A Work Project presented as part of the requirements for the Award of a Master's Degree in Management or Finance from the Nova School of Business and Economics

Mobile Journalism at RTP: Consumption of News - Content Development Towards a Unified News Platform

João André Da Cruz Bacalhau

Maria Ana Cabral de Moncada Pinto de Mesquita

Manuel João Henriques Pizarro

Pedro Mota Mesquita

Work project carried out under the supervision of: Professor Constança Monteiro Casquinho

04.01.2021

This work used infrastructure and resources funded by Fundação para a Ciência e a Tecnologia (UID/ECO/00124/2013, UID/ECO/00124/2019 and Social Sciences DataLab, Project 22209), POR Lisboa (LISBOA-01-0145-FEDER-007722 and Social Sciences DataLab, Project 22209) and POR Norte (Social Sciences DataLab, Project 22209)

Disclaimer

This document is of **confidential nature** and is intended solely for internal use of RTP and Nova Consulting Lab Students, as well as by its institutional partners, when addressed. Disclosure, copying, distribution, analysis, or any other use of the information here contained is forbidden. While every effort was made by the students to ensure accuracy and completeness, neither the Nova SBE nor the report authors are able to warrant the degree of accuracy or completeness of this report. This report was prepared on a best effort basis and is intended to be of assistance to management only.

If you received it in error, please inform the sender and delete it as well as any attached document. There is no forfeit of confidentiality nor any privilege due to a transmission error.

Mobile Journalism at RTP – Production and Consumption of News

Abstract: The goal of this paper is to showcase a practical resolution for the integration at a greater scale of the Mobile Journalism philosophy, both in the production and in the consumption of news. The production-side concerns the use of the smartphone and other light equipment in the production of news, while the consumption-side concerns how the news are displayed and consumed on a smartphone. This work project was realized in syndication with RTP and was adjust and tailored to its respective needs, resources and objectives. In order to achieve this goal, several analysis were developed to address the external and internal environment, identifying the opportunities and threats of the broadcasting industry and the strengths and weaknesses of RTP. The ending result of this study led to the development of interconnected, structured and strategic recommendations that ensures a workable dissemination plan for Mobile Journalism.

Keywords: Mobile Journalism, MoJo, Smartphone, News, Digital News, Broadcaster, State-Owned Company, Public Company, Digital, Organization, Change Management

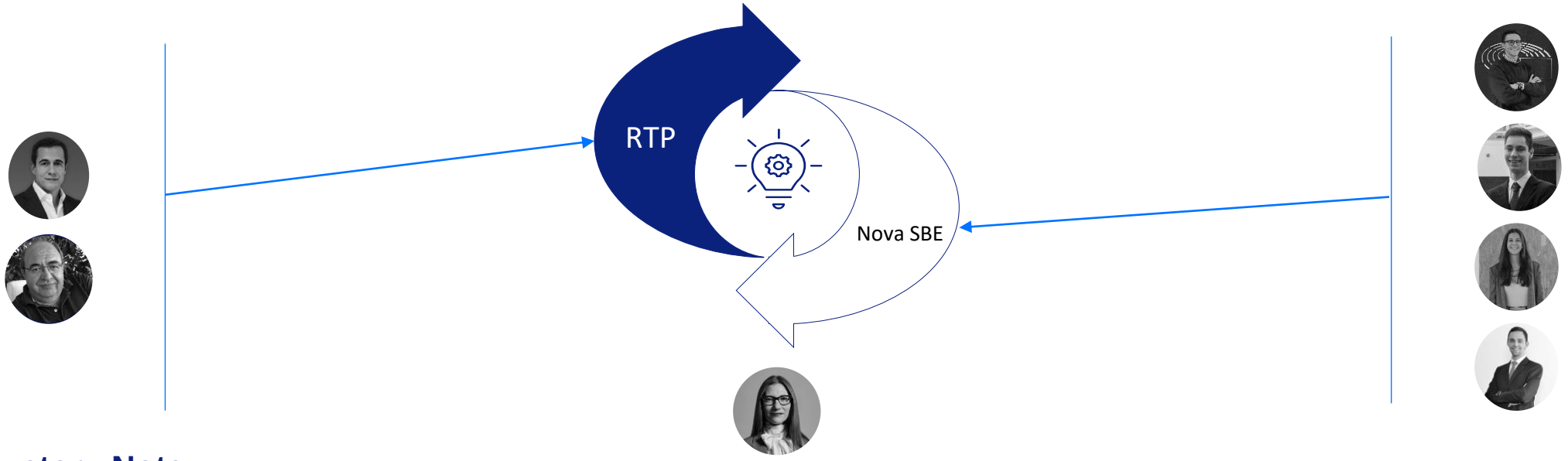
Acknowledgments

Our team would like to express our profound gratitude towards Professor Constança Casquinho who guided us, advised on our work and enabled us to mature and develop not only technical skills, but also soft skills. Working with Professor Constança was a tremendous joy, we cannot thank enough for the positivity that the Professor brought into our team.

We would like to specially thank our sponsors, two amazing gentlemen who supported us and welcomed us virtually to RTP: Dr. Alexandre Brito and Dr. José Maria Lopes Araújo. Their availability and understanding of the company permitted us to construct broad and detailed analysis and their constructive feedback allowed us to solidify our knowledge and better comprehend the problems at stake.

Moreover, we would like to show our appreciation to everyone from RTP that contributed and were involved in this project, namely: Dr. João Pedro Galveias, Vera Roquette, Élia Rodrigues, Dr. Miguel Barroso, and the spectacular board that presented us with this amazing challenge: Dr. Gonçalo Reis (CEO), Eng. Ana Dias Fonseca, Hugo Figueiredo.

Additionally, we cannot thank enough Professor Ana Paula Amaro for her availability and support during our analysis of the questionnaire data. Professor Ana assisted us by sharing with her expertise on Statistics and comprehension of the problems that emerge during the collection and examination of data during a special time like the one we are living, a pandemic.



Introductory Note

RTP: By working with a Nova SBE team, RTP benefits from the consulting service of high-level students, with a detached and innovative view on the most critical issues the company faces. The young mindset and rigorous problem-solving skills that Nova SBE's students are known for help the client to see new perspectives of the challenges and discover alternative solutions to tackle them. Additionally, by being present at the academy, the client can benefit from other synergies existing in the faculty: RTP have access to a talent recruitment source with high prestige and a network of partnerships that may lead to future projects. **Nova SBE Students:** By working alongside a well stablish company like RTP, Nova SBE students have the opportunity to put into practice the hard skills learnt during their masters and develop additional soft skills. Also, by being faced with real business challenges, the Nova SBE team can have the chance to learn new methodologies, gain deeper knowledge on an important industry such as media and gain practical experience while absorbing knowledge from the highly qualified people with whom they contact and work with. The collaboration between these two entities can benefit both parties involved and can strengthen the relationship between Nova SBE and RTP

AI: Artificial Intelligence

AR: Augmented Reality

C.p.: Ceteris Paribus

CIRCOM: European Association of Regional Television

Constructive Journalism: Presentation of a theme/dilemma with a proposed solution

Cryptocurrency:

EBU: European Broadcasting Union

Explanatory Journalism: Explanation of a theme and its context

Generalist News: Common, day-to-day news

Gimbal: Pivoted support that allows the rotation of an object about a single axis

Grip: Device that allows the attachment of the smartphone to an external lens, a microphone and a light, and move around while filming, it can be attached to a tripod or carried handheld

Infographics: Visual representation of information

Investigation Journalism: Unravel of mysteries and facts hidden from public knowledge

K-Pop: Korean Pop

MoJo: Mobile Journalism – Production Side (or Mobile Journalist)

MoJo Kit: Bundle of specific equipment for smartphone filming

Opinion Journalism: Subjective point of view of experts regarding an important topic

Podcast: audio format adapted to the internet

QR Codes: two-dimensional barcode

Tripod Mount: Device that allows the attachment of the smartphone to a tripod

VR: Virtual Reality

Agenda

1. Overview
2. Methodology
3. Diagnosis
4. External Analysis
5. Internal Analysis
6. Recommendations
7. Risks, Limitations, and Further Research
8. References
9. Appendix

Project Overview

SITUATION RTP is the public media service company in Portugal, being composed by TV, Radio and Digital. Throughout its 65 years of history the company has been a reflection of Portugal, and the main driver of news in the country. RTP assumed its strategy to be **disruptive** in the content it supplies and more **appealing to the new generations, increase the influence** and qualify RTP's world presence, and bring the **Digital to the centre** of that strategy.

COMPLICATION Despite its efforts, RTP is not taking advantage of its potential and is not taking the lead in Portugal. The company has been challenged by social and political pressures which are delaying its development. Moreover, in order to follow its strategy to be a more innovative broadcaster, RTP will have to consolidate this Mobile Journalism dissemination plan, and, thus, foster the digital trough MoJo.

QUESTION The aim of RTP Consulting Lab was to assess the feasibility of the dissemination of the Mobile Journalism philosophy, both in production and consumption of news, and develop a roadmap to transform the challenges and resistances of RTP into opportunities, answering to the research question:

Should RTP implement Mobile Journalism at a greater scale in its Information Department?

ANSWER Given the results of global trends and benchmark research and the internal analysis of the organization, RTP is advised to disseminate Mobile Journalism philosophy, both in production and in consumption of news by:

- Improving the content that the company is delivering to audiences
- Organizational change to allow this to happen
- Disseminate MoJo through specific criteria within RTP
- Build a guiding coalition to run a MoJo pilot project and communicate its results

Project Scope and Objectives

- **Mobile Journalism** refers to the use of **the smartphone** during the production and consumption of news content. The term Mobile Journalism, was coined by a gentleman named Glen Mulcahy which was the head of innovation at RTE, the Irish state broadcaster, and, at the time, 2014, it was obvious that it was a mean to improve journalism. However, **Mobile Journalism** can go above and beyond the use of smartphones. It can concern the broader ideology of a light, agile and portable journalistic reporting and broader consumption of news through these gadgets.
- The project has two main objectives:
  - Understand how to incorporate this philosophy at RTP
  - Develop actionable recommendations to overcome resistances and suggested outputs

DIMENSIONAL SCOPE

Information – News: plays a decisive role in the daily monitoring of what is happening in Portugal and in the world

- Digital specific content and reorganization
- MoJo dissemination strategy

Expected results (impact) – what are the Executive Board's objectives?

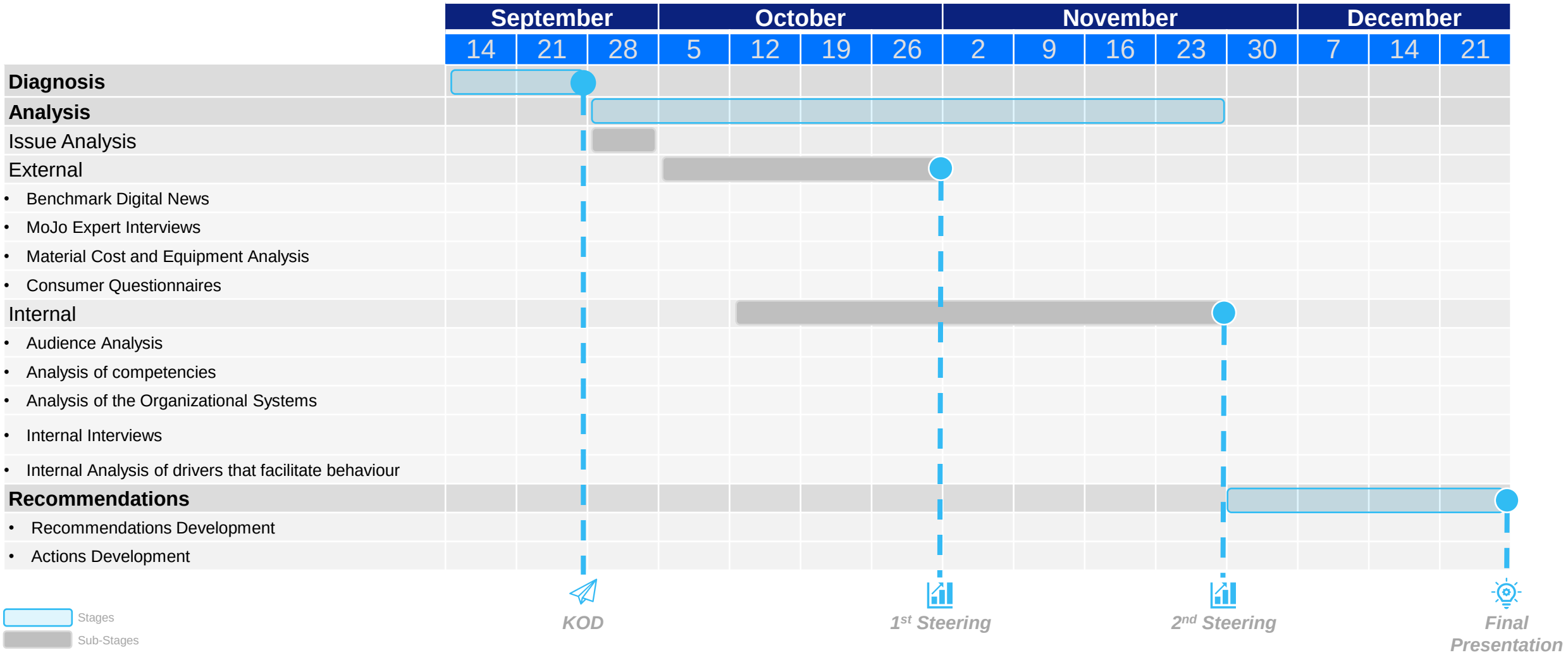
RTP's board is expecting a roadmap on how and where to integrate in a greater scale Mobile Journalism, what type of investment is necessary (equipment, human capital, training), and what are the motivations needed to move forward: (1) a detailed analysis of content that should be produced for digital (2) a proposal for a new RTP organization, with the process of change and steps to change the current mindset and structure.

Source: Projeto Estratégico 2018/2020 RTP

Literature Review

In order to approach the research question presented by the client, and according to Minto, B. 2008. consultants should organize their reasoning following McKinsey's framework called "**The Pyramid Principal"**. This structure is used to make sure the client understands the key message. The analysis starts at the end, meaning that first it should be introduced the overriding question and the answer. Only after, the team must present the arguments and facts that corroborate it. The facts must come from the external and internal analysis performed on the client, following a **deductive reasoning**. To understand how the overriding question should be addressed, an **inductive reasoning** should be applied. Throughout the external analysis, the team of consultants must understand how the overall macroeconomic environment is developing. To do so, and according to Gillespie, A. 2007, a **PESTEL** analysis must be performed to address the several macroeconomic dimensions that may affect the company: Political, Economic, Social, Technological, Environmental and Legal. To comprehend the opinion of people regarding the news industry, both qualitative and quantitative research methods should be applied following Keller, K. understanding. **Quantitative methods** are extremely important due to the statistically relevant insights gathered from the information provided by the consumers. A **qualitative research** is mandatory, according to Naresh K. Malhotra and David F. Birks, 2017. through the performance of semi-structured in-depth interviews to collect relevant and detailed information regarding the market, competition and overall consumer's opinion. Additionally, during the internal analysis, and according to Barney, J. 1991. the comprehension of the firm's available resources and the best way to gain a competitive advantage through its use is imperative. So, a **Resource-Based View Model** must be applied to capture that knowledge of the existing VRIO resources (valuable, rare, inimitable and organized). Following Kotler, P. and Armstrong, G. 2011. reasoning, after the understanding of the external forces affecting the company and the analysis of the company's resources, a **SWOT Analysis**, as developed by Humphrey, A. 1960, should be conducted to identify the external opportunities and threats that the company may be subject to and its own strengths and weaknesses. A deeper analysis of how these findings can leverage future strategic moves is done through the application of a **TOWS Analysis.** To alter the strategy, and according to Kotter, J. 1996, a **Change Management Model** must be introduced to cope with resistances from the inside of the company.

