

News Avoidance and Fatigue

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News avoidance refers to the phenomenon whereby audiences reduce their consumption of journalistic media over a continuous period of time due to an active dislike for news or a preference for other content

Not Everyone Wants (Certain) News



Source

Intentional Avoidance

- **Intentional avoidance** is the consequence of audience members **consciously** tuning out news media
- Main reasons:
 - They perceive news coverage to be too negative and pessimistic
 - They do not trust journalistic media
 - They feel overwhelmed by all of the news out there

Unintentional Avoidance

- **Unintentional avoidance** is the consequence of audience members **preferring non-journalistic media**
 - They are not actively trying to tune it out; they just prefer other options
 - Journalistic media in the past often benefited from less competition and more 'bundling'

News Fatigue



Source

News fatigue refers to a temporary feeling of exhaustion from news that can be remedied over time

Compassion fatigue refers to the gradual lessening of compassion over time as a result of repeated exposure to traumatic phenomena

Compassion Fatigue and Negativity



Source

Combatting News Avoidance

- Several strategies have been proposed to reduce news avoidance
 - Engaging in **constructive journalism** and **solutions journalism**
 - Constructive journalism aims to balance negative and positive
 - Solutions journalism aims to help audiences become part of a solution
 - Increasing trust in news
 - Increasing transparency
 - Providing **slow journalism** alternatives
 - Offer less, more thorough coverage

Key Takeaways

- News avoidance to audiences reducing their consumption of journalistic media over time
- News avoidance may be intentional and unintentional
- Intentional avoidance may come from perceived over-negativity, lack of trust in news, and information overload
- Individuals may develop news fatigue and compassion fatigue from over-exposure
- There are different strategies that can reduce news avoidance