news journeys. Participants were consuming news *habitually*, *incidentally* and in pursuit of *specific goals*:



## Habitual consumption

**Habitual** consumption included daily or regular news consumption from the same source or set of sources, whether they were specific channels, newspapers or news apps.



## Goal-driven consumption

**Goal-driven** consumption referred to news consumed with a specific goal in mind. This would usually be to find out about breaking news or seek out more information about a topic.



## Incidental consumption

**Incidental** consumption referred to news that was consumed without deliberate intention—for instance, viewed while scrolling through social media (shared by friends, interest groups or providers), through a notification, or sent via a message.

Motivation

### To consume *news*

*e.g. to keep up to date with what was going on, keep up in conversations with friends*

### To consume *specific news*

*e.g. to verify something they had heard or seen, find out more about something*

### Something *other than news*

*e.g. for entertainment, interacting with friends and family on social media*

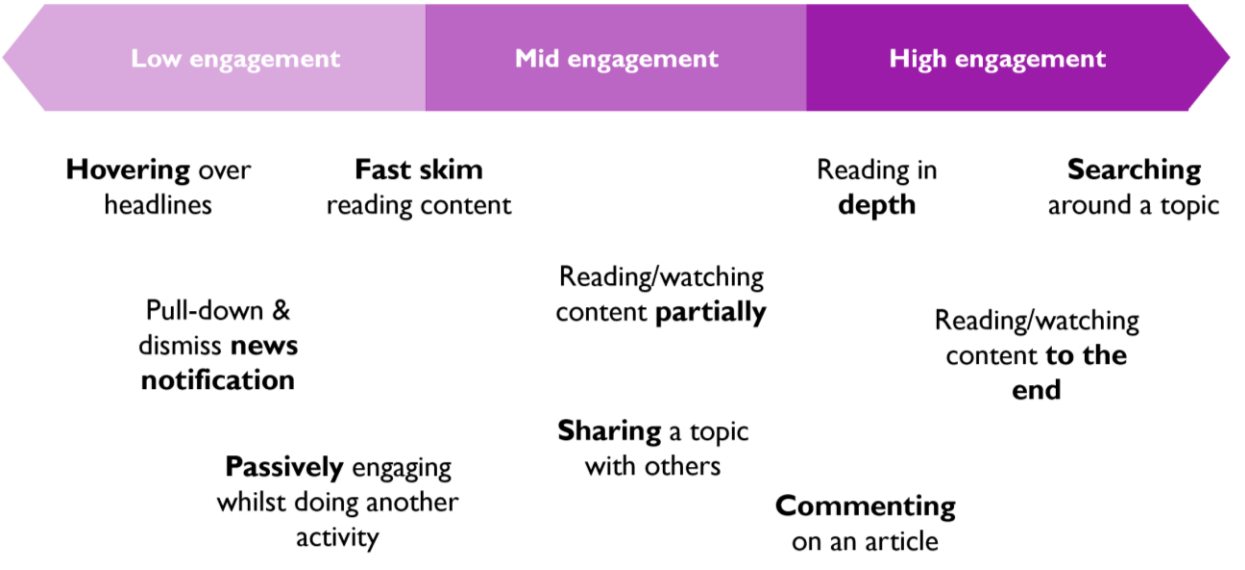
# Participants had varying levels of engagement with news

The three patterns of behaviour, habitual, incidental and goal driven, and the different motivations within each, appeared to result in differing levels of **engagement** with the news across platforms. We coded different levels of engagement for each news item captured on screen record, both in terms of the length of engagement and the depth of engagement.

With **habitual** news consumption the level of engagement appeared to depend on the platform. Habitual use of **offline** news platforms such as a TV or radio news often seemed to have fairly **low** engagement such as not looking at the TV, or having the radio on in the background while on the phone or driving. Habitual checking of news websites or app sometimes illustrated **high** engagement with people reading articles in depth and reading or watching news content to the end.

With **goal-driven** news consumption, participants usually showed **high** engagement, often searching around a topic of interest and clicking on a number of articles.

With **incidental** news consumption participants showed **lower** engagement such as hovering over headlines while scrolling social media, or dismissing notifications.





## Dedicated news apps

A lot of **habitual** consumption on smartphones took place via **dedicated news apps**, where participants routinely checked up on the current news stories. These patterns usually displayed medium to high engagement levels and opening an app often showed an active engagement with news.

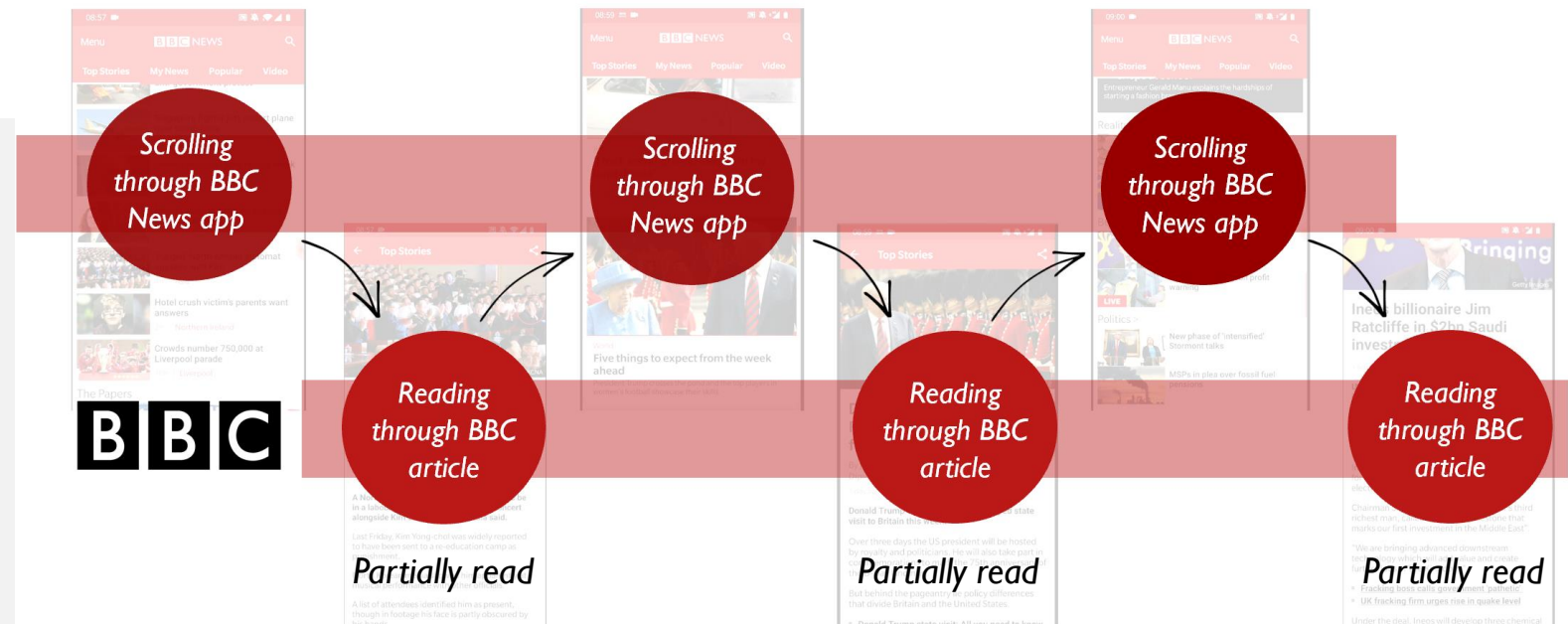


**Jimmy | 27**  
PhD Student, Colwyn Bay

Jimmy went on the BBC news app every day and scrolled through the top stories and 'my news', where he followed politics, science, environment and sport.

Usually the news he consumed on the BBC news app was **medium to high engagement**. He read the three articles in **depth**, but he only **partially read** them all.

When asked about this, he said he usually clicked off once he understood the news story and his level of engagement depended on how much time he had available.





## Broadcast television

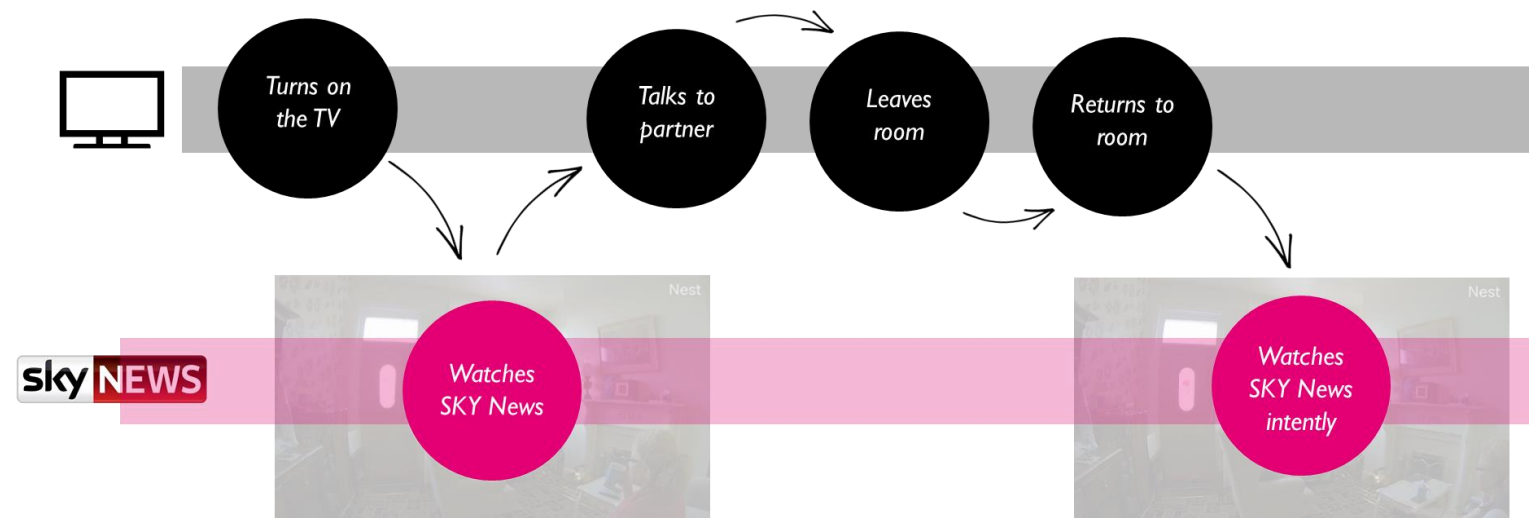
Some **habitual** consumption took place via **broadcast television**, usually at a set time that fit into their routine. Habitual offline consumption usually involved low engagement levels with some sporadic high engagement moments.



**Chloe | 64**  
Unemployed,  
Manchester

Chloe watched the news on TV routinely everyday, alternating between Sky News, ITV News and BBC News.

She was usually on her phone or doing another activity at the same time, so her engagement was often relatively **low**, except when she and her husband had dinner. This was when they usually watched the TV screen and her engagement was **higher**.



## Browser searches

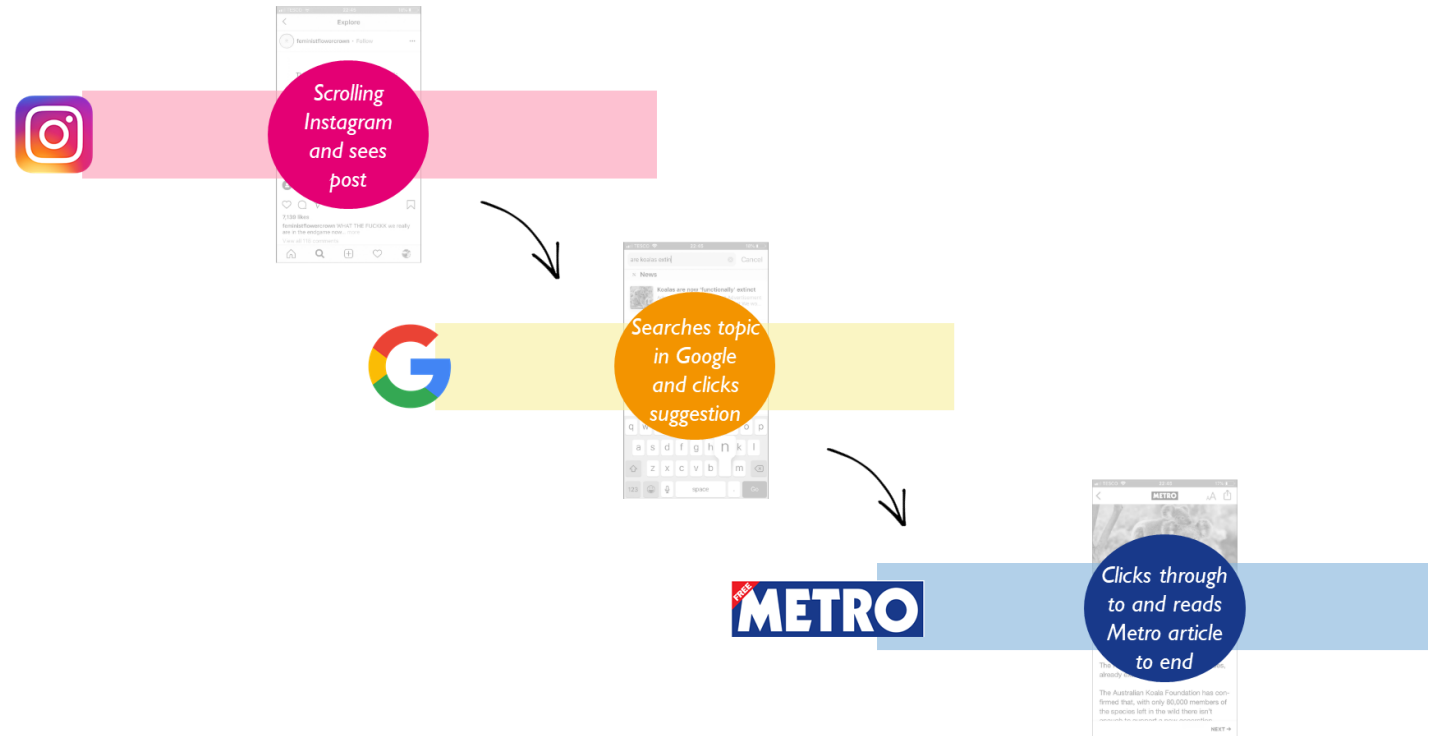
A lot of goal-driven consumption on smartphones took place via **browser searches**, where participants actively searched for more information around a news story or topic. These behaviours showed typically high engagement behaviours since the person was actively seeking out information.



**Charlotte | 19**  
Student, Belfast

Charlotte frequently searched around a topic and fact-checked stories that she came across, both through social media and news aggregators. She linked this to doing research and understanding context for schoolwork.

Usually when she searched around a topic this related to **high engagement**. For example, she read a BBC article **in depth to the end** and then **clicked through** to a CNN news article, which she read **in depth**.



## Social media

On smartphones a lot of **incidental news** consumption took place on **social media**, where articles surfaced on participants' newsfeed, either from friends posting, sponsored content or accounts that they follow. Participants usually displayed low engagement behaviours when they were scrolling through their feeds with a goal that was non-news related in mind.

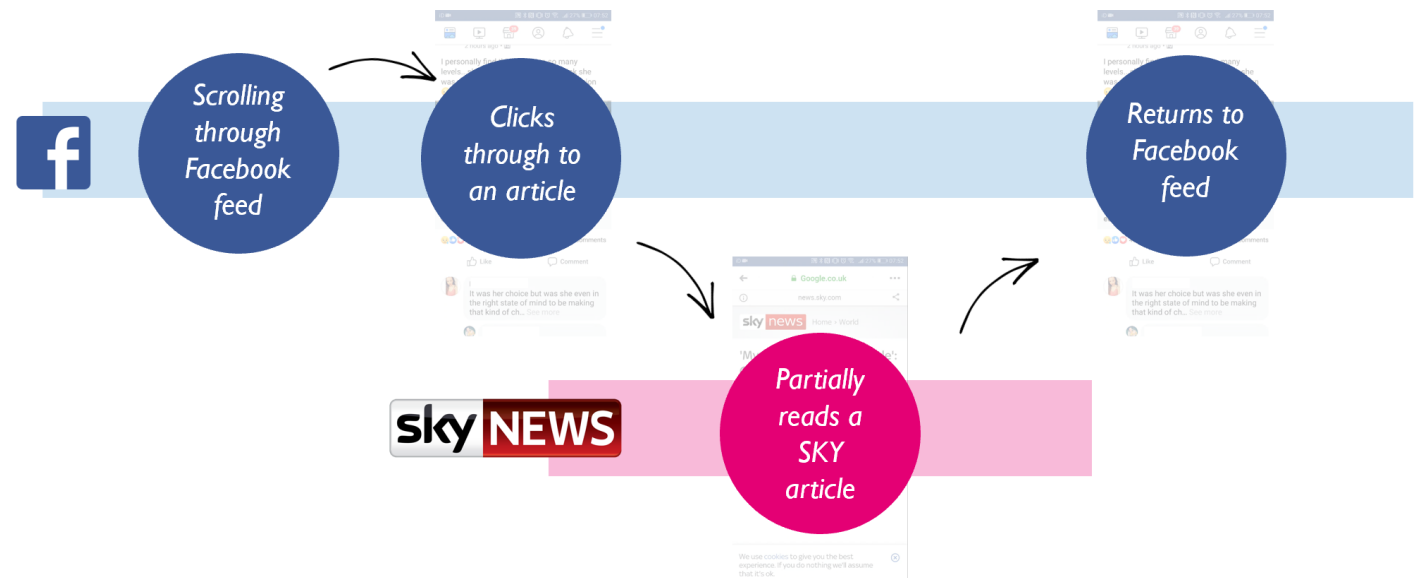


**Katie | 30**  
Mother, Aberdeen

While Katie got most of her news from ITV's Good Morning Britain on TV every morning, the majority of news that she consumed on her phone was through Facebook.

She followed a few of the “main” news providers on the platform such as BBC, Sky and ITV, but got most of her news on Facebook from posts shared by friends.

Usually the news she consumed on Facebook was with **low engagement**. She **skim read** the Sky article about euthanasia **partially** and then quickly returned to her Facebook news feed.



## News aggregators

A lot of **incidental news** consumption on smartphones also took place via **news aggregators**, where articles surfaced through notifications.

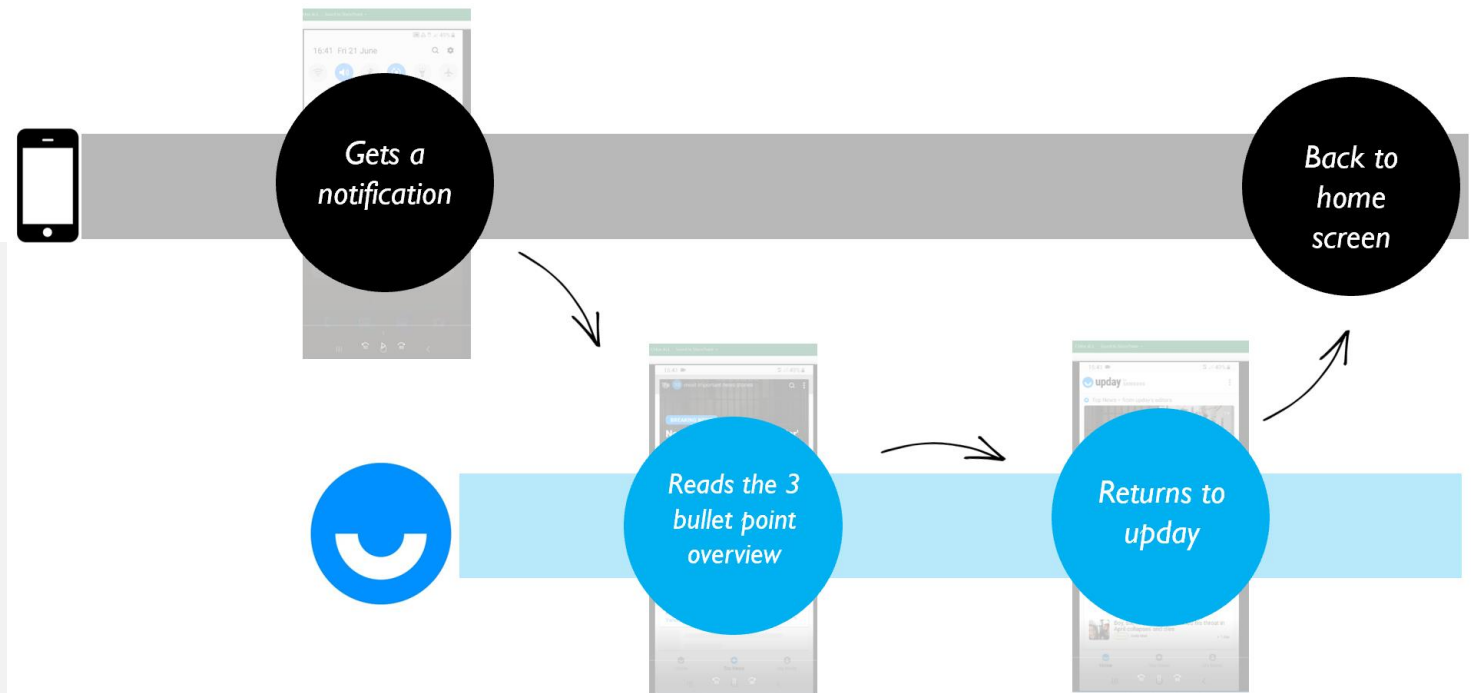


**Chloe | 64**  
Unemployed,  
Manchester

Chloe came across a lot of news incidentally through Upday, the news aggregator integrated into her phone.

She often read Upday's three bullet point overview of the story rather than clicking through to the article.

Usually the news that she was exposed to through the aggregators correlated to **low engagement**. She only read the overview and then did **not click through**.



# Case study: changing level of engagement on different platforms

**Jimmy | 27**  
PhD Student, Colwyn Bay



**News app or website**  
121 news items

Read only headline | Read in depth



Read beginning | Read partially | Read to end

**Social Media**  
32 news items

Read only headline | Read in depth



Read beginning | Read partially | Read to end

**Aggregate news app**  
35 news items

Read only headline | Read in depth



Read beginning | Read partially | Read to end

# The rise of personalised news

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# News aggregators were a popular source of news within the sample

News aggregators and social media feeds have become a popular medium for news consumers, with all but two of our sample of 24 using one or the other to access news. The main aggregators used were Google News and Upday for Android users, and Apple News for iPhone users.

Most of these apps came built into phones, meaning that many participants used them by default, particularly those who did not have a previous preferred source or provider.

The personalisation of news feeds was seen as an attractive feature of news aggregators by the participants. Personalisation works by algorithms pushing content to users based on their past consumption or search history, thereby narrowing their news consumption.

*“I like using MSN for news because you get it when you come out of your email – it’s easy because you don’t have to type anything in” – Umair, 17*



**Roger | 34**  
Parish leader  
Derby

Roger checked his Google feed for news most mornings and evenings. He liked that it was tailored to his interests and would give him notifications on sports updates. He recently purchased a Google Nest Hub which gives him an overview of the news from a range of providers

# Breaking down the data: news aggregators

Name	Number of news items coded	Duration spent on news items
------	----------------------------	------------------------------

Aggregator news items

At least half news items were from aggregators

Across the sample, aggregators accounted for approximately 16% of the news items we coded on smartphones, with 11 of the sample using them. For a number of our participants (see those in purple), news aggregators were the initial source for **at least half** of the news items they interacted with.

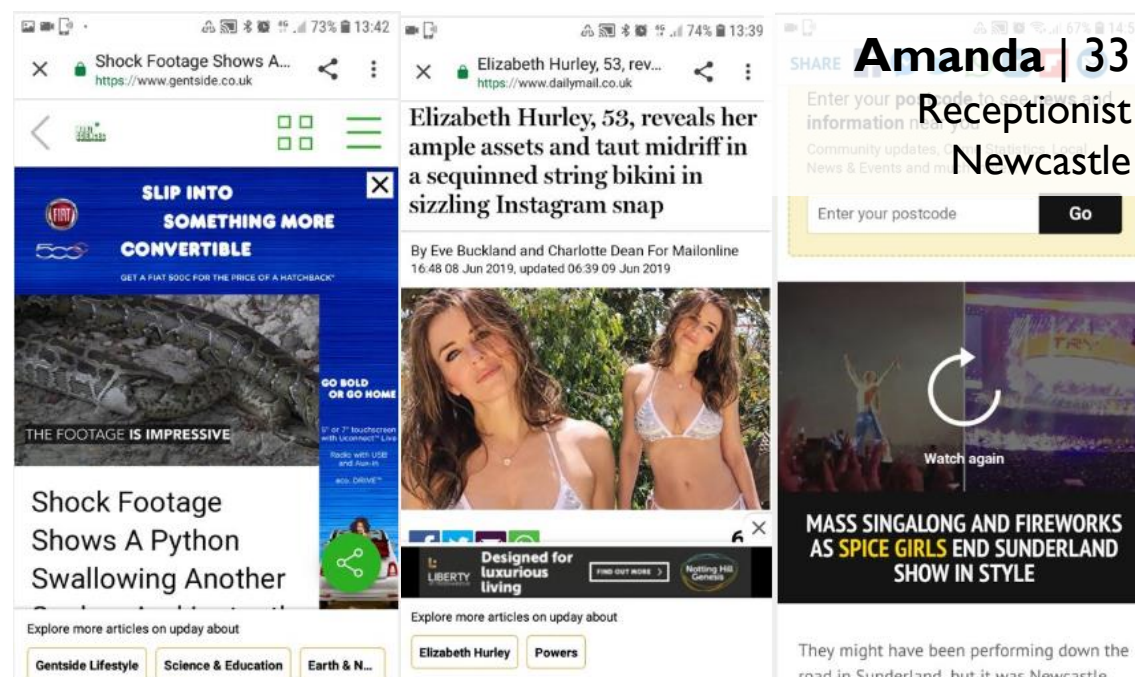
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Hamza	34 items	0h20		Josephine	58 items	0h45		Patrick	126 items	0h26	7
Derek	35 items	0h26		Caitlin	60 items	0h13	6	Julian	135 items	0h47	
Siobhan	35 items	0h18		Katie	63 items	0h38		Charlotte	145 items	2h02	102
Jasmine	39 items	0h30		Amanda	73 items	1h	36	Jimmy	208 items	1h58	38
Roger	40 items	0h33	20	Umair	73 items	0h50	24	Brandon	264 items	2h41	2

# News aggregators appeared to push ‘softer’ news content

It was seen through screen record that, on aggregators, people were often exposed to news that covered only a small number of topics from a narrow range of providers. A few participants saw this as a negative, as it appeared to narrow the types of news stories they were exposed to.

