Reading Preferences and Habits of Armenian Online News Readers

Capstone project
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Outline

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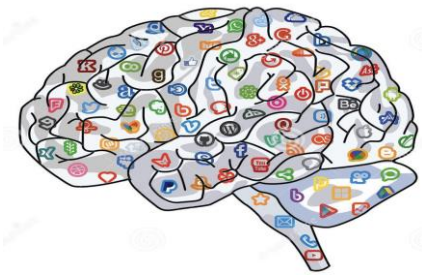
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Objective

Armenian online media is a relatively new means of mass media and it has managed to integrate into the Armenian reality in a very short time period.

Some researches are done by organizations and individual researchers about Armenian media field, including online media.

However, not enough information is available about the Armenian ONLINE NEWS READERS.

Therefore, this research is aimed to find out the reading preferences and habits of Armenian online news readers.

Research question

What reading habits and preferences do the Armenian online news readers have?

❖ What type of headlines appeal to the Armenian online news readers the most?

❖ What topics and news values appeal to the Armenian online news readers the most?

❖ How active are the Armenian news readers on sharing news or commenting on social media?
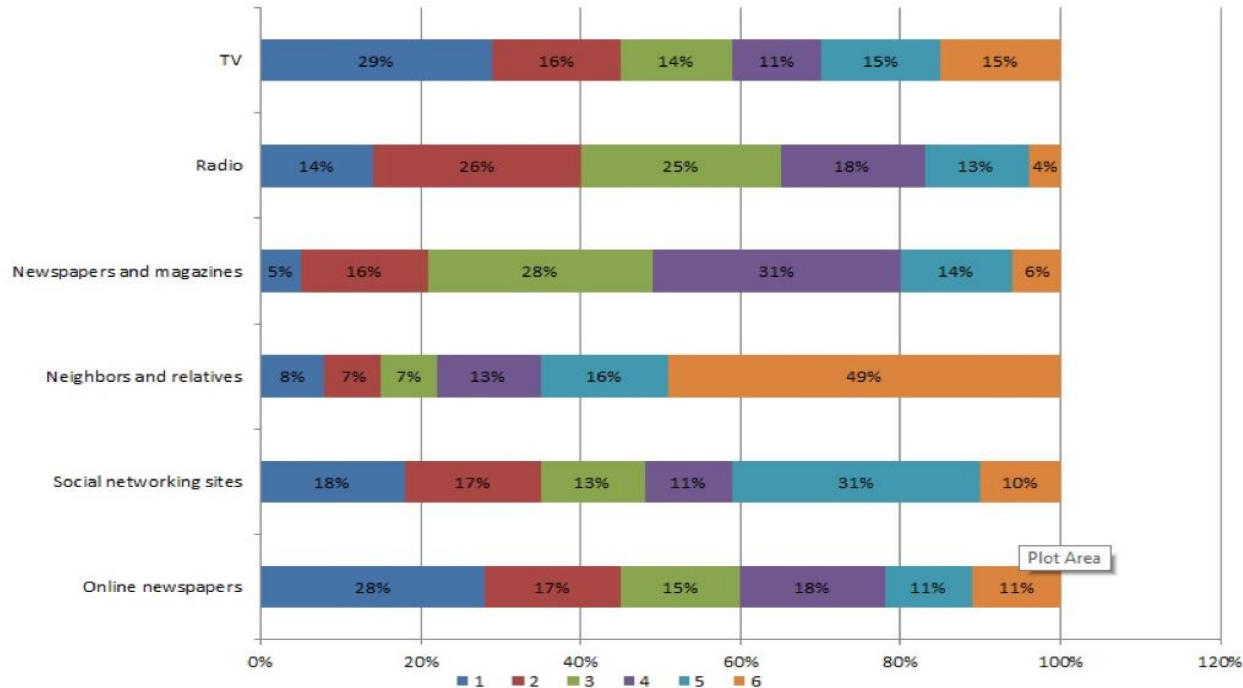
Methodology

