

Appendix A. Demographic overview

- 10 females, 10 males
- 4 from each age group (20, 21, 22, 23, and 24 years)
- 15 moved away from home, 5 living with their parents
- 5 from Copenhagen (+623.000 people), 11 from Aarhus (+345.000 people), 2 from Aalborg (+215.000 people), 2 from Esbjerg (+115.000 people).
- 8 taking a gap year, 8 at higher educations (Architecture, Corporate Communication, Medicine, Design, Business Economy, English), 2 at higher professional educations (Nursing, Physiotherapy), 2 working (Waiter, House carpenter).

No.	Age	Gender	City	Live w. parents	Education / occupation
1	20	Male	Aarhus	Yes	Gap year (Postman and leisure-time teacher)
2	24	Male	Aarhus	No	Further education (Business Economy)
3	21	Female	Aarhus	Yes	Gap year (Substitute teacher)
4	22	Male	Aarhus	No	Gap year (Leisure-time teacher)
5	21	Female	Aarhus	Yes	Gap year (Office girl)
6	21	Female	Aarhus	Yes	Gap year (Au pair)
7	23	Male	Copenhagen	No	Further education (English)
8	21	Female	Aarhus	No	Gap year (Substitute teacher)
9	24	Female	Aarhus	No	Higher professional education (Nursing)
10	20	Female	Aarhus	No	Gap year (Barista)
11	20	Female	Aarhus	No	Gap year (Leisure-time teacher)
12	24	Female	Aalborg	No	Further education (Corporate Communication)
13	22	Male	Esbjerg	No	Working (House carpenter)
14	22	Male	Copenhagen	No	Working (Waiter)
15	24	Male	Aalborg	No	Further education (Corporate Communication)
16	23	Male	Copenhagen	No	Further education (Medicine)
17	23	Male	Esbjerg	No	Higher professional education (Physiotherapy)
18	23	Female	Copenhagen	No	Further education (Design)
19	20	Male	Aarhus	Yes	Further education (Architecture)
20	22	Female	Copenhagen	No	Further education (English)

Appendix B. Semi-structured interview guide

<p>Introduction: Thank you for agreeing to speak with me. As you know from my e-mail, I am doing interviews for my thesis project at the University of Amsterdam and I am studying how people in the early 20's use news and what they think of the current news landscape. I believe the interview will take around 30 minutes. I will record our conversation so that I can write it down later, but everything will be anonymized, so your name will not appear in the thesis. Also, if there is anything you don't want to answer to, you don't have to. And if you have any questions afterwards, feel free to contact me any time.</p>	
Areas of interest	Questions asked
(Getting started)	<ul style="list-style-type: none"> Tell me a bit about yourself: How old are you, which city do you live in, what do you study/work with?
(Getting focused)	<ul style="list-style-type: none"> What is the most recent article you remember noticing? How did you come across it? How much of it did you consume?
(Allow for non-use)	<ul style="list-style-type: none"> How often do you consume, or come across, news? (E.g. compared to your friends). It is completely legitimate to say not a lot – I would like you to be as honest as possible. Why?
Navigating news sources	<ul style="list-style-type: none"> Can you list which news sources you would normally come across during a typical week? (or month, if rarely used). [Provide empty table]. It can be hard to remember them all, so I have made an overview in case you forgot a source that you often use. [Show overview]. Did you forget any? What makes you use these sources in particular? (Formats, services, apps, content...?) [Ask to fill in the table] What are they to you? From which news source do you most often get news? How? Why this one? Which source do you enjoy using the most? Why?
Navigating news platforms	<ul style="list-style-type: none"> How do you typically encounter news from (each of) the news sources you have listed? (E.g. Facebook, friends, email, radio...). [Ask to fill in the table and show overview after]. Which of these platforms do you most often get news from? Why this one? Which of these platforms do you get news from less often? Why this one?
Navigating news devices	<ul style="list-style-type: none"> Which device(s) do you typically use to access each of these platforms? [Ask to fill in the table and show overview after].