In the interviews, some participants said they didn’t consume much so-called ‘soft’ news, including human interest, celebrity gossip stories and ‘clickbait’ titles. However, screen record analysis revealed that aggregators were presenting a considerable amount of this kind of news content. This seemed to be driven by people’s previous clicks and searches. We observed through screen record that this was the case for some participants, and that this led them to consume this kind of news content.

Jimmy was aware that through the algorithms pushing content based on previous clicks, the scope of news that he was exposed to was narrowing. He felt although this was convenient, it could also be a negative.



Amanda received Upday notifications on her phone regularly. She would browse the aggregator on her lunch break at work and found the content on there entertaining and amusing. She was often drawn in by the “bizarre” headlines.

# Those who used news aggregators seemed less selective about the sources of the stories they read

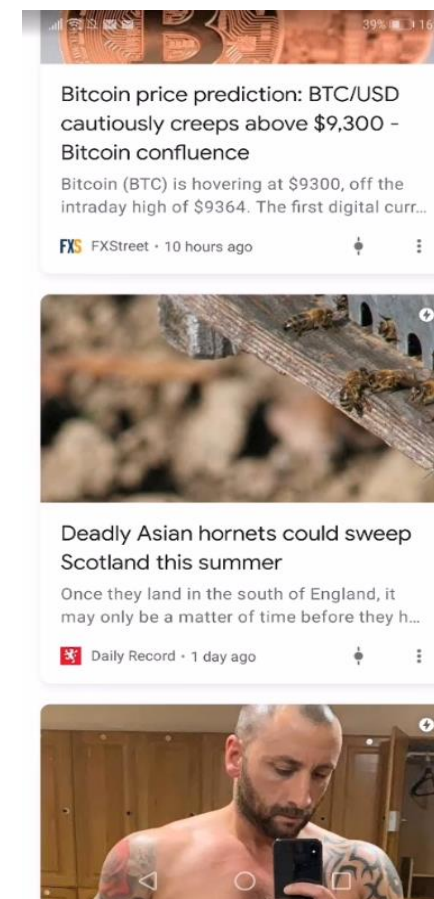
The layout of news aggregators encourages users to focus on the headlines rather than the source of news. Aggregators usually offered content from a wide range of providers, including niche providers as well as advertisers and social media content providers. Often, participants assumed that the inclusion of an article on a news aggregator was a mark of its trustworthiness, whatever the source.

While some aggregator users in our sample paid little notice to the source of news, a minority reported that they would deliberately not choose articles from a certain source because they didn't think the provider was trustworthy or produced good quality content. However, this wasn't always reflected in their screen record.

*“[On news aggregators] I usually go by whichever logo catches my eye then by title and description” – Marcus, 23*

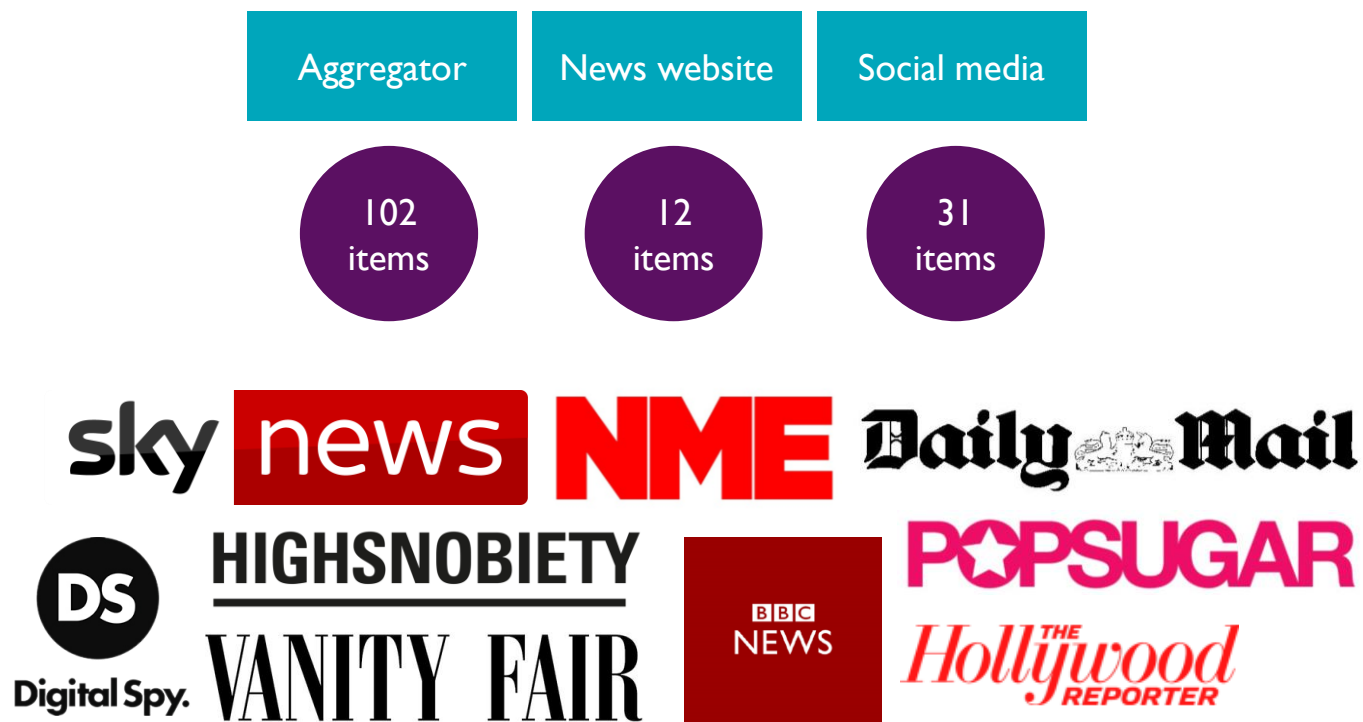


Marcus was aware of differences between providers and did have preferred ones such as Business Insider. However, he based his choices when using news aggregators on other parameters.

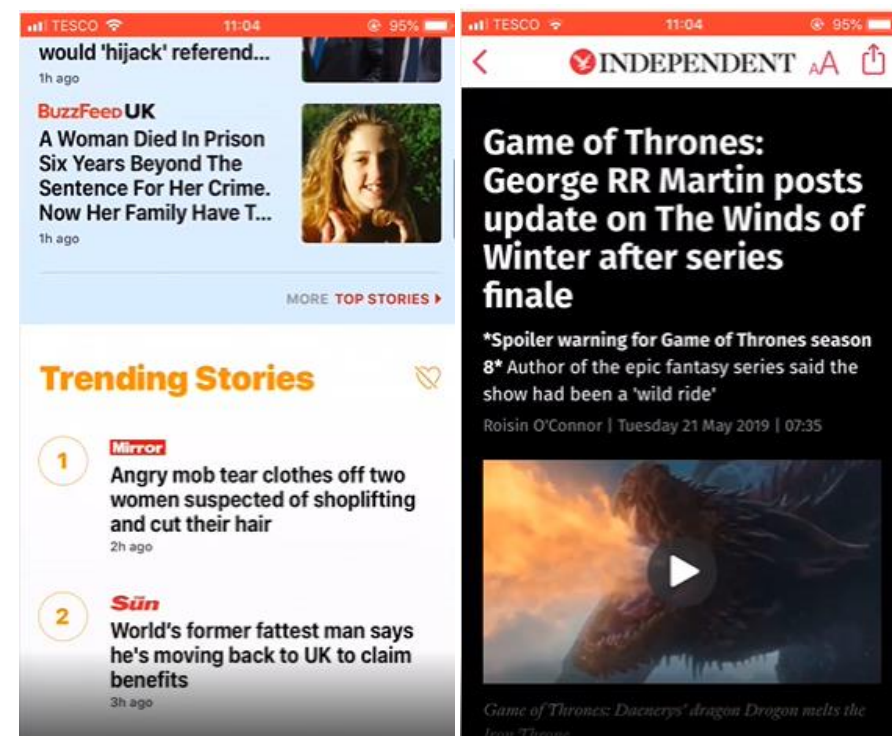


## Case study: heavy aggregator user

Charlotte consumed 145 items of news on her smartphone over the period we recorded. Of these, 102 were from news aggregators – which represents 70% of news items she consumed on her smartphone over 5 days. These items came from a wide range of providers across a wide range of topics.



**Charlotte | 19**  
Student, Belfast  
iPhone user



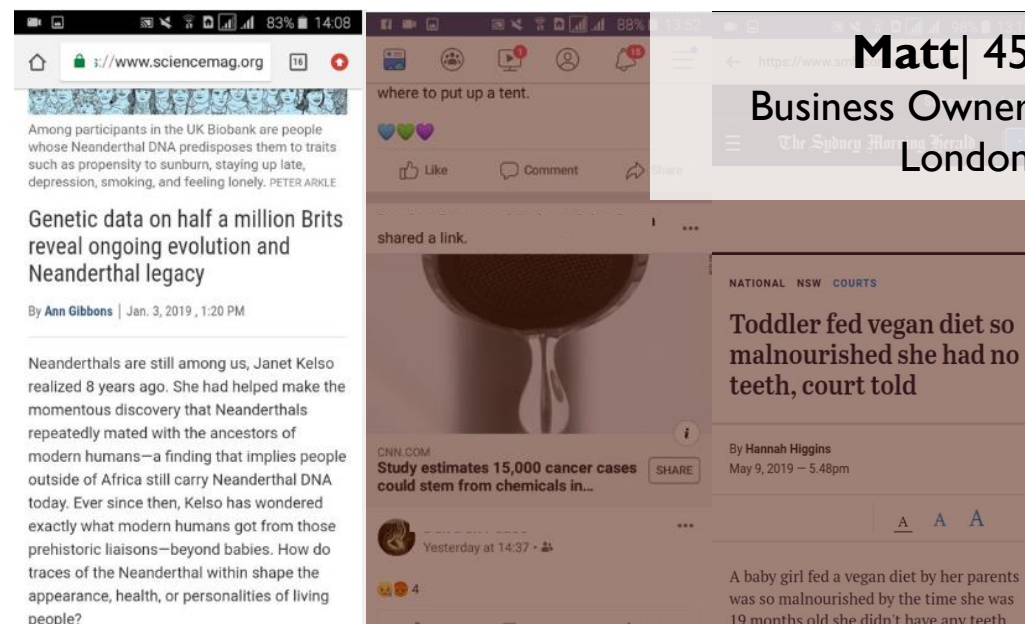
# Many participants followed pages on social media that supported their own interests

Similar levels of personalisation are present on social media, where news is highly curated based on friendship circles, followed pages and algorithms based on previous engagement.

Many followed news providers such as the BBC and Sky, as well as some of their local news providers on social media. A number of participants followed special interest Facebook groups in which people shared news content related to a particular topic. Some had unfollowed news sources they didn't agree with or found vexing, meaning they were exposed to a much narrower set of news topics on Facebook.

On Twitter trending hashtags could expose participants to a wider range of headlines. However, most participants only used the newsfeed, which suggested content based on previous clicks or engagement.

Overall, the widespread use of social media to access news meant participants' networks were narrow or lacked a diversity of viewpoints.



Matt got most of his news from his Facebook newsfeed. He was particularly interested in news relating to health, environment and veganism. On Facebook he followed people within the vegan and vegetarian community who largely shared his interests, and the majority of his newsfeed consisted of posts shared by this community.

# Breaking down the data: social media

Name

Number of news items coded

No. social media news items

Social media was the largest source of news

Part of social media items over all items

Across the sample social media accounted for almost a third (31%) of all the news items coded on smartphones. All but one participant were exposed to news items on social media within the time period we recorded, and for many social media was the single largest source of news items we coded (see those with purple circles).

Cheryl	4 items	3	75%	Peter	43 items	36	84%	Tamsyn	90 items	59	66%
Abby	10 items	1	10%	Matt	50 items	27	84%	Sky	111 items	81	73%
Lydia	14 items	4	29%	Chloe	58 items	21	36%	Marcus	116 items	15	13%
Hamza	34 items	10	29%	Josephine	58 items	3	5%	Patrick	126 items	110	87%
Derek	35 items	2	6%	Caitlin	60 items	7	12%	Julian	135 items	1	1%
Siobhan	35 items	26	74%	Katie	63 items	44	70%	Charlotte	145 items	31	21%
Jasmine	39 items	10	26%	Amanda	73 items	1	1%	Jimmy	208 items	33	16%
Roger	40 items	7	18%	Umair	73 items	0h50		Brandon	264 items	60	23%

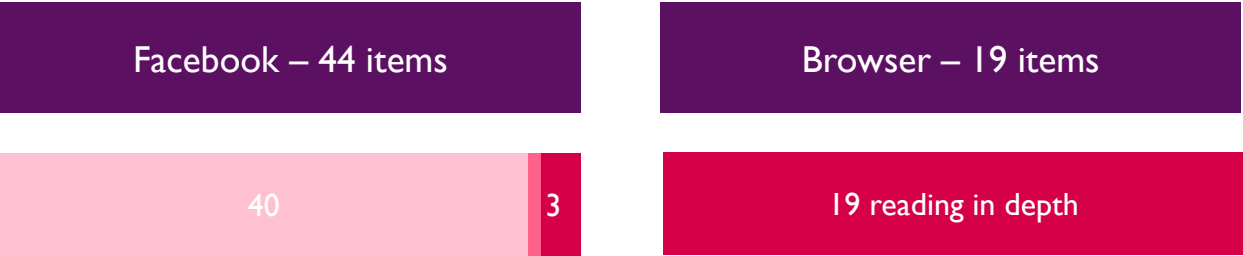
Katie | 30

Mother, Aberdeen



# Case study: social media user

Over the period we recorded, Katie came across 44 news items on social media, which represented 70% of the news items she consumed on her smartphone. The remaining 30% were found through her browser. When Katie consumed news on her browser, which was more goal driven, she was much more likely to read an article in depth, compared to when she was on social media where she skim read, read the headlines or watched videos.



Reading headline | Skimming | Watching

Out of her 44 news items on Facebook Katie only consumed 4 items more than just reading the headline or skimming. These were all read or watched partially.



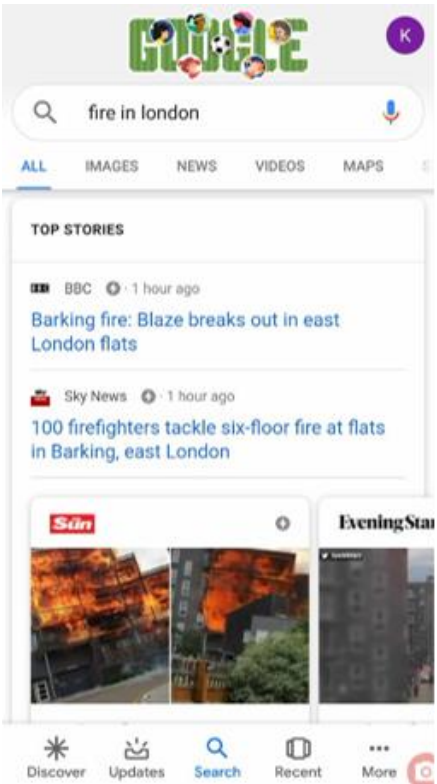
Read/watch partially

Reading in depth

However, on her browser, she read all of the items she consumed **in depth** and displayed a variety of engagement levels below.



Read beginning | Read partially | Read to end



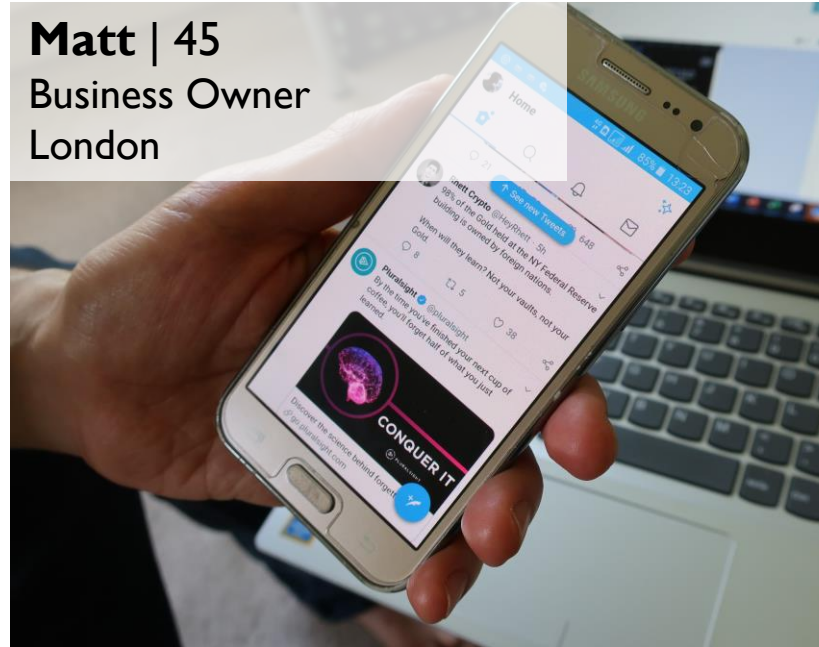
# People were exposed to a increasing variety of unregulated news sources

With the rise of incidental news consumption and particularly the use of social media, participants within our sample came into contact with news and current affairs content from a variety of unregulated or less mainstream sources, some of which could be considered ‘fake news’.

These sources included smaller news providers encountered on social media or aggregators, and also news presented through friend’s posts or Facebook groups. Though some within the sample were aware of the dangers of such sources, many did not think to check claims made by their friends or in certain articles.

*“I have 4000 or so friends on Facebook so I can’t really control what’s on there [...] usually I don’t mind other people’s opinions or getting things second hand” – Matt, 45*

**Matt | 45**  
Business Owner  
London

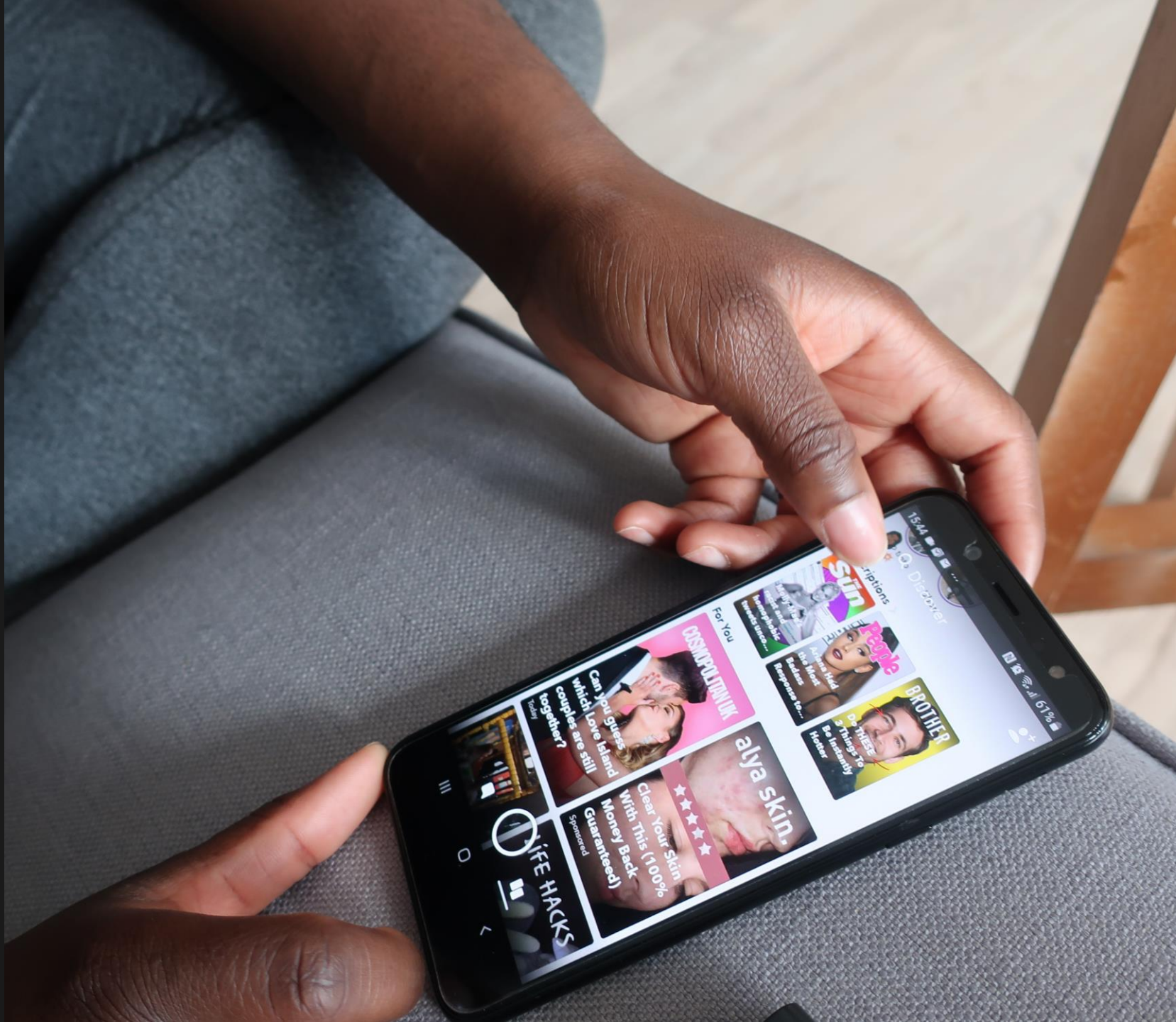


Matt got most of his news on his smartphone from posts or articles shared by similarly-minded friends on his Facebook. Though he aimed to remain critical and check claims, some of the providers on his feed were unregulated. He also followed cryptocurrency ‘news’ accounts on Twitter.



# The impact of the changing news landscape

REVEALING REALITY



# People were consuming news wherever and whenever they wanted

As the devices on which people consume news shift towards the online and personalised, many people's news habits have shifted too.

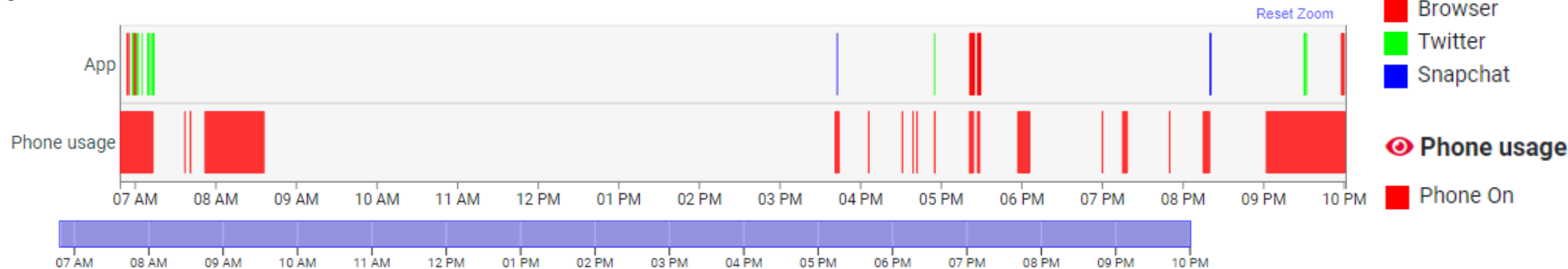
Many participants we spoke to, particularly younger ones, **did not consume their news in a habitual way**. Instead, they were regularly consuming news in an **incidental and one-off manner** through social media feeds.

Tamsyn got a lot of her news from Twitter, which she would check throughout the day or whenever she was on her phone, although not always coming across news. Her main motivation was to see what the people she was following had posted, however she would occasionally come across news on the trending tab.



**Tamsyn | 27**  
Business consultant  
London

\* App row displays **news moments**  
\* Phone usage shows when the phone screen was on during the day



Tamsyn's news consumption over one day

# Even those with habitual news routines consumed news incidentally on their phones throughout the day

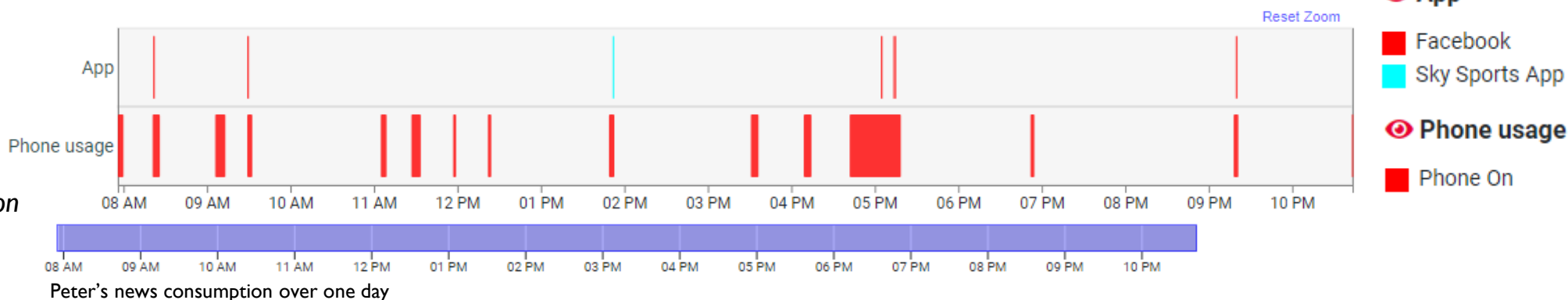
While older participants tended to retain some habitual news routines, such as watching BBC News at six every day, or listening to the news on their car radio on the way to work, this was often **supplemented throughout the day** by news content on their devices.

