

## Smartphone Addiction

HTC research reveals consumers are addicted to news as smartphones are becoming a quick fix solution for consumers' increasing need for news.

A new global study into the behaviour around news consumption has revealed that we now live in a world consumed by news, with over half of us (52%) “Information snacking” on a daily basis.

The research, commissioned across ten markets by HTC, a world leader in smartphone innovation, has identified that this need to constantly access and consume bite-sized news stories is resulting in a better informed society that has more rounded viewpoints. This is in stark contrast to the notion that social media is dumbing us down.

The impact of instant accessible news has led to a decline in online sharing, with only one in eight (13%) people sharing news stories through social media and just 14% “liking” news stories.

In fact we're more likely to share local news (30%) through social media, which is seen as less readily available, than health news (9%) or even celebrity news (4%), which are both considered much easier to access.

With information snacking very much ingrained into our everyday lives, people are differentiating less and less between a traditional news story and a social media post.

Story over source - over half (55%) are more interested in the news story itself rather than its source and the generation gap - 50% of over-55s were found to be loyal to traditional news outlets compared to only 34% of under-25s

News becomes social - almost half (45%) of under-25s are less likely to differentiate between a news story and a social media post.

This lack of differentiation towards sources of news, coupled with our constant need to be informed, is already impacting how we will consume news in the future. News will need to be even more social, tailored to personal interests and delivered along with other content such as weather updates, calendar reminders, or status updates. Aggregators such as HTC Blink Feed, Facebook's Paper app, The Huffington Post and Upworthy, will grow in popularity as the desire to stay on top of “news” in all its guises continues.