Over the course of 15 weeks during the period of September and December 2020, the project went through three distinct stages. To ensure constant alignment of expectations, regular communication between the client and the team was essential



Throughout the project, Nova SBE's team and the client maintained constant contact through feedback meetings conducted every week

The project methodology is created in order to develop feasible and effective strategic options, through a cooperation with RTP

	Diagnosis	Analysis	Strategic Recommendation	Monitoring
Deliverables	**Kick-Off Document**	**Issue Analysis and Fact Pack**	**Strategic Options and Implementation Roadmap**	--
Project Activities	**Expectations' alignment:** • Understanding client's needs and challenges, and the context • Understanding the desired outcome by managing client's expectations and defining success • Be in accordance with project's scope of collaboration and project goals • Define project structure and timeline of action	**External Analysis:** • Benchmark analysis of best practices in MoJo and in Digital • International trends and challenges • Industry and competitors analysis • Consumers insights and preferences **Internal Analysis:** • Analysis of RTP's business model • Analysis of competitive gaps • Analysis of RTP's competitive advantage and opportunities to explore • Analysis of resistance to change and its drivers	**Recommendation of strategic options:** • Formulate and try out different strategic options as basis for recommendations • Define criteria and metrics to evaluate the strategic options used in recommendations • Evaluation of strategic options and rank them according to feasibility • Develop an implementation strategy regarding each recommendation	**Follow-up and RTP's feedback**
Duration	**1 week**	**9 weeks**	**5 weeks**	--
Goals	• Analyse the current business model of RTP and understand what is the optimal competitive position to be • Assess which trends and behaviours are influencing the broadcasting market and what are the best practices • Define a value proposition and roadmap for RTP that can be used to overcome resistance • Develop a set of impactful recommendations that will reinforce RTP's position in the industry			

The internal pressures and external pressures felt by RTP urges the need to implement Mobile Journalism on a larger scale in the area of Information

Should RTP implement Mobile Journalism at a greater scale in its Information Department?

YES

RTP aims to be an increasingly innovative broadcaster

RTP aims to provide a **reference public service**, being at the forefront of innovation in the sector:

- The **ease of transport and use of equipment**, combined with more efficient operational and technological processes, allows journalists to present their pieces to the public **more quickly and maintain the high quality** already recognized
- Mobile Journalism allows broadcasters to work with **smaller teams**, thereby being able to present **a greater number of events** to their audience, diversify their content, **add more value to the audience** and demonstrate a global perspective
- The philosophy of Mobile Journalism provides actions and moments of **greater interactivity** with the audience, which will increase the quality of the service provided allowing RTP to reinforce its **mission in Portuguese society and culture**

Why?

The current market evolution challenges change

The emergence of new digital technologies have created new opportunities and **a market trend towards innovation**. Consequently, RTP feels the need to follow this movement:

- The increasing adoption of Mobile Journalism by competing generalist channels and digital platforms has allowed them to **strengthen their notoriety and market position**, creating strong pressure on RTP
- In recent years there has been **a change in consumer habits**, driven by the preferences of the **digital generation**. Today, more and more relevant and easily accessible content is being sought, **encouraging RTP to adapt to the new needs of audiences** and add more value to these
- Being a state-owned company, it becomes even more preponderant to respond to the **current state pressure for innovation** in the services provided by Portuguese organizations (IAPMEI 2019)

The internal pressures for RTP to adopt Mobile Journalism in the area of information are operational and cultural in nature

Should RTP implement Mobile Journalism at a greater scale in its Information Department?

YES

Why?

RTP aims to be an increasingly innovative broadcaster

Operational

- Costs
  - Reduction in the response time between an event and the publication of the news
  - More efficient use of available resources and consequent cost reduction in the structure
- Benefits
  - Quantity
    - Increased coverage of events
  - Return
    - Increased quality recognition for innovating in disclosure of information (e.g. QR codes) and interactivity with the audience
    - Increase audiences and consequent increase in revenues through advertising

Cultural

- Greater social impact by reaching a wider spectrum of themes
- Reaching a larger share of the population through the transmission of more diverse news – decrease age gap and response to minorities
- Answering to RTP's sense of mission through dynamism and innovation

Competition and consumer demands are two of the most predominant external pressures for the implementation of Mobile Journalism

Should RTP implement Mobile Journalism at a greater scale in its Information Department?

YES

Why?

The current market evolution challenges change

Consumer Pressure

- New generations have already grown in the digital age
- More demand and expectations regarding the relevance and quality of the content consumed
- Consumers increasingly value quick and easy access to content and constant relevance - updated to the second

Competition Pressure

- Competing generalist channels have increased their reputation with the adoption of this philosophy
- The increasing use of new technologies available on the market challenges RTP to follow this trend

Other Pressures

- Increased incentives and state support for innovation

RTP should implement Mobile Journalism, but in order to reach that end goal some enablers are crucial to successfully introduce it on the organization and thus be closer to achieve a higher relevance to the audience and better comply with its mission

Should RTP implement Mobile Journalism at a greater scale in its Information Department?

YES

How?

Production of News

The endgoal

RTP should use the full potential of the smartphone in its news coverage, giving use to the many benefits it offers. Hence, it is important to understand what those are as well as the limitations of the smartphone use, to know where, when and by whom it can be used.

Enablers / Change Management

In order to be able to fully take advantage of the smartphone, it is important to understand if there is resistance to the use of this tool by journalists and camera operators, and what are the set of arguments and plan that can be used to eliminate that very resistance.

How?

Consumption of News

The endgoal

The audiences are more and more present on the digital platforms, especially on smartphone. In order to keep its relevance RTP should increase its digital presence, answering to the audiences' preferences for online news consumption

Enablers / Change Management

For a stronger digital news presence RTP must have a structured digital team, with autonomy and capabilities to create value to its audiences. At the same time, its crucial that all RTP teams have the right mindset to recognize the importance of digital inside the organization

The endgoal relates to the finished product, i.e., what the organization should be doing right but is not. However, in RTP, a state-owned organization where there is a political climate, great bureaucracy and overall resistance to change, it is necessary to make recommendations regarding how they can break those barriers down so that change can be achieved. In an agile, resistance-free organization, this project would not need to incorporate the area "Enablers / Change Management".

During the implementation of new technologies, it is necessary to take into account the areas of both content production and change management

Should RTP implement Mobile Journalism at a greater scale in its Information Department?

YES

How?

Production of News

The endgoal

- Invest in a MoJo kit for the journalists and camera operators to use
- Use the smartphone not as a substitute tool, but as a complement to the traditional tools
- Distinguish between different levels of MoJo use in the organization
- Implement MoJo training accordingly to the needs and goals of each journalist and camera operator

Enablers / Change Management

- Identify the main people in the change process to communicate the benefits of MoJo and reduce resistance
- Pick a handful of journalists and camera operators to start using the smartphone
- Follow-up and get feedback on the training and usage of MoJo
- Communicate internally the projects that are being done using the smartphone and build a MoJo community

In order to create specific digital content and increase RTP's presence, it's crucial to RTP increase Digital awareness within the organization by promoting a mindset and culture of co-work

Should RTP implement Mobile Journalism at a greater scale in its Information Department?

YES

How?

Consumption of News

The end goal

- **More relevant Digital content and presence**
  - Type of Content
  - Platforms to be present
  - Formats of news
  - Technology

Enablers/Change Management

- **RTP's higher Digital awareness**
  - Information Teams' Organisation
  - Digital Team form and positioning
  - RTP teams' mindset
- **Promote a mindset and culture of communication and co-work**
  - Integration of information teams
  - Increase the content produced sharing mentality
  - Promote a mindset of a unified and unique information platform

Source: IDC. 2020. European Skills: Leadership and Capabilities for Digital Transformation. Accessed September 30.

Following the external analysis, 9 individual in-depth interviews were conducted with MoJo experts from all around the world, also, to assess consumers' preferences in consumption of news a questionnaire was realized

EXTERNAL ANALYSIS | METHODOLOGY

Semi-structured Interviews

The interviews ensured the privacy of the interviewees, nevertheless, the group was authorized to state the interviewee's names for the purpose of the investigation analysis.

The goal of the interviews was to explore the experts' perception towards MoJo, in the production of news. The experts w**ere selected based in three criteria**: availability, MoJo experience and broadcasting company. **Each interview took around 45 minutes** and followed the same structure for purposes of coherence and consistency of analysis. Regarding MoJo for production, information was collected and analyzed on the reasons why to use the smartphone as a working tool in the experts' broadcasting organizations, challenges felt, perceived resistance and the way to overcome it, and suggestions of equipment and software.

Questionnaire

The conducted questionnaire was aimed to all age ranges, academic backgrounds but only for Portuguese speakers since RTP produces only in this language and its main target is the Portuguese population. It was available for 15 days and distributed online.

Secondary Research

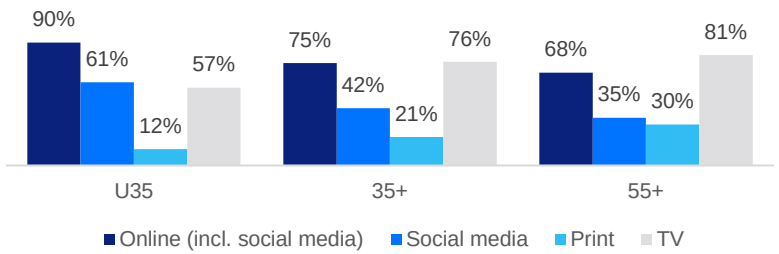
In order to analyze the competition and international peers of RTP, the group explored their digital channels for consumption of news on the smartphone. Furthermore, a research on the internet was made to understand the market prices for the MoJo equipment. Documents prepared by the interviewed MoJo experts regarding MoJo equipment were sent to us and used in the project.

Limitations

The questionnaire was distributed by the members of the group to its contacts and closer people, and thus, being a sample by convenience, which can have some bias and somehow misleading the group on the analysis of the audiences' consuming preferences.

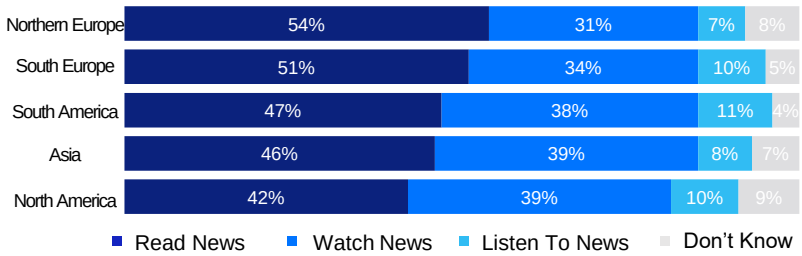
The usage of online platforms to access news increased considerably in Portugal and worldwide. Most people prefer to read news instead of watching or listen to. The main device used is the smartphone

I. Proportion That Used Each As A Source Of News In The Last Week (April 2020 – UK)



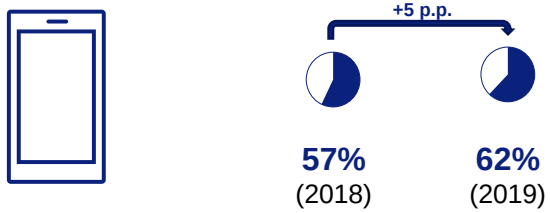
- In 2020, Reuters Institute for the Study of Journalism, in partnership with Oxford University, published a report about digital news' trends in 40 countries
- **The usage of online platforms to access news increased considerably** in almost all the 40 markets analyzed. The younger generation (under 35) is the one that uses online platforms the most **with 90% of people surveyed in the UK saying that they used these platforms as source of news** at least once during the past week
- To be able to intensify the value the audience gets from their work, **media companies need to be increasingly present online**

II. Proportion That Prefer To Read, Watch or Listen To The News (April 2020 – All 40 Markets Considered)



- The audience can get the news online by reading it, watching or listen to. Most of the people inquired prefer to read the news but both video and audio are growing substantially online
- **62% of people asked in Portugal accessed online news in video format at least once in the past week**
- The audience can read the news through articles in websites and apps. They can watch the news through streaming platforms, social media such as YouTube, Instagram or TikTok. To listen to the news, the listeners may get the news from live radio on websites/apps and listen to podcasts

III. The case for mobile



- Last year, in Portugal, the smartphone surpassed the computer as the new main device for news consumption
- BBC News found that higher engagement with smartphone news mirrors higher engagement with their organization

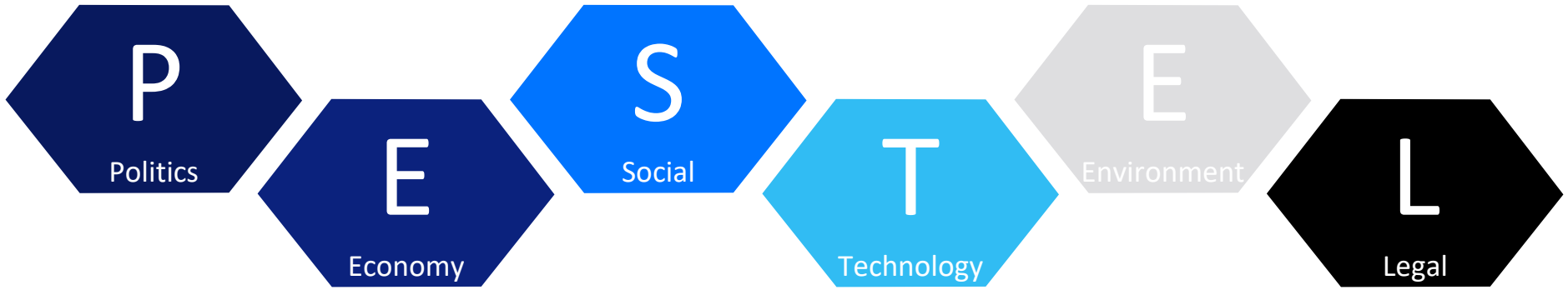
Source: Reuters Institute for the Study of Journalism, Oxford University, BBC News

The current Covid-19 pandemic environment boosted the change in consumption behavior – the public is asking for rapid updates through online platforms but the current restrictions on budget and legal constraints do not allow for such an adaptation

- Increased state support for innovation and **Digital Transformation**
- **Mandatory integration** of outsourcing workers at state owned companies left no space for new hiring

- Change in **Consumption Behavior** regarding formats, platforms, types of journalism and interactivity
- Fast development and **adoption of internet connected gadgets.** Increasingly ask for **rapid news** in all platforms – social media, app, websites, tv, radio

- Demand for **lower waste –** paper
- Concerns about climate change and environmental topics



- **Covid-19**: Increased budget pressure on the government - less incentives to invest in media

- Evolution of production technologies: **Mojo, AI, AR, VR**
- Connected platforms through **QR Codes**
- Faster delivery of content and better content – **5G** – and **better search of audio and video**

- Constraints due to the **rigorously drawn contracts** between the Portuguese State and State-owned Companies
- No mention of the **Digital Pilar** in the contracts

Source: DN, Público, Internal Documents, IDC, NY Times, TechCrunch, Observador

Through the analysis of its main national and international competitors, RTP can better understand how the portuguese market and more advanced ones are coping with the demand. Looking at the dicotomy traditional vs digital competitors, RTP can analyse changes in approach

RTP

Digital

Traditional

OBS is a **digital-born Portuguese** media company, launched in 2014 and that has expanded into radio in 2019. The online newspaper entered the market to challenge the status-quo of journalism in Portugal, an environment that did not seem, to its founders, adapted to the digital age. **It is a project that understands the digital revolution and designed from the beginning to address these needs**

Vox is an independent media company founded in 2005 that is dedicated to deliver accurate and meaningful content to its audiences. From its companies, two should be noted for their focus on **explanatory journalism**: Vox and Recode. Vox was founded in 2014 and it is **delivered exclusively online**. Its editorial ambit covers all the topics covered by generalist broadcasters and the content is divided by subjects

SIC is a **Portuguese Generalist Channel** focused on the independence, rigor and quality of its newsroom. It was first launched in 1992 and since then the channel has reached multiple audiences by launching 6 thematic channels. *SIC Notícias* continued also to be the **most viewed information channel during breaking news** leading audiences with a comfortable distance ahead of its competition

TVI is a **Portuguese Generalist Channel** focused on the quality, credibility and independence of the content it produces. It was first launched 27 years ago and since then the channel has reached multiple audiences by launching satellite channels such as TVI24 and TVI África. "*Jornal das 8* must add value to the information of the day. And that goes through comments, interviews, investigation, great reporting..."