Peter watched BBC news on TV every day, as well as tuning in to Radio Four every evening to listen to comedy. As well as this habitual routine, Peter received notifications from the Sky Sports app on his phone and went on Facebook where he would come across local news.



**Peter** | 62  
Retired  
Yorkshire

\* App row displays news moments  
\* Phone usage shows when the phone screen was on during the day



# Short form video content was consumed more frequently on social media

In our sample a few younger respondents used Snapchat as a news source. This provided them with short videos where a few respondents felt they could get a brief overview of a news story without having to read in depth.

Videos on other social media platforms such as Facebook and Twitter were also watched, often to the end. Videos on these platforms could be watched without exiting the news feed so many would watch short snippets of a video before continuing to scroll their feed.

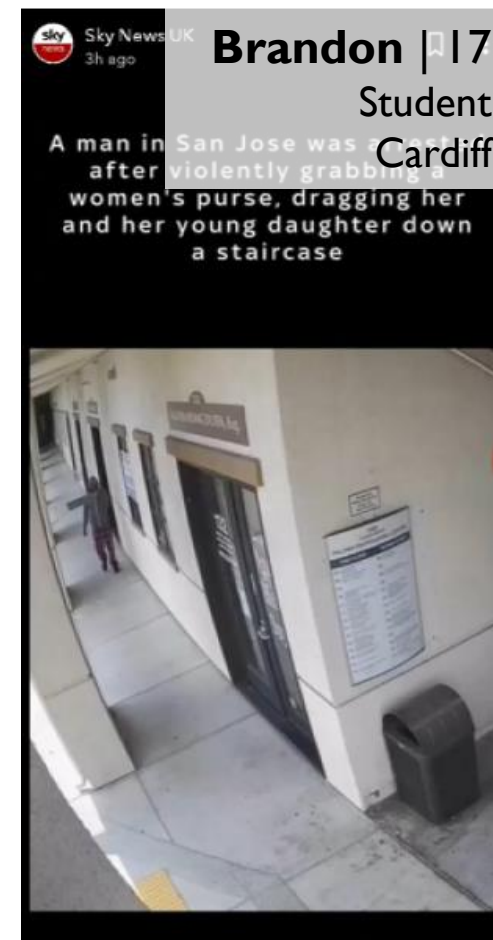
While videos were mainly engaged with on social media, some also consumed them on news apps. Again, this behaviour was more common amongst our younger respondents.

150 news items in video format

105 on social media

31 on dedicated news apps

11 on news websites



Brandon enjoyed news in short form video content as he felt it gave him all the information he needed quickly. He watched the top 7 videos of the day every morning on the BBC and regularly watched 'stories' from news providers on Snapchat.

# People no longer needed to actively seek out news content

The large quantity of news being received incidentally on smartphones via social media, aggregators or notifications meant that some participants said they no longer needed to actively seek out content to feel they were getting an overview of the news. For eight of the sample, social media was their main source of news.

While scrolling on social media, many were exposed to some sort of news content, either by following news providers or through sponsored or shared content on their feed. On their phones, participants were coming across news content while catching up with friends, looking at memes, or scrolling out of boredom, rather than specifically seeking news.

Sky, 19, used Twitter and Facebook where they received most of their news. They felt that they received plenty of news without actually having to follow news providers on these platforms.

*“A lot of my news kind of comes to me, especially on Facebook” – Sky, 19*

17 moments  
of actively  
searching for  
news stories  
in browser  
overall

*“When I get a notification I always look at it if I have time to check what’s going on” – Josephine, 32*



## When people actively sought news and current affairs content, they were more likely to choose a provider they trusted

A small number of participants did actively seek out news as part of goal-related news consumption. We observed six participants in the sample do this over their five days of screen record. In these instances, most used search engines and websites rather than downloading specific news apps. Some who did have specific news apps often said they had downloaded them out of topical interest – for example, downloading Hypebeast for fashion – or because they had grown up consuming news from that provider offline.

When seeking out news with the goal of finding correct information or around a topic of particular interest, participants were aiming for impartiality, trustworthiness and accuracy. As such, when displaying goal-related news consumption, participants reported that they were likely to choose providers they had heard of or felt had a longstanding influence, such as the BBC, Sky News or ITV.

For example, Siobhan received most of her news incidentally via Facebook, or from group chats with her friends and family, and very rarely chose her news based on provider. However, when it came to breaking news stories, she would go to the BBC news website to get the latest information because she had grown up trusting the BBC as a news source.

**Julian | 43**  
Software Engineer  
Swansea



When wanting to find local news Julian used Wales Online on his desktop computer. He felt that it was both more localised and gave more regular updates than other local providers.

# People didn't always prioritise finding news that was impartial, accurate and trustworthy

While participants often wanted trustworthy and impartial news when it came to goal driven consumption, this was not the case for all news they consumed. Within our sample, participants were often motivated to consume news that fulfilled their need for drama, opinion and locally focused and invested news stories.

This impacted their choice of provider, as their needs could be satisfied by news published by less regulated news sources.

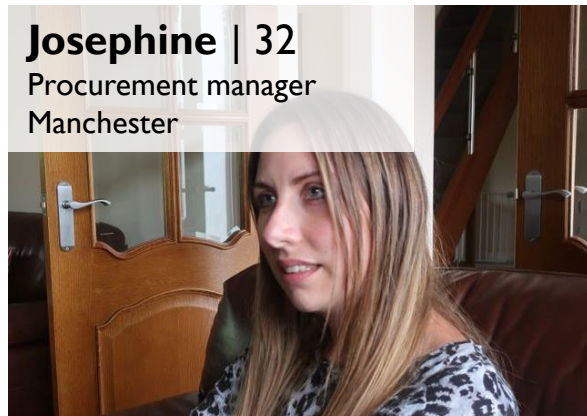
In these cases, many were drawn to news that offered **opinion** rather than facts, in particular that which reinforced their worldview or commentary from individuals and friends. Many within our sample wanted highly **localised** news — information they felt was more directly relevant to their lives. Many kept up with celebrity gossip or drama as something to talk about with friends.

**Tamsyn | 27**  
Business consultant  
London



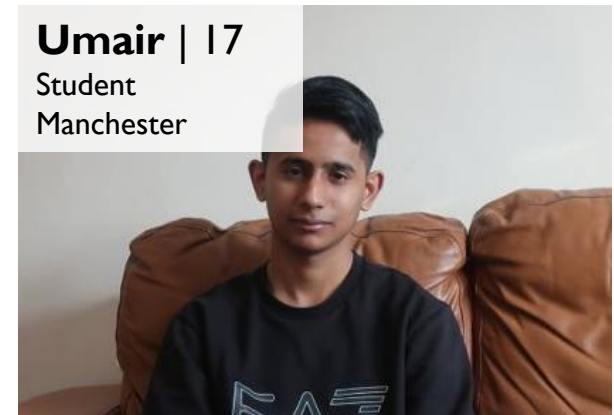
Tamsyn used the Telegraph to get her business news. She would often go to the Daily Mail app for “trashy stuff” such as celebrity news but would not use the news provider for “serious news”.

**Josephine | 32**  
Procurement manager  
Manchester



Josephine had the BBC news app on her phone, which she used to keep up to date with politics. For the local news she followed a local Facebook group where people in the community posted articles from a variety of sources.

**Umair | 17**  
Student  
Manchester



Umair came across his news on Google Discover. He often clicked on articles from The Sun because he liked that they did “personal stories”. he said he thought the articles might not be true but found them entertaining.

# Incidental consumption could lead to more passive news consumption

Social media has become a key portal for news. However, participants tended to consume content they accessed on those platforms in a passive way. On social media, participants were more likely to skim-read news headlines only, rather than clicking through to the full articles. When they did click on articles, they often only skim-read or read the beginning of the article before returning back to their social media feed.



Clicks on Facebook app

Scrolling through Facebook feed

Scrolling through Facebook feed

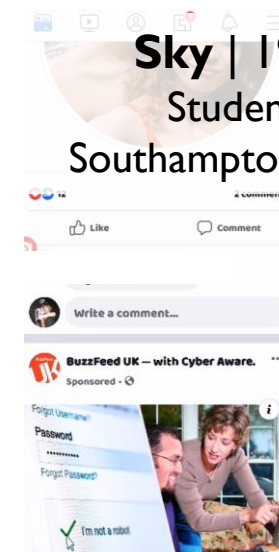
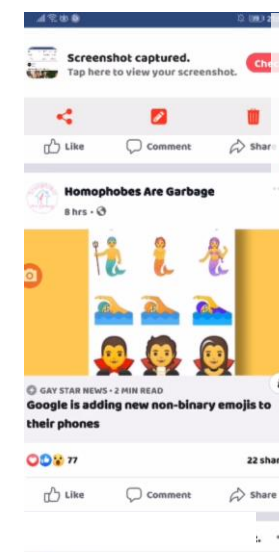
Scrolling through Facebook feed

UNILAD

Read partially

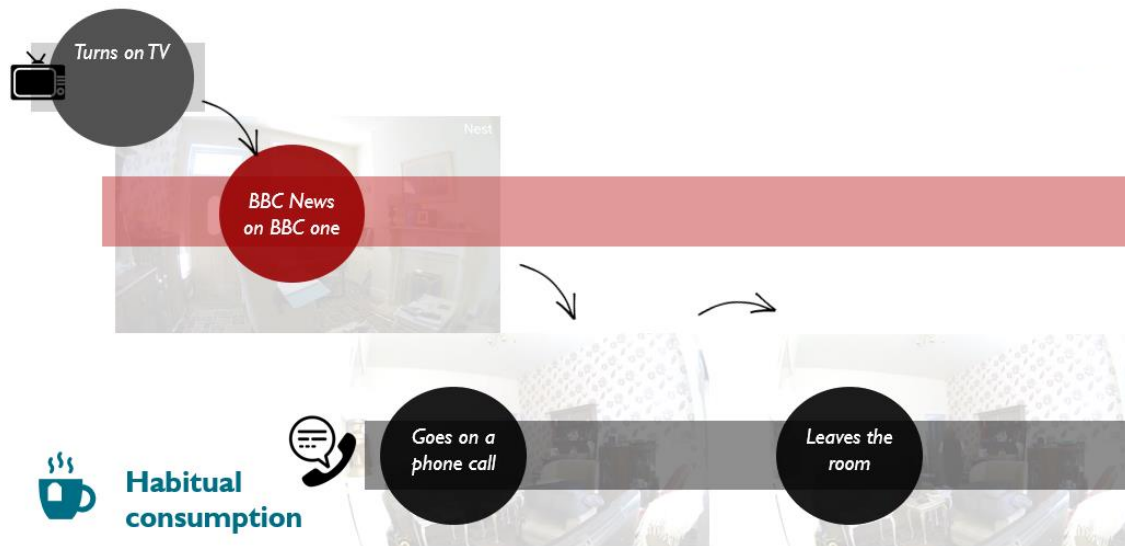


Skim read



Sky had a tendency to skim over headlines on Facebook, occasionally reading those that interested them. When they did chose to read an article, they seldom read it to the end, instead returning to their newsfeed to continue scrolling.

## People also consumed offline news passively



This passivity was however not exclusive to incidental news consumption but was also present when participants were consuming news through offline sources, such as television and radio. While the news was on the television, most participants were simultaneously using other devices or doing other activities and paying less attention to the news broadcast for the majority of the time.

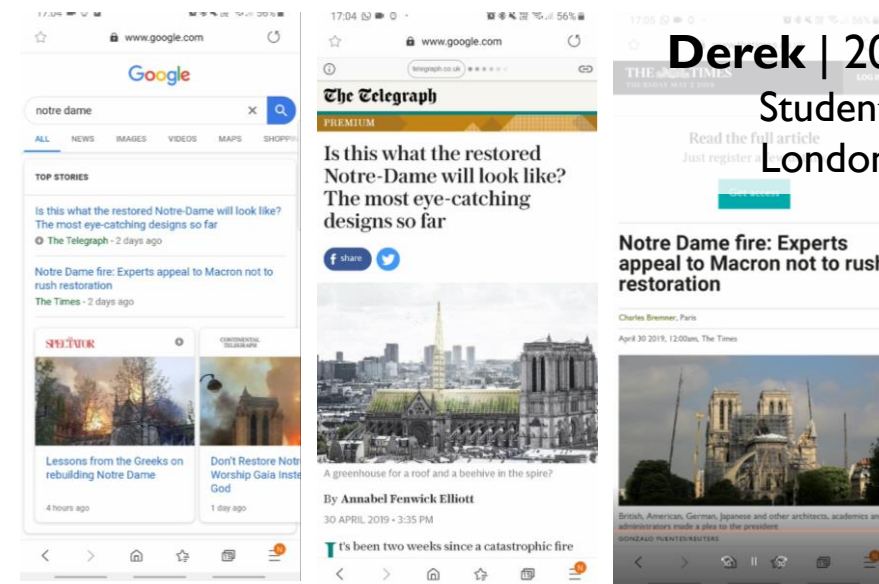
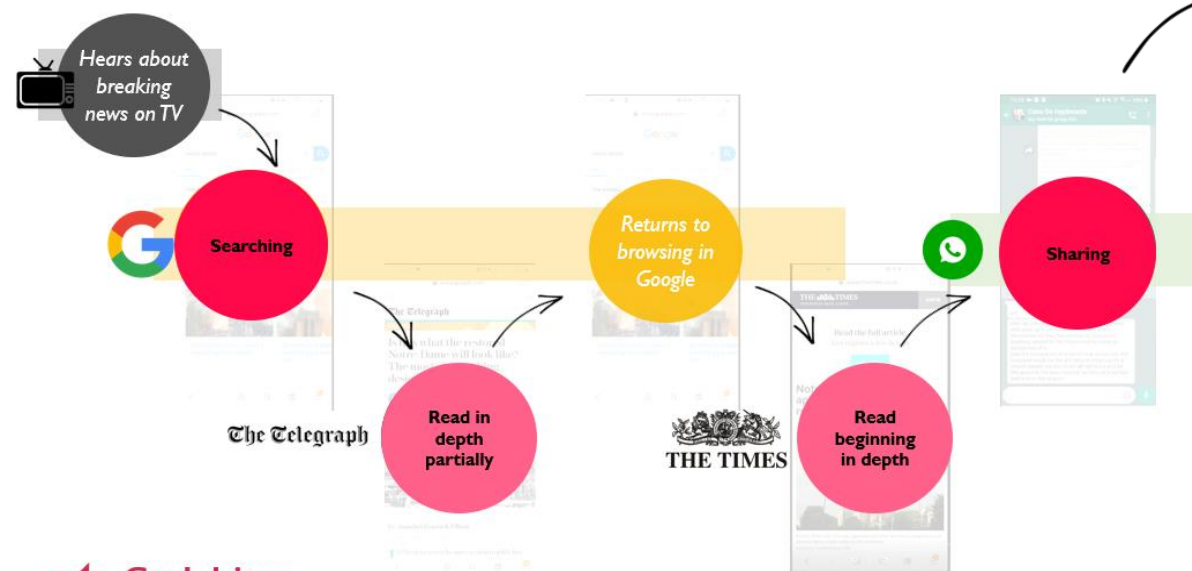
**Chloe | 64**  
Unemployed  
Manchester



Chloe said she liked to watch BBC News every evening at six. Her Nest cam showed that typically she would turn the TV on to BBC One but it would often serve as background noise while she did something else. In this instance, while she turned on BBC News, after a few minutes, she picks up her phone and takes a phone call, then leaves the room.

# People were most engaged when seeking news out as part of goal-driven consumption

We noted that the highest level of engagement with news content across the sample occurred when participants were actively seeking news content, either via their search engine or on a news app. Participants were more likely to read to the end of articles or read in-depth the articles they clicked on through these platforms.



Derek, 20 heard about the Notre Dame fire from his Mum, so he immediately turned on the TV to see the live coverage. A week later he searched 'Notre Dame' to find out more about the fire. He read multiple articles in depth, and shared one with his friends group chat and discussed it.

# Incidental consumption could lead to lower engagement with news

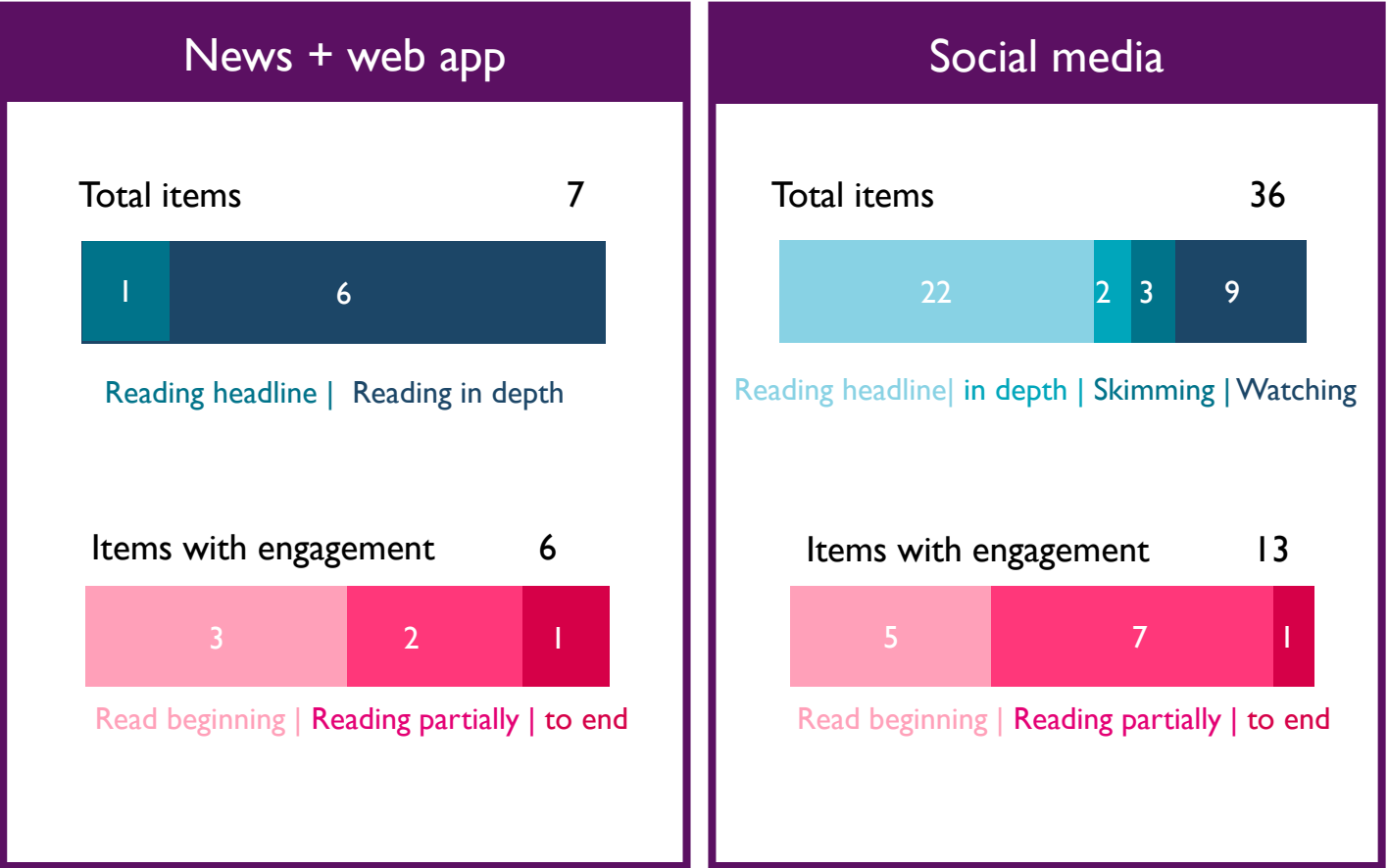
**Peter | 62**  
Retired, Yorkshire  
Android User



Over the five day period recorded on his smartphone, Peter came across 43 items overall. Seven of these items were accessed on specific news apps or website, whilst the remaining 36 items were accessed via social media.

On news apps or websites, Peter was much more likely to read items in depth. However, when on social media, he was much more likely to read headlines only, skim through articles or watch videos, rather than read news items in depth.

Out of items he engaged with for a certain amount of time (reading articles, watching videos), he had similar levels of engagement in terms of the duration he read/watched. Overall, he was unlikely to read/watch items to the end, usually only consuming the beginning or part of the item.



# People felt they were well informed despite low level engagement with the news

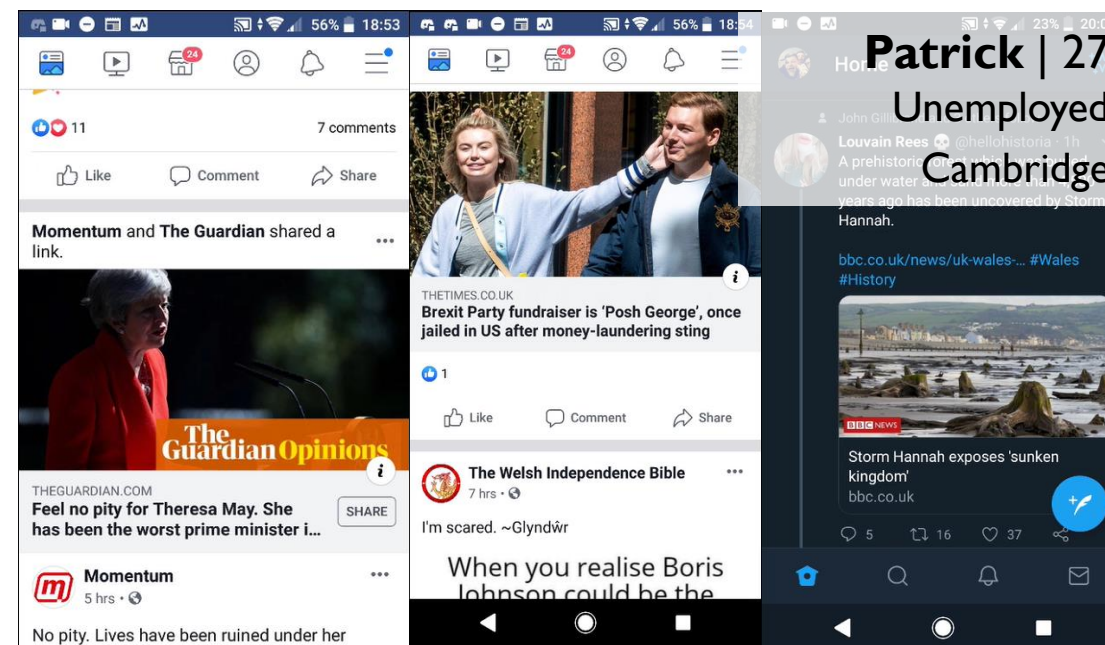
Despite a large amount of low-level engagement with news content they came across incidentally, many participants felt they were well informed about what was going on in the world, and often **over-reported their level of engagement** with the news they were consuming.

Additionally, some participants were aware of their lack of engagement with the news, but nonetheless felt that they were sufficiently informed so as to be up to date.

126  
news  
items

110  
were  
headline-  
reading

*'It's scary how much media I consume – It's something that's really important to me' – Patrick, 27*



Despite describing himself as someone who engaged closely with news, Patrick read only the headline in 110 out of 126 news moments. Even when engaging with political news content, which was of particular interest to him, Patrick read in depth only 3 of 25 stories.

# Perceptions of the BBC

REVEALING REALITY



# Many people were positive about the BBC as a news and current affairs provider

Across the sample, most participants were broadly positive about the value of the BBC when asked about its news offer, citing its trustworthiness, quality and impartiality.

Several participants felt the “BBC” was synonymous with “news”, viewing BBC News as the UK’s leading news “brand” and as a British “institution”. In some instances, this was the result of having been brought up with the BBC in the home.

*“The BBC is the oldest institution in the UK, so I hold it in high regard”*

- Hamza, 32

17 of 24 were  
positive about  
the BBC



**Peter | 62**  
Retired  
Yorkshire

## Response description

Listening to the BBC Radio Sheffield news on the car radio on the way home from the railway station, following a two and a half hour train journey which should have taken 45 minutes.

Peter said he felt the BBC was trustworthy and accurate. He watched BBC News at 7am and 1pm most days. He listened to BBC Sheffield on the radio every day and BBC Radio 4 in the evenings. He also often watched Panorama and occasionally Question Time. He has been getting his news and current affairs content from the BBC all his life.

# However many people struggled to articulate why they valued the BBC as a news and current affairs provider

Often participants were quick to state the BBC's value, but when asked, struggled to articulate why, for example, they perceived BBC News as trustworthy.

Many participants realised they had not critically reflected on the BBC as a news provider prior to the interviews, assuming its reliability "because it's the BBC". Those who could articulate the BBC's value felt it was trustworthy due to it being "fact-based" rather than opinion-based, and in not taking a particular stance on topic.

Few participants valued the BBC for its depth of analysis or its insight, instead citing its status as a provider and comparative impartiality in the current news landscape.

Some participants did not seem to make much of a distinction between the BBC as an overall brand and BBC as a news provider.

