

# Young reader and newspaper apps

## Case Study



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# 1 Executive Summary

Young readers (19-29 years old) are convinced: Newspapers are not going to vanish in the near future. And: A majority of young readers say that they are not planning to substitute their printed newspaper by a digital newspaper app. These are two of the preliminary results from of a survey conducted by Prof. Stefan Heijnk of the University of Applied Science (Hannover, Germany).

The survey is part of an eyetracking study that compares the iPad apps of the Frankfurter Rundschau, Hamburger Abendblatt, Hannoversche Allgemeine Zeitung and Tagesschau.

# 2 Problem Statement

Digital app publishing has become an important development in the newspaper industry since Apple invented a new class of mobile devices with the iPad. Printmedia publishers hope that their traditional business model can be transferred to this new digital publishing ecosystem. Still there are lots of questions yet to be answered. Two of these are: Are young readers really addicted to reading on tablet devices as it is supposed in the newspaper industry? And: Do the editorial and navigational concepts of the first newspaper bound apps do a good job in terms of offering an attractive user experience?

# 3 Alternatives

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## 4 Conclusion

The E-CLIC eyetracking study on ipad user behaviour and the accompanying survey of young readers (students, 19- 29 years old) gives answers to a lot of questions related with the upcoming of tablet pcs.

It offers detailed insights into what young readers think about the role of newspaper apps in the mediamix of the near future and what can be learned from usability problems they are confronted with in reading newspaper apps.

The findings of the study allow to draw the conclusions that

- young readers are not addicted to the new digital publishing ecosystem as it is supposed by newspaper industry,
- the navigational concepts of newspaper bound tablet apps should follow the KiSS principle ( keep it short and simple). Some of the Apples design directives seem to be unnecessary.

## 5 Implementation

The findings of the eyetracking study conducted by Prof. Stefan Heijnk offer a compass for newspaper publishers on their way to develop the best possible user-centered newspaper apps.