	<ul style="list-style-type: none"> • Which device do you prefer to use for news? Why? Do you sometimes prefer other devices? When? Why?
Worthwhileness (output dimensions)	<ul style="list-style-type: none"> • What are the motives for you to consume news? • What value does news consumption have for you? • How do you feel at times when you follow the news less often? Why?
Worthwhileness (input dimensions)	<ul style="list-style-type: none"> • You said you often encounter news through [e.g. Facebook, app notifications, news letters] – what do you think about this way of encountering news? How would you prefer to encounter news? Why? • What news do you normally spend most time on? Why? When? • What, if anything, could make you want to pay for a news source or news piece?
Assessment of news landscape and ‘the ideal news source’	<ul style="list-style-type: none"> • What do you generally think about the selection of news sources and platforms that are available for you today? • How would your own ideal news media be if you were to invent one? (One that would make all other news media unnecessary – and maybe even be worth paying for). • If you were to change anything about your own news use, what would it be?
(Finishing up)	<ul style="list-style-type: none"> • I believe I have asked all my questions. Do you have anything you feel like saying that we did not come across? • Do you have any questions? • Again, thank you so much for your time. And do contact me anytime if there is something you would like to know or add. • I will now turn off the recorder, but I have one last question.
Snowball sampling (after interview)	<ul style="list-style-type: none"> • Do you have one or two friends that you could contact and ask if they would like to be interviewed by me? Preferably some with different [e.g. educational backgrounds] than you?

Appendix C. Overview lists

NEWS MEDIA

AND PROGRAMS

Traditional Danish media

DR
TV2
Ekstra Bladet
BT Metro
Politiken
Jyllandsposten
Berlingske
Information
Weekendavisen
Børsen
[Other traditional medium]

Digital Danish media

Zetland
Føljeton
Altinget
Dagens
Avisen
[Other digital medium]

Local and regional media

Lokalavisen
Aarhus Stiftstidende
Nordjyske
Skive Folkeblad
Frederiksborg Amtsavis
Dagbladet Roskilde
[Other local or regional medium]

Radio news

P1
P2
P3
P4
P6
P7
P8
Radio24syv
[Other radio news]

Radio/podcast programs

Den daglige dosis på P3
P1 Morgen
55 minutter på Radio24Syv
[Other program]

International media

Vice
Buzzfeed News
Huffington Post
Medium
[Other international medium]

Debate programs

Debatten
Deadline
NEWS & Co
Presselogen
[Other debate program]

Satire and entertainment programs

Schøtministeriet
Ugen plus det løse med Huxi Bach
Quizen med Gyrith Cecilie Ross
Her går det godt
The Late Show med Stephen Colbert
Last Week Tonight med John Oliver (HBO)
The Daily Show med Trevor Noah
[Other satire or entertainment program]

PLACES

TO ENCOUNTER NEWS

The news media's own channels

The news media's website

The news media's app

The news media's e-mails (news letters)

[Other channels]

Sociale media etc.

Facebook

Messenger

Instagram

Snapchat

Twitter

Reddit

Google

Medium

LinkedIn

[Other social medium]

Streaming services

Youtube

Netflix

HBO Nordic

DRTV

TV2 Play

Viaplay

YouSee Play

[Other streaming service]

People

Friend

Boyfriend/girlfriend

Family member

Colleague

Teacher

[Other person]

DEVICES

FOR NEWS

Devices

Mobile phone

Computer (laptop)

Computer (desktop)