*"I trust the BBC – I can't tell you why but if I didn't you would know [...] because I wouldn't watch it" – Peter, 62*



Lydia watched the BBC News at 10pm every evening with her husband, and listened to radio one every day at work. Although she liked the BBC she wasn't sure where her preference for the provider had come from but knew she liked their drama series on TV.

# Sometimes the value people placed in the BBC did translate into behaviours

The BBC's perceived value sometimes did translate into self-reported behaviours. For example, when participants were actively seeking out information about a particular story or topic, the BBC was a popular choice among the sample due to its reputation and the perception of BBC News being 'fact-based'.

Many participants reported using the BBC to "fact-check" a breaking news story or any news that they were unsure of or wanted clarity on. Jasmine, for example, said she would turn to BBC News if she saw a story elsewhere that she was unsure of and wanted confirmation on.

However, these claims were not always verified and supported by the coded screen record data. Although some goal-driven behaviour was present, this only occasionally involved the BBC as a news provider as many times it was the first to come up in a google search.

Goal driven behaviour is likely to be less frequent than other patterns of consumption like incidental or habitual journeys, so it is possible that these may not have been captured in the five days of behavioural tracking.



## However, more commonly the value people placed in the BBC did *not* translate into high engagement

Despite the apparent value participants saw in the BBC, this did not always translate into actual news consumption or engagement with the BBC as a news and current affairs provider. Less than half of the sample were habitual BBC News consumers within the sample but the vast majority were positive about it.

Even those engaging with BBC News did so in the same way that they did other news providers—often partially reading or skimming articles, or simply reading the headlines.

Some of those who did consume BBC News in some form felt the BBC offered little difference from other providers when it came to their everyday news consumption, seeing the BBC as “one of many”. This was particularly true where participants were using news aggregators or social media as a platform for news within an eclectic news landscape.

In our sample, 9 of 24 felt the BBC was no different than many other providers

Of those 9 people, 4 were habitual BBC News consumers



**Jasmine | 33**  
Cleaner  
Tyrone

Despite regarding the BBC as a national authority and as providing “the most reliable” news available, Jasmine rarely used the BBC and preferred to use the local radio station on a daily basis and her local paper each week.

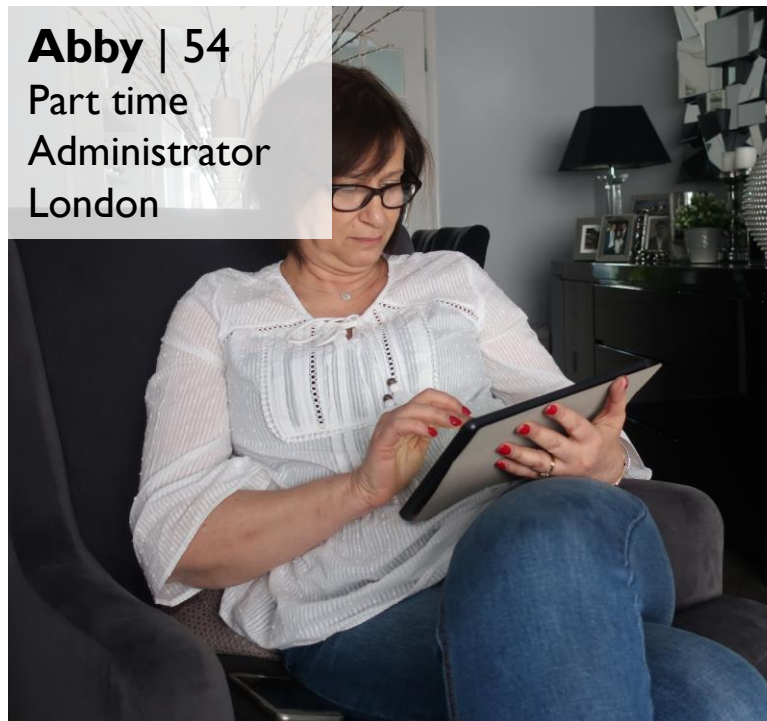
# Some people felt the BBC wasn't for them as they felt it had a political bias

While participants were broadly positive about BBC News and current affairs content, some participants in the sample felt the BBC wasn't suitable for them and some across the sample felt that BBC News had a political bias that did not align with their own.

It was common for people to feel that the BBC leant in the opposite direction to their own political beliefs, whichever way that was.

Few participants felt that BBC News was totally impartial; many felt that it had to be sympathetic to whichever government was in power due to its funding structure.

**Abby | 54**  
Part time  
Administrator  
London



Abby who is pro-Israel, felt that the BBC was anti-Israel and misrepresented news in the Middle East to push that agenda. This left her feeling strongly negatively about the BBC overall.

**Patrick | 27**  
Unemployed  
Cambridge



Patrick felt that the BBC had a right-leaning bias and highlighted its relationship with some Conservative donors, citing online discourse referring to it as the “British Bias Conservatives”.

## Some people felt the BBC wasn't for them as it wasn't specialist enough

Some felt the BBC wasn't sufficiently specialist for their level of knowledge or passion, instead providing only a generalist level of depth.

Those particularly interested in local news felt that the BBC's provision wasn't as good as local providers, which were able to provide specific content to their area.

However, those interested in local news also felt that the BBC complemented local providers and did not expect them to provide detailed local coverage.

**Roger** | 34  
Parish leader  
Derby



Roger felt the BBC was attempting to be a “jack of all trades” and, in doing so, could not provide appropriate detail on his interests around tech, motorsports and gaming. He wanted the BBC to offer a ‘basic’ and ‘advanced’ version of articles.

**Tamsyn** | 27  
Business consultant  
London



Tamsyn felt that the BBC was too basic for her needs by trying to cater for a wide and general audience, lacking depth in its business analysis. Instead, she went to the Telegraph or Guardian for depth.

# Some people felt the BBC wasn't for them and that it was tailored to an older generation

Some, particularly younger participants, within the sample, felt that the BBC was designed for and tailored to an older generation, often preferring to use other news providers they found through social media.

However, some younger participants like Charlotte also expressed concern that the BBC would try to cater too much for young people and consequently produce “pink bubble-gum nothingness”.

Linked to this, some participants preferred stories that offered them gossip, drama or human interest stories and felt that the BBC wasn't able to offer this to the same extent as other providers.

**Umair | 17**  
Student  
Manchester



Umair mainly wanted to read human interest stories based on personal testimonies. He felt that this type of news content wouldn't be available on the BBC and as a result tended to choose other providers for this instead.

**Sky | 19**  
Student  
Southampton



Sky wanted the BBC website to more closely resemble BuzzFeed. They felt that the BBC wasn't able to offer the content they were interested in to the same extent as other providers and that BBC News was 'super old' and 'boring and grey'.

# News consumption behaviours around the BBC

REVEALING REALITY



# Habitual use of BBC news content often suggested a longstanding relationship with the BBC

Those that habitually engaged with BBC News and current affairs content in the sample nearly always had a longstanding relationship with the BBC, having consumed it for years or having grown up with it present in their family. People in the sample were unlikely to 'stumble' across BBC News content, but rather had to actively or habitually seek it out.

This was particularly true of older participants in the sample, who tended to watch or listen to BBC News or current affairs on their TV or radio at specific times of the day.

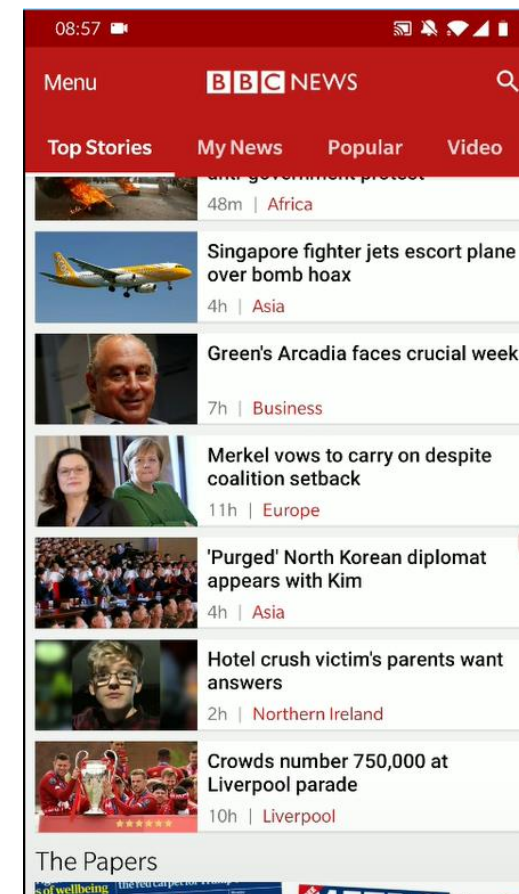
There were also younger participants who had downloaded the BBC News app and developed a routine of regularly checking it.

However, habitual use of the BBC did not necessarily translate into a deeper engagement with BBC News content.

4 of 5 checked  
the BBC  
News app  
daily

10 of 24 were  
regular BBC  
users

Only 5 had  
downloaded  
the BBC  
News app



## Habitual BBC News consumers

**Cheryl | 57**  
Social Worker  
London



Cheryl watched BBC News every morning while she got ready for work and tended to have a daily news 'session' every evening between 7-9pm on her phone.

**Brandon | 17**  
Student  
Cardiff



Having grown up with the BBC in Ethiopia, Brandon downloaded the BBC News app on his smartphone and checked it every morning upon waking up.

**Hamza | 32**  
Cold-caller  
London



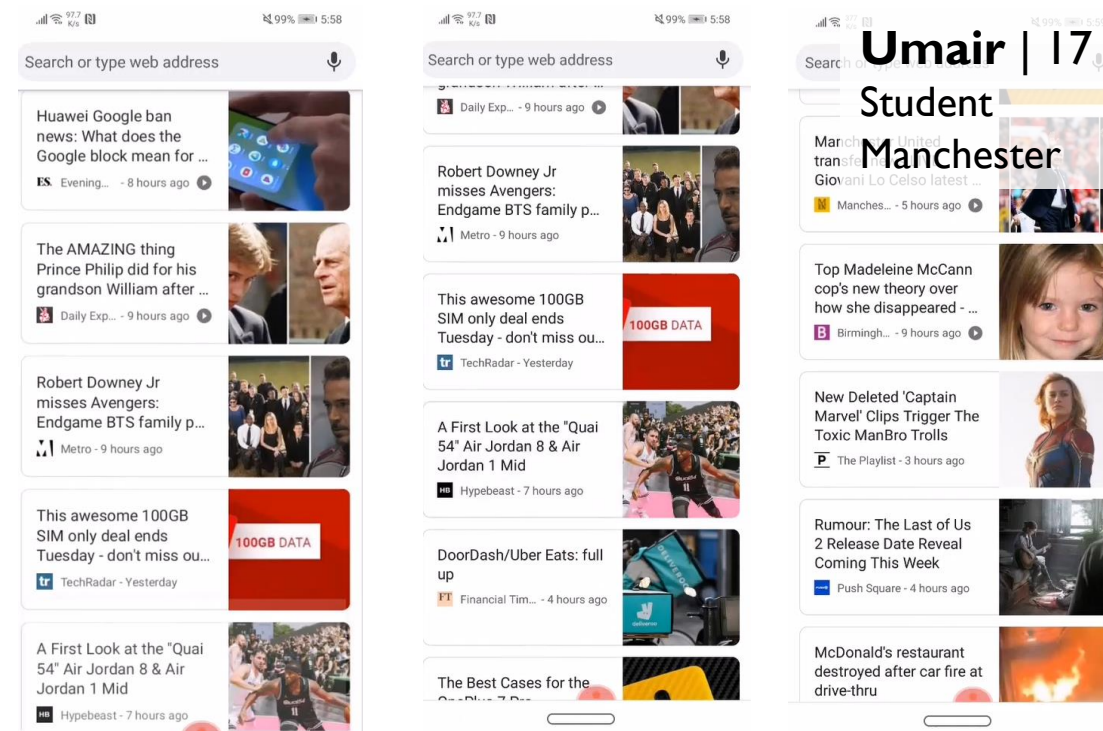
After moving to the UK as a refugee from Iraq, Hamza grew up with BBC News often on the TV. He had the BBC News app on his phone and checked it daily, but rarely read any articles in any depth.

# This was partly because BBC content appeared relatively little on social media and news aggregators in the sample

In contrast to the habitual BBC consumers, the majority of the sample was seldom exposed to BBC News or current affairs content on their devices and 11 out of 24 participants came across five or less BBC News items over the five-day screen record. Many did not come across or engage with BBC News content even incidentally on, for example, social media.

Indeed, participants relying on news aggregators or social media for news rarely came across BBC News and did not click on it even when it did feature on those portals. Instead, news aggregators and social media led users to non-BBC platforms in the majority of instances.

This was likely in part as a result of participant's previous news consumption, which fed into the aggregators' algorithms; participant's former clicks and engagement led to the offer on their feeds becoming 'softer' and focusing on articles with 'clickbait' titles, often from non-BBC providers.

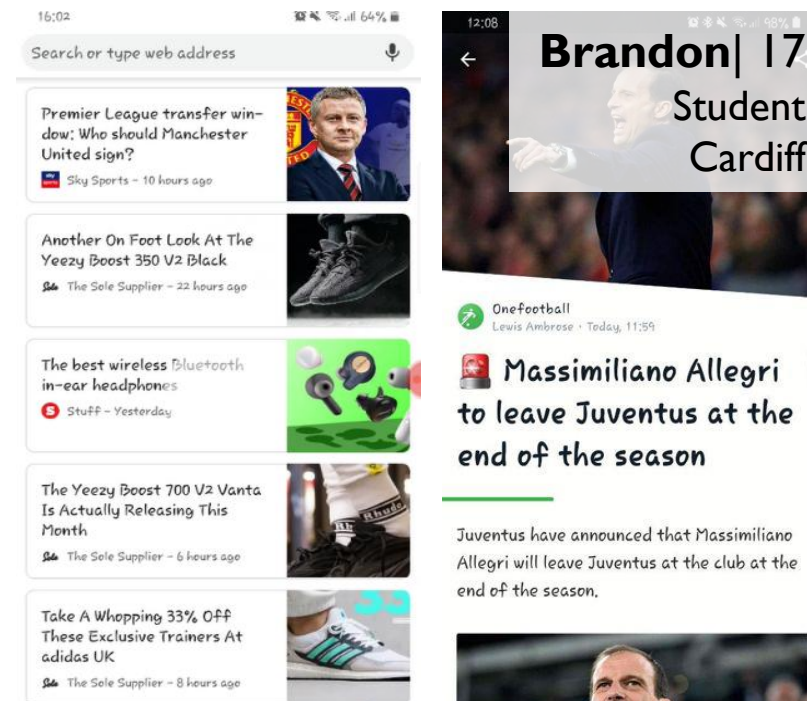


Umar never came across any BBC News on his Google News across the five days of screen record and reported never engaging with it on any other platforms such as radio or TV. He felt the main way the BBC could serve his needs was to understand algorithms better.

# BBC News headlines were rarely read on social media or news aggregators

Overall, 24% of headlines that our 24-strong sample saw on their smartphones over five days were from the BBC. However, the BBC didn't appear as often on certain platforms:

- ➔ **6%** of headlines read on news aggregators were from BBC News
- ➔ **10%** of headlines read on search engines results were from the BBC
- ➔ **5%** of headlines read on social media were from the BBC



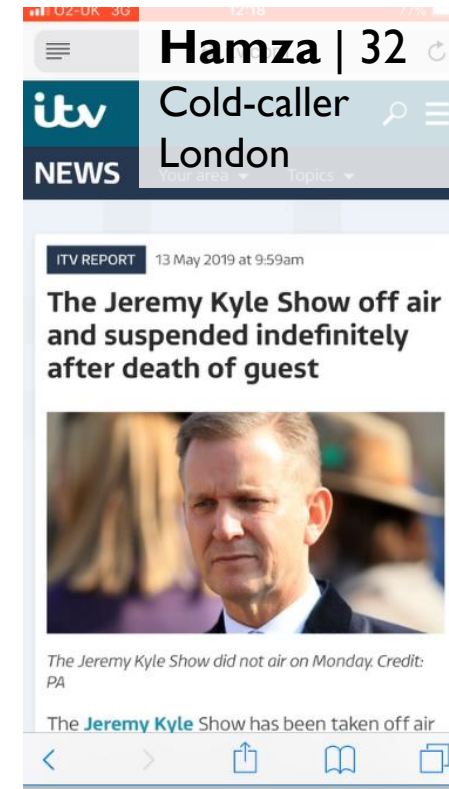
Although Brandon had the BBC News app on his phone and regularly checked it, BBC News did not often appear on news aggregators on his phone. Instead he received articles from One Football, which he would click on throughout the day to keep up with the latest football news.

# BBC content was no more likely to be clicked on than content from other providers

Even where BBC News content *did* appear on social media and news aggregator feeds, it did not appear to stand out more to users than content published by other providers. Indeed, participants rarely chose the BBC News content available to them.

Some participants admitted that the headline or image of BBC News articles was not “catchy” enough to draw their attention and that they were more likely to read a “clickbait-y” equivalent of the same news story from a different provider.

Katie, 34, admitted she was drawn in by “horrific” or “emotional” headlines on Facebook, for example relating to murders. She felt the BBC was “quite boring” in its presentation of news.



Hamza regularly used the BBC app on his phone - he liked how easy it was to use. After skimming an article about Jeremy Kyle in the BBC app, Hamza later read about the same story from other providers via social media.

# Breaking down the data: BBC News

Name	Number of news items coded	BBC News items	BBC News was their main provider
------	----------------------------	----------------	----------------------------------

496 news items were from BBC News

Across the sample, items from BBC News accounted for 26% of news items consumed on smartphones – however we recruited half the sample to be mid to high engaged self-reported BBC users. Overall, most participants came across BBC content at some point and for some, it was the main provider they accessed (see purple).

Cheryl	4 items	0h08
Abby	10 items	0h05
Lydia	14 items	2
Hamza	34 items	18
Derek	35 items	4
Siobhan	35 items	4
Jasmine	39 items	20
Roger	40 items	3

Peter	43 items	5
Matt	50 items	4
Chloe	58 items	11
Josephine	58 items	56
Caitlin	60 items	1
Katie	63 items	4
Amanda	73 items	23
Umair	73 items	0h50

Tamsyn	90 items	11
Sky	111 items	4
Marcus	116 items	4
Patrick	126 items	10
Julian	135 items	118
Charlotte	145 items	3
Jimmy	208 items	101
Brandon	264 items	90

# Breaking down the data: BBC News

Name	Number of news items coded	Part of BBC News	BBC main provider
------	----------------------------	------------------	-------------------

26% of news items were from BBC News

Across the sample, items from BBC News accounted for 26% of news items consumed on smartphones. Most participants came across BBC content at some point and for some, it was the main provider they accessed (see purple).

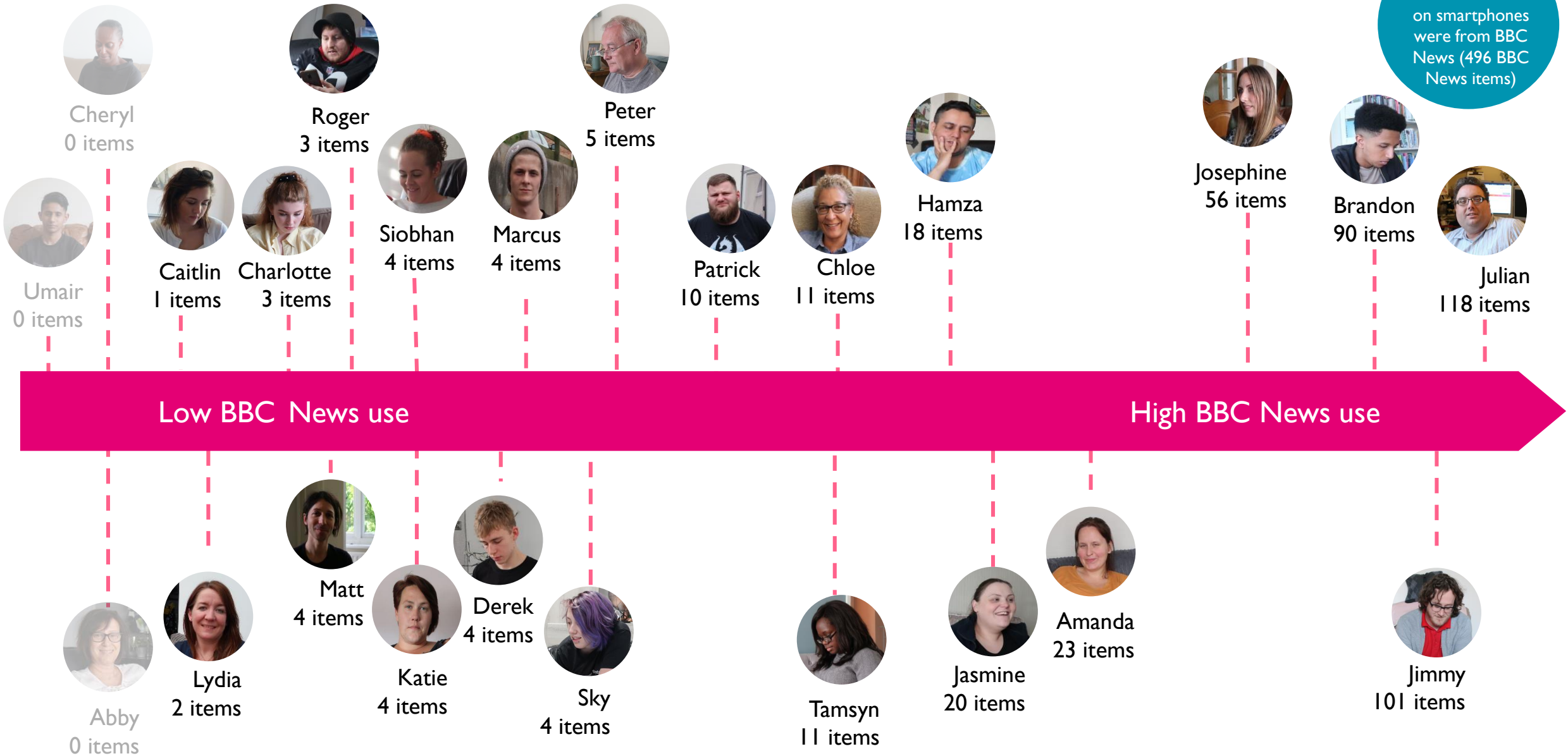
Cheryl	4 items	0h08
Abby	10 items	0h05
Lydia	14 items	14%
Hamza	34 items	53%
Derek	35 items	11%
Siobhan	35 items	11%
Jasmine	39 items	51%
Roger	40 items	8%

Peter	43 items	12%
Matt	50 items	8%
Chloe	58 items	19%
Josephine	58 items	97%
Caitlin	60 items	2%
Katie	63 items	6%
Amanda	73 items	32%
Umair	73 items	0h50

Tamsyn	90 items	12%
Sky	111 items	4%
Marcus	116 items	3%
Patrick	126 items	8%
Julian	135 items	87%
Charlotte	145 items	2%
Jimmy	208 items	49%
Brandon	264 items	34%

# BBC News consumption on smartphones coded for over the 5-days

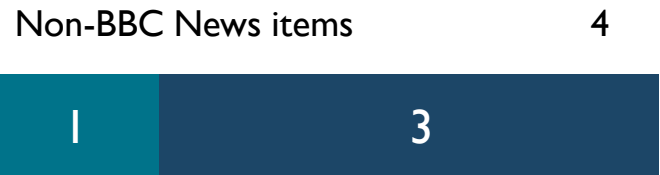
26% of all news items coded for on smartphones were from BBC News (496 BBC News items)



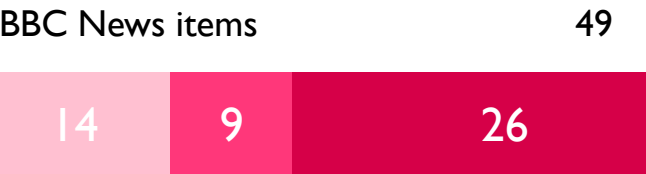
# Case studies: BBC News higher engagement



**Julian** | 43  
Reading 53 items



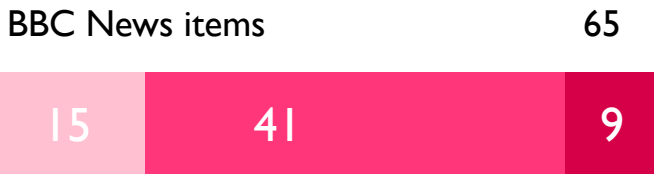
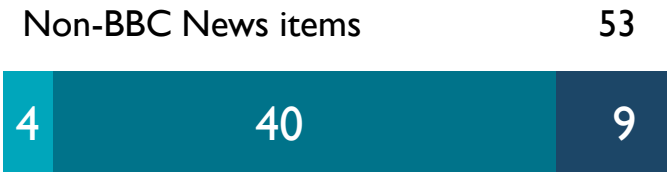
Read beginning | Read partially | Read to end



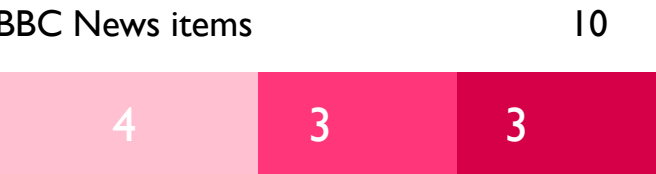
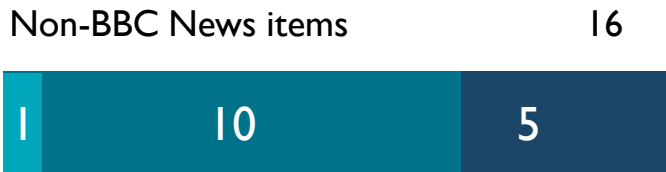
Read beginning | Read partially | Read to end



**Jimmy** | 27  
Reading 118 items



**Amanda** | 33  
Reading 26 items



# Implications for the BBC

REVEALING REALITY



# What are the implications for the news sector broadly?

News behaviours around social media and smartphones have influenced:

- **what** news people consume
- **where** the news content is from
- **how** they access news

The **route** to news content appears to impact their **level of engagement** with news content.