CNN is an **American Network** that focuses on delivering the finest news product. It launched the first all-news TV network in the USA, and they were the first to deliver 24h coverage of the news. CNN has created several satellite channels to address different locations and specific environments (e.g., airport). *CNN* is able to report the news 24/7 due to their over 4,000 *CNN* journalists spread around world and the teams in every *CNN*

BBC NEWS is a **public network** located in the UK that serves all audiences by providing the finest educational, informational and entertaining content. BBC News is part of the BBC network which englobes other sister channels. BBC is the UK's winner of news audiences. "Our mission is to act in the public interest, serving all audiences through the provision of impartial, high-quality and distinctive output (…)"

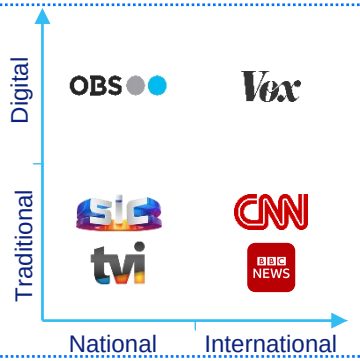
National

International

Source: Media Capital Annual Report 2019, Público, Impresa Annual Report 2019, Observador, CNN Pressroom, Warner Media Annual Report 2019, BBC Annual Report, VoxMedia,

RTP is the media broadcaster with the lowest presence in all news platforms. Its presence in social media is very small, even comparing only with its main competitors – SIC Notícias and TVI 24

How are the peers coping with these new trends?



- **National –** RTP's direct competitors (SIC and TVI)
- **International -** broadcasters from more developed markets (CNN and BBC)
- **Traditional -** The ones closer comparable to RTP (SIC, TVI,CNN & BBC)
- **Digital -** actors better equipped to address the increasing demand for omnichannel (Observador and Vox)

	SIC Notícias	tvi24	CNN	BBC News	OBS	Vox	RTP Notícias
App	✓	✓	✓	✓	✓	✗	✓
Social Media							
Facebook	✓	✓	✓	✓	✓	✓	✓
Instagram	✓	✓	✓	✓	✓	✓	✗
Twitter	✓	✓	✓	✓	✓	✓	✓
TikTok	✗	✗	✗	✗	✓	✗	✗
YouTube	✗	✓	✓	✓	✓	✓	✗
LinkedIn	✗	✓	✓	✓	✓	✗	✗
Snapchat	✗	✗	✓	✗	✗	✗	✗
Streaming	✓	✓	✓	✓	✗	✗	✓

Source: Sic Notícias Platforms, TVI 24 Platforms, CNN Platforms, BBC News Platforms, Observador Platforms, Vox Platforms, RTP Notícias Platforms

From the 11 features analyzed, RTP only meets 6 of them, leaving behind very important features such as “save” and “personalization”. The feature that leads to higher engagement is “push notifications”, a feature highly used by RTP in comparison to its competitors

App

Benchmark

Features (apps from Google Play)	SIC Notícias	tvi24	CNN	BBC News	OBS	RTP Notícias
Live News		✓		✓	✓	✓
Videos		✓	✓	✓		✓
Audio				✓	✓	✓
Search		✓	✓	✓	✓	
Save			✓		✓	✓
Share		✓	✓	✓	✓	✓
Personalization			✓	✓	✓	
History					✓	
Comments					✓	
Fully free content		✓	✓	✓		✓
Ad-free						

Best Practices

tvi24

Citizen Journalism

“Eu vi”

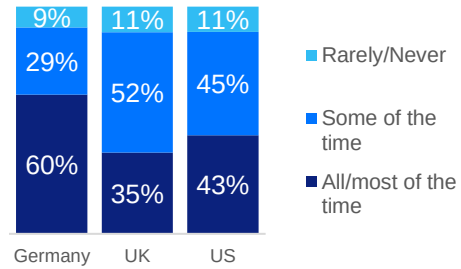
TVI Player allows users to send directly through the app photos and videos they captured, so that they can get early access to exclusive imagery before their competitors – this is a good way to engage with their users. They also have a “user-only” media album

RTP also allows the audience to send stories and images

Engagement Enablers

- Personalization possibilities
- More intuitive interface and faster loading times
- Offline availability
- Push notifications

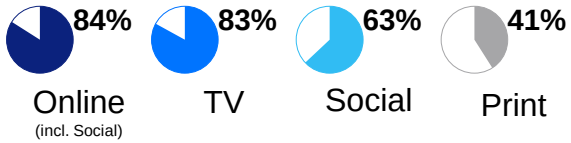
IV. Extent to which users click on alerts to find out more



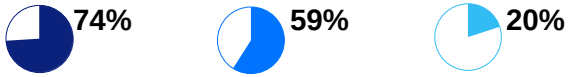
Source: Sic Notícias App, TVI 24 App, CNN App, BBC News App, Observador App, Vox App, RTP Notícias App, Reuters Institute for the Study of Journalism, Oxford University, BBC News

Social media has become one of the most used platforms to access the news. The most used social medias by portuguese to access the news are Facebook, Twitter, Reddit, Youtube and Instagram

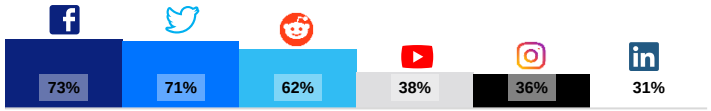
Social Media



V. Sources of News (2018 in Portugal)



VI. Devices for News (2018 in Portugal)



VII. Social Media Platforms With News-Focused Users

- Over half of the people in Portugal currently uses their **smartphones** to access the news, and **63% use Social Media**
- By the time a story breaks in traditional news platforms (TV, Radio, Newspaper), chances are very high that **many of the current 3.4 billion social media users already know what happened and are sharing it**
- In 2020, Portugal counts with **7 million Social Media users** – **69% of total population** – an increase of 6 p.p. since last year. Its estimated that over the course of a lifetime, most **people will spend 6 years and 8 months on social media**. **Every minute 511,000 tweets** are sent; **277,000 stories** are posted on Instagram and **4.5 million videos** are being watched on YouTube
- The Social Networks used the most are **YouTube, Facebook, WhatsApp** and **Instagram.** Apart from WhatsApp, they are all very visual networks: they rely on **image, video and text**
- This creates a huge opportunity for broadcasters to engage with their audiences and broadener their value proposition by understanding them
- The focus is into the social medias **that are used the most to access the news** by the audience
- Since Reddit is a Social Network focused on threads and conversations between the users, **we will disregard** it as a way that RTP could increase value. Reddit does not have the capability, nor the functions needed to be used in the name of one brand/company

Source: Pew Research Center, Reuters Institute for the Study of Journalism, Oxford University, BBC News, DataReportal

RTP Notícias is only present in Facebook and Twitter. Its engagement is low compared to its peers

Social Media

	SIC Notícias	TVI 24	CNN	BBC News	OBS	Vox	RTP Notícias
Likes	1.7M	1.1M	33.5M	52.4M	812K	2,59M	492K
Different than app	No	Yes	Yes	Yes	Yes	N/A	No
Format	**Text & videos** - **advertisement purpose**	**Text & 1 video** per day	Text & **video** from political to short documentary	**Text & video** - from interview to **citizen story**	**Text & 1 video** per day	**Videos** – series – & **"off-topic"** – **engagement**	**Text & video news** with a small description
Followers	728 K	248K	50M	52.4M	155K	984K	359K
Different than app	No	Yes	Yes	Yes	Yes	N/A	No
Content	**breaking news –** links to app	**breaking news –** links to app	All – links and special content	Special content to create engagement	**breaking news –** links to app	Special content to create engagement	Links to app
Subscribers	N/A	113K	10.9M	8.49M	97K	8.72M	N/A
Average views	N/A	30K	750K	75K	500	500K	N/A
Content	N/A	Clips from TV	Clips from TV	Clips from TV	Clips from Website	Specific content of explanatory journalism	N/A
Followers	337K	176K	12.9M	15.4M	179K	585K	N/A
Focus	Advertisement – links to app	Advertisement – links to app	Links to app and *story questions*	Links to app and summary of headlines	Links to website and explanatory infographics	Fact check and explanatory journalism	N/A

Best Practice

BBC NEWS Cut Through The Noise part of a Facebook initiative to test quality news on its platform. This show embraces a broad range of issues, it is made on a vertical video format, and broadcasted live on Facebook. The goal is to leave viewers well-prepared to for their own decisions

These are short testimonies of relevant people like doctors, lawyers, professors reporting their own opinions regarding important themes of society and ordinary people telling their stories (cultural issues, poverty, racism, etc.), inspiring others to comment and share

OBS Observador visited twelve historic villages in Portugal and used Mobile Journalism (including a Drone) to capture 1-minute videos which are accompanied by a song, thus showcasing the astonishing rural landscapes these sites have to offer

CNN explanations, using videos and infographics, of major topics like coronavirus and mail-in voting. Gathering of questions from the audience through story questions and reply from experts

Source: Sic Notícias Social Media, TVI 24 Social Media, CNN Social Media, BBC News Social Media, Observador Social Media, Vox Social Media, RTP Notícias Social Media, NY Times, The Economist, Statista, NBC News

RTP Notícias is only present in Facebook and Twitter. Its engagement is low compared to its peers

Social Media

	Best Practice
The presence of broadcasters and news pages on this social media is still **moderate to low**, which can be seen has an **opportunity to be explored**. LinkedIn allows companies to reach a specific segment of the market much harder to target on other channels	BBC News shares on their page video interviews of citizen's professional achievements, the launch of start-ups and reports complaints/ problems with companies. This is of LinkedIn's users' interest who get to know entrepreneurs and new business ideas disrupting the market
Snapchat is a social media that began to attract teenagers and young adults, but nowadays is spread across all ages. With the further introduction of Discover, Snapchat **gave companies the opportunity to deliver and promote content**, also being an excellent tool to keep viewers engaged	**Stay Tuned** show: cover both national and international news and reach Snapchat users with breaking news and biggest stories. The launch is strategic to reach a younger audience since the users are primarily millennials
The presence of Portuguese brands on TikTok is still low but it is increasing over time. TikTok provides **a big opportunity for brands** to connect, engage, and **add value to younger audiences** since they are the most prevalent in this social network	Use of both videos and infographics to explain, in 20 seconds, an important economic concept or economic situation to a younger audience. "We began paying attention to it and thinking about how we might adapt our journalism to the platform" – Alex Goldmark, senior supervising producer

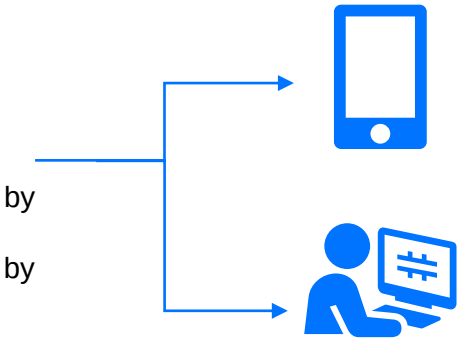
Source: Sic Notícias Social Media, TVI 24 Social Media, CNN Social Media, BBC News Social Media, Observador Social Media, Vox Social Media, RTP Notícias Social Media, NY Times, The Economist, Statista, NBC News

The video on demand market is increasing and the competition, just like RTP, is taking advantage of this trend by investing in streaming platforms. RTP is well positioned in this category with a free platform – RTP Play – that allows for TV streaming and recap of programs

Streaming

*The Video on Demand Market is expected to **grow at a CAGR of 12.2%** over the forecast period 2020 – 2025*

This will be potentiated by technological changes and by consumer behavior changes



The **widespread of 5G video capabilities** on smartphones will enable faster download speeds and higher quality video streaming. Also considering the improvement in screen quality and battery duration, video on smartphone is increasingly attractive for consumers

*"Younger people especially seem increasingly indifferent to television news, although **they embrace many forms of online video***

Benchmark

	tvi player	opto	CNN go	BBC iPlayer	RTP PLAY
News Content	✓	✓	✓	✓	✓
Live News	✓	✓	✓	✓	✓
Sign In	✓	✓	✓	✓	✗
Free	✗	✗	✗	✗	✓
Price / Month	3,99€	3,99€	-	-	-

TVI Player – only free for residents in Portugal; **Opto –** only free for the basic plan (3,99€ for premium plan); **CNN go –** free if the user has the password from the cable provider; **BBC Player –** free if the user has a BBC license

Best Practices

BBC iPlayer

Investigation Journalism
BBC's reporters dig deep into very specific cases to shed light on some of the chaos, inefficiencies and illegalities that lurk unknown in society