Tablet

Physical radio

Print newspaper

Physical TV

Appendix D. Desired news services

Dimensions and indicators	Representative interview data
1. Overview of recent news	
A. Selected daily or weekly overview	<p>A1. “Those ‘5 important’, I really use those a lot too (...) They are divided into five important, so that ‘this is the most important; second most important’... those things. Also because it isn’t just politics. They really get around everything. (...) Both national and international [news], and yeah... Just what’s there.” (About DR, a public service medium, here the app).</p> <p>A2. “It just gives a good, like, idea of what is happening here and now – both locally and globally and... internationally. There is less of that useless news and there is more of the important news.” (About DR’s TV News).</p>
B. Full daily overview	<p>B1. “It’s also nice to be able to scroll through the headlines and see ‘Okay is there something that...’ I mean, I’m just looking for what’s going on in the world”. (About BBC’s app).</p> <p>B2. “It’s everything from sports news to politics to... yeah, almost everything. (...) I have just put the settings to give me everything.” (About TV2, a public service medium, here the app).</p>
2. Anything new	
C. Interesting headlines	<p>C1. “If I come by it and I see a catchy headline, something that interests me, I might take it.” (About BT Metro, a free tabloid, here print).</p> <p>C2. “That clickbait is fantastic. It just makes you go: ‘That thing I have to read.’” (About Ekstra Bladet, a free tabloid, on Facebook).</p>
D. Live updates	<p>D1. “It’s this thing that gets updated all the time. You know, so that you can read like the <i>newest</i> news. (...) I actually sometimes just sit and scroll through it and I really get a lot out of it. I think that’s very cool.” (About DR’s app).</p> <p>D2. “It’s often that kind of news that I’m reading a lot. Like: ‘What happened?’, if a crime has happened: (...) ‘Okay now something new came up. So who is it? And has he done it?’.” (About Ekstra Bladet and TV2 on Facebook)</p>
3. Relevant news	
E. Local news and events	<p>E1. “To be able to read about ‘What’s going on, what can you do this weekend, which museums have this and that... and then a shop might open somewhere’.” (About Aarhus Onsdag, a free local weekly, here print).</p> <p>E2. “It’s just very everyday... not anything political or... exciting news. It’s just what’s happening in Copenhagen, and for me that’s interesting. Sort of ‘cozy news’. I like that.” (About a local section in Politiken, a national broadsheet, on Facebook).</p>
F. News involving the reader	<p>F1. “That’s news [about children in Danish asylum camps] that’s very local and relevant for us Danes to discuss because that’s what we represent.”</p> <p>F2. “[News] that actually says: ‘Listen, if we keep on eating this meat, then <i>this</i> is the consequence within 10 years... or within 5 years’.”</p>

4. Big news	
G. News affecting many people	G1. “Natural disasters, or when something like a shooting happens and that kind of things... That are somewhat bigger than one person.” G2. “It [news about Trump’s presidency] feels a bit bigger than if we get a new Prime Minister or the fact that Løkke [the Danish Prime Minister] became Prime Minister in Denmark, in a way. (...) Because er... they are a greater power.”
H. News everyone knows about	H2. “If there is something going on right now – something bigger. Then I might also go and read about it (...) When it’s that kind of big things that... you can’t avoid hearing about”. H1. “I would definitely try to figure out what it was about (...) if it’s something that I hear people talk about – friends, at work, family and such... all media. Radio, TV. If it’s something that keeps popping up.”
5. In-depth news	
I. Quality content	I1. “They have better writers, more time to do research, better... higher quality.” (About the national broadsheets). I2. “I like that they have experts within a certain topic to write the article (...) instead of a journalist who, er... has made some trans-editing from some English newspaper or something like that. I actually really like that. That if they have written an article about something in Russia then they have someone who actually knows something about Russia to write the article.” (About Ræson, a digital-born medium).
J. News put into perspective	J1. “They manage to cover the topic in a completely different way (...) [They provide] more information about a topic that brings it much more into perspective, so you don’t just get it from one perspective.” (About documentaries on HBO). J2. “I liked their concept: That it wasn’t about being first, it was about providing some more thorough, more in-depth journalism (...) I mean not necessarily just the things that had happened, but going around it and see <i>why</i> and <i>how</i> and if there was something similar that could put it into perspective.” (About Zetland, a digital-born medium).
6. Niche news	
K. News about interests	K1. “I’m also a bit nerdy when it comes to the electricity world and technology, so it just catches my attention.” (About car news on Facebook). K2. “I’m very interested in basket (...) I actually use that a lot for... specifically for sports.” (About Reddit).
L. News related to study or work	L1. “Right now, it’s probably politics. More specifically, American politics because... I’m reading the subject.” (About what news he spends most time on). L2. “The most important news from the financial world (...) because I have started to work in an auditing company.” (About Børsen, a national daily on business).
7. Commented news	