Within the sample, the depth of **engagement** with news is generally **lower** when it is the result of an **incidental** journey, through notifications or social media.

The depth of engagement someone shows with news content they consume is influenced by the platform they access the news content from. The platform on which they come across news infers their motivation – these motivations range from seeking news to wanting entertainment or socialisation.

The screen record data across the sample suggests a reliance on social media and news aggregators for a large proportion of most participant's news engagement, with **'lighter'** news topics and **'clickbait'** headlines appearing to draw the **most attention** from this sample.

# What are the implications for the BBC?

The screen record showed that, for most , BBC content **appeared relatively rarely** via these common platforms (news aggregators and social media). When it did appear there were few examples of participants engaging with that content.

Within the sample most *habitual* BBC News and current affairs consumers had a historic, offline relationship with the BBC, with younger ‘online-first’ consumers rarely showing a regular BBC News ‘habit’.

Many participants articulated that they **value the role of the BBC** for providing news and current affairs content that is trustworthy, impartial and accurate – however this often **didn’t translate to regular engagement** with BBC News and current affairs content.

Since aggregators and social media users are less aware of the source of news stories, positive brand perceptions of the BBC may have less of an impact on their news consumption.

# Pen portraits

REVEALING REALITY



# Umair, 17

Student, Manchester

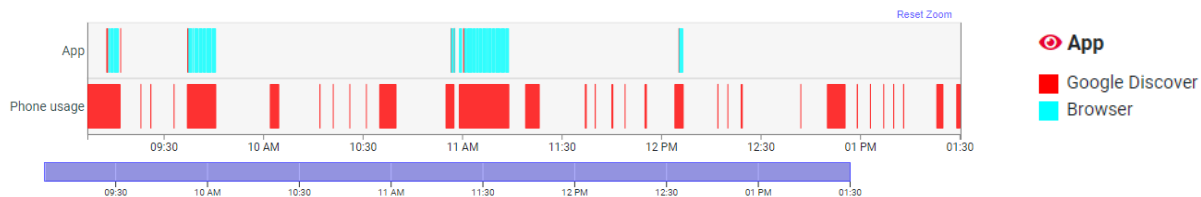
*“I go on [Google News] minimum twice a day. I start from the top and open anything I find interesting... it's got actual news, like things that happened to someone”*

## Typical news and current affairs behaviour

Umair checked Google News every day and opened any content he found interesting in a new tab. These were mainly articles about crime and food from providers such as The Daily Mirror or The Daily Mail. He also occasionally googled a news provider such as The Sun and went through their front page. He accessed news on his desktop through the MSN front page when he logged out of his emails. He was mainly motivated by titles, and liked to click on “anything that sounds interesting”.

## BBC views

Umair rarely came across the BBC but felt it was a trustworthy and ‘serious’ source of news and that he would use it if he was ever seeking out political news or current affairs.



Umair mainly consumed news throughout the day on Google Discover and his browser.



Phone  
in use:  
7h08

Time on  
news:  
0h51

Time on  
BBC:  
0h00

Main smartphone  
news platform

Browser  
49 items

Google News  
24 items

Main behaviour on each platform

42%  
Read  
headline

90%  
Read in  
depth

# Jimmy, 27

PhD Student, Colwyn Bay

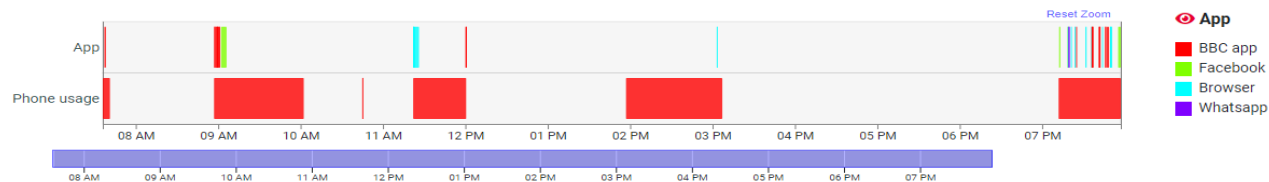
*“I have no reason not to trust the BBC”*

## Typical news and current affairs behaviour

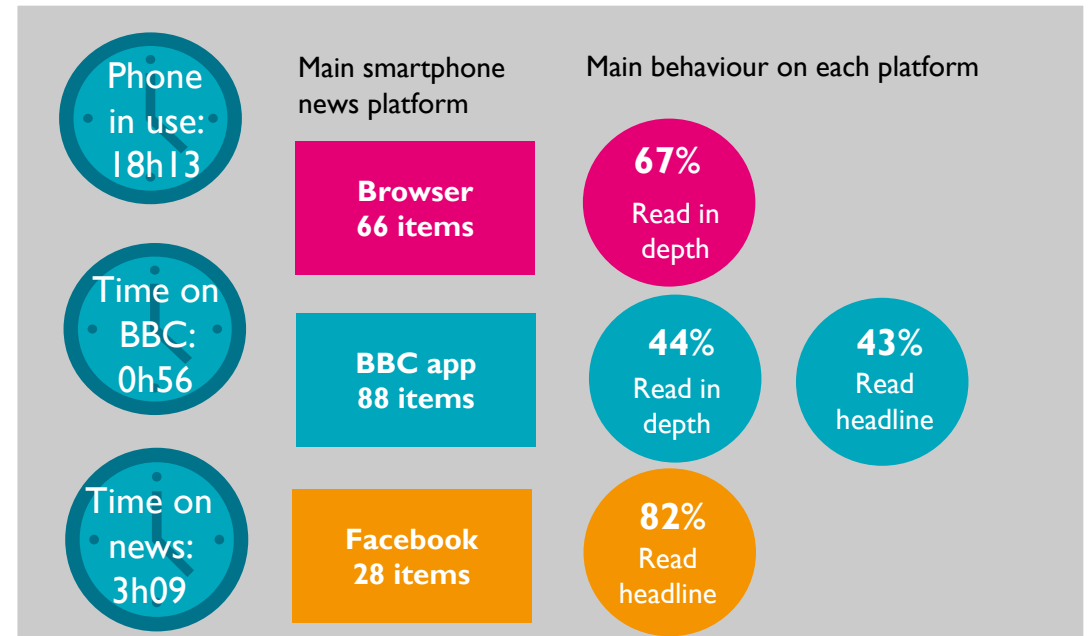
Jimmy went on BBC News app around 3 times a day. He checked it every morning for the ‘latest’ and then throughout the day. He liked that you can personalise the topics, and he followed politics, science, education and sports on the My News. He received Google News notifications, and if the headlines were of interest to him he would click through. He listened to the car radio on the way to university, putting on either Capital Wales or Radio 2. He particularly liked the discussions and presentation of different viewpoints Radio 2 and also liked listening to Jeremy Vine.

## BBC views

Jimmy trusted the BBC and felt it catered to his needs, however he didn’t see a significant difference between them and other traditional news providers such as ITV. He felt that maybe he was too BBC focused, and should branch out with his sources. He wanted unbiased news but also did enjoy hearing different opinions and angles on a story. He felt that BBC articles sometimes were too simplistic, and that the invested time was not equally distributed between stories and it was slightly more left-wing – however he did not have an issue with this.



Jimmy came across his news over multiple platforms, but mainly use the BBC News app.



# Amanda, 33

Receptionist, Newcastle

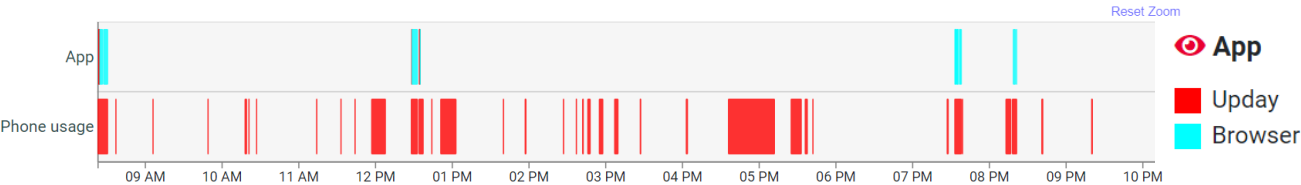
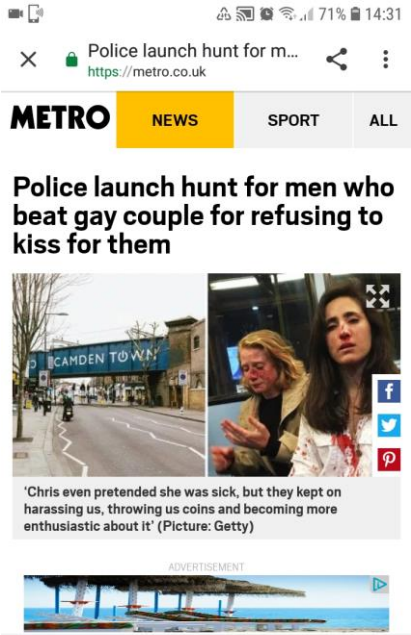
“If I hear something on the radio they only say a few sentences then I go to the website like the BBC to get the full story”

**Typical news and current affairs behaviour**

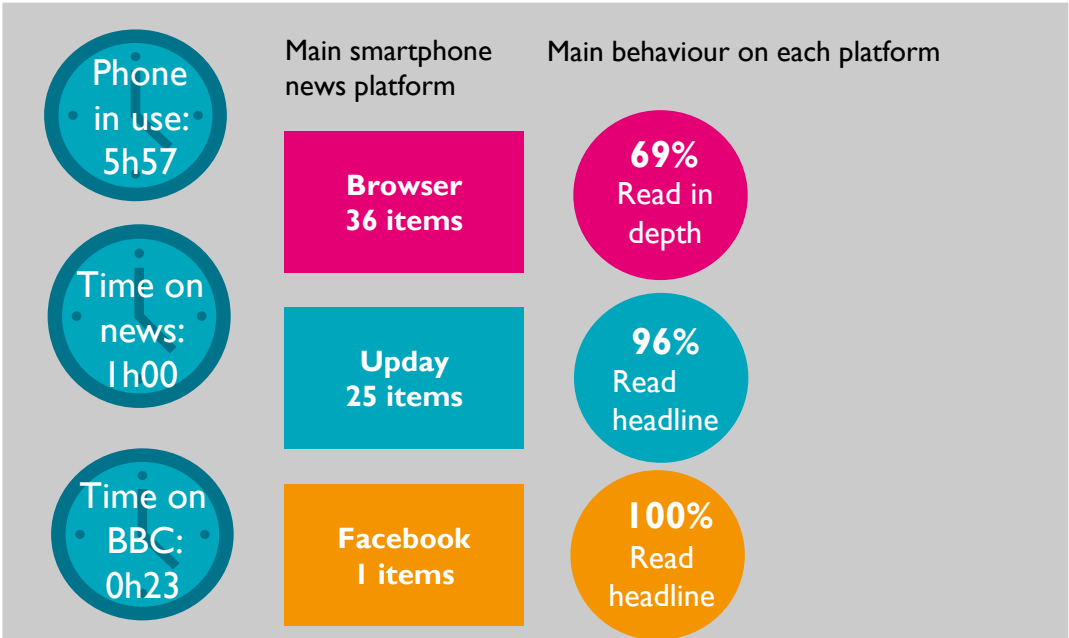
Amanda got notifications from Upday which probed her to look through the news content, where she clicked through to relevant content to her. She also went onto the BBC News website on her phone browser and looked for articles that interest her. She listened to BBC News Newcastle on the way to work, and if any of the headlines stood out to her she would look out for them when looking at the news on her smartphone. On TV, she watched ITV News, BBC News or Channel 5 news depending on the previous programme she watched.

**BBC views**

Amanda was fond of the BBC, although she felt that it wasn't impartial when it came to politics as it depended on the party that was in power. She couldn't articulate why she chose BBC as a main news source when she moved to England, but she remembered there being a BBC News channel on Polish TV when she was growing up so felt this could have impacted her decision. She was also encouraged to use BBC news when studying in college in England. She felt the BBC News website was accessible, reliable and language and tone wasn't too complicated or too simple – and felt it catered for her needs well. She felt that the articles were not too lengthy – compared to Telegraph and Guardian. Although most her news consumption came from her phone, she liked the live interviews with people on the broadcast news, but felt that topic-wise the broadcast news was more political than the website – where she could tailor it to her interests more.



Amanda received most of her news through her browser, where she would go to BBC News website and through upday.



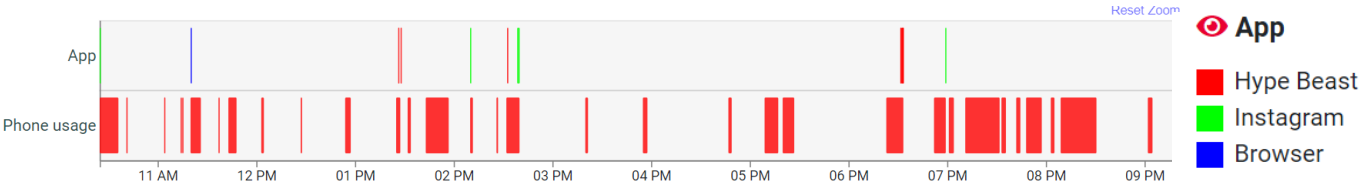
# Derek, 20

Student, London

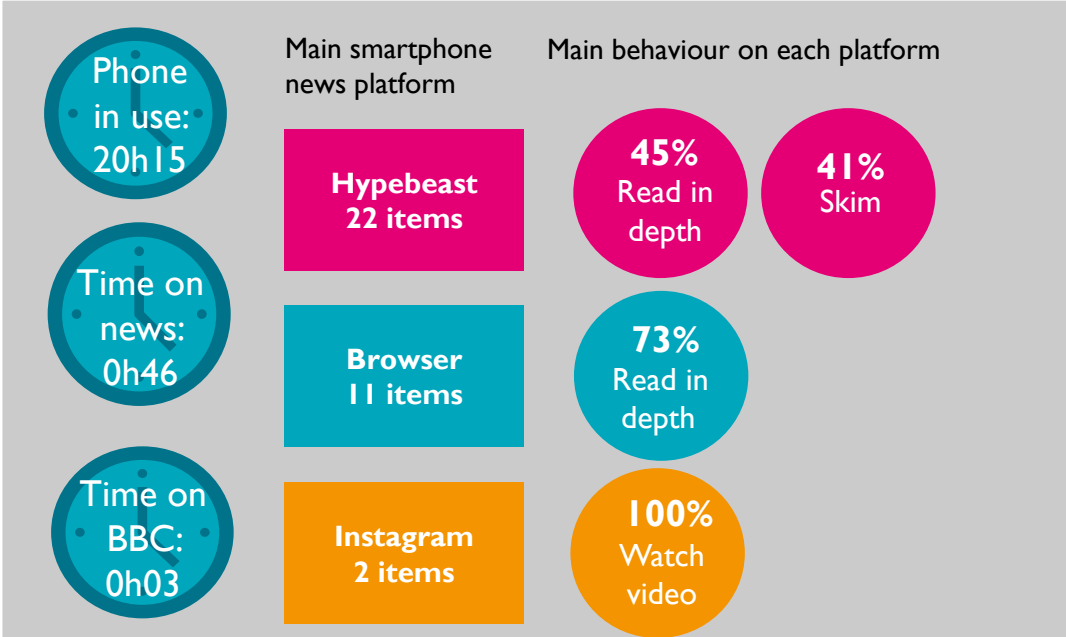
“I like usually first hear about a news story through social media”

**Typical news and current affairs behaviour**  
Derek spent a lot of time on Instagram - where he followed 'its just news', a page which screenshots articles from multiple news providers and writes a caption explaining/summarising the story. He also went onto Hypebeast every day - as he had integrated it as a widget on his phone - and scrolled through notifications then read multiple articles. He defined this as news - even though most of it was sponsored content. He had tailored it to his own personal interests e.g. fashion / entertainment. Occasionally, he reported searching for BBC News, as a break from revision, and looked through the articles on the homepage. However, this was rarely seen from the coding. Sometimes whilst bored at work, he looked through the headlines on his smart watch, although was not sure of the providers.

**BBC views**  
Derek saw the BBC as a reliable and trustworthy source, even though he rarely used it. He used to watch BBC TV when he was younger whilst eating his breakfast but now was way more phone orientated and would only turn it on for 'breaking news'.



Derek got most of his news through Hype beast which was mostly sponsored content around fashion.



# Lydia, 37

Fashion Merchandiser, Leeds

“That MOMO thing came from a fictitious source [...] It’s important you make sure the source is legitimate”

**Typical news and current affairs behaviour**  
The majority of her news consumption was offline – she sometimes caught the headlines while listening to Heart Extra in the car or when BBC Radio 1 was on in the background at work. Her husband also watched the BBC News at 10 most evenings, and Lydia would try to at least watch the daily headlines. Lydia had no dedicated news apps on her phone, but sometimes came across news on Facebook, though this was often advertising from news outlets. She would sometimes Google something she wanted to read up on, and was moderately interested in local news.

**BBC views**  
Lydia rarely engaged actively with the BBC’s News provision, even though she was exposed to it frequently offline and associated the BBC more with producing TV shows than News. Nonetheless, she felt that BBC News was always ‘reliable’, and that it was important that news sources were ‘legitimate’ and provided correct information. She preferred BBC New’s TV output, and felt that radio provided a ‘more basic’ or ‘succinct’ understanding.



Lydia came across news items on rare occasions, and occasionally accessed news on her browser.

Phone in use: 12h36

Time on news: 0h10

Time on BBC: 0h00

Main smartphone news platform

Browser 9 items

Facebook 4 items

Main behaviour on each platform

70% Read in depth

75% Watch video

# Marcus, 23

Supermarket worker, Derry

“The BBC App is in-between Business Insider and the Sun and Mirror – it’s not super-professional but it’s also not into super-big scandals”

## Typical news and current affairs behaviour

Marcus used Google Discover and Facebook as his main news sources, and was largely unselective about which providers he read stories from, deciding by ‘whichever logo catches my eye then by title and description’. Though largely driven by topic, Marcus did see some providers (such as the Sun and Mirror) as more sensationalist, and others, such as Business Insider, as more professional and trustworthy. For Marcus, Facebook was a more ‘general news source’, that kept him up to date with local news and allowed him to hear his friends’ opinions on news. Marcus also kept up to date with cryptocurrency news using a dedicated app. Though he found most TV news ‘less truthful and more commercialised’, he enjoyed the news bulletin he heard on BBC Radio One each morning, enjoying the presenters’ ‘energy’.

## BBC views

Though Marcus had the BBC News app due to it automatically transferring from a previous phone, he rarely used it as it was ‘too general [and] simplistic’ when compared to providers like Business Insider. He saw the BBC’s online news provision as at once ‘not the most professional’ and also not into ‘super big scandals’. Nonetheless, he enjoyed both Radio One and BBC Breakfast, as they offered more interest and opinion than the app.



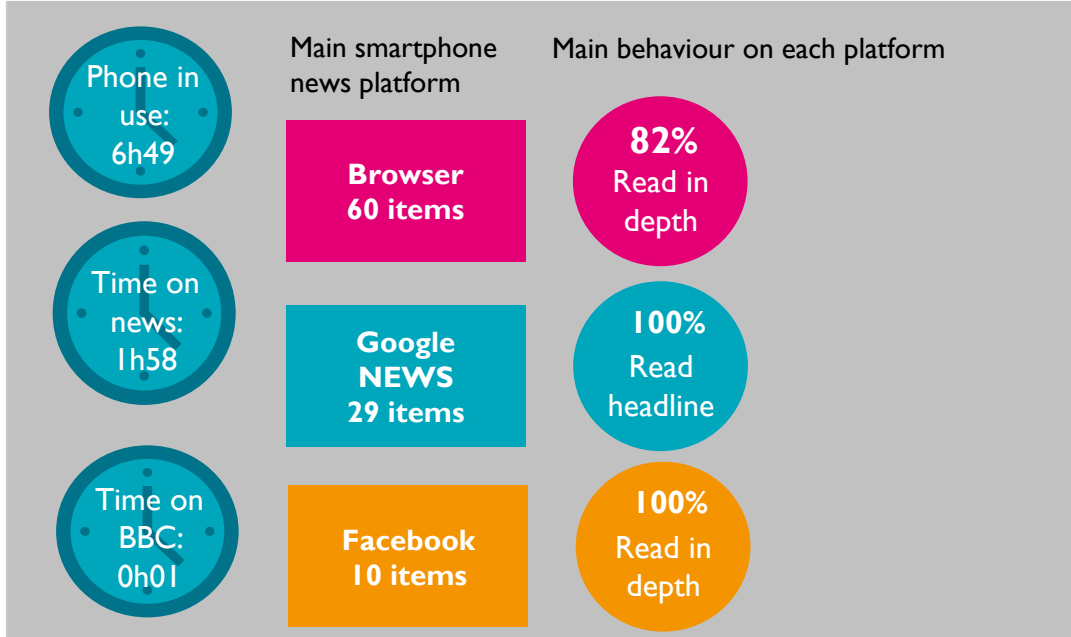
ANDROID users have been put on alert about a terrifying new piece of malware found on the Google Play Store that can break through advanced security.

By **DION DASSANAYAKE**

PUBLISHED: 07:01, Sun, Jun 23, 2019  
UPDATED: 08:25, Sun, Jun 23, 2019



Marcus found news headlines on his Google Discover, which would then redirect him to the articles in his browser.



# Patrick, 27,

Unemployed, Cambridge

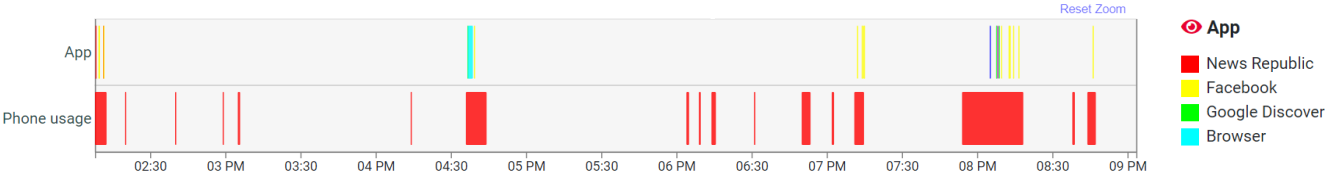
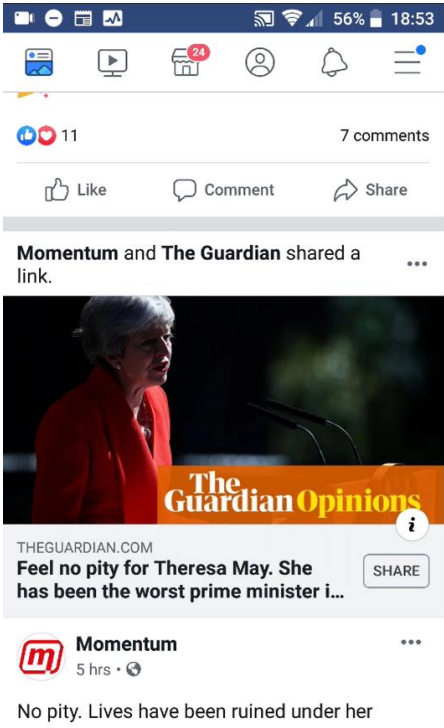
“[The BBC] don’t put people under enough scrutiny [...] People should be given a platform to speak, but not when they are spreading hate speech”

## Typical news and current affairs behaviour

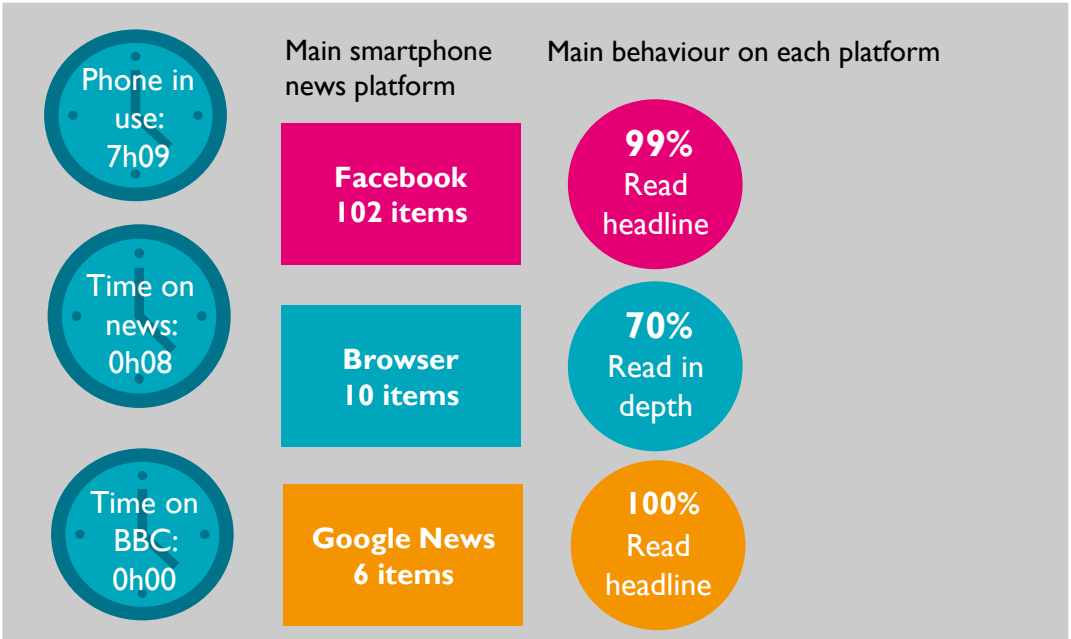
Patrick consumed most of his news on social media, following left-leaning news outlets like the Independent and Guardian, as well as meme pages like the ‘Deep Left’ and ‘Commumemism’. He also got news through friends and political figures he followed on both Facebook and Twitter. However, despite seeing a lot of news on his social media, he overestimated the depth of his engagement, rarely engaging beyond headlines. Patrick was keen on the idea of breaking out of his ‘echo chamber’ and engaging with other people’s views, but rarely did so in his screen record.

