## CONTENTS

	List of Figures	ix
	List of Tables	xi
	Preface to the Second Edition	xiii
	Preface to the First Edition	xv
	Acknowledgments	xix
Chapter 1.	Society Without News Consumers?	1
Chapter 2.	Why Millennials Aren't Into News	19
Chapter 3.	How Millennials Really Feel About News and Coverage	
-	of Their Generation	39
Chapter 4.	Too Busy for News; Unlimited Time for Social Media on	
•	Smartphones	67
Chapter 5.	Race and Ethnicity, Gender, and Political Identity in	
•	Millennial News and Social Media Engagement	79
Chapter 6.	Generation Z, the First Post-Millennial Generation,	
•	and the Future of News Engagement	109
Chapter 7.	Engaging Millennials with News in a Mobile-First,	
•	Social Modia World It's Not Too Late Vot	110



## MILLENNIALS, NEWS, AND SOCIAL MEDIA

Appendix	
A.1. 2016 National Survey of News Engagement	
Questionnaire	163
A.2. Methodology for 2016 National Survey of	
News Engagement	181
B.1. National Survey of NIE Managers Questionnaire	
C.1. mynews@school Teacher Communication and	
Sample Activities	190
C.2. Questionnaire for Students Participating in	
mynews@school Program	197
C.3. mynews@school Survey Methodology	201
Index	203