Vox + NETFLIX

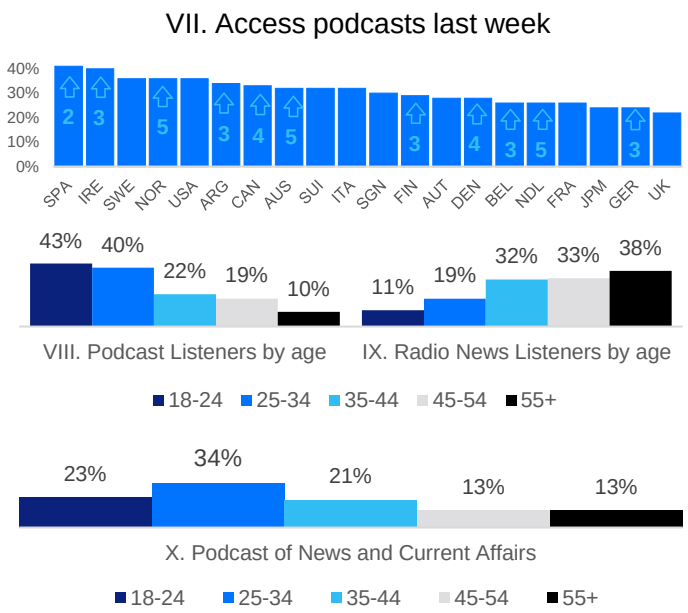
Explanatory Journalism
A partnership to develop a new series that explores a range of topics, from cryptocurrency to K-pop. So far, the series has 30 episodes in 2 seasons - 12 are free on YouTube. The series also spawns miniseries about a specific topic (e.g., The Mind: Explained)

Source: Pew Research Center, Reuters Institute for the Study of Journalism, Oxford University, Statista, Sic Streaming Platform, TVI Streaming Platform, CNN Streaming Platform, BBC Streaming Platform, RTP Streaming Platform

Audio content has seen its demand rise in Portugal. The demand tends to be composed by younger generations and high educated people. RTP, like the rest of the national and traditional competition, is not leveraging the change in consumption behaviour

Other Considerations

Audio - Podcasts



Podcasts have had a boom in consumption an it has been used by media companies to **drive loyalty**. A study from the Reuters Institute for Study of Journalism found that **34% of Portuguese consumers listened to at least one podcast in the previous week.** Podcast listeners **tend to be part of younger generations.** Podcasts may focus on a variety of topics, **but news podcasts are some of the most widely listened**. The podcast format usually **attracts an audience that has higher education**: in the US only 12% have a graduate degree – in contrast 30% of podcast listeners have a graduate degree

	SIC Notícias	TVI24	CNN	BBC News	OBS	Vox	RTP Notícias
Podcast	✗	✗	✓	✓	✓	✓	✓*

*Only from another brand

Best Practice

npr ”Planet Money” is a podcast by NPR that aims to explain the news related to the economy to the general public. It transforms topics deemed too difficult, and many times boring, into fun and interesting dialogues. Provides the public a way to understand public decisions

Infographics

Infographics is a powerful way to increase the relevance of a statement and to organize the thoughts of the audience. It is increasingly being used for **Explanatory Journalism** and **Constructive Journalism**

Best Practice

Vox released a series of 12 videos built with infographic to help Americans understand the 2020 election – how much does their vote counts, what is at stake and the subtopics being voted on this election

Source: Reuters Institute for the Study of Journalism, Oxford University, Single Grain, Vox, Podcasting Insights, Sic, TVI, CNN, BBC, Observador, Vox, RTP

The initial sample collected was adjusted in order to provide results less influenced by the younger preferences and allow for statistical tests for every age range

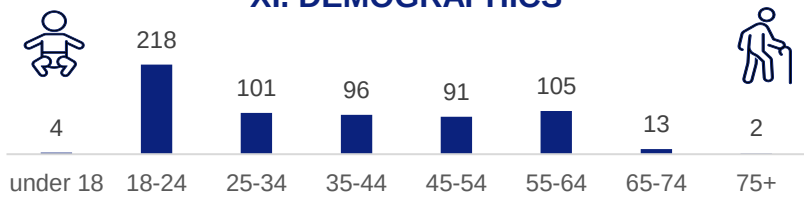
Methodology

It was conducted an online survey, spread across a convenience population, to understand the consumption habits of news on the smartphone of the Portuguese population. Initially, a sample of **630** completed answers was collected, however, some issues were found with the age distribution

SURVEY JOURNEY

DEMOGRAPHICS > PREFFERED PLATFORMS > PREFERRED CONTENT > INNOVATIONS

XI. DEMOGRAPHICS



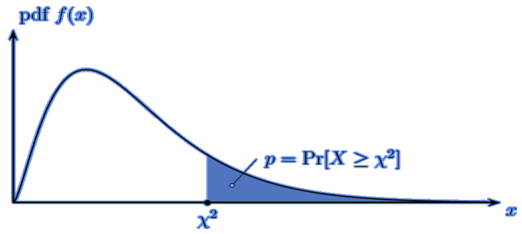
New Sample

Firstly, some of the age ranges had insufficient answers to be statistically significant. Furthermore, the distribution was not representative of the current Portuguese age structure. In order to solve this issue, increasing our confidence in the analysis and results, the under 18 answers were added to the 18-24 range - **new age range < 24** - and **110 answers (half)** of the respondents in that new range were **randomly removed**; secondly, all of the answers with **ages above 55 were grouped** into a unique age range – **55+.** Finally, the **academic degrees** were also grouped into only 3-degree levels: below bachelor's, bachelor's and above bachelors. With these adjustments, a **new sample** of **520** answers was considered for analysis.

Statistical Tests

Contingency analysis were performed between the several variables of the survey and the age, gender and academic degree of the respondents to verify if these were independent or if were somehow related.

These tests were performed for both samples previously mentioned and based on the following equation:



$X^2 = \sum_{(i.j)} \frac{(O-E)^2}{E}$, and assuming a critical value of α = 5% to reject or not the Null Hypothesis

Source: Survey

This questionnaire on the consumer preferences showed a high market potential as 96% of the respondents read news online and 84% access them on smartphones

96% Read News Online

To understand how should be the presence of RTP on the digital platforms and its offer of online news, we focused our analysis only on the respondents of online news – 96%, which is a clear indication that most of the Portuguese population tends to look forward to read online news, at least monthly. It was observed a similar percentage among the various age levels of respondents as well as between academic degrees

Demographics

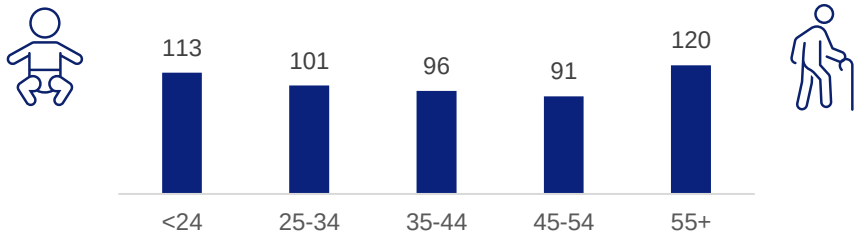
520 Sample

68% **31%**

19% < Bachelors

49% Bachelors

32% > Bachelors



XII. DEMOGRAPHICS

Devices

It was also addressed the devices respondents use to access online news, as **this project focuses on the RTP news content on smartphones**

Daily usage

12% **50%** **84%**

Smartphones are clearly a preference of respondents to access news on their daily basis, which reflects the potential of this segment

Non-Online Readers

29 Do not read news online

The 29 respondents who doesn't read news online, were analysed where did they access news and why. The main reason shared to read news offline is because it is habit and most of them consume news through the TV – 82%

Where? TV **82%**

Why? Habit **50%**

Source: Survey

The audience tends to look for news more frequently on social media, specially on Facebook and Instagram and this content is mostly preferred in text. There is evidence the audience would be interested on innovative content on Streaming Platforms

Formats

Audio	Horizontal Video	Vertical Video	Image	Text
40%	50%	54%	63%	93%

Despite the technological evolution and upgrade of the video quality cameras and devices can produce and support, **text news** are still the ones most of the respondents like to read

Social Media

	Facebook	Instagram	YouTube	LinkedIn	Twitter
Users	87%	70%	67%	53%	17%
Daily Usage	57%	45%	18%	20%	9%

Facebook and **Instagram** are the social medias respondents access the most to consume news, and strongly on a **daily basis**. Even though YouTube and LinkedIn are also used by the majority of respondents, these social medias are less frequently visited

Innovation

57%	9%	2%

The innovation of news content on other social media is not a desire from most of the respondents, but would be **appreciated by most** innovation on **Streaming Platforms**

Platforms

The platforms respondents most use to access news are Websites, Social Media and Search Engines, all with similar number of users among the sample.

Used to access news

Website	91%
Social Media	87%
Search Engine	87%

Used to access news **daily**

Social Media	68%
Search Engines	47%
Website	52%

However, in terms of frequency of usage, **Social Media** is highlighted as the one **most used daily**, which indicates the platform where a higher update of news is needed

Innovations

In terms of content and type of journalism preferred, the audience tends to look majorly for **Summary of News** type. Additionally, the **Generalist News**, **Explanatory Journalism** and **Constructive Journalism** are also likely to be of high interest for the audience. Furthermore, there is evidence the preferred formats would be **Text** and also **Image** as a complement. From the collected answers it was observed there is **no evidence of a strong interest** of the population on any of the technologies presented: QR Codes, Virtual Reality and Augmented Reality

Source: Survey

The BBC carried out an integration process in 2008 with the creation of a Multimedia Newsroom. This has now encompassed all news production teams, so that there is a greater communication and interaction between everyone towards a higher quality of the content provided

Organization

Newsroom Organization Best Practice

Back in 2008, BBC was **divided** into 4 Newsrooms: News Channel, TV/Radio, Online and World News and converted all its Newsrooms into only one **Multimedia Newsroom**

What was changed?

Leadership and Organization

Restructure of TV, Radio and Interactive news joining all of them into one unique Newsroom

Higher Proximity

In 2010, BBC joined its online and 24h TV teams, even though being 2 separate teams

Online news team was physically close to the TV and Radio teams in order to focus the production of content on the story telling and on the ideal combination of formats (video, audio, etc) for each new and platform where BBC is present

Meetings – Share of Information

In 2008 an Online news journalist began to be present on the TV planning meetings every week and daily on the Radio's meetings

New Competences

By 2011 BBC trained its TV journalists for online content publishing

Multimedia Editor

Responsible to implement a mobile strategy on the BBC digital platforms as well as the creation of engaging content and production of graphics, videos and interactivity with the audience

Source: EBU, Reshaping the BBC Newsroom; The Routledge Companion to Digital Journalism Studies; BBC careers search; BBC, newsroom changes

BBC, NRK and Global News are some of the best exemples of organizations that integrated succesfuly MoJo philosophy and took the lead in in what relates to this new way of working

Benchmark MoJo – How much RTP's international peers are using the smartphone

UK – BBC Currently, the main use for the smartphone as a recording device is as a second camera mainly on interviews. There are less than a dozen journalists that use the smartphone regularly in their workflow to record videos for TV. Even less when using the smartphone as the main tool for the entire workflow. The smartphone training is not compulsory. A 3-month MoJo pilot project was launched in 2018 and it successfully changed the perception of the editors and program managers about the quality of MoJo; however, none of the production crews used the smartphone regularly since.

Norway – NRK Had the first Mojo course ever, which was realized in Oslo in Norway. Nowadays, no journalist is working as a MoJo alone in NRK. In Norway, just a handful of journalists are taking full advantage of the smartphone. Because there are no scarcity in resources (both human and technical - equipment), they only use the smartphone as another camera instead of exploring the full potential of the smartphone.

Ireland - RTÉ MoJo started about five or six years ago. RTE has recently assumed it is going to become a **digital first organization,** and its MoJo teams' goal is to provide original stories for all platforms. These stories are digital first which means they will be published first on social media. RTE was successful and pioneer in the implementation of MoJo, nevertheless, **it's still only a fraction,** only a small part of the overall organization that is doing it. Furthermore, RTE had to cut down and save money, so MoJo was a way to get cheaper news pieces.

Canada – Global NEWS

For some people the smartphone is their only tool, but the majority of the journalists still go out with a traditional camera and a camera operator. The current usage for the iPhone is for when an unexpected, news-worthy event happens, and they need to move quickly.

France - france•tv

France TV has just invested more than 1 million € in 200 MoJo kits, (training not included) – this investment was mainly to do live broadcasting television, which is one of the many applications of mobile journalism. Since 2014, over 100 people have been trained in MoJo. It took six years in France to people acknowledge the value of the smartphone for the production of news content.

Source: External Interviews

These organizations are some of the biggest examples of MoJo dissemination in Europe

Benchmark MoJo – How much RTP's international peers are using the smartphone

Sweden - svt

For the last six years, close to 640 people have been trained in different levels of MoJo, from first timers to people who work with the smartphone all day long. Back in 2014, SVT aimed to have one MoJo in each of its 31 local stations so they could become local ambassadors. As SVT has plenty of resources and usually does not have to cut down, the goal of mobile journalism was more related to getting more coverage. In the meanwhile, they have professionalized the use of the smartphone, built their own app and have been able to open six new local stations in rural areas of Sweden that only work with the smartphone. However, among the current 600 video journalists, the predominant use for the smartphone at SVT is for breaking news.

Finland - yle

MoJo dissemination in YLE started by itself – people naturally started to use their smartphones, and then there was the need for process standardization. YLE has more than 300 journalists working in the entire broadcasting company and around 50 of them started to work with the smartphone in the past few years. However, every single one of the 300 journalists must take the basic training of MoJo (using the smartphone to record lives and send videos to the media system).

When asked about the MoJo numbers within their broadcasting organizations, MoJo experts found it difficult to measure the number of people in the entire organization using the smartphone to produce news. Data collected shows that MoJo is being spread all over the world, but it's hard to give concrete numbers on how many people are using the smartphone professionally as a tool to produce news. There are teams already working only through MoJo, nonetheless, this kind of MoJo Pro is still hard to find, and it has only had traction in organizations with very agile and innovative structures, like BBC, France TV, YLE and RTE. Swiss Television called Léman Bleu in Geneva, is an example of an organization doing its entirely broadcasting and even newscasts with smartphones.

Source: External Interviews

The smartphone has plenty of benefits regarding the production of news, and its limitations should help journalists and camera operators better define how to employ the full potential of the tool

- ✓ **Light and portable**, which makes travelling less costly and setting up quicker
- ✓ **Budget-friendly**, comparatively to traditional means who produces similar results
- ✓ **Excellent quality**. Some Hollywood movies are shot on smartphones
- ✓ **An all-in-one package**; it allows the streamlining of the workflow
- ✓ **Easier and faster file transfer**. Reporters have to get the files over quick; broadcasters cannot wait long for breaking news
- ✓ **Provides better interaction with people**, because it makes people comfortable
- ✓ **New ways to engage with audiences**; given it can be used for digital content production
- ✓ **Connected anywhere anytime**, you can communicate and transfer files from wherever you are in the world

- x **Zoom is low quality**, which makes it difficult to capture far away subjects
- x **Broadcasting requires internet connection**, which is challenging when going abroad
- x **Battery life can be short**, challenging especially if the battery can't be swapped
- x **Difficult to master.** It's not as easy to use as people think, and it requires professional training to overcome its limitations

Key takeaway

These limitations should **not be viewed as reasons not to use** the smartphone, **but rather as criteria** to help define the scope and guide the implementation of MoJo.

