Media Audiences | Is Print Really Dying? The State of Print Media Use in Europe

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Abstract

The controversy concerning the future displacement of print media is an ongoing dispute among stakeholders and academic experts. Based on the model of displacement or resilience of a given medium, this study explores the print media audience, primarily by comparing the time spent reading print media with that allotted to consuming their digital equivalents and other media. The study compares nine European democratic countries that have undergone the same technological changes but that also manifest disparate cultures that may explain variance in consumption patterns. The study’s main findings demonstrate that print media are still an important component of the new communications environment among European audiences. Reasons for print media’s resilience are suggested in the discussion.

Keywords
Today, many think that traditional printed media are going to die out because of fast progress in technology. But I don’t completely agree with this suggestion. Modern technology has many advantages and disadvantages that influence audience’s lives. The role of print is shifting from one of consuming news to one of broader analysis of the news and events that require more than a click-bait headline to understand. In many ways this is a reaction to the ways that screens are very hard on our long term attention span, as you can see in the fact that e books are already declining in market share as a technology that has really only been mainstream for less than ten years. Book sales in units not only increased from 2014 to 2015 by 2.4% but rose again from 2015 to 2016 by 2.8%.