

How to keep media diversity in Norway and ensure all citizens have access to social debate and current affairs?

1. Find the balance to serve the population that are not on social media.

How to reach and generate discussions from the non social media population?

There are high numbers of Norwegians on social media, (TNS Gallup report on Age 15-29). Extreme amount of activity is happening both on the private feeds and content aggregation feeds. Social media is part of daily life - linkedin, facebook, instagram, snapchat, an impressive list. It is a great place for communicating and sharing information, from current affairs to sports, shopping, private group events, health, education and career. However there is also the section of the population that are still not on social media. What is the future for them? Where are they on the web? Where are they in general? What sources do they trust and respect? And so how to facilitate and increase the activity on these trusted and respected sources?

We should ask these questions and develop them further:

- What part of the population is not on social media?
- What are the most important sources to them to access current affairs?
- How much weight should we put on social media in the future?
- Are people getting bored of social media?
- What do they read after social media?

TNS Gallup Q1 2016 / Internettbefolkningen 96% Daily stats:

74% Facebook

22% Instagram

36% Snapchat

8% Twitter

25% You Tube (Q4 2015)

How can the local sources re-ignite their position while this trend is dominating?

Keep local alive and strong – it is here where topics related to health, finance, weather, farming, and other key issues are generated. Local debates are equally important as those discussed in social media.

Social media sites are getting more clicks than the local newspaper.

Sure, the social media feeds include newspapers, friends and favorite groups and other entertainment, it is the place of source and convenience. It is fine there are these elements of social media, and social media as the aggregator of content, gets the first click and the first portion of quality of the attention. How to revert some of this traffic back to original sources?

When social media networking sites trend slows down and people look for different places to read current affairs, what trusted and respected source(s) are available to them? And are these trusted and respected sources present the current affairs in a balanced presentation?

2. (For newspapers/content providers) To present content in a generic way and less

“edited” for the reader. The newspaper should present articles in a generic way and less of what they “think”, “predicted”, or “calculated” would be the most interesting for the readers, unless with given approval. Give readers the power to read for themselves and decide what is important. Allow them to discover topics and provide the freedom to browse. To be able to see the different angles of a story and encourage opinion, not just read what others have said or written.

*1. “De store MedieTrendene.” Knut-Arne Futsæter 06.04.16 Brukerforum & “Riketsmedietilstand” Medietrender 2016 Ingvor Sandvik 07.01.2016, TNS Gallup