

SEARCHING FOR SATISFACTION: HOW 20SOMETHING WOMEN USE MEDIA TO GET NEWS AND ADVERTISING INFORMATION

Jane E. Sutter Brandt

Professor Emeritus George Kennedy, Thesis Supervisor

ABSTRACT

As traditional media companies struggle to maintain their current audience and attract young adults, it's imperative that providers understand how young women use media devices to get news and advertising information. This research addressed the issue through in-depth one-on-one interviews conducted with eight subjects in the Rochester, N.Y., area. Subjects kept media diaries for one week prior to the interviews. Subjects overwhelmingly preferred to get news through the Internet, choosing web sites that are updated frequently, offering a variety of information on many topics, along with blogs and video. In terms of gratifications and preferences for getting advertising information, subjects mostly ignored and avoided advertising on web sites as much as possible. Flyover and pre-roll video ads were the least objectionable, according to subjects. Advertisers should look for more opportunities for video ads on web sites, along with providing useful directories. Subjects also were asked to comment on two local print products and one web site produced by the *Democrat and Chronicle*, along with a national web site, ivillage.com. Subjects reacted more favorably to the products with local information, rather than the national web site.