❖ **Face-to-face survey**

❖ **Online survey**

❖ **311 participants from regions of Armenia and Yerevan**

❖ **Interviews with media experts (Gegham Vardanyan, Maria Titizian,**
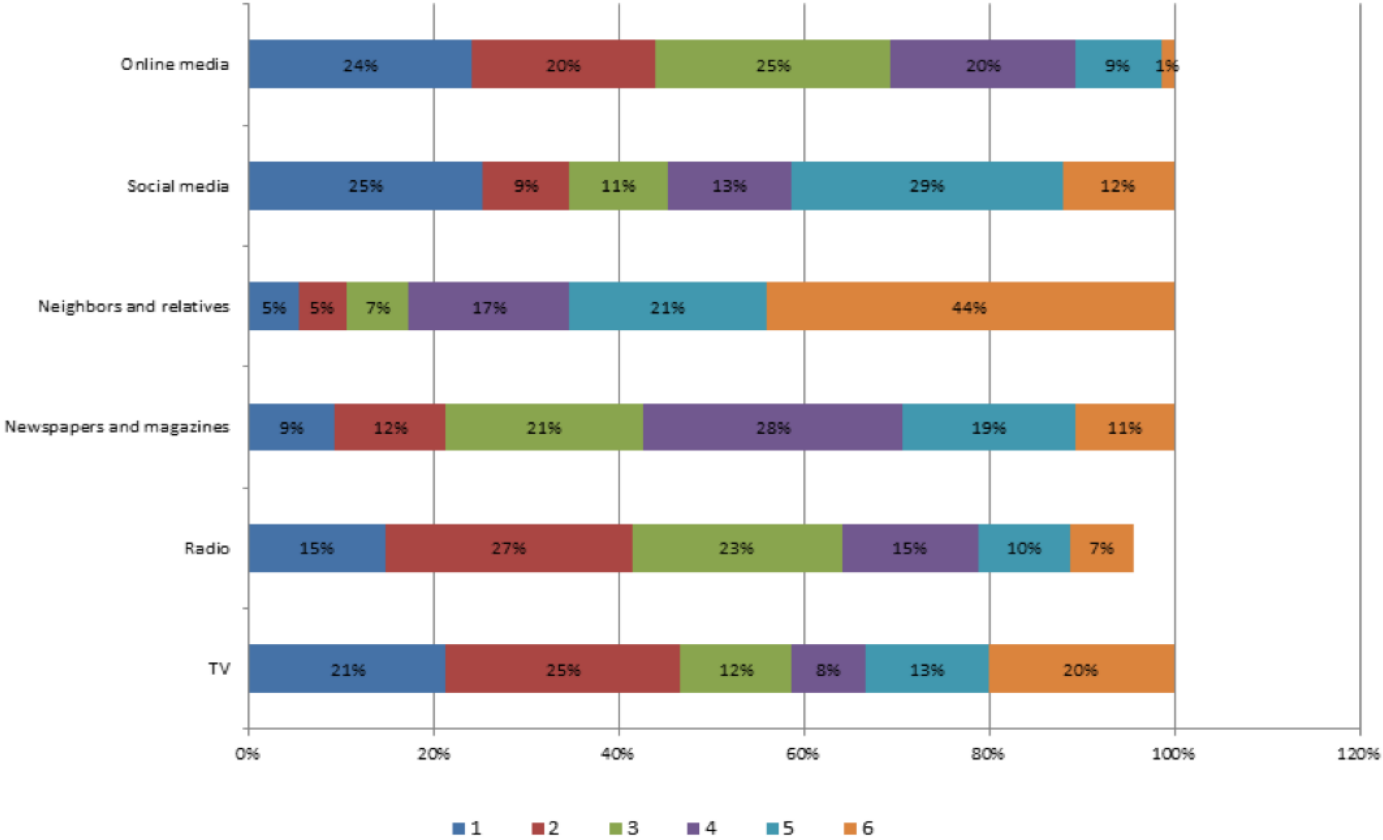
Samvel Martirosyan)

Research Findings

Trust towards different news sources (Online survey)

1 - most trusted, 6 - least trusted

Trust towards different news sources (face-to-face survey)

Online media: 24% (1), 20% (2), 25% (3), 20% (4), 9% (5), 1% (6)
Social media: 25% (1), 9% (2), 11% (3), 13% (4), 29% (5), 12% (6)
Neighbors and relatives: 5% (1), 5% (2), 7% (3), 17% (4), 21% (5), 44% (6)
Newspapers and magazines: 9% (1), 12% (2), 21% (3), 28% (4), 19% (5), 11% (6)
Radio: 15% (1), 27% (2), 23% (3), 15% (4), 10% (5), 7% (6)
TV: 21% (1), 25% (2), 12% (3), 8% (4), 13% (5), 20% (6)