Source: External Interviews

Our interviewees spoke about the resistance arguments they found in their organizations, and why the majority of them are completely unjustified

1 | 2. Resistance Arguments | 3

MoJo will put us all out of work.

Camera operators fear that the implementation of a lighter technology such as the smartphone used by the journalists would be their end. Journalists also resisted to protect their colleagues.

MoJo serves as a complement to the current traditional cameras and it should be used by camera operators, who will have to attend formal training to access this tool.

It does not meet quality standards.

When the MoJo revolution started, smartphone cameras were no match for the quality of traditional cameras. In some recording environments, this still holds true.

The quality is no longer an issue, as there is even Hollywood movies being shot on smartphones. It is just a matter of knowing the smartphone's limitations.

I don't want to be seen using amateur technology.

Some camera operators enjoy the recognition and exclusivity that their skills bring upon them. They can struggle with showing up next to the competition with a tiny camera used by everyone, daily.

Mastering the full potential of the smartphone is a challenge, even for experienced reporters. If they see the benefits of MoJo, reporters will happily join the revolution.

How can I possibly use this?

Especially when using smaller and slower phones, the journalists and camera operators can fumble and get frustrated, which will further increase their resistance to using this new technology.

By equipping reporters with the latest equipment, their experience will not be hindered by bugs, small screens or slow rendering times.

It does not fit our current production systems.

The smartphone environment may demand a transformation regarding legacy systems. As it is difficult to move away from those, which are integrated to form a complete broadcasting system, resistance is created.

Organizations do have to invest time into rearranging the necessary systems and workflows to maximize the efficiency of using the smartphone.

Source: External Interviews

By understanding where and when to use the smartphone capabilities, it is possible to conclude that it is a complementary tool to the current traditional cameras

1 | 2. Criteria and Impact | 3

Criteria of Use

You should use MoJo when...

- ✓ You want to travel light and quick
- ✓ Bigger cameras are an inconvenient, because you do not want to be identified as a journalist, or because you want to have higher mobility
- ✓ You are alone and do not have the support of a team
- ✓ You want to capture mostly close subjects
- ✓ You want to capture for digital, e.g., vertical video for Instagram Stories

You should not use MoJo when...

- × When the subject is far away
- × When you are not in a hurry and have the time, funds and people to get proper equipment and set it up

Impact of Use

- **Breaking News** require light and portable equipment to improve travelling and mobility
- **Special Features** such as investigative journalism series and impactful stories in which the reporter does not want to be recognized
- **Sports News** namely interviews and sideline action, where the zoom functionality is not a must
- **Foreign Correspondents** which are alone or have very small teams, and need light equipment to travel better

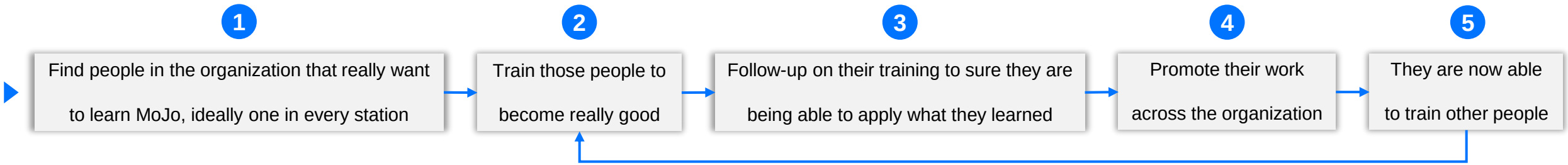
Key takeaways

- ➢ The smartphone should be implemented as a **complementary tool to the traditional cameras**. It is not about replacing people but delivering a better service to the audience
- ➢ Therefore, camera operators and journalists **should view the smartphone as a great new tool** they can use to produce quality content in an efficient manner
- ➢ For them to take full advantage of this tool, **they must upgrade their skillset**

Source: External Interviews

The change management process should gradually bring out to everyone's eyes the potential of the smartphone, eliminating employee resistance

The change process should follow an individualized approach



Key principles of this approach

Do not force people into MoJo, **incentivize rather than force people** to learn and use it. Start out by talking to people that already have the want of learning how to use smartphone, instead of trying to convince people who do not yet see its benefits.

Do not train everyone straight away not to dilute the importance of MoJo. Start out by training a small number of people – they will become the ambassadors and will create curiosity in the organization by showing their results. There will gradually be more participants in training.

If people don't practice regularly, **they forget their training**. Follow through and check on their MoJo projects, whilst incentivizing them to share what they are doing with their colleagues.

Buy **good phones with big screens** (*plus* or *max* phones), so that the best quality can be achieved. If the mobile equipment is not great, reporters will have a difficult time working with the devices and the quality of the output will not be the same.

Formalize the MoJo training to professionalize the use of the smartphone - only people with training can use it. For tech savvy people with an aptitude for it, a two-day training is enough. This will help overcome the fear of unemployment of the camera operators and their union.

Source: External Interviews

The Finnish national broadcaster, YLE, has a three-level MoJo training system, where every single one of the 300 reporters in the organization have at least a basic notion of how to operate the smartphone to capture quality video

There are different MoJo levels of learning in YLE, the MoJo Basic suits people that have never contacted with MoJo, the MoJo Light that suits people that want to learn more about MoJo, and the MoJo Pro for people that want and have the skill to do everything with their smartphone.

#1

MoJo Basic

Everybody who is doing some sort of journalistic work should be able to film correctly with the mobile device and send it to the media asset management system. Also, they should be able to start a live broadcast from their mobile device (for TV or digital).

#2

MoJo Light

People that undergo this level of training should be able to also work with a gimbal and wireless microphones.

#3

MoJo Pro

This is for actual mobile journalists that want to do everything with their smartphone; they shoot and edit their news stories on the go, with their mobile devices or with the laptop. They are the highest class of MoJo at YLE.

Source: External Interviews

The MoJo experts all agreed in the use of the iPhone for this philosophy among other additional tools that may be necessary to produce information content

- ✓ **iPhone, not Android** – all the experts mentioned the fact that iPhone has higher video quality due to its standardized three size screens, that makes it easier to create lines of code when thinking in a company's perspective, and so, having a better-quality image, added to its good operative system, makes it the more competitive in the market
- ✓ Just the **phone** and the **earplug microphone** is good enough for a basic level MoJo. In general, you need **stability** (a tripod)**,** a **gimbal**, **audio** (lavalier and handheld microphones), **light** and a mount. All the equipment depends on the level of MoJo the journalist wants, in same cases stabilizers or lights are not needed really

Basic	Intermediate	Advanced
• Smartphone - €700 - €1500	• Smartphone - €700 - €1500	• Smartphone - €700 - €1500
+	+	+
• Tripod - €20 - €40 • Tripod mount - €1 - €60 • Microphone – €20 - €300 • Light - €12 - €40	• Tripod - €20 - €40 • Tripod mount - €1 - €60 • Microphone – €20 - €300 • Light - €12 - €40 • Grip* - €30 - €200 • Gimbal* - €50 - €400	• Tripod - €20 - €40 • Tripod mount - €1 - €60 • Microphone – €20 - €300 • Light - €12 - €40 • Grip - €30 - €200 • Gimbal - €50 - €400 • Protection* - €5 - €30 • External Lenses* - €10 - €200 • External Power* - €5 - €300
=	=	=
• **Total:** €753 - €1940	• **Total:** €833 - €2540	• **Total:** €853 - €3070

Stability — Camera Focus & Battery Protection

These kits were made taking into account the best practices found in the market, and MoJo experts' knowledge of the equipment, and for this it was made a comparative analysis of costs, creating three different bundles with different price ranges. It is believed that it is relevant to define some fundamental criteria for choosing these tools and prices, so several brands have been considered.

The principal criteria used were **quality**, **reliability, durability**, **operating systems**, among other features.

Source: External Interviews | (1) Scandinavian Photo; (2) Shoulderpod; (3) IK Multimedia; (4) Kaffebrus; (5) Manfrotto; (6) DJI Osmo Mobile 3

A good software system is a major part of the success of broadcasting companies, as so, some specific apps were said as the bests in the market by the MoJo experts

Own Apps

PNG (BBC) – allows journalists to film and upload their files in the app so that everyone inside the organization have access to them

Potion (NRK) – is a collection of tools to ease the integration between video editing suites and the internal production systems of NRK. The main goals of these tools are to provide an **easy way to get media into and out of video editing suites like**. This is done by putting a layer of abstraction between the user and the complex workflows of the underlying systems, only exposing the bare necessities to the end user

Video Recording

FiLMiC Pro (50 fps) – it's a paid video recorder app, packed with cutting-edge features to help the user to make world-class content

Others

Mojo Pro – it's free to install, this app makes social stories impossible to skip, the user can create their own animated stories

PicPlayPost – it's an all-in-one video editor, slideshow, video collage, photo collage, photo grid collage. It's free to download. It allows the user to easily stitch and edit memories, add text, music and a watermark

Multi-Track Video Editing

LumaFusion (for iOS) – it's a multi-track video editor used to tell compelling video stories

WeVideo – cloud editor, it works better with the videos' footage produced by mobile devices

Adobe Premiere Rush – is the all-in-one video editing app for creating on the go

Inshot – it's a video editor and video maker with all features

Switcher Live – lets the user capture video from multiple camera angles, and edit it in real time, allowing the user to stream it live or record it for later

File Sharing

LiveU – reliable and high-quality video streaming and live broadcasting using live video transmission

WeTransfer – is the simplest way to send files around the world. Share large files up to 2GB for free

LU-Smart – this mobile app offers the very latest in bonded transmission technology for smartphones, enabling any mobile journalist to cover live HD news from the field using their own mobile device. The app bonds internal Wi-Fi and cellular connections to reach optimal video quality and resiliency

Source: External Interviews

Following the external analysis, an internal analysis was conducted through 14 individual in-depth interviews and regular weekly meetings with the project advisors from RTP.

Internal Analysis - Methodology

Semi-structured Interviews

The interviews ensured the privacy of the interviewees and the right to confidentiality. **The goal of the interviews was to explore the employees' perception towards MoJo**, both in production and consumption of news. **People were selected based in six criteria**: availability, location (8 in Lisbon, 3 in Madeira, 1 in Porto, 1 in Azores, 1 in Paris), gender (9 men, 5 women), function (11 Journalists, 2 Camera Operators, 1 Director), department (10 from TV, 2 from Digital, 1 from Radio, 1 from Direction), and MoJo training experience (5 with training experience, 9 without). **Each interview took around 45 minutes** and followed the same structure for purposes of coherence and consistency of analysis. Regarding MoJo for production, information was collected and analysed on the perception of the smartphone tool, its current use in RTP, perceived resistance and suggestions of improvement. Regarding MoJo for consumption, it was addressed the perception and opinion of the RTP regarding its digital presence, the organizational structure of the Digital Information team as well as the receptiveness of the RTP teams for a digital empowerment.

Data Requests

Organizational documents and other data concerning RTP Information was collected and analyzed. Firstly, documents concerning the organizational structure and training practices of the organization were analyzed. Additionally, data regarding the viewership of RTP Information, both TV and Digital, was explored.

Weekly meetings

2 regular weekly meetings, one with each sponsor, were held throughout the project, **totaling 28 hours of meetings**. The goal was to learn about RTP's organization concerning the production and consumption of news, and get feedback on our project. This syndication environment was crutial for the project.

Limitations

The project advisors warned us MoJo is a sensitive topic within RTP, **so was not possible to hand in questionnaires** (which would allow us to reach more employees). Due to the lack of availability of employees, **it was not possible to do focus groups**. These gaps in the methodology were addressed by the aforementioned tools.

Source: Internal Interviews

RTP was first launched in 1956 and it is the Portuguese state radio and television broadcaster. It was the first generalist channel in Portugal and its journalism is focused on the relevance of the news it produces and the high quality of the content broadcasted

Timeline

Mission

"In its public service mission, it assumes relevance for the quality and diversity of the offer, both on radio and television, as well as in the content it makes available online. It is a benchmark as a global communication platform."

RTP in Numbers (2019)

- Total views of the 4 biggest news programs reached 3202,6 thousand
- Total views of all RTP channels reached 29 693 thousand
- Total views of RTP Play were 50 040 thousand
- Total views of all RTP Online Channels was 97 447 thousands
- RTP's audience share, in 2019, was 11,5%

Journalism

- First generalist channel in Portugal and the only state owned
- Focused on the **relevance** of its news generation - "provide free, accurate, plural and contextualized that ensures the news coverage of the main national and international events"
- Focused on the **high quality** of its news generation - "duty to produce accurate information based on properly proven facts and to use a language clear, avoiding ambiguous words or expressions"

Strategy [1]

"RTP's strategy involves a serious focus on communicating our brands and products. The main objective is to bring RTP closer to the Portuguese People. 'Always Connected' is RTP' signature and translates its essence. RTP connects Portugal and the Portuguese to each other and to the world."

Increase the influence and qualify RTP's world presence

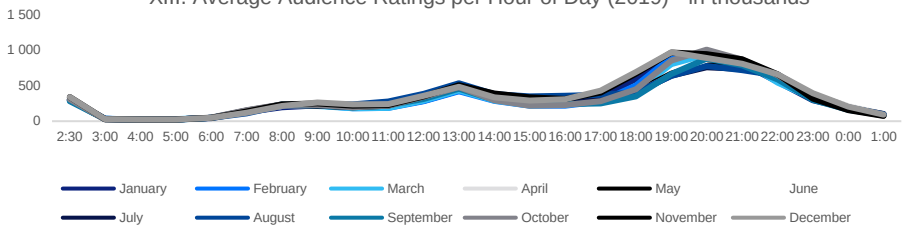
Be **disruptive** in the content it supplies and more **appealing to the new generations**

Bring the **Digital to the center** of the strategy

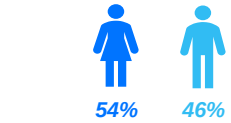
Source: (1) Internal Data (2) RTP Annual Report

RTP's viewership increases during news time – *Jornal da Tarde* and *Telejornal*. The age structure of the viewers of RTP's news programs do not resemble the age structure of Portuguese residents. TV ratings show no bias towards any specific gender

XIII. Average Audience Ratings per Hour of Day (2019) - in thousands



Considering all programs from RTP , we can observe **two high times** throughout the year: from 1pm to 2pm – *Jornal da Tarde* – and around 8pm – *Telejornal* – both news shows

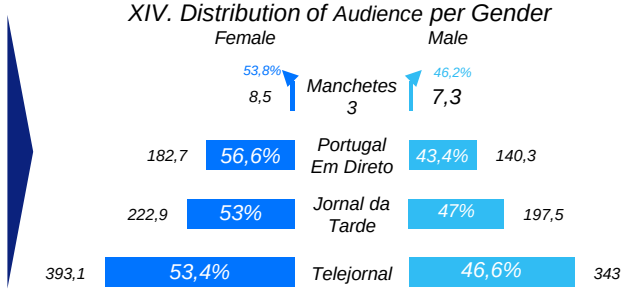


Portuguese Gender distribution :