## BBC views

Patrick felt that the BBC was “probably the best [provider] at trying to be unbiased”, and he sometimes used it to win arguments online as its facts were often right. Patrick felt that BBC Radio was the most impartial as it has ‘more integrity to lose’. However, he felt that he would never ‘just check one’ news source. Moreover, he did not fully trust the BBC as he felt it was ‘a little too right leaning’ and often didn’t ‘put people under enough scrutiny’. Patrick rarely came across the BBC on his screen record, though he did report listening to BBC Comedy Podcasts and watching Have I got news for you.



Patrick was often exposed to news by friends and pages he followed on Facebook throughout the day.



# Matt, 45

Business Owner, London

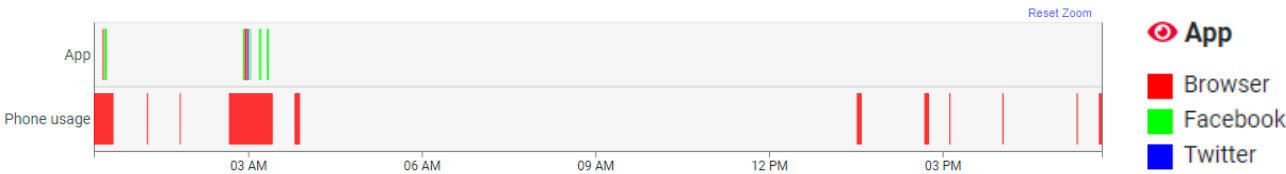
“The BBC can’t appeal to me more – I’m not going to limit myself to one website”

## Typical news and current affairs behaviour

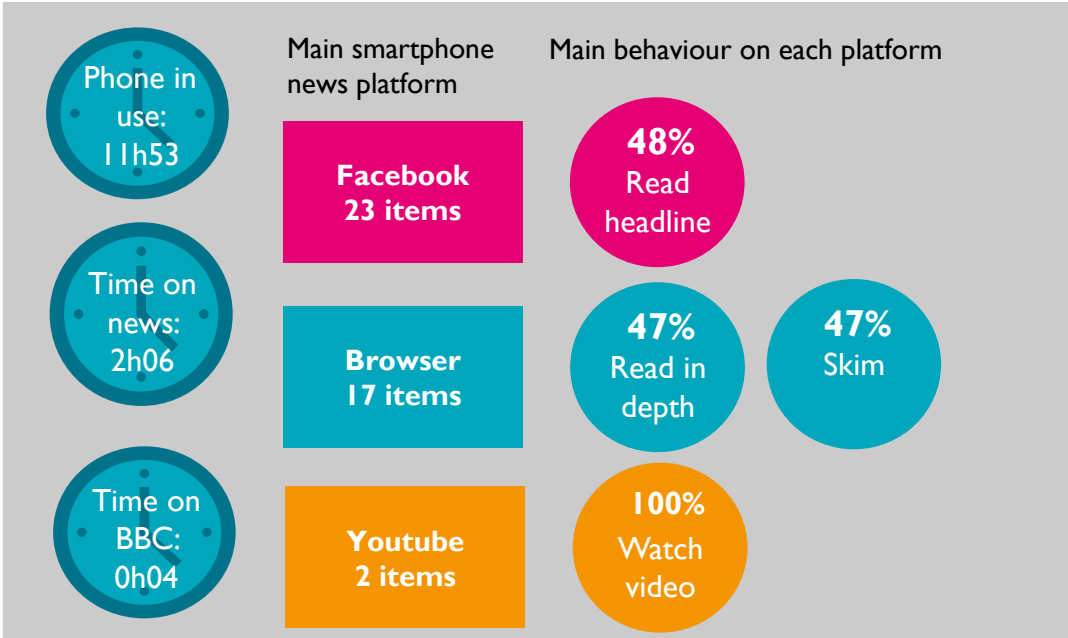
Matt got the majority of his news from Facebook, where stories are shared or commented-on by his 4000+ friends, many of whom shared his interest in health. Matt enjoyed hearing about the news through other people’s opinions, and also followed celebrities who posted new-related content on Twitter. He habitually read up on stories he came across on Facebook or while browsing newspaper headlines in supermarkets, pulling up multiple browser tabs to get different takes on the same story. Though he had providers he used regularly, he did not like to be limited to one take on a story. Matt was also sometimes side-tracked by ‘clickbait’ content, for example celebrity stories advertised on the sidebar on his email.

## BBC views

Matt saw the BBC’s news provision as accurate and professional, but it would always be only ‘one of his options’, as he liked to read around stories through multiple sources. Nonetheless, when using his browser to research a topic, Matt would often read the BBC’s coverage of a story. Matt also saw the BBC as ‘ancient’ or ‘original’ and felt they didn’t offer enough opinion or celebrity opinion on some stories.



The majority of Matt’s news moments occurred on Facebook, though he occasionally saw content on Twitter.



# Julian, 43

Software Engineer, Swansea

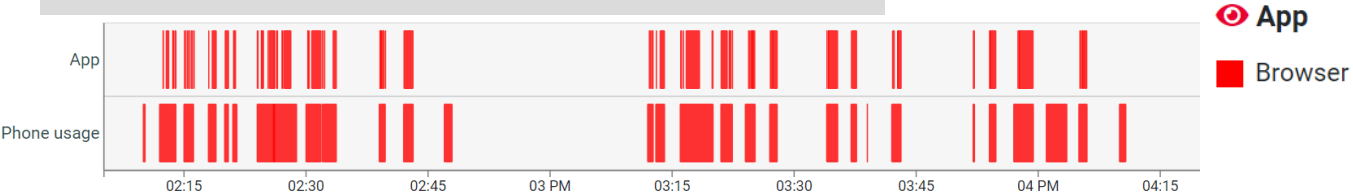
“The BBC is up to date in a global sense, but less so when it comes to local news”

**Typical news and current affairs behaviour**

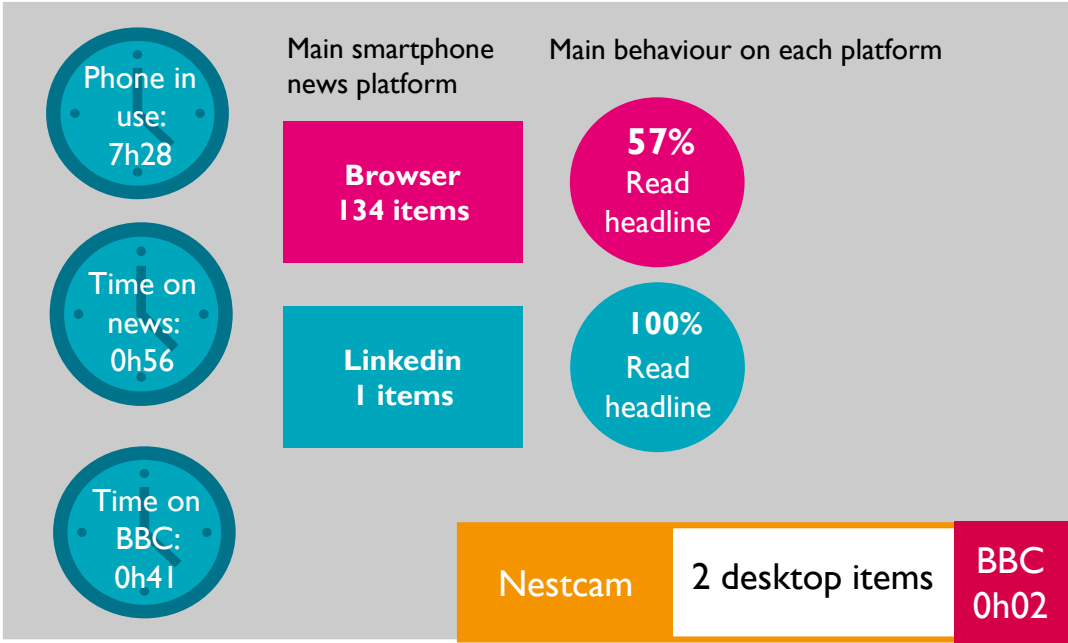
Julian had an established news and current affairs routine. Every morning and at points throughout the day he would type the letter ‘B’ into Google and went to BBC News or BBC Sport. He tended to read any stories that caught his eye, and would often ‘wander down to the Wales section’. Julian also used MSN on his phone browser when he had ‘run out of other stuff or feels bored’, though he recognised that you ‘never know with MSN whether they’re right or not’. Julian also accessed the BBC, MSN, Wales Online and a Jehovah’s witnesses news site on his laptop, and engaged extensively with the BBC’s current affairs programming, particularly Panorama.

**BBC views**

Julian felt that the BBC was ‘reliable [...] balanced and reputable’, and had been in the habit of using its online provision for around 10 years. Julian enjoyed the depth of its coverage, particularly on panorama, and how the BBC presents facts in a way that allowed him to form his own opinion (e.g. charts illustrating EU member state contributions). He particularly enjoyed the fact that the BBC News app had no adverts. However, though Julian felt the BBC was up to date on national or global news, its local provision was often not specific or timely enough. When wanting to know news local to his area, Julian would often go to Wales Online, despite its adverts.



Julian regularly used the browser on his phone to search for and read news stories, either on BBC News or MSN.

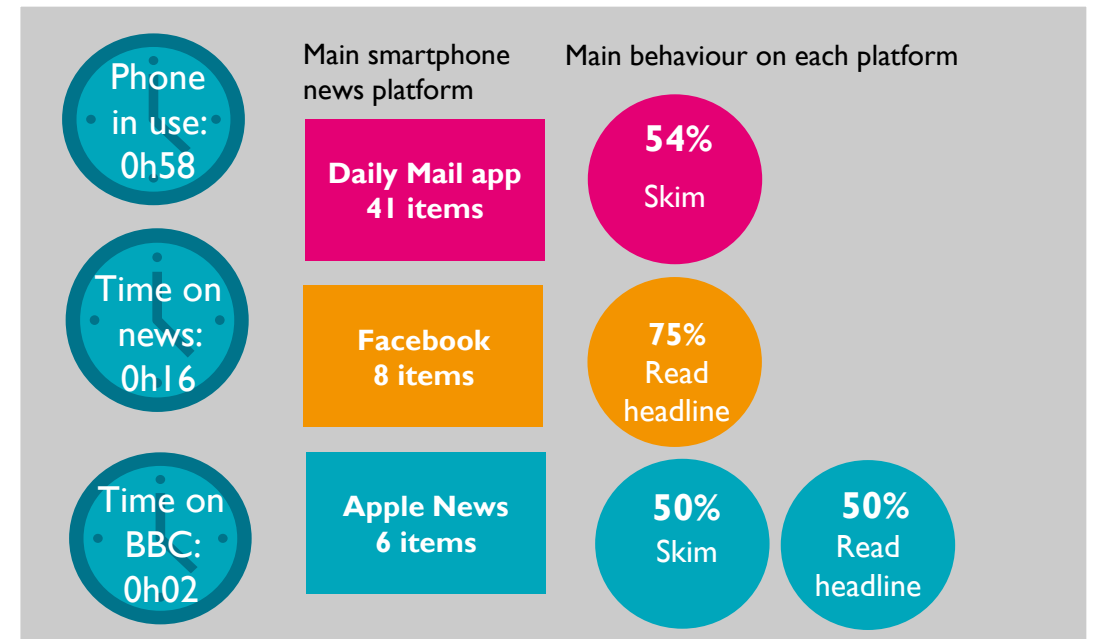


## Freelance designer, Glasgow

## Typical news and current affairs behaviour

## BBC views

Caitlin scrolled Facebook and the Daily Mail app, often reading headlines and skimming articles.



# Tamsyn, 27

Business consultant, London

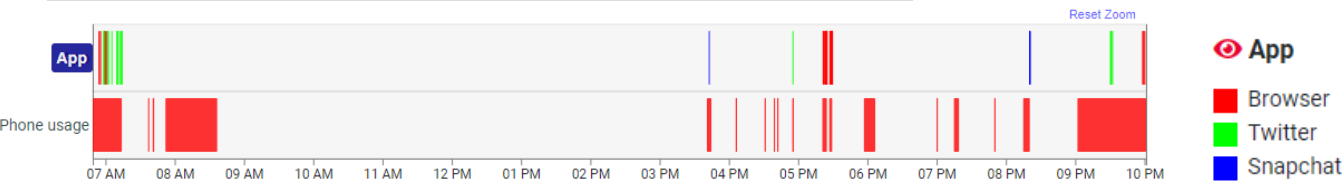
“I think the BBC tries to cater for everyone...it’s a bit basic for me”

## Typical news and current affairs behaviour

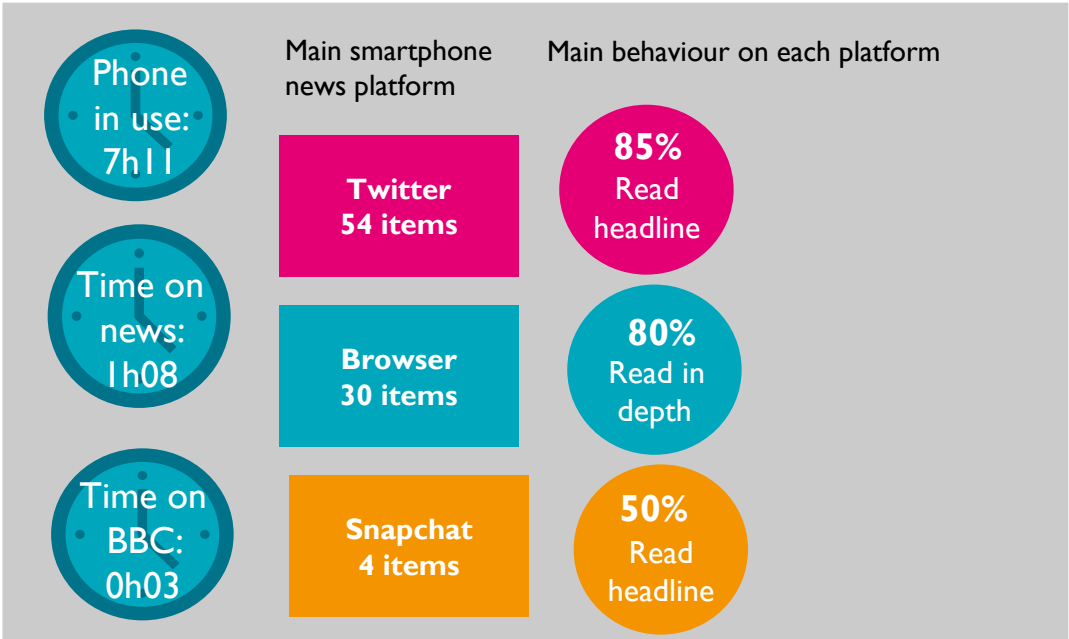
Tamsyn used Twitter as her main news source because she liked being able to see people’s opinions alongside links to news articles. She thought Twitter was often more up to date than more traditional news sources. Her favourite news providers were The Telegraph and The Guardian because she felt they provided more in depth analysis on topics she was interested in. On her laptop, Tamsyn received daily emails from The Telegraph about business, which she liked to use to keep up to date with information she needed for work.

## BBC views

Tamsyn felt that whilst she had used the BBC during her university days, the BBC’s content was too basic for her now. She felt that the provider seemed to have stayed the same and not moved with more modern times. She didn’t see their articles on Twitter and would only use the BBC for “traditionally British” events such as the Royal wedding, or a Prime minister’s speech.



Tamsyn got most of her news from Twitter via trending hashtags and accounts she followed.



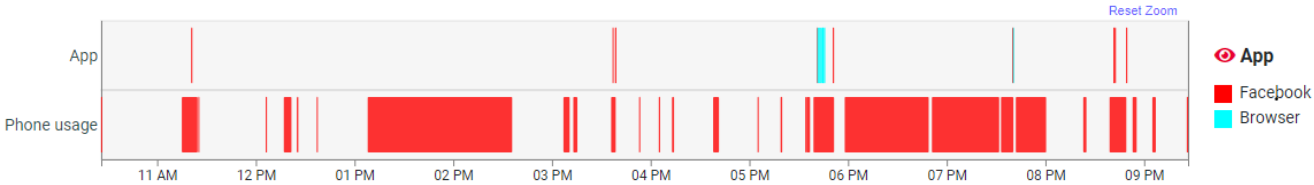
# Katie, 30

Full time mum, Aberdeen

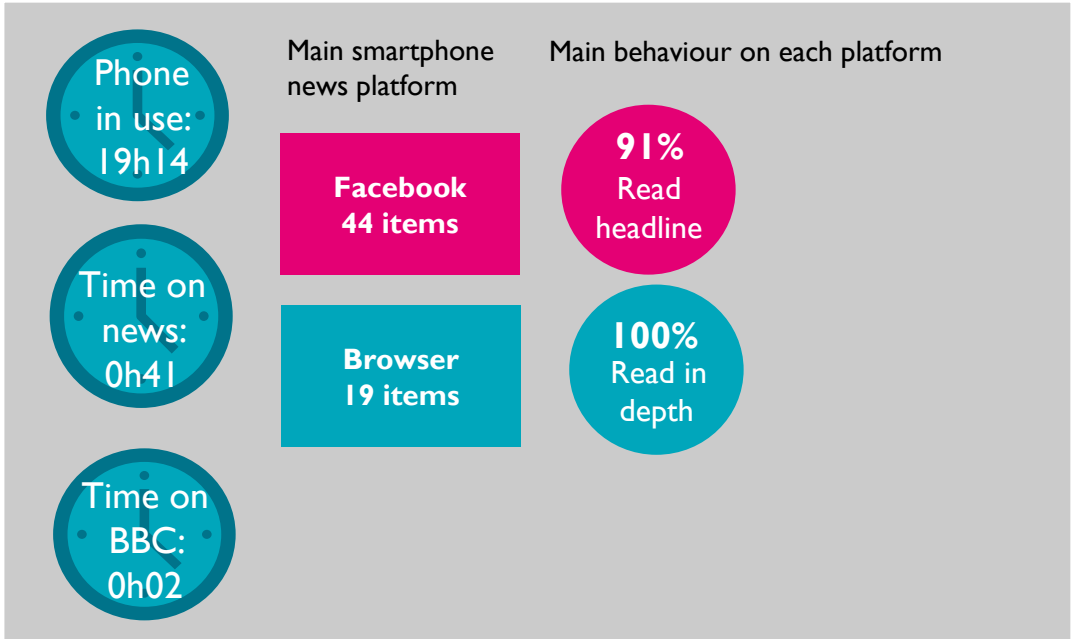
“I feel like the BBC are more factual than emotional...I quite like the emotion that you get on ITV...you hear what real people think”

**Typical news and current affairs behaviour**  
Katie spent most of her free time on her phone, scrolling Facebook, where she came across lots of news articles. She used the platform to find out about local events in Aberdeen, and to keep in touch with her mum’s groups. As well as getting news on her phone Katie had gotten into the habit of watching Good Morning Britain in the morning before taking the children to school. She liked hearing what real people thought about certain issues. She was very involved with the local community and would always talk about news she’d heard on Facebook and on Good Morning Britain with neighbours.

**BBC views**  
Katie liked the programmes the BBC produces but preferred ITV as a news source. Whilst she thought ITV and BBC provided the same news content, she preferred the presenters on ITV as they appeared more “human” and opinionated than those on the BBC. She thought the BBC was aimed at middle aged people and she found it quite bland.



Katie came across the majority of her news while she was scrolling through her Facebook newfeed.



# Siobhan, 27

IT manager, Glasgow

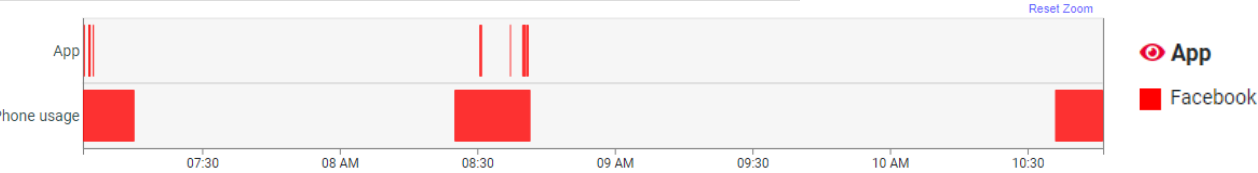
“I won’t usually click on an article on my [Facebook] newsfeed, unless it really caught my eye like maybe something local or about fashion”

## Typical news and current affairs behaviour

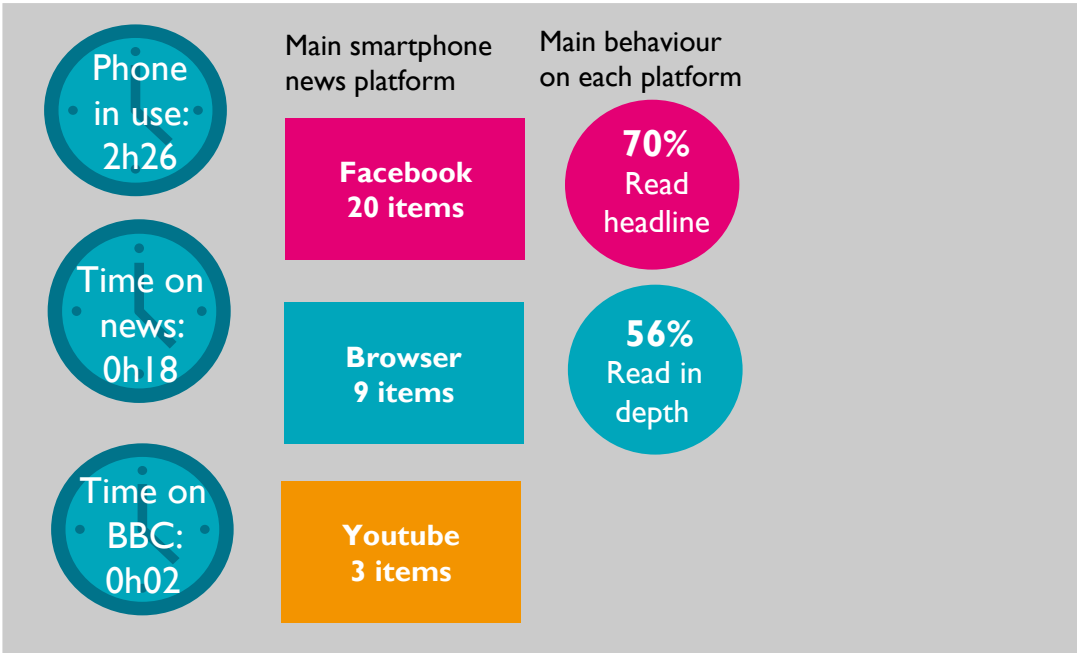
Siobhan got the majority of her information from social media, or from conversations with people at work. She followed a mixture of local and national news providers on Facebook and saw articles from them scrolling her newsfeed. She liked Facebook as she felt it was easy to get stories and articles.

## BBC views

Siobhan felt the BBC was trustworthy and said she liked them more than other news providers because of the lack of adverts and the variety of topics they cover. She felt they wouldn’t report on ‘trashy’ news such as celebrity gossip and would trust what they reported was reliable. She didn’t know where her views about the BBC came from, as she didn’t use the provider often, but felt she had grown up hearing these things said by her parents or teachers.



Siobhan often read the headlines while she scrolled through her Facebook feed.



# Abby, 54

Part-time Administrative worker, London

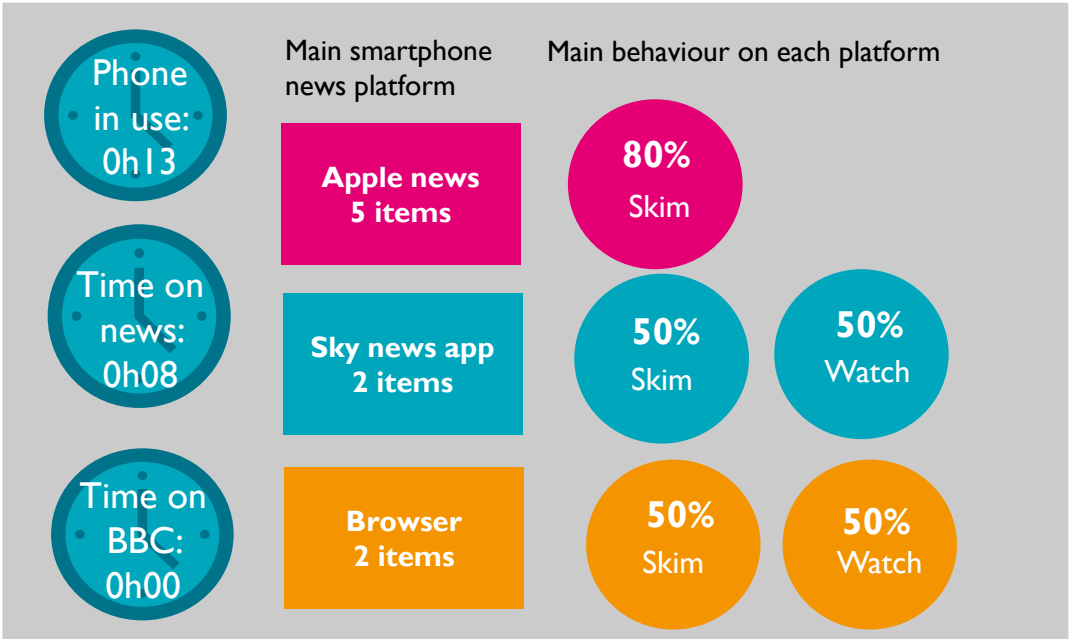
*“The BBC, it’s like Theresa May – boring and I don’t want to watch it.. But Sky and ITV are like Margaret Thatcher – they say it how it is!”*

**Typical news and current affairs behaviour**  
Abby got most of her news on TV through ITV and Sky News, mainly in the evening but also throughout the day. She also had the Sky news app on her tablet and phone, and particularly liked the fact she could watch a live news broadcast on her tablet. She sometimes saw some news on her social media, where she followed multiple pages about Israel which sometimes shared news stories. She occasionally came across news on the radio, when she switched between channels looking for music she liked. She also regularly spoke about news with her mother or her best friend.