<p>M. Political talk shows/programs</p>	<p>M1. “I actually really like that they themselves are a bit critical towards the news media, er... and journalism (...) I think it might be good to sometimes get a dose of, like: ‘Okay, maybe I should also sometimes think about who writes what and why’ and so on.” (About Her Går Det Godt, a Danish political news podcast).</p> <p>M2. “The most trustworthy news hosts are actually the ones who joke about it because they actually dare to call into question what is being said.”</p>
<p>N. Influencers’ comments</p>	<p>N1. “The fact that the news comes more from a person than from a medium (...) gives it more depth. Because it’s more similar to one of your friends saying: ‘This is important to me – let me tell you’. It means something that it’s from a person who is not employed to inform me. It’s actually because it’s something she thinks is important to take a stand on”. [About Emma Watson, an American actress and activist, on Instagram].</p> <p>N2. “I see some [comedians on Youtube] that I follow, who then talk about... it can either be articles that somebody has written, or news in general (...) So it’s like his [Isaac Butterfield, an Australian comedian] commented version of the news. If you go and read for instance American news on a website or something like that, they often only have <i>one</i> angle on it. Then you don’t really get the other angle. (...) Here, they have the article and then they talk about the <i>other</i> angle. So then you get more like both angles.”</p>

Appendix E. Desired levels of personal effort

Dimensions and indicators	Representative interview data
1. Time	
A. Consecutive time	A1. "It's not a really long article with a lot of background and such. It's more like (...) small, short messages or something like that. I mean, it doesn't take a long time. I actually often find myself doing that – not spending a lot of time reading." (About a live news service in DR's app). A2. "Information [a national daily, here the website] has some more in-depth articles about some very relevant and interesting things, I think. Then I might take the time to actually sit down and read through it all."
B. Frequency	B1. "I actually really like that. They talk about what has happened during the week but you don't have to have followed the news a lot." (About Her Går Det Godt). B2. "I always have time to just look at my phone for two minutes and just scroll through it, you know." (About Facebook).
2. Initiative	
C. Physical effort to get news	C1. "I actually don't think I <i>take</i> the newspaper myself from those newspaper holders at the bus stop. It's mainly if they are lying on the seat that I'm going to sit on." (About BT Metro, here print). C2. "I often seek out news myself, also. I mean... go and look for... I'm very interested in American politics, so I often go to ABC or, er... MSNBC." (About American news channels, here the websites)
D. Remembering to use news	D1. "I think Facebook, that is... then I get it [news] thrown in my face (...) I see what my friends are doing and events and everything, but then I also get news at the same time. Then I don't have to take so much initiative." (About the reason for using Facebook for news). D2. "I have set it to <i>not</i> give me notifications (...) so now I just enter it myself every day (...) I think it's very stressful when your phone beeps all the time." (About DR's app).
3. Cognitive energy	
E. Understanding content	E1. "It's easy to digest. It think... it's not so ponderously written." (About Ekstra Bladet, here the website). E2. "Those [news] that I feel are more in-depth, that's often when (...) I need something to activate my brain."
F. Source criticism	F1. "I would like it if there were some more [news] that you just know is true. Because I don't really feel that it exists." F2. "You always have to be critical when reading articles, but especially on Facebook because you don't know what people are sharing. (...) I think I check more often what outlet the article is from when I'm on Facebook."
4. Visual attention	
G. Visual distractions	G1. "I hate advertisements (...) I have TV2 Play so I can avoid those advertisements, but if I for instance watch TV [the device] then I think the commercial breaks [on TV2] are insanely long. With DR, you avoid those advertisements. Then you can just watch the thing you are watching". G2. "I don't really notice them (...) It's just something you pass." (About advertisements on Instagram).

H. Reading text	<p>H1. "I really don't like reading. It's really... I <i>really</i> don't like reading. So listening to or watching it [news] instead, that makes a huge difference to me."</p> <p>H2. "I think I'm okay with the things [formats] being different and that we have both [video and text], because it's also nice to be able to scroll through the headlines."</p>
5. Money	
I. Money	<p>I1. "Somehow it's fair enough. They have to make money somehow. But I think it's kind of ridiculous when I can get it for free. When there is free news media, why would I pay for something that isn't free?" (About some news media using paywalls).</p> <p>I2. "We get Information here where I live [at a college] (...) I pay maybe 10 DKK a month (...) It's also because it is so cheap when you are 12 people who share the newspaper."</p>