Female – 52,6%

Male – 47,4%

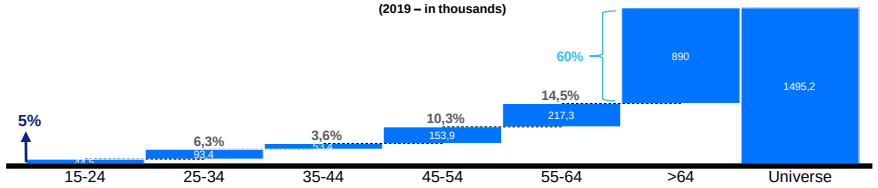
XIV. Distribution of Audience per Gender



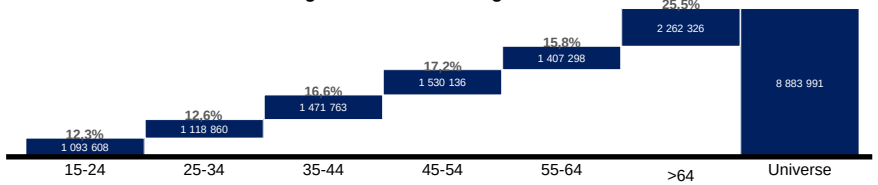
The audience distribution per gender follows, approximately, the same structure as the Portuguese population

All programs show no biased towards any specific gender

XV. Average Daily Audience By Age Range
(2019 – in thousands)



XVI. Age Structure of Portuguese Residents



The age structure of RTP's news programs dos not resemble the age structure of Portuguese residents. Most of RTP's news viewers (60%) are above 64 years old when Portuguese residents of that age account for only 25,5% of the total residents considered. In contrast, RTP's news young audience (from 15 to 34 years old) accounts for only 11,3% of the total when their representativeness in the total of residents considered is 24,9%

Portugal em Direto

3,4% (average audience in %)

13% (Market Share)

Manchetes 3

0,2% (average audience in %)

5,1% (Market Share)

Jornal da Tarde

4,4% (average audience in %)

16,3% (Market Share)

Telejornal

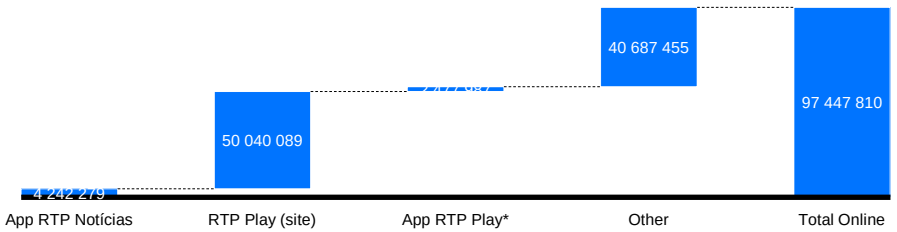
7,7% (average audience in %)

17% (Market Share)

Source: Internal Data

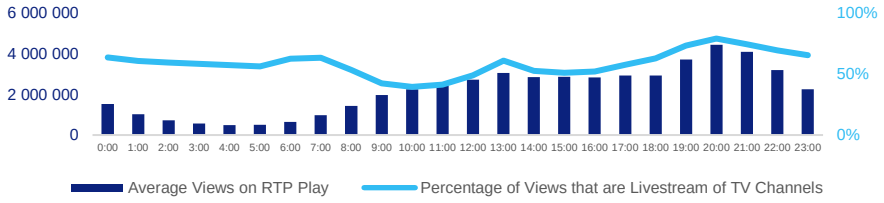
Most of the views on RTP Play come from the online streaming of RTP TV channels and radio channels: The online stream of RTP 1 is the most common. The distribution of RTP Play's audience is not skewed towards the elderly

XVII. Total Views Per Platform

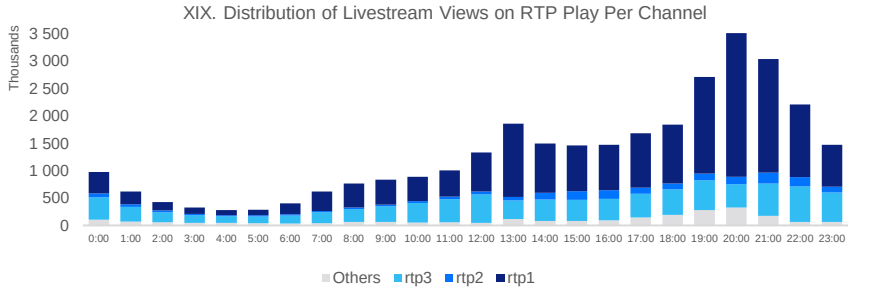


RTP Play website is the most utilized platform by viewers. No assessment can be made regarding **RTP Play's app since there is only data available from September onwards**

XVIII. Average RTP Play Views Per Hour in 2019[1]



XIX. Distribution of Livestream Views on RTP Play Per Channel

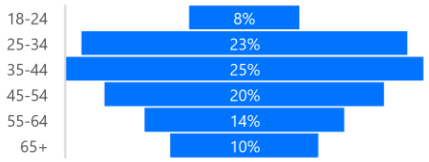


The average views per hour of the day show the **same trend as the TV views of RTP's channels** – the high times tend to be around news programs time

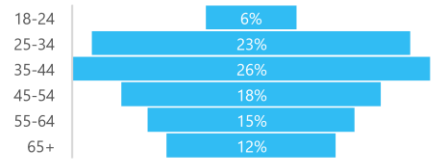
Most of the views on RTP Play come from the online streaming of RTP TV channels and radio channels. These percentages increase around mealtimes, but also in the morning, before work hours – *Manchetes 3*

The online stream **of RTP 1 is the most common** throughout the day

XX. RTP Play Views Per Age Range (2019)



XXI. RTP Website Views Per Age Range (2019)

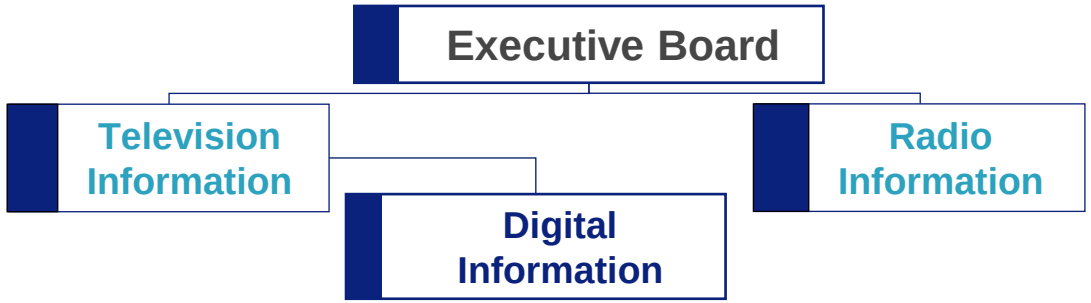


XXII. Residents in Portugal (2019)

The distribution of RTP Play's audience per age range is very different from the TV channels' one **– there is no skew towards the elderly**. In fact, **31% of the viewers are young adults** (between 18 to 34 years old) and only 10% are above 64 years old. The same is verified in RTP's. Users of RTP's online platforms thus tend to be younger than viewers of their TV channels

Source: Internal Data, INE

The digital information team relevance on the organization is limited by being inside the TV structure and not having its own. This is a political barrier RTP must deal due to the current contract with the Portuguese government



TV is, at present day, the platform with the highest preponderance in the organization of RTP, followed by the Radio, while **Digital** is currently the platform with the **lowest**. Although these platforms serve the same purposes, they are **not integrated** as a single public communication service. The Digital information team is inside the structure of the TV, however, works in isolation with a **weak communication** between them.

Although the Digital team works apart from the TV and Radio, it must be part of one or both teams to comply with the RTP's statutes – there is no mention of the Digital Team as an independent team on the organizational chart structure

Digital Team's Tasks

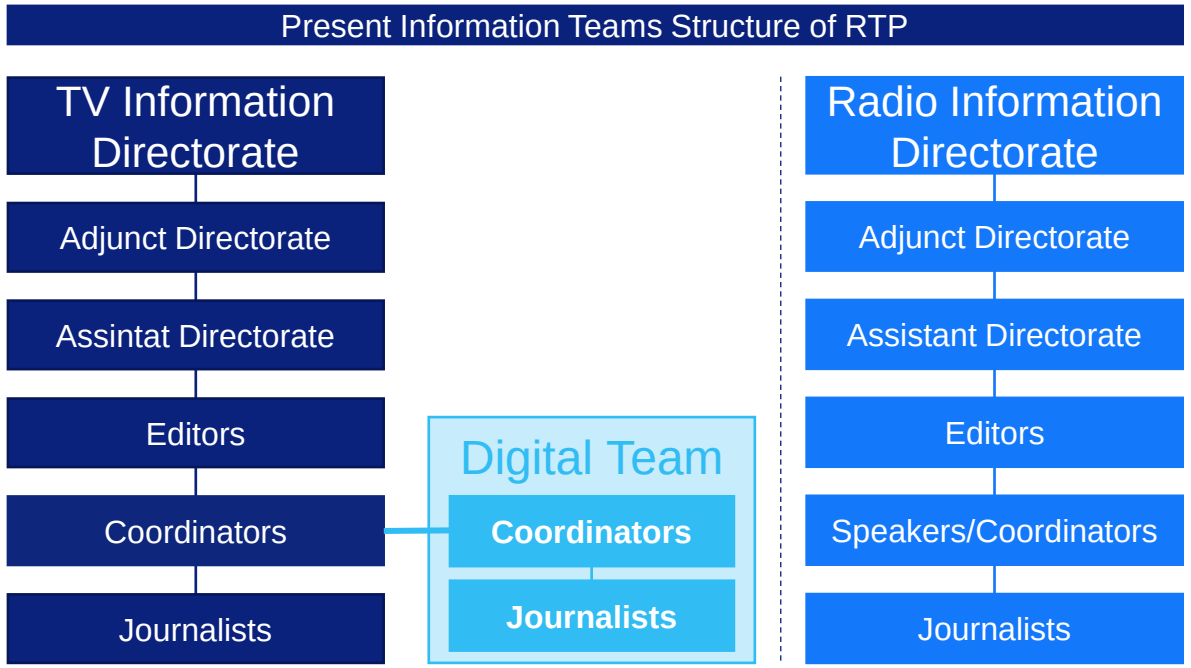
- ✓ Production of News
- ✓ Publication of Videos and Audios produced by TV and Radio teams
- ✓ News footer for RTP3 channel and other shows
- ✓ Production of the information newsletter
- ✓ Management of all information areas on Digital
- ✓ Posts on Social Media
- ✓ Editorial management of the website
- ✓ Alert management for App and Browser
- ✓ Management of special events on Digital
- ✓ Production of Infographics
- ✓ Production of a newsletter

The Digital team is responsible for the content produced for RTP's online platforms (namely *RTP Notícias* App, Website, RTP Play, Newsletter and Social Media).

Nowadays, RTP is not organized to quickly and structurally channel the content it collects through its journalists and reporters to its digital platforms, this way not delivering a quick news update to its audience and raising its relevance on the market

Source: Weekly Meetings, Internal Data

The development of Digital in RTP is crucial for the organization, however this area does not have its own structure and therefore has little autonomy to develop and have the desired prominence



Both TV and Radio teams have their own directorate that is dedicated to ensure the proper functioning of these areas and the quality of the content offered on the respective platform, however, the Digital as a service and positioning does not resemble television or radio.

By not having its own directorate, **Digital lacks a structure** with responsibility and power to **ensure the relevance of RTP on digital platforms** both internally and externally

The Digital team is inserted within the TV information board, being therefore closer to this team and farther away from Radio's.

Besides having editorial responsibility as TV and Radio, also due to the current constitution and structure of the Digital team, they are not fully autonomous in many areas which turns out to be a huge limitation in two ways:

1. This platform is not seen within the RTP structure as a priority but more as a secondary area, which is not in line with the current goals of the RTP board, and leaving employees feeling it is not important they care about the digital presence of RTP and neither of their own work
2. Being a dependent team within the organizations structure, is not allowed to have its own budget, which delays the growth and development of this area

Source: Weekly Meetings, Internal Data

The current organization doesn't promote communication and integration among information teams and neither a structure and empowerment for for the Digital Information team to develop

Limitations of the Current Organization

At the moment, RTP Information teams register a low physical proximity, editorial share and communication – **Editorial Distance** - which avoids the development of synergies and the homogeneity of their content and positioning. The Digital Information team struggles to evolve – **Digital Development** - as it is small on the dimension of RTP and is not distinguished as a distinct information area by not having its independent structure. Consequently, its dimension and its current responsibilities limits the production of original and specific content for the online market – **Add Value to the Digital Audience** - as nowadays the main task of this team is the gathering of videos and audios from TV and Radio to compose RTP online repositorium. Historically, this team is composed, besides some journalists with skills and motivation to produce online news, by journalists from TV and Radio teams that weren't fitting on these, and thus the human resources selection – **Digital Recruitment -** has not been focused on the competencies an online newsroom needs and neither aligned with the RTP's ambition for a higher digital relevance. Furthermore, the Digital team is currently responsible for the publication of pieces (videos and audios - repositorium) produced by the TV and Radio and thus these team don't feel responsible for the RTP's digital presence and neither their own, as they are not part of this process – **Digital Responsibility.** Culturally, the information teams don't promote the content produced by the other teams – **Cross Promotion** - firstly because of a competitive spirit for higher views and also affected by the physical and editorial distance somehow promoted by the current organization.

Benefits of the Current Organization

The Digital Information, by being inside the TV structure and under its directorate, has a closer relationship with this team, which is an opportunity to develop synergies and promote a higher integration and communication among information teams – **Proximity to TV.**

The current organization, with no place for a Digital information directorate, requires a lower investment on HR has it is a smaller team and with no high responsibility positions – **HR Investment**

Source: Weekly Meetings, Internal Data

The news production process is influenced by the dynamics and organization of the TV, Radio and Digital teams. These 3 work independently and with few links of communication, looking forward to reach their individual goals and objectives and not common ones

Production Process

A news production for the TV starts on the daily agenda decided by the **Editors of each area**. When the coverage is done, the files are edited and finished at the newsroom. There is 1 coordinator for each news show that decides which pieces are presented on the TV news shows.

The digital team doesn't have an agenda, neither editors and only has 1/2 coordinators at the same time to validate the news published. This team focuses on breaking news, gathering content from other institutions and on publishing pieces produced on TV and Radio.

Operationally, the TV production team works independently of the Radio and Digital team, being responsible for covering the daily events and produce their own content. The pieces produced are shared in the repositorium of news, but rarely exists communication between teams, meaning when a piece is produced by the TV team, the Radio and Digital teams are not notified, and vice-versa, limiting the homogeneity of RTP across platforms.

Although all teams are working for the same company and under the same mission, Digital team's journalists can be covering the same event as journalists from the other teams. This reflects the current philosophy of independent work done by the several information teams, apart from an operational inefficiency.