Legend: ■1 ■2 ■3 ■4 ■5 ■6

Online survey
(trust to news sources)

1. **TV (29%)**
2. **Online media (28%)**
3. **Social media (18%)**

Face-to-face survey
(trust to news sources)

1. **Social media (25%)**
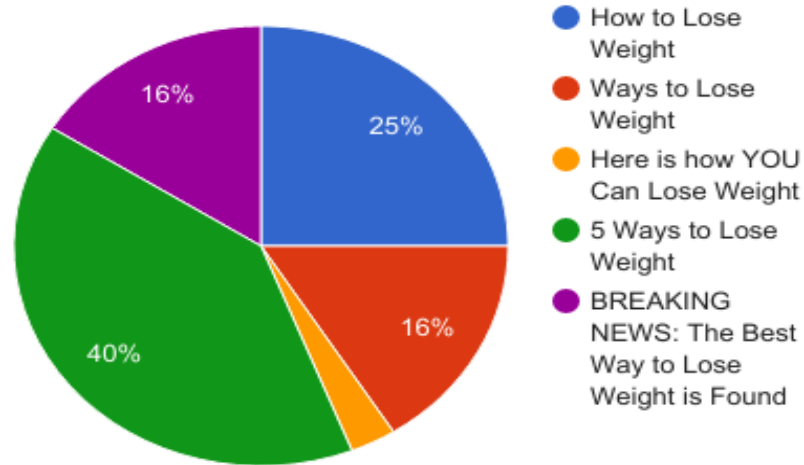2. **Online media (24%)**
3. **TV (21%)**

Students
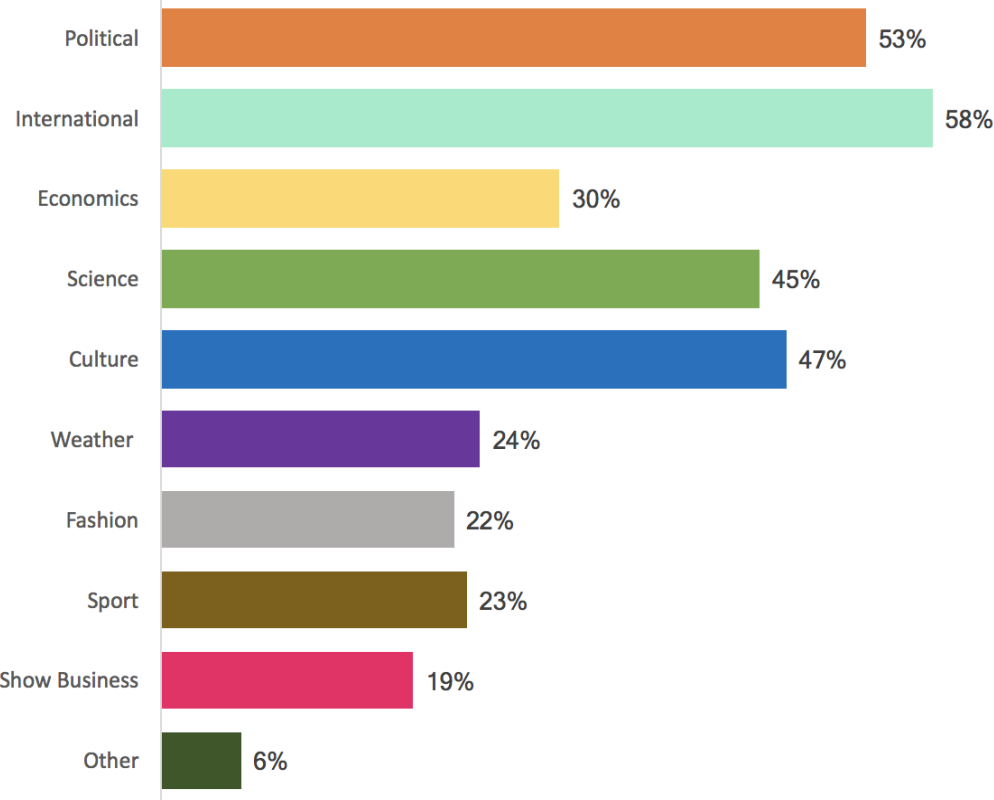
1. TV (34%)
2. Online media (29%)
3. Social media (14%)