**BBC views**  
Abby strongly disliked the BBC. She felt their broadcast was “boring” and “stuffy”. Compared to other TV news providers, she found that the BBC’s reporters weren’t as “in the action” as other reporters from other channels might be. Her main concern was that she felt the BBC was very biased when it came to the Israeli-Palestinian conflict, and didn’t represent both sides of the story. Beyond Middle-Eastern politics, she finds the BBC accurate and impartial on any other subjects.



Abby rarely consumed news on her smartphone, occasionally accessing the Sky news app or checking news on her browser.



# Peter, 62

Retired, Yorkshire

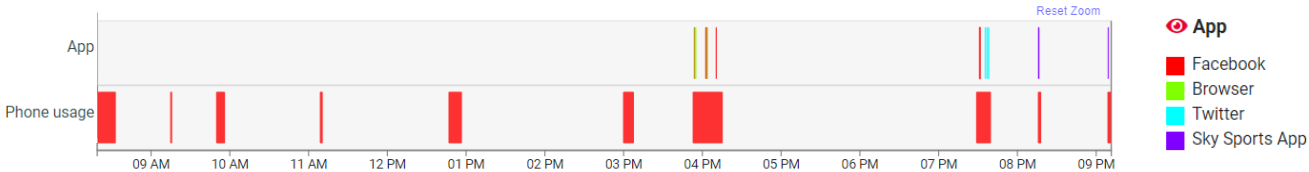
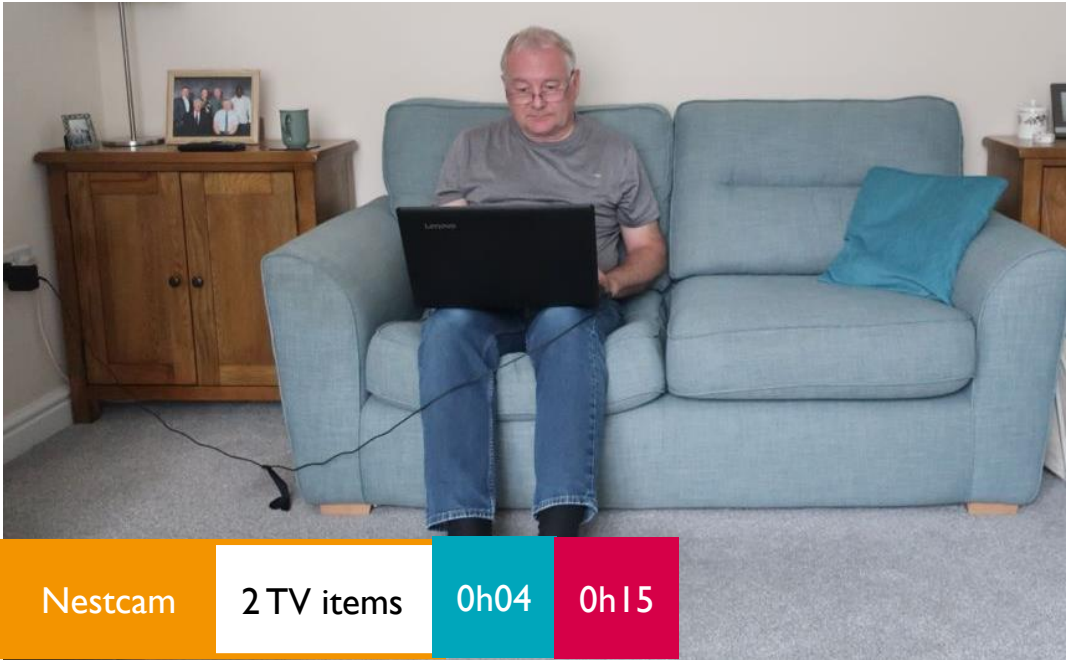
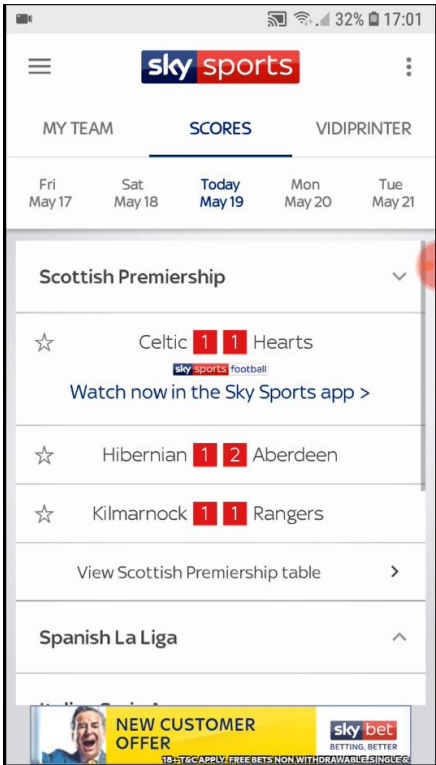
“The other day, they had 10 minutes on cheese rolling. It just feels a bit soft sometimes... they could have done it for 30 seconds and had real news instead”

## Typical news and current affairs behaviour

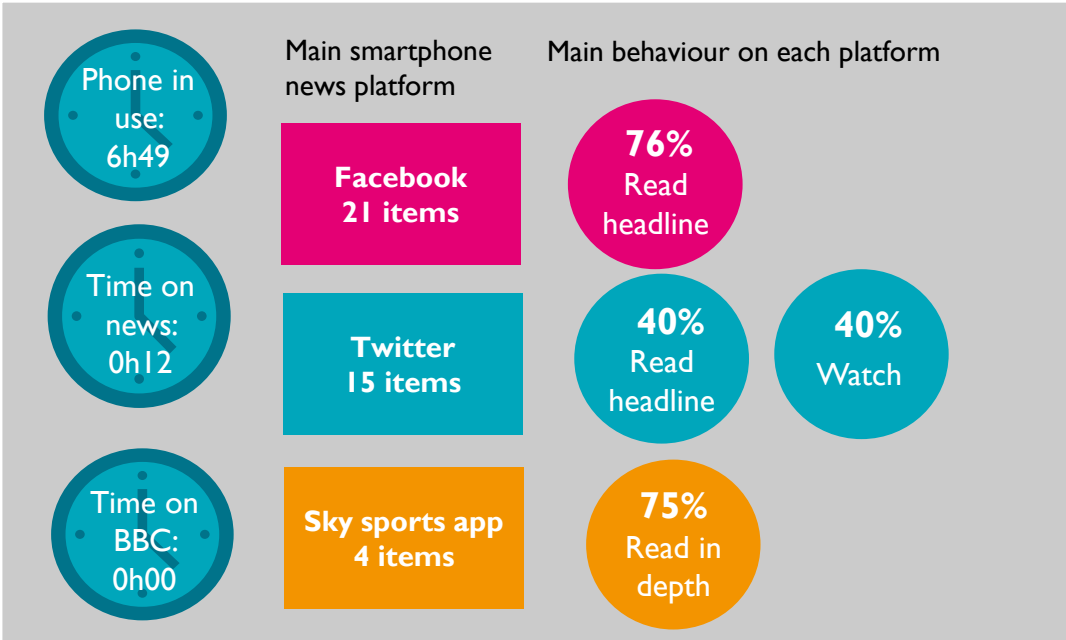
Peter felt he was very engaged with news. He watched BBC News throughout the day, both in the morning and at lunchtime. In the evenings, he preferred to watch ITV News because they have better local news coverage. However, this was not supported by our Nest cam data. He also listened to BBC Radio Sheffield, which he found best for local radio coverage. Online, he came across some news content on Facebook and Twitter, both on his laptop and smartphone. He also used the Sky Sports app to check for football updates.

## BBC views

Peter had watched BBC all of his life. He liked the BBC and felt it offered good coverage across a range of issues. Over time, he felt they had gotten more informal and “moved with the times”. This included having a more relaxed style and presenters calling each other by their first names. He trusted BBC News and found their reporting accurate but wished they spent less time on ‘soft’ news. Overall, he felt the BBC didn’t offer anything different from other big news providers like ITV or Sky.



Peter accessed news at various points throughout the day through both social media and his Sky Sports app.



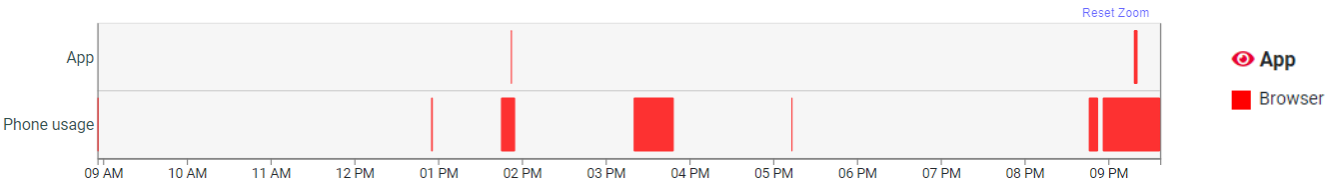
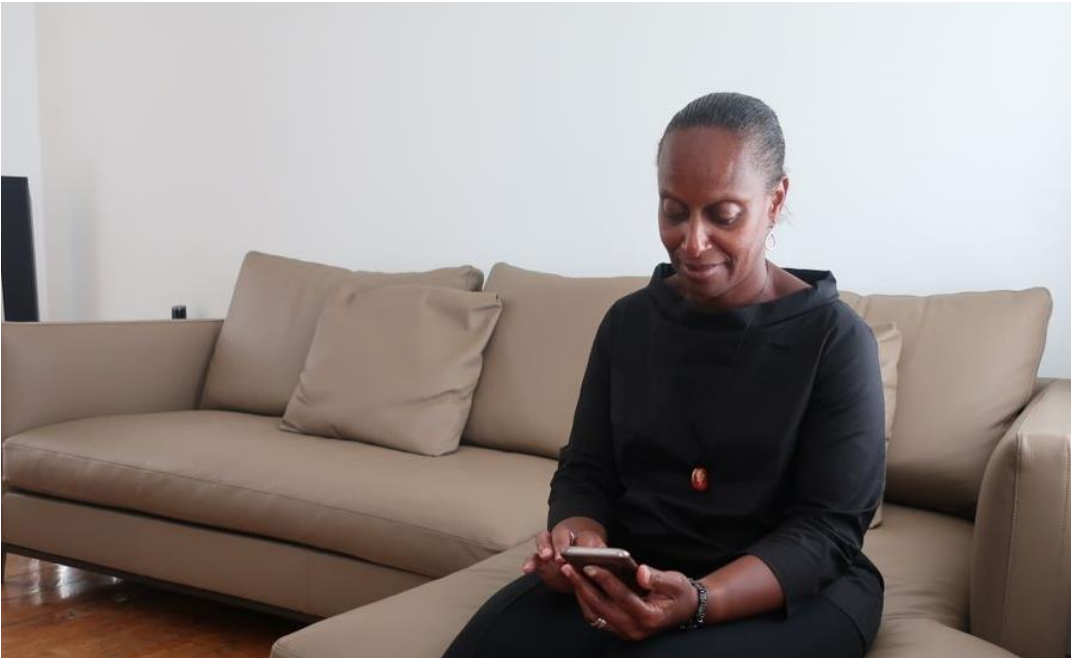
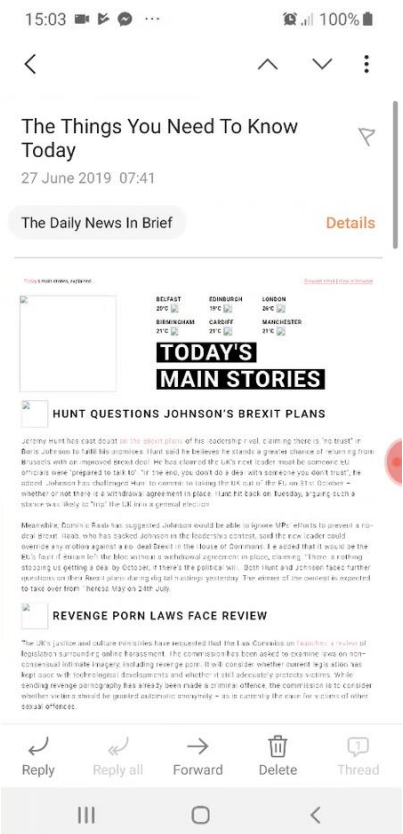
# Cheryl, 57

Social worker, London

“I have to trust them [BBC News] or I would spend all of my time searching for things online... I'd only do that for something I really care about!”

**Typical news and current affairs behaviour**  
Cheryl watched BBC News in the morning when she got ready for her day. Her husband was a heavy news consumer and watched the BBC or CNN throughout the day, so she often caught glimpses on the news on there or he would call for her to come and watch. She regularly listened to LBC in the car, and enjoyed hearing different people’s opinions on a broad range of topics. She received two news-related newsletters in her email, one from Gal-dem and the other from a fashion company called Sheer Luxe.

**BBC views**  
She felt quite positive about BBC News. She liked their morning TV. However, she wanted to see more issues around her community including local information and better reporting on issues affecting black people. Overall, she felt it wasn’t that different from other mainstream news providers and encountered similar issues to all other providers – all providers would have to withdraw some information and all would be biased by human nature. Yet, she felt the BBC did the best they could at being impartial.



Most of Cheryl’s news consumption was offline, but she occasionally saw news via her emails.

Phone in use: 7h09

Time on news: 0h08

Time on BBC: 0h00

Main smartphone news platform

Browser 4 items

Main behaviour on each platform

75% Read in depth

# Sky, 19

Student, Southampton

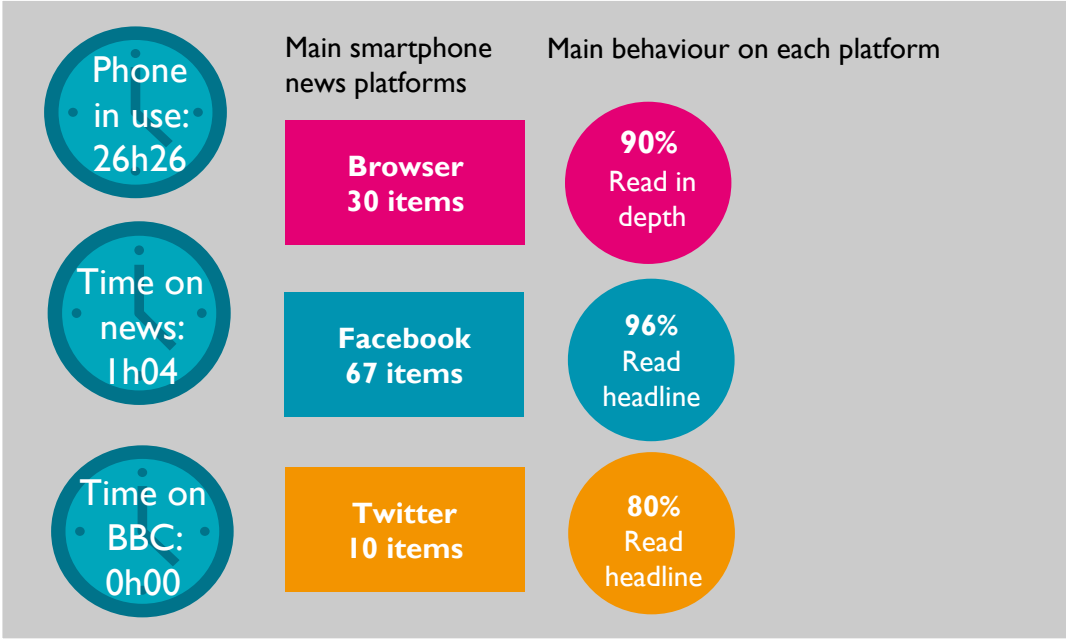
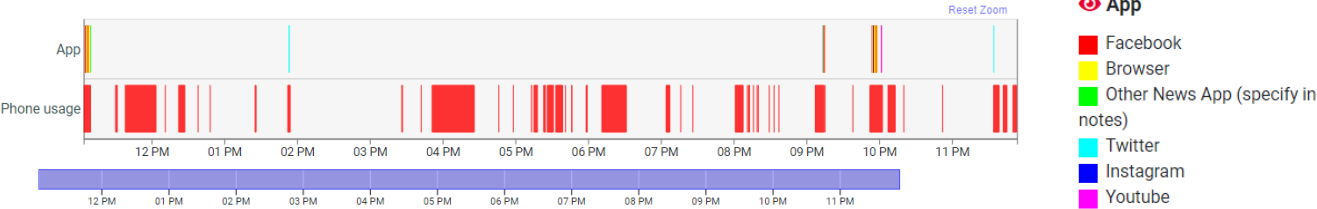
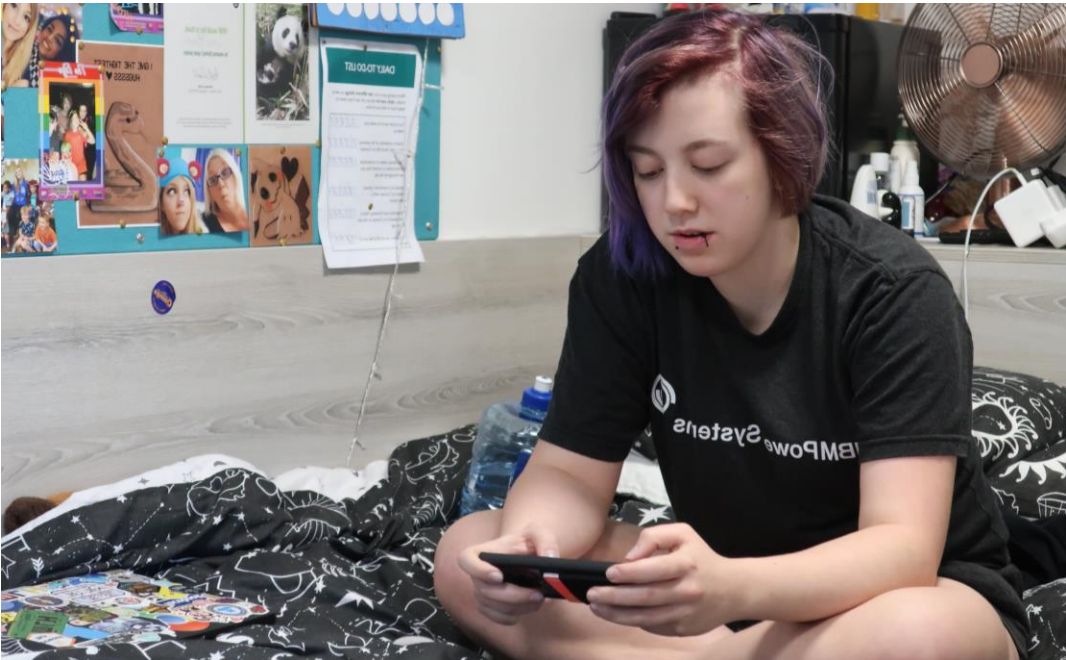
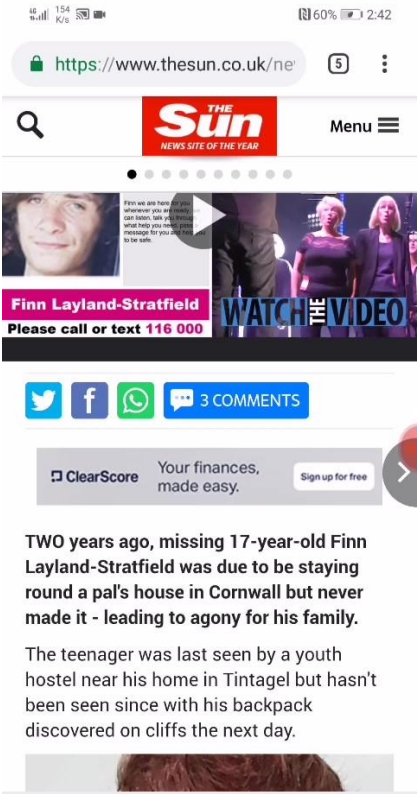
“The BBC website is quite grey...It’s boring. It needs to be more colourful, more like BuzzFeed”

## Typical news and current affairs behaviour

Sky’s news consumption came almost entirely through social media, in particular Facebook and Twitter, and they rarely actively searched for news content. Their brother also shared celebrity gossip and human interest stories with them via messaging apps, which they would then discuss together. They admitted they had a tendency to click on articles with eye-catching headlines or that were related to their interests, such as technology or LGBTQ+ issues. As a result, they were driven more by the headline than by the source and had no particular preference on the news provider.

## BBC views

Sky felt that the BBC had a slight right-leaning bias and felt the BBC did not champion LGBTQ+ rights as much as they would like. They also said they felt the BBC News website was tailored for an older audience, and argued it needed to more closely resemble websites like BuzzFeed in order to attract younger people. Their only exposure to BBC News was on the radio in their parent’s home.



Although Sky was on their phone throughout the day, they had comparatively few news moments and these were largely through social media.

# Brandon, 17

Student, Cardiff

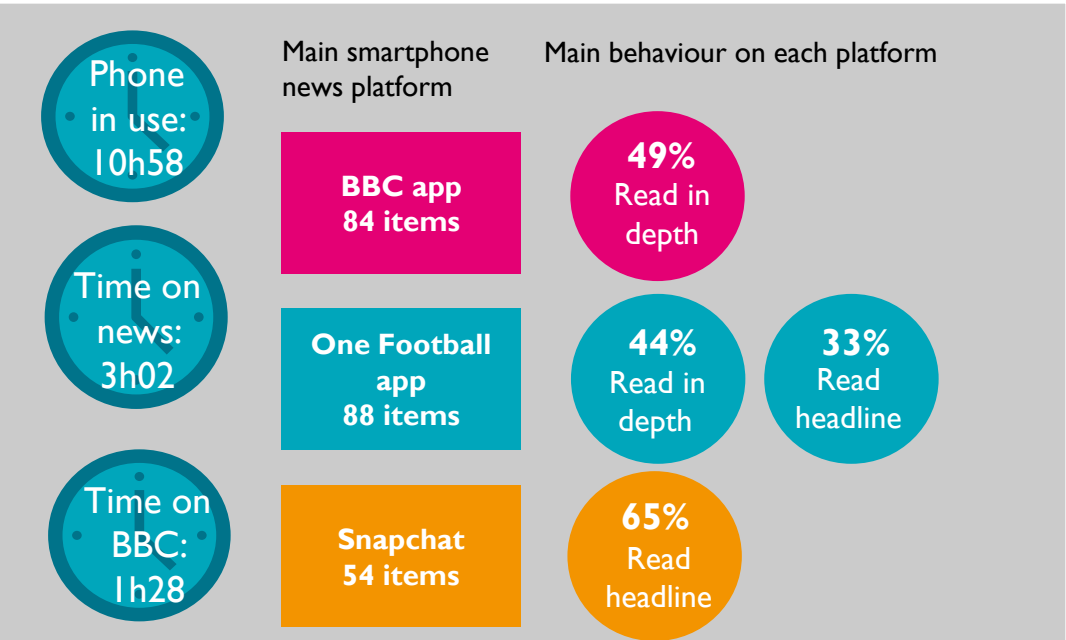
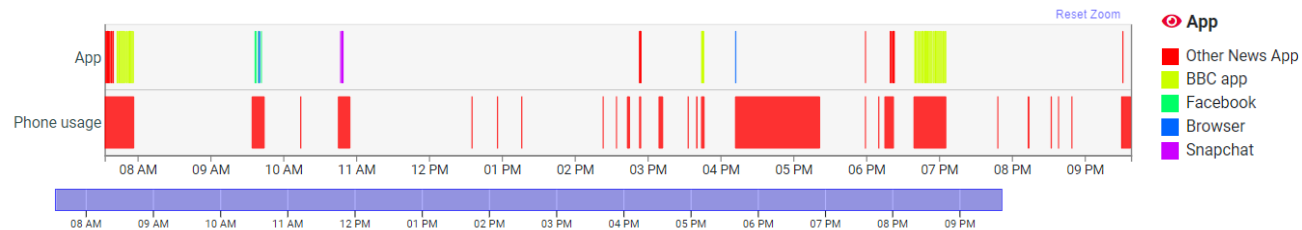
“Yeah the BBC’s balanced, they always have a different view at the end. It’s good to know a different perspective to understand what’s going on”

## Typical news and current affairs behaviour

Brandon went on the BBC News app multiple times a day to check the news, and usually first thing in the morning. He usually read a couple of the top news articles and watched the top videos of the day. He also regularly checked the One Football app to read up on football related news. He also accessed news through Snapchat, where he watched ‘stories’ by different news providers (Sky, Sky sports, CBC news, CNN). He also received news updates daily from his home country, Ethiopia, via a newsletter on a messaging app called Telegram.