Source: Weekly Meetings, Internal Data

Following the internal analysis, 14 in-depth interviews were conducted, these interviews focused on the perception of the definition of the MoJo philosophy by the interviewees belonging to the most diverse areas of RTP

1. Perception of the tool | 2. Current use of the smartphone | 3 | 4

1.1. Journalists and camera operators recognize the quality of the smartphone and admit it is a difficult tool to master, although **they see it only as a complementary tool** (in some cases it can function as a second camera). They believe it is a tool that adds value not only to camera operators, but also to journalists, editors, coordinators, etc. because of its versatility.

1.2. The smartphone works very well only in very **controlled environments**, where there are not difficult conditions. Additionally, in a context where **zoom** is required, the phone is not used.

1.3. **The smartphone allows journalists and camera operators to go to places** where a normal camera cannot go. It is also valued by **immediacy and agility** in the context of breaking-news and last-minute lives. MoJo is valued also **when journalists travel**, as they don't have to pay customs fees. They perceive it as a fundamental tool to share files and messages with the newsroom.

1.4. They perceive the smartphone as a **must have tool for the digital area** of the newsroom due to the digital platforms and recording of vertical video.

2.1. The smartphone is rarely used as a **primary equipment** for the production of journalistic piece. The smartphone is used mainly in unexpected situations (when it is the **only device** or the **most convenient device).** No specific platforms are used for sharing file to the newsroom.

2.2. There is a great **lack of training in MoJo skills.** Moreover, except for one interviewee, all those who attended MoJo training did not have any **follow-up** by RTP.

2.3. The company's policy is that everyone has a smartphone, but that's not the reality yet. The smartphones offered by the company are **obsolete.**

Source: Internal Interviews

No resistance was demonstrated by the interviewees regarding the use of the smartphone in the production of news, always taking this tool as a complementary instrument, and several suggestions were made regarding what can improve in RTP's organization

1 | 2 | 3. Perceived resistance | 4. Suggestions

3.1. **No interviewee** showed resistance to the use of the smartphone as a **complementary tool.** However, everyone considered there is resistance among their peers in the organization and in different roles (not only in camera operators).

3.2. The **lack of skills** to use these new technologies combined with the perception that these tools will replace traditional cameras (given its lower cost, to the detriment of quality), which translates into fear of job loss (more on the part of camera operators). The unions of these more technical functions can become an obstacle to the implementation of MoJo in RTP.

3.3. There is **low motivation** to perform tasks that go beyond the job description – e.g., some people believe journalists are not supposed to be recording.

3.4. Most interviewees mentioned as an example of MoJo within RTP the piece produced by João Pedro Mendonça, having praised it for its quality. They recognize this piece as proof that the smartphone is capable of producing **quality content.**

3.5. The **age of the people** in the organizational structure of RTP (more senior people are the ones who are less open to change).

4.1. Interviewees urged not to view the smartphone as a cheaper substitute, but as a **complementary tool that adds value to everyone's function.**

4.2. More (continuous) **training** in MoJo is needed, only for people who are interested (do not force people). Follow-up on training with **formal projects.**

4.3. Invest in the **latest technology**, to achieve the best quality.

4.4. Instill a different mindset that enables people to go the extra mile (e.g., so that journalists know the basics of recording and editing with the smartphone)

4.5. For MoJo to be implemented, the Board must drive a **clear strategy.**

4.6. RTP should implement MoJo via the **digital area,** given the importance of social media and vertical formats

Source: Internal Interviews

The internal interviews within RTP showcased that there is little resistance in regarding the use of the smartphone as long as it is used as a complementary tool, and as long as people are given the necessary skills

Internal Analysis | Interviews - Production

Main takeaways

- Only 1 of the 14 interviewees uses MoJo on a frequent basis
- Contrary to what might have been expected, there is not much resistance against the use of the smartphone if used within a particular set of criteria. Employees will resist if they perceive smartphone is being implemented as a substitute of traditional cameras, trading off quality for a cheaper production.
- A great deal of resistance to change appears to come from the fact that MoJo requires a new set of skills that older employees do not acquire as easily as younger ones. As it is more difficult for them to learn, they resist having new equipment they cannot be particularly good at using.
- The efforts RTP has made regarding MoJo training have been in vain due to the lack of follow-up projects which could allow for the employees to practice.
- RTP is lagging behind its international peers when it comes to having a technological infrastructure built to enable and promote the full use of the smartphone in the production of news.

Key quotes from interviews

Camera operators don't want to see their functions threatened. Journalists who are used to doing less do not want to worry about this type of content.

- When asked about the resistance of MoJo

We have to know how to convey to those who are afraid of change that there is nothing to fear. The internal communication inside is deficient. Things have to be presented not as a fait accompli (you have to do this) but as something studied. It is important to maintain the feeling of security.

- When asked about solutions for how change can be achieved

This is not taking work from camera operators, it's adding vision.

- When asked about the perception of MoJo

The smartphone is part of the Swiss army knife of the camera operators

- When asked about the perception of MoJo

Source: Internal Interviews

During the internal interviews it was possible to understand that RTP teams recognize the need for a stronger digital presence and to reach and better serve those audiences

Internal Analysis | Interviews – Consumption

Main takeaways

ORGANIZATION

It was consensual among interviewees the need for a **structured Digital Information team.** Some highlighted the need of more resources to produce original content for the digital platforms and manage RTP's social media.

The current culture of little integration and rare communication between information teams was also highly referred, some stating that this is an issue that must be solved from strong and effective decisions made by the Executive Board of RTP.

MINDSET

In terms of the current digital awareness of RTP teams, some recognize there is some resistance to accept the importance of RTP being relevant on the digital platforms, however, other state that RTP teams adapt well to new realities.

There is some fear of TV or Radio losing its relevance but at the same time its is perceived by most the importance to reach the younger audiences and to keep up with the audiences' needs.

Key quotes from interviews

Digital team needs more technical and human resources, they have to time to create value

- When asked about RTP's digital relevance

There is no organizational culture of mutual help between the different information topics

- When asked about RTP's organization

The problem is at the base, we need organization, integration and a true will from "the top to the bottom" to go ahead

- When asked about the Change Plan

There is no sensibility to understand that online is the quickest way to reach the population

- When asked about the Digital Awareness of RTP's teams

Source: Internal Interviews

RTP´s reputation and credibility, aligned with its specific mission and clear purpose, taking into consideration its global presence, constitute the main sustainable competitive advantages of the organization

Resource-Based View Model

This model is being applied to understand how RTP is able to gain competitive advantage using its available resources, approaching in turn its strategy. Resources being VRIO – valuable, rare, inimitable and organizational, will enable RTP to gain and sustain competitive advantage. The combination of these resources makes RTP different from its competitors. Resources are considered as inputs that facilitate RTP to perform its activities, among the most common, it can be included all assets, competencies/capabilities, organizational processes, firm attributes, information and knowledge.

Sustainable Competitive Advantage	Temporary Competitive Advantage	Competitive Equality	Competitive Disadvantage
Brand reputation and credibility Specific mission and clear purpose Global presence (RTP International and RTP Africa) Global network of public service broadcasters (EBU, CIRCOM)	Human Capital (skills/competencies/abilities) Provided Training	Brand portfolio (diverse, innovative and quality informative content) Size of the company	Technology - Equipment Organizational structure and processes Financial Position Culture of the organization Customer-centric approach/Lack of digital strategy Work Environment

Main takeaways

RTP sustainable competitive advantages relies on its reputation and credibility both in its content and in its audiences; its specific mission and clear purpose which gives RTP's members direction and motivation; RTP's international presence, with great focus on the Portuguese emigrant community; a great global network of State-owned broadcasters that support and share knowledge with RTP.

Source: Management Study Guide

The Resource-Based View Model was performed in order to analyse if RTP's current and available resources are VRIO – valuable, rare, inimitable and organizational, and if that, they will enable RTP to gain and sustain competitive advantage

Competency	Valuable	Rare	Difficult to imitate	Difficult to substitute	Conclusion
Brand reputation and credibility	Yes	Yes	Yes	Yes	Sustainable Compt. Adv
Specific mission and clear purpose	Yes	Yes	Yes	Yes	Sustainable Compt. Adv
Global presence (RTP International and RTP Africa)	Yes	Yes	Yes	Yes	Sustainable Compt. Adv
Global network of State-owned broadcasters (EBU, CIRCOM)	Yes	Yes	Yes	Yes	Sustainable Compt. Adv
Human Capital	Yes	Yes	Yes	No	Temporary Compt. Adv
Provided Training	Yes	Yes	Yes	No	Temporary Compt. Adv
Brand portfolio (diverse, innovative and quality informative content)	Yes	No	No	No	Compt. Parity
Size of the company	Yes	No	Yes	Yes	Compt. Parity
Technology – Equipment	No	No	No	No	Compt. Disadvantage
Organizational structure and processes	No	No	No	No	Compt. Disadvantage
Financial Position	No	No	No	No	Compt. Disadvantage
Culture of the organization	No	No	No	No	Compt. Disadvantage
Customer-centric approach/Lack of digital strategy	No	No	No	No	Compt. Disadvantage
Work Environment	No	No	No	No	Compt. Disadvantage

The Resource-Based View Model was performed in order to analyse how can RTP gain competitive advantage using its available resources

Sustainable Competitive Advantage	Temporary Competitive Advantage	Competitive Equality	Competitive Disadvantage
• Recent studies have indicated that the RTP brand is the number one most trusted brand when it comes to news • The specific mission and clear purpose of RTP (which is a State-owned organization) gives its members a strong direction and motivation • RTP has a strong global presence (RTP International and RTP Africa) with established foreign correspondents • Global network of public service broadcasters (EBU, CIRCOM), which shares knowledge with RTP	• Human Capital at RTP is very competent and are very attached to the brand's purpose. Nevertheless, they can at any time be recruited by the competition if offered better conditions • The RTP academy provides good training to employees	• The existing brand portfolio regarding informative content of RTP is diverse, innovative and has a lot of quality, in line with what competitors are offering to their audiences • The size of the company, which is important for leveraging synergies and creating economies of scale, is similar to its competitors	• Technological equipment is below the current industry standards • Organizational structure and processes do not currently promote synergies between the three main departments of RTP Information (TV, Radio and Digital) • The lack of available funds for RTP puts them at a disadvantage when compared to private organizations • The current culture of the organization does not promote going the extra mile; rather, it promotes a very political work environment where teams tend to work in silos • When it comes to news, there is a lack of a customer-centric approach – digital is clearly at least as important as television, when it comes to news consumption

Source: Internal Interviews

RTP has to take advantage of its strengths and opportunities in order to fulfil the gap that exist with younger generations trough the usage of new technology, namely the smartphone, manly in the digital area

S Strengths

S1. Recognized brand, credible and responsible

S2. Linked with a specific mission and clear purpose (educate & inform), and everyone sees that purpose in their work

S3. One of the biggest broadcasting companies in Portugal with a lot of experience and quality content

S4. Provided training is very good (employee perception)

W Weakness

W1. Limited budget and freedom, due to being a state-owned company and having a contract with the government

W2. Out of date equipment for news production

W3. Small digital team with low-value-added tasks and inefficient relationship with the rest of the organization

W4. Weak digital output and thus weak relationship with younger generations

O Opportunity

O1. Taking advantage of new more efficient technology, namely the smartphone

O2. More and more people are consuming news digitally (mainly via text) and the Covid-19 has accelerated this trend by bringing a new paradigm regarding the way people consume news (more TV and digital rather than the physical newspaper)

T Threats

T1. Competition by the main generalist channels, who have more developed information structures

T2. Easy to substitute, not only by other generalist channels, but by smaller digital-native players

T3. Recession period brings more budget limitations

T4. With Covid-19 rules, it is more difficult to capture footage

Source: Internal Interviews

A TOWS analysis was performed to assess the external opportunities and threats, and compare them to RTP's strengths and weaknesses, though, RTP should invest in the smartphone in order to dynamize the digital area

TOWS Analysis	Internal Factors	
	Strengths (S) **S1.** Recognized brand, credible and responsible **S2.** Specific mission and clear purpose (educate & inform) **S3.** One of the biggest broadcasting companies in Portugal with a lot of quality content **S4.** Provided training is very good	**Weaknesses (W)** **W1.** Limited budget and dependence due to the contract with the government **W2.** Out of date equipment for news production **W3.** Small digital team with low-value-added tasks and inefficient relationship with the rest of the organization **W4.** Weak digital output and thus weak relationship with younger generations
Internal Factors **Opportunities (O)** **O1.** Taking advantage of new more efficient technology, namely the smartphone **O2.** News are being consumed digitally (mainly via text) and the Covid-19 has accelerated this trend	**Strengths + Opportunities** (S1. S2. S3 | O1.O2) Invest in the development of the digital area of RTP Information to deliver digital news and reach every audience segment in a faster and reliable way, and improve the brand recognition (S4 | O1) Implement training of the emerging technologies (namely the smartphone) in RTP's academy and train employees to become more digitally capable	**Weaknesses + Opportunities** (W1 | O1) Overcome the bureaucratic processes by reviewing the contracts with the government and look for alternative revenues in the digital area (W2 | O1.O2) Invest in new equipment, namely the smartphone as it is a very relevant tool for content in social media, for the digital area of Information (W3.W4 | O2) Restructure to strengthen the digital area of RTP Information and improve the creation of digital content by the organization
Threats (T) **T1.** Strong competition **T2.** Easy to substitute **T3.** Recession period brings more budget limitations **T4.** With Covid-19 rules, it is more difficult to capture footage	**Strenghts + Threats** (S1.S2.S3 | T1.T2) Unify the information area as if it were a single platform to leverage the strong identity of RTP and remain one of the best choices when it comes to news consumption (S4 | T3.T4) Invest in traning as a solution so that employees are better prepared and more resilient to act in limited conditions due to Covid-19 restrictions	**Weaknesses + Threats** (W1.W2.W3.W4 | T1.T2.T3.T4) Look for efficiency and synergies by restructuring the organization, improving the digital area of Information and utilizing newer equipment to produce even better content and increase the sources of revenue