Employed

1. Online media (26%)
2. TV (21%)
3. Social media (21%)

Headline preferences

Legend:
- How to Lose Weight
- Ways to Lose Weight
- Here is how YOU Can Lose Weight
- 5 Ways to Lose Weight
- BREAKING NEWS: The Best Way to Lose Weight is Found
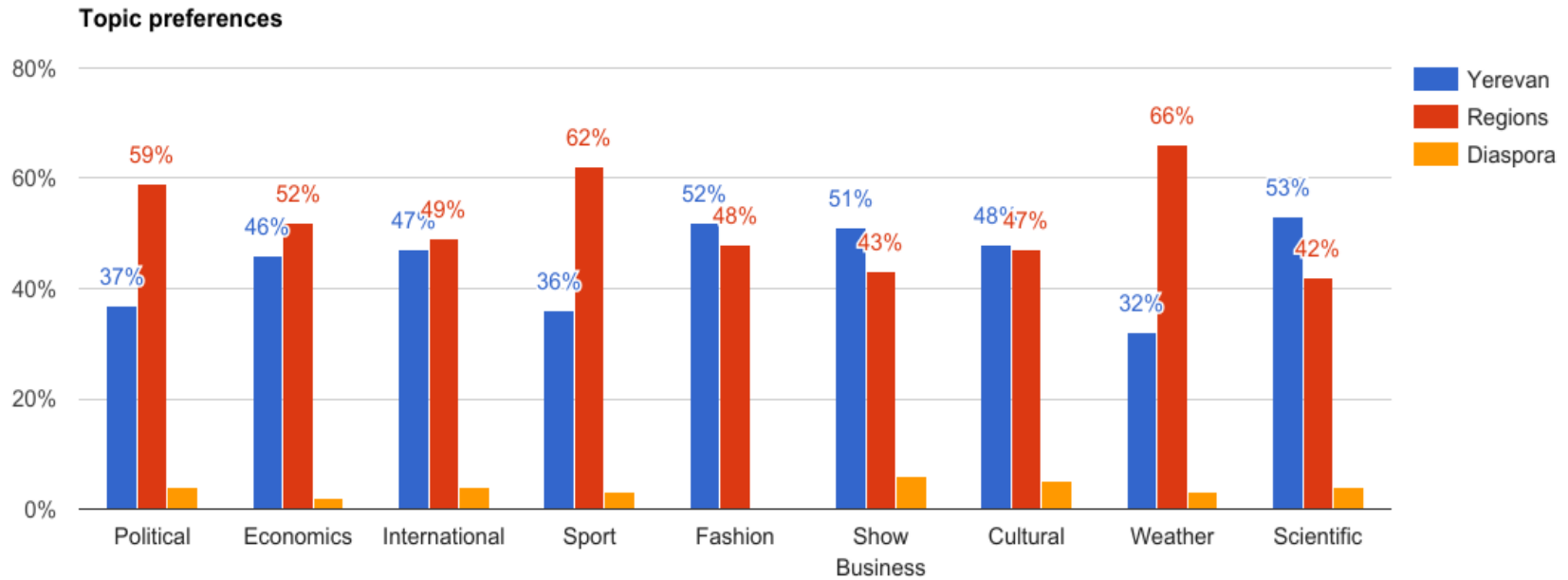
Pie chart values: 25%, 16%, 40%, 16%

Headlines with numbers ("5 Ways to Lose Weight") are the most preferred ones in case of soft news pieces.

News topic preferences

Topic	Percentage
Political	53%
International	58%
Economics	30%
Science	45%
Culture	47%
Weather	24%
Fashion	22%
Sport	23%
Show Business	19%
Other	6%

Political and international are indicated as the most preferred news topics both in face-to-face and online surveys.