## BBC views

Brandon really liked the BBC and felt they were a good source of reliable, unbiased and balanced news. He felt he could trust them because he’d never seen them make any mistakes or lie about anything. He would be happy if they shared news in even shorter formats and felt there was too much fluff at the bottom of articles. On the other hand, he sometimes felt like there wasn’t enough content but liked the links at the bottom where he could read more on certain topics.



# Josephine, 32

Procurement Manager, Manchester

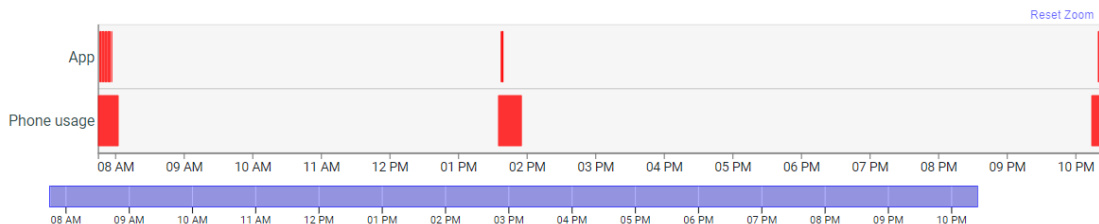
*“To tell [report] the news you have to be impartial! You need a trustworthy source that doesn't go any one way”*

## Typical news and current affairs behaviour

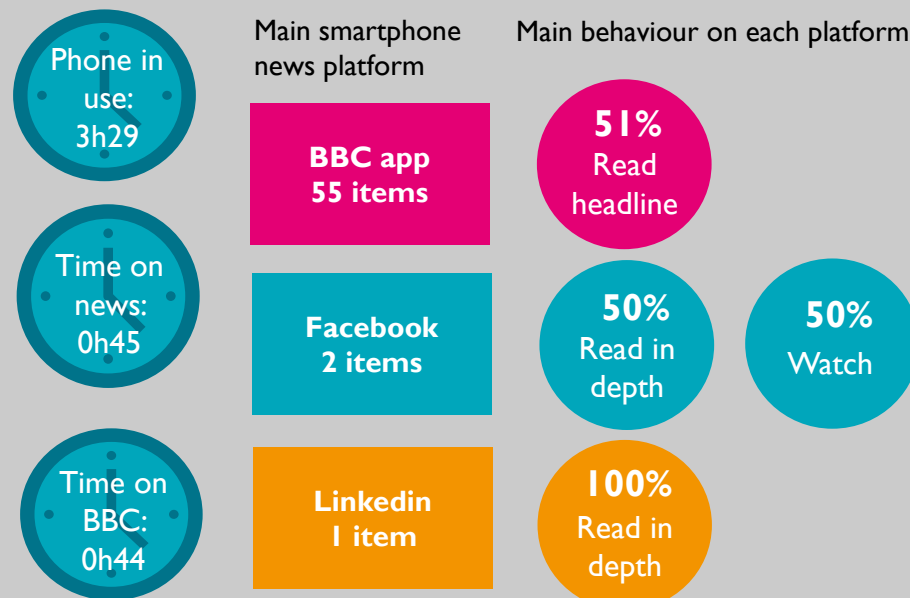
Josephine had the BBC News app on her phone and regularly received notifications from it which she usually clicked on unless they were sport-related. She tried to keep up to date with politics but also liked human interest stories on the app. She also received news from Facebook, mainly through her local Facebook group and some friends. She watched Good Morning Britain a few mornings a week while she got ready. She particularly liked the presenters and hearing Piers Morgan's opinions. In the evenings, Josephine watched the local news on ITV and the national news on the BBC whenever she had time and was around. She admitted she wasn't always focused but liked that she could dip in and out depending on the topic.

## BBC views

Josephine had been watching BBC News all her life. She said she felt 'neutral' about the BBC as a brand but was very positive about the BBC News app – she found it sleek, quick and professional. She trusted it and felt she has no reason not to – they'd never been known to make mistakes so far. She found them similar to other news providers (ITV mainly) but felt the app was a big differentiator for her.



Josephine regularly checked her BBC News app when using her phone.



# Jasmine, 33

Admin Assistant, Omagh NI

“I like getting the paper. When it’s in your hand, you read it more thoroughly. Online, you just skim”

**Typical news and current affairs behaviour**

Jasmine was a fairly regular news consumer; every morning she listened to her local radio station after dropping her kids off at school. She also received a weekly email update and physical paper from the *Ulster Herald*, which she liked for its local coverage. Additionally, she followed several local informal and formal news providers on Facebook and regularly discussed news headlines with her friends via WhatsApp. She tended to browse through news on social media when at work. She occasionally watched Sky and BBC News on TV, preferring these news sources for nationwide news coverage.

**BBC views**

Jasmine valued the BBC as a news provider, citing its trustworthiness and impartiality, though admitted she rarely used the BBC. She felt the BBC was best for UK-wide and national news and said she would go to the BBC if she wanted an update on, for example, Brexit. By contrast, she said that the BBC’s local provision was weaker, though also felt that this was what local papers were for.



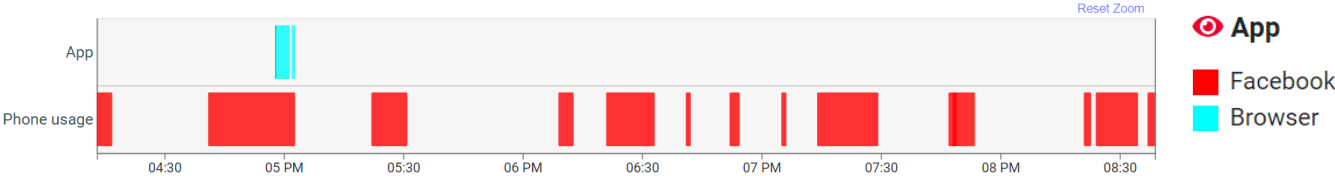
Nestcam

I3 TV items

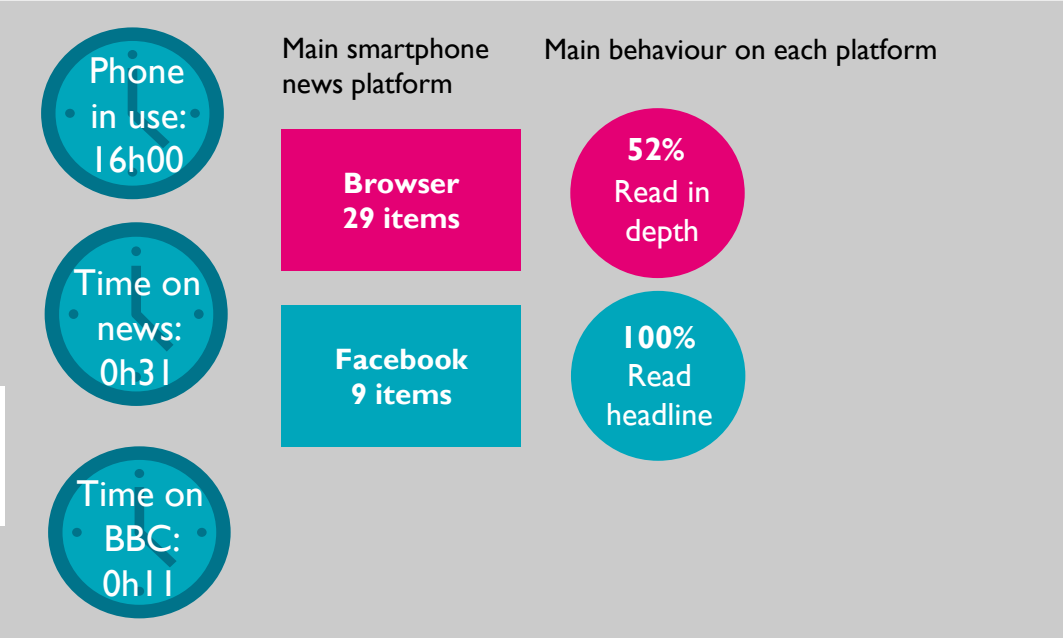
ITV  
0h03

Sky  
0h47

Netflix  
4h00



The majority of Jasmine’s news consumption was offline, however she was directed to some news content via Facebook.



# Charlotte, 19

Student, Belfast NI

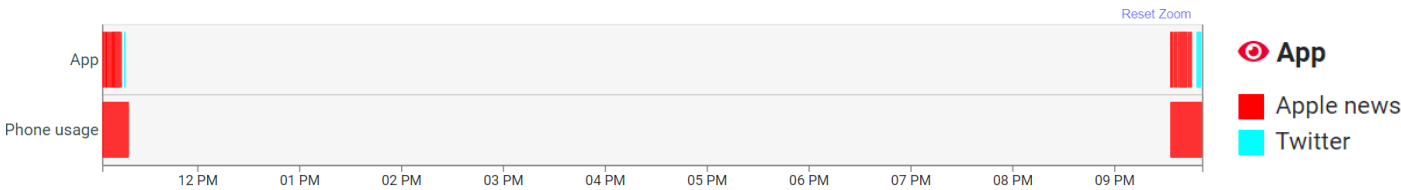
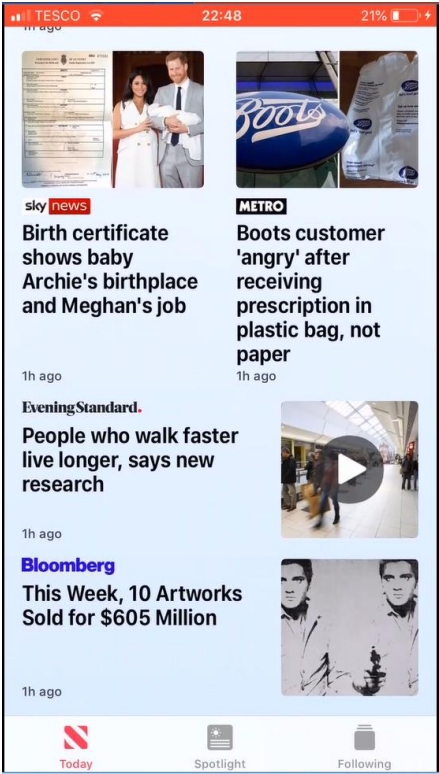
“The sad thing is that the BBC should probably get more tabloidy to stay relevant. People just want pink bubblegum nothingness”

## Typical news and current affairs behaviour

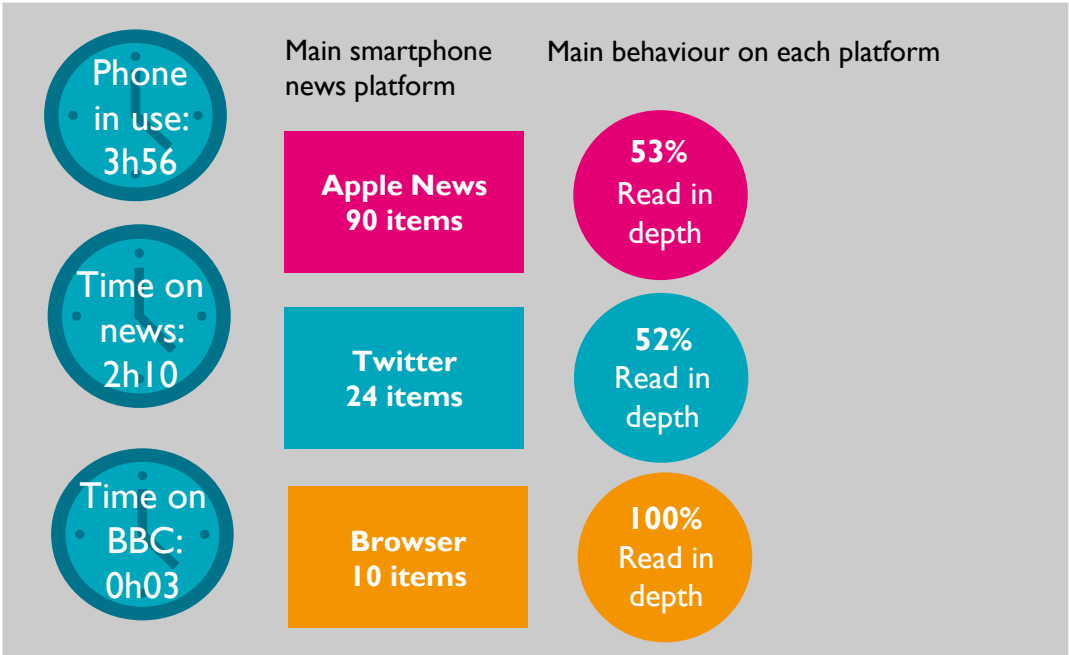
Charlotte consumed most of her news through Apple News on her iPhone, which she tended to use two to three times a week. However usually this is when prompted by something she had heard by word of mouth or seen on social media. She admitted she was ‘not that picky’ when selecting news providers, but tried to avoid The Sun. She also followed various environmental and feminist activists on Instagram who shared news content from time to time. Most evenings during dinner and some mornings, her family had BBC News on the TV, which she watched with her family. This could result in debate and dialogue with her siblings and parents, who had differing views to her own.

## BBC views

Charlotte had mixed views on the BBC. She said they were ‘reputable’ but said she would not read the BBC ‘just because it’s the BBC’. She was frustrated by the BBC’s centrism, but also conceded that its impartiality on political matters was the very reason she would trust their news stories. She anticipated the BBC would become more ‘tabloidy’ in order to gain viewers, but felt this would come at the cost of its quality.



While revising for her exams, Charlotte kept her phone usage to a minimum during the day and consumed news mostly through Apple News and Twitter.



# Roger, 33

Parish leader, Derby

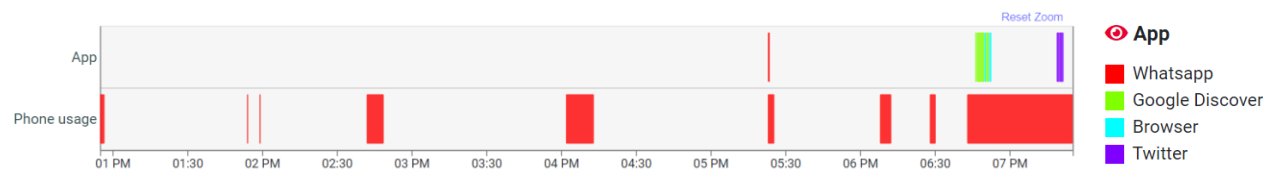
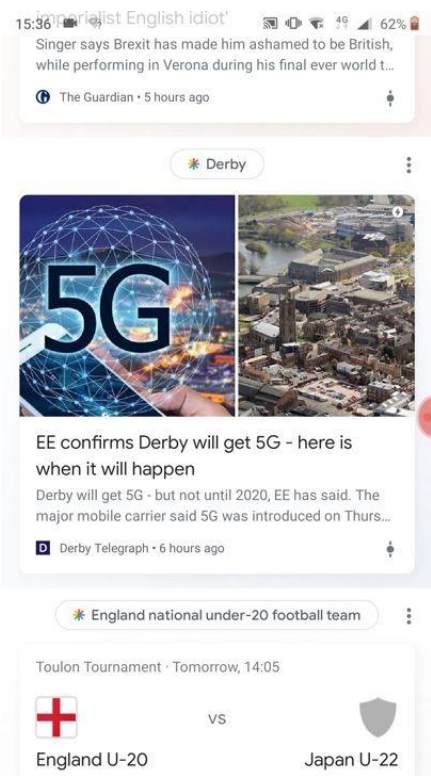
*"I don't want to limit myself to one source. You can never trust any one source. You've got to take a bit of everything from everywhere"*

## Typical news and current affairs behaviour

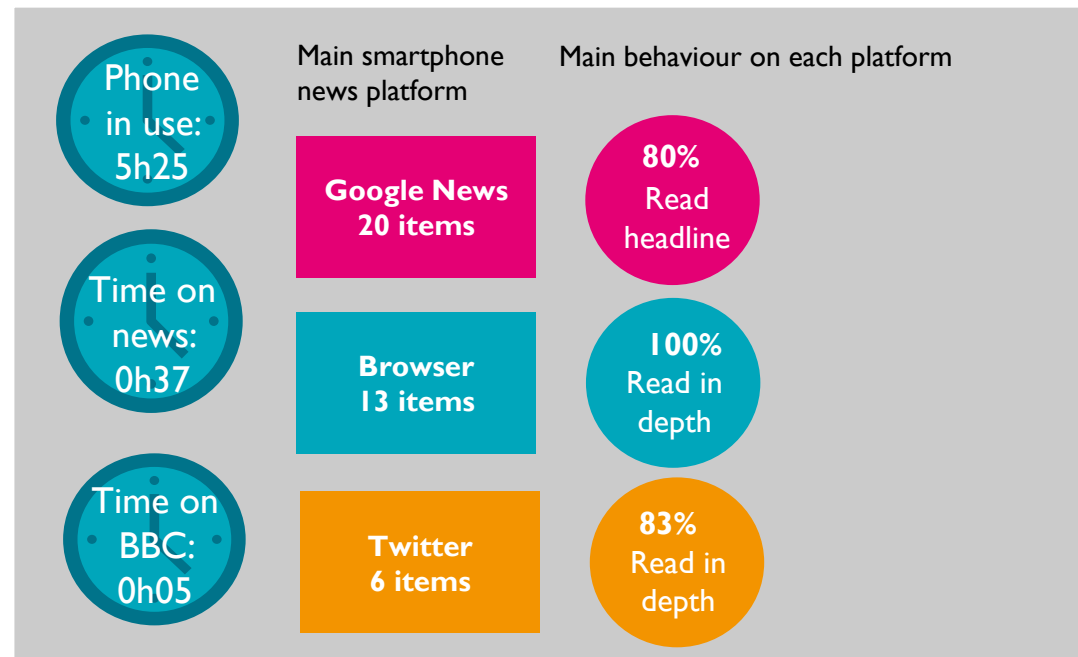
Roger used Google Assistant on his phone almost daily after waking up and before going to sleep; he had personalised his feed to provide content around his interests, such as sports and local news, as well as content from preferred providers like the *Independent*. He said he liked that the news aggregator provided a range of views and the importance of not narrowing one's news provision. He also listened to BBC Radio Derby for their local sports coverage on match days and does have the BBC News app but rarely used it, preferring to read BBC articles via his Google Assistant.

## BBC views

Roger felt that the BBC was too 'generalist' and in trying to be a 'jack of all trades' was failing to provide detailed content for readers with more advanced knowledge of topics. He wondered whether the BBC could provide 'Advanced' and 'Basic' version of articles instead. He also felt the BBC could be a 'mouthpiece' for the government and felt 'the BBC voice' was not designed for people such as himself.



Roger tended to consume news mostly in the mornings and evenings through Google Discover, but also found some sports content via Twitter.



# Hamza, 33

Telecom Salesman, London

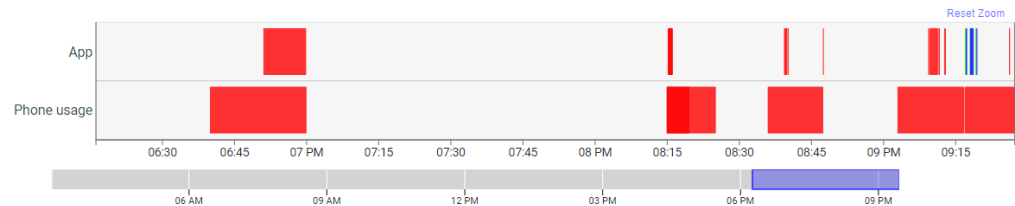
“The BBC has serious competition.They need to keep up with the times, but I’m also not sure what more they can do...”

## Typical news and current affairs behaviour

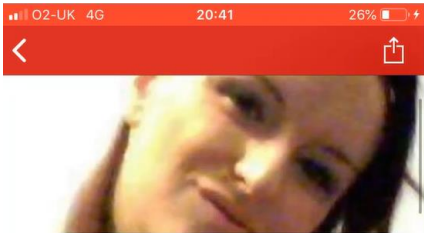
Hamza felt he found most of his news through Facebook, where many of his friends shared and post political content. He also used the BBC News app most days on his way to work while on the bus, however when he lost signal on the Underground he sometimes read the Metro or the Evening Standard instead. Additionally,after watching shows on TV, he tended to watch the midnight news on BBC or Sky. Hamza used to use the Guardian app on his phone, but preferred the BBC’s navigation features so deleted it.

## BBC views

Having grown up with the BBC on television from a young age, after his family fled from Iraq as refugees, Hamza had positive views of the BBC. Referring to it as ‘the oldest institution in the UK’, Hamza felt BBC News was the least partial news provider available. That said, he felt the BBC tended to be a ‘mouthpiece’ for the government and thought it was not sufficiently critical of Theresa May and the Brexit process. He also liked the conciseness of the BBC News app, but said he felt the BBC had a tendency to be London-centric and wondered whether people across the UK would feel the same way as he did.



Hamza used the BBC News app at intervals throughout the day but also accessed items on his browser or Facebook when he came across them.



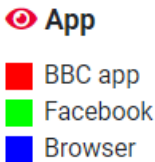
### Canning Town freezer bodies: Second woman named

52 mins ago | London

A woman who was found dead in a freezer along with another female has been named by police as Henriett Szucs.

The two bodies were found frozen, clothed and on top of each other at the flat in Vandome Close in Canning Town, east London, on 26 April.

Hungarian national Ms Szucs, 34, is the second woman to be identified after Mihrican Mustafa, 38, was confirmed as the first victim on Friday.



Main smartphone news platform



Main behaviour on each platform



# Chloe, 64

Unemployed,  
Manchester

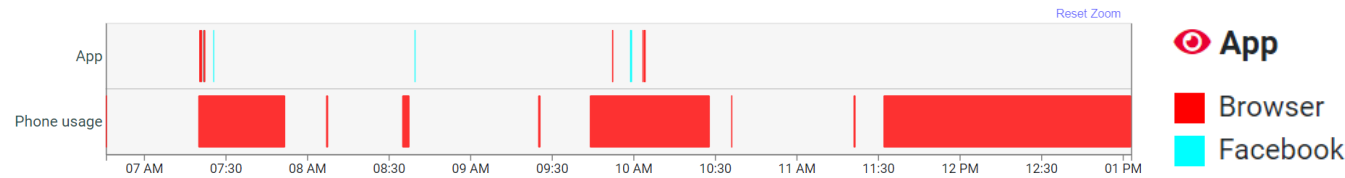
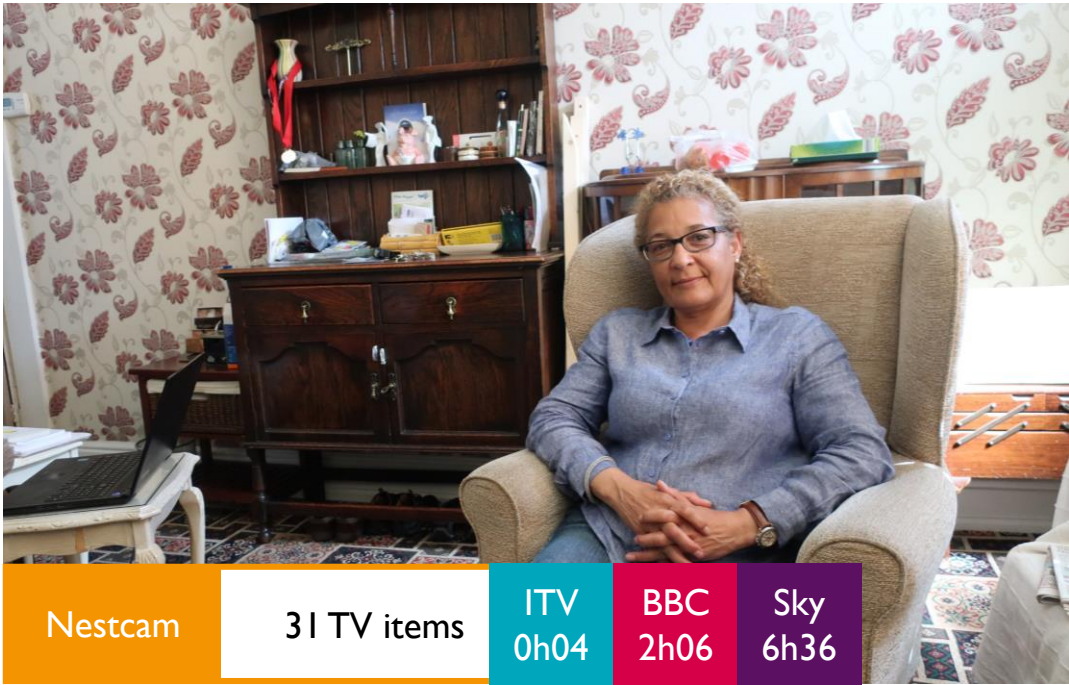
“By the time I’ve sat down to watch the evening news, I’ve already heard it a few times in the day on the radio or TV”

## Typical news and current affairs behaviour

Chloe had Sky News on the TV during the day in the background, but would also occasionally flick on to ITV or BBC News; the Nest cam footage revealed that she was often doing other things while the TV was on, and only usually watched it in a focused way with her husband during dinner. She also read *The Sun* every day, particularly for its bingo games. She sometimes received Upday notifications on her smartphone, but didn’t know where these came from and hadn’t set these up. She was passionate about archery and displayed goal-driven behaviour around this, going to the BBC Sports website in her browser for coverage.

## BBC views

Chloe felt the BBC was “stuffy”, “posh” and “up themselves” and didn’t like the furniture they used in the studio for their news broadcast; by comparison, she felt Sky News was more less formal and more engaging. However, she did feel that BBC News had some of the quickest coverage, alongside Sky News.



While much of Chloe’s news consumption was offline, she did come across news on Facebook and occasionally actively searched for it via her browser.

