

**FORSKERPRAKTIK 2024**

**Projekt 12**

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**Title:** Assistant Professor

**University:** University of Copenhagen

<b>Project head line:</b>	What do we see in our social media feeds and how much attention do we pay to news?
<b>Field of research or institute:</b>	Department of Communication, Section of Media Studies
<b>Language:</b>	English (but can read Danish)
<b>Courses/gymnasiefag in high school related to your subject:</b>	Samfundsfag, Mediefag,
<b>Short resume of the project purpose – what are the students going to learn and do:</b>	What do we see in our social media feeds and how much attention do we pay to news? Students plan their own projects collecting and analyzing data on how users navigate platforms like Instagram and TikTok with the help of eye-tracking and focus groups.
<b>Further description:</b>	<p>What’s in your feed? Entertainment and news on video platforms.</p> <p>How important are audio-visual social media platforms for young people when it comes to getting news and political information, and what do we even consider as ‘news’ (and ‘political’) in this context? And what role does one’s smartphone play for how we interact with videos? Diving into the world of audio-visual social media platforms and using techniques like eye-tracking and interviews, students in this project will investigate how users navigate through news visually and conduct research on how young people are staying informed in the age of mobile, visual news consumption.</p>