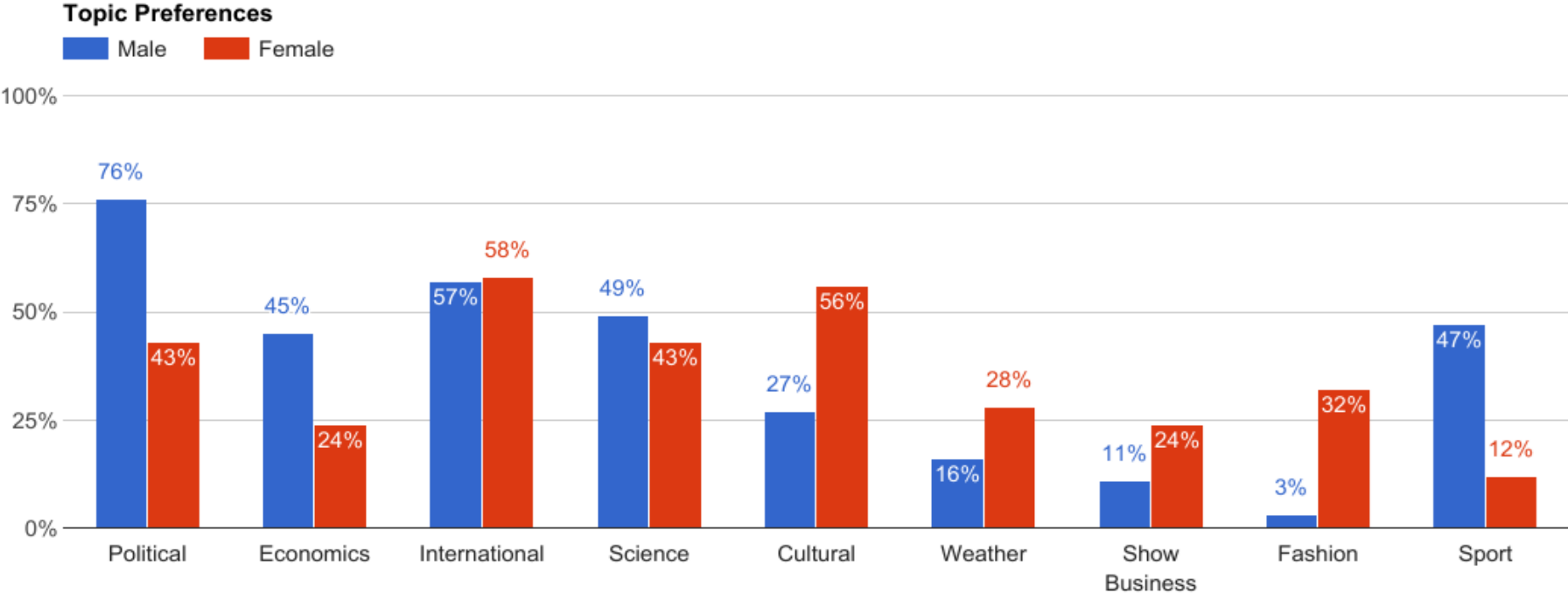# News topic preferences (filtered by residence of the survey participant)

Topic preferences

Legend: Yerevan (blue), Regions (red), Diaspora (orange)

Topic	Yerevan	Regions	Diaspora
Political	37%	59%	4%
Economics	46%	52%	2%
International	47%	49%	4%
Sport	36%	62%	3%
Fashion	52%	48%	
Show Business	51%	43%	6%
Cultural	48%	47%	5%
Weather	32%	66%	3%
Scientific	53%	42%	4%

Analysis

❖ **Residents of regions prefer to read more political, sport and weather news than Yerevan residents.**

❖ **Yerevan residents prefer to read fashion, show business, cultural and scientific news more than residents of regions.**
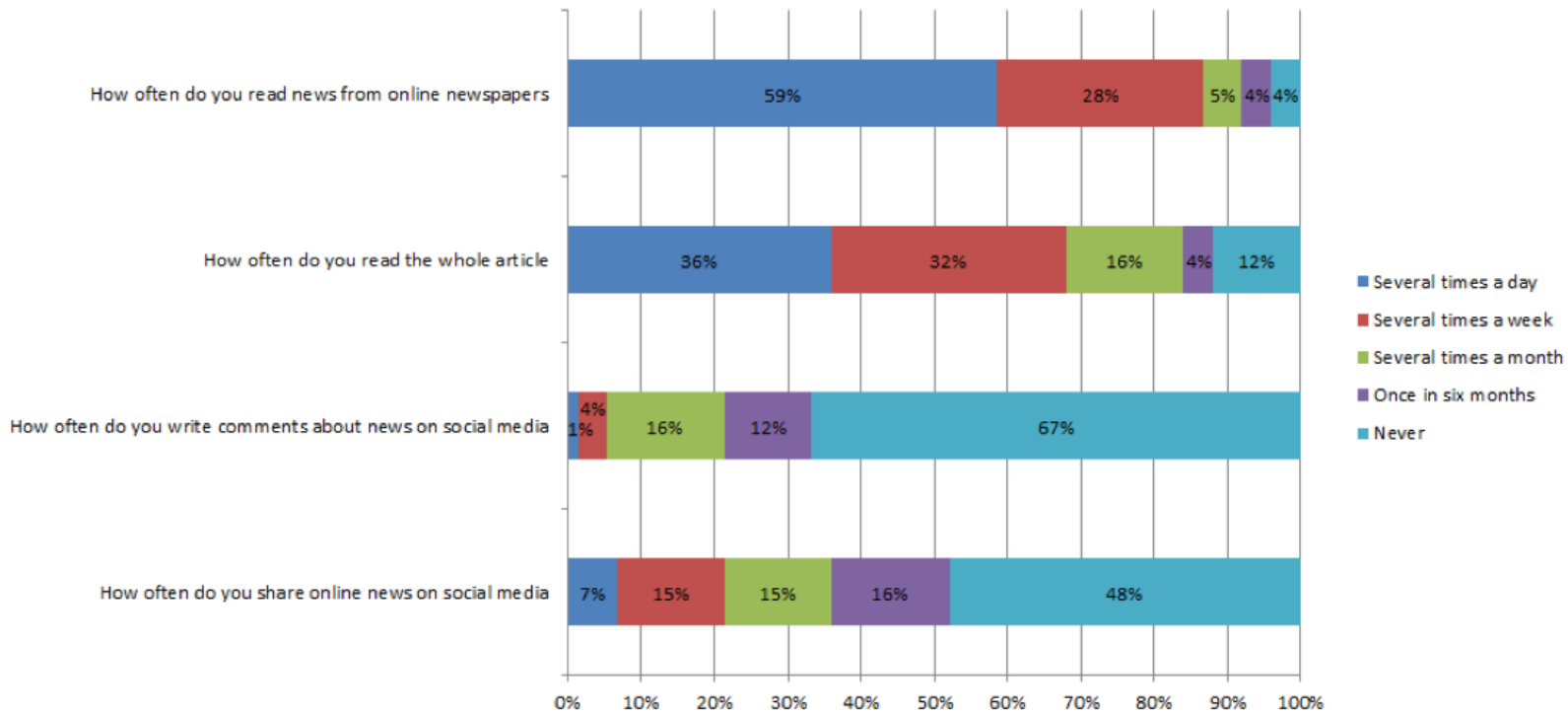
News topic preferences (filtered by gender)

Topic Preferences
- Male
- Female

Topic	Male	Female
Political	76%	43%
Economics	45%	24%
International	57%	58%
Science	49%	43%
Cultural	27%	56%
Weather	16%	28%
Show Business	11%	24%
Fashion	3%	32%
Sport	47%	12%

Analysis

❖ **Men prefer to read more political, economic, scientific and sport news than women.**

❖ **Women read more cultural, weather, show business and fashion news than men.**

Reading habits of the Armenian online news readers

Analysis

❖ **Even though the majority of the participants read online newspapers several times a day (59%), only 36% of them read the whole article with the same frequency.**

❖ Despite the fact that most of the survey participants read online news several times a day, only 5% of them share and 1% comment on news with the same frequency.

Interviews with media experts

Gegham Vardanyan - editor of media.am

Maria Titizian - editor, lecturer at the American University of Armenia

Samvel Martirosyan - Social media and information analyst,
member of Internet governance in Armenia

Problems of Armenian Online Media

❖ **Dependency of the online news outlets**

   - Financial dependency

   - Dependency on social media (mostly Facebook)

❖ **Lack of Twitter users**

❖ **Lack of journalists' and online news readers' media literacy**

Avenues for Future Research

1. Why do younger people indicate TV as a more trusted news source than online media?

2. Why is there a drastic difference of news topic preferences between people from regions of Armenia and from Yerevan?

3. Why is there a drastic difference of news topic preferences between male and female survey participants?

Conclusion

Online media is the second most influential news source among the Armenia online news readers after TV.

The more sensational the headline, the more attractive it is for the reader.

Both online news readers and journalists have lack of media literacy.

Armenian online news readers prefer to read more political news compared to foreign online news readers.

Thank you for your attention!