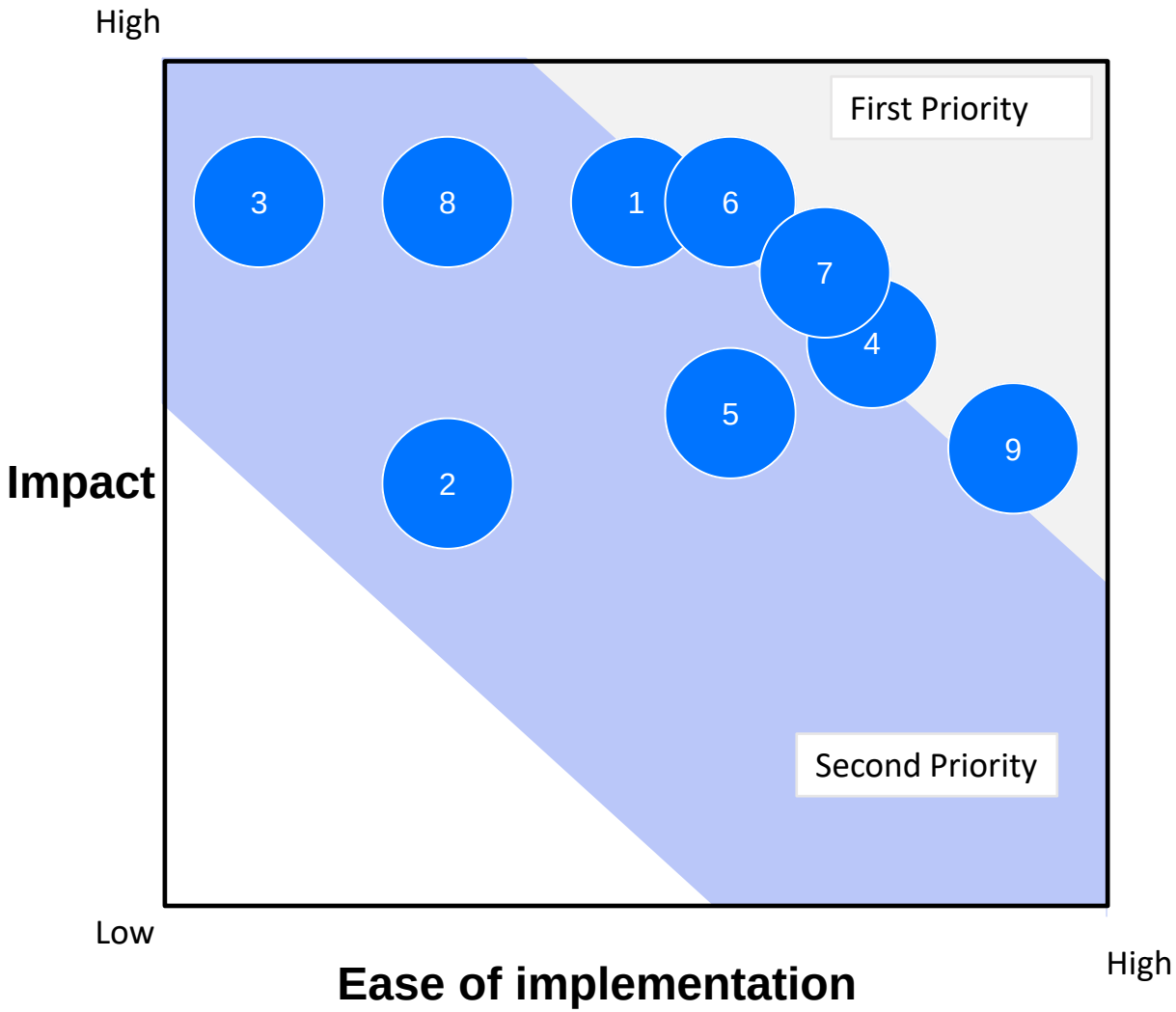
Source: Internal Interviews

The strategic recommendations developed were analysed in terms of expected impact and how to measure it

	Recommendations	Expected Impact	Impact Measure KPIs
1	Create specific content for Digital	Increase in audience engagement and production of relevant content	Increase in marketshare, engagement, viewership, likes, followers, shares and overall consumer satifaction
2	Digital Information Structure (I/II)	Reach a unified and unique information platform	Shared content, news connected across platforms
3	Digital Information Structure (II/II)	Increase the Digital responsibilty of RTP teams	TV and Radio multimedia members, Digital specific news produced
4	Investment in MoJo Kits	Increase RTP's amount of available equipment	Purchase Orders, Budget-oriented for MoJo
5	Use the smartphone as a complementary tool	Good reaction to MoJo and readjustment of worflows and processes	Feedback sessions, Talks to assess the way it is being used, Processes Mapping, Performance Test
6	Investment in MoJo Training	Increase in the skillset of RTP's people	Number of applicants, Level of competencies, Individual Evaluation Test
7	Build a guiding coalition	Increase in organizational commitment to the implementation of MoJo	Number of hours/meetings invested in the MoJo initiatives by the coalition
8	Run a MoJo pilot project	Improved perception, adoption and increased organizational knowledge regarding MoJo	Number of participants still using MoJo after the pilot project, perception of MoJo by the coordinators
9	Build and grow a community around MoJo	Faster adoption of the smartphone and increased organizational knowledge regarding MoJo	Number of MoJo training participants and number of MoJo pieces

The strategic recommendations developed should be prioritize in terms of potential impact and the ease of implementation within RTP's organization

XXIII. Action Priority Matrix for Project's Recommendations



Recommendations

1 - Create specific content for Digital

2 - Digital Information Structure (I/II)

3 - Digital Information Structure (II/II)

4 - Investment in MoJo Kits

5 - Use the smartphone as a complementary tool

6 - Investment in MoJo Training

7 - Build a guiding coalition

8 - Run a MoJo pilot project

9 - Build and grow a community around MoJo

The audience's consumption habits have been changing. To continue to meet the needs of its consumers, RTP should adopt a strategy of unification and integration of its news channels. The digital channel should play an active role in the production and distribution of news

Recommendation: Create Specific Content for Digital

Why?

Consumer Pressure

- The RTP's audience's – Portuguese and residents in Portugal – **consumption habits have been changing** and so RTP must leverage on this change
- To continue to meet the needs of its consumers, RTP should adopt a strategy of unification and integration of its news channels, i.e., become a news platform that acts coordinately in order to bring maximum value to its audience, rather than a company with different channels that operate separately and without a common strategy and identity
- To this end, the digital channel should play an active role in the production and distribution of news, coordinated with television and radio

- To remain relevant, RTP must be able to reach its entire audience, which is segmented in terms of age, gender and academic level. RTP must take into account the different preferences of each segment and satisfy the audiences where they are located

"We need content adapted to new generations" – internal interviews

- Older generations are the most prevalent age groups in RTP television audiences while younger ones are the most prevalent in digital channels

Competition Pressure

- The competition (TVI 24 and Sic Notícias) has already started to modify its way of producing the news in order to **capture the demand by leveraging on these new trends**
- Both companies have launched their **streaming platforms** to attract audiences that disregarded the television but are present online, and are **betting on new technologies** to become more interactive and innovative – Augmented Reality and QR codes
- The competition is also increasingly investing in its communication channels, specifically in **social media** to get closer to its audience

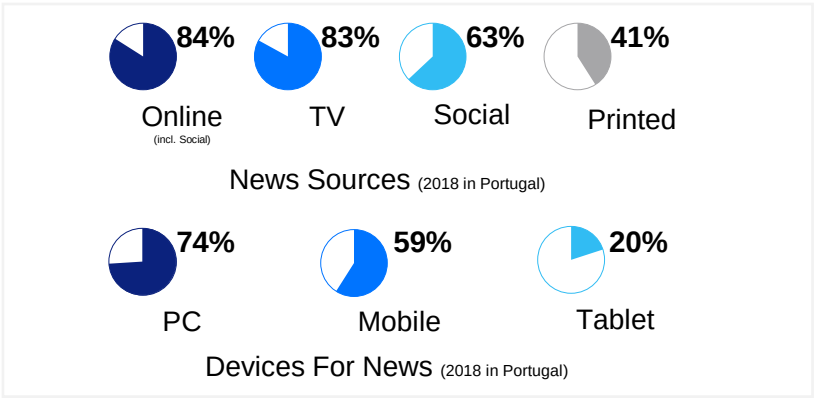
Source: Pew Research Center, Reuters Institute for the Study of Journalism, Oxford University

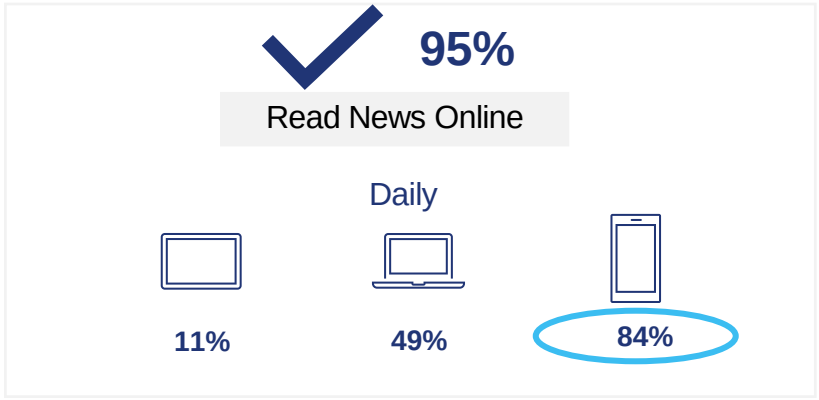
Digital should evolve, not be merely a repository of the other platforms, but rather a way of distributing content that complements RTP's offer. To this end goal, digital should focus on creating its own content and integrate a new unified news strategy

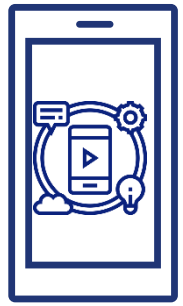
Recommendation: Create Specific Content for Digital

- RTP's news platforms – television, radio and digital – should act as one, in order to align their strategies and cooperate in the production of content. In this way, a piece of news will not be limited to 10 minutes in the news TV show or radio but may be in continuous updating through the various platforms and with the creation of complementary content of interest to the public (e.g., news on tv with development of a subsegment in radio)

"Journalists do not know how to use digital platforms to promote and develop their own work" – internal interviews







- The external analysis conducted concludes that **the digital platform is the most used** by the Portuguese to access news. Through the questionnaire created, we corroborated this information and **concluded that smartphones are the most used devices to consume news** content. RTP should then **view digital as a priority** platform in its offering and **create content that meets the increasingly hungry demand for rapid information**
- Digital should evolve, not be merely a repository of the other platforms, but rather a means of distributing content that complements RTP's offer. To this end, digital should focus on creating its own content and integrate a new unified news strategy
  - **"There is no sensitivity to realize that online is the fastest way to reach the population" –** internal interview

Source: Consumer Questionnaire, Pew Research Center, Reuters Institute for the Study of Journalism, Oxford University

Summary, constructive, generalist and explanatory journalism are the ones that arouse the most interest among the public. Text is clearly the public's preference in terms of digital news format, so RTP's bet should be made in this regard – more original content for digital in text format

Recommendation: Create Specific Content for Digital

How?

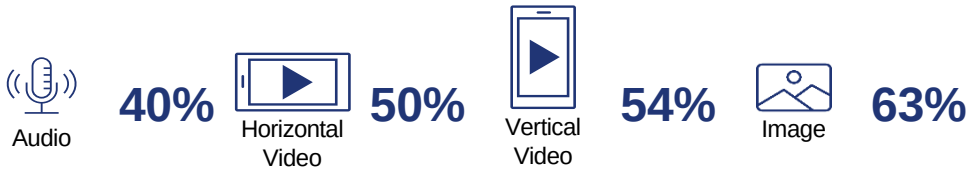
Type of Content

- **Summary, constructive, generalist and explanatory journalism** are the ones that arouse the most interest among the public, with a general classification of 4.13; 3,69; 3.6 and 3.58 out of 5, respectively, with ratings considered as "interest" by 90%, 82%, 82% and 80% of total answers. These should be RTP's focus on its approach to digital as a news platform

- Investigation and Opinion journalism scored only 3.13 and 2.89 respectively and only 66% and 61% of ratings are considered of "interest". RTP should resort to these types of journalism only when the population present shows particular interest in them

Formats of News

- **Text** is clearly the public's preference in terms of digital news format, so RTP's bet should be made in this regard **– more original content for digital in text format**



- All other formats showed high levels of satisfaction so they should not be over-neglected. RTP should also create audio (podcasts), video (horizontal and vertical) and image content

Source: Consumer Questionnaire, Team Analysis

The three platforms managed by the digital team – App, Social Media and Website – are platforms with high audience traction. Given the differences between them, they should be treated differently in terms of published content, but follow the same strategy

Recommendation: Create Specific Content for Digital

How?

Platforms To Be Present

63% App

87% Social Media

91% Website

45% Audio Aggregators

68% News Aggregators

87% Browser

- The three platforms managed by the digital team are platforms with high audience traction. Given the differences between them, they should be treated differently in terms of published content, but follow the same strategy
- Audio and news aggregators and search engine are not controlled by RTP so the digital team should focus only on making their content available on these platforms and how it is displayed (e.g., how the link appears or the description of the article)

- The social networks Facebook, Instagram, YouTube and Twitter are the most used by the public to read news and are also the networks whose use is more frequent, so RTP should focus on the production of content here. Given that RTP Notícias already has Facebook and Twitter, it should focus on creating Instagram and YouTube and expanding Facebook. With regard to Twitter, its existence is important for creating real-time engagement, so we recommend its use for interaction with the public during programs

- Snapchat, TikTok and LinkedIn have no traction with the public, so we don't recommend creating them

Technology

From the collected answers it was observed there is **no evidence of a strong interest** of the population on any of the technologies presented: QR Codes, Virtual Reality and Augmented Reality. However, there was an **average medium interest on QR Codes**, and so, it might be interesting for RTP to use some of this technology

Source: Consumer Questionnaire, Team Analysis

The App should be revised to incorporate important features like custom notifications and search. The audience is aiming for original content, built specifically for the app – text is their clear preference and it should be used to develop generalist and explanatory journalism

Recommendation: Create Specific Content for Digital

App

Required Features

Custom Notifications

Personalized notifications according to profile/consumption habits

Search

Ability to search existing content by topic, or related words

Content Required

Digital Original Content

In order to complement RTP's supply of news, the digital team should create specific content for the app and specific content to upload in social media

TV and Radio Content

The content delivered via radio or television should continue to be introduced in *RTP Notícias'* application so that the public can access it online

Given the integration of content between the app and the website, our content recommendations for the app also extend to the website

Text is the clear preference among the formats analysed with 93% of respondents stating that this is the format they would like to be presented to read their news via the smartphone. Given the relevance of the *RTP Notícias* app within the RTP digital ecosystem**, we believe that more text content will be beneficial to the public**. This format is also convenient because it is easy to search through browsers – which tend to screen and select text - and attach in news aggregators. The content will then be available to those who prefer these platforms. Given the importance of the visual aspect of an article to attract the public, we also recommend the use **of infographics**, a simple and effective means of making an idea clear to consumers. The types of journalism that should be focused on journalism pieces through the application are:

- **Explanatory journalism -** explanation of the themes and context of news
- **Generalist journalism -** common day-to-day news

Source: Consumer Questionnaire, Team Analysis

Different content should be produced for the four social networks with highest traction – Facebook, Instagram, Youtube, and Twitter – to take advantage of each platform's specific features and satisfy the audience present in each one of them – it diverges across platforms

Recommendation: Create Specific Content for Digital

The preference for audio content in the podcast format was highlighted by the results of the survey conducted, in which 40% of the sample showed interest in this type of content. Individuals under the age of 34 – 29% of users of the *RTP Notícias* website – show a clear preference for **summary and explanatory journalism**, two types of journalism often used in the development of podcasts**. Constructive Journalism** in audio format is also preferred by individuals under 34 so we suggest the implementation of podcasts focused in these 3 types of journalism to satisfy mainly the younger consumers. This type of content should be linked to a brief description of the topic covered as well as the guest name and context. In this way, **audio aggregators** can link and distribute the podcast making it available to the audience present in these platforms. Currently, certain **search engines**, such as Google, already feature podcast search results; for these results to be more reliable, it is advisable to attach the transcription of the episode so that search engines can more easily associate the content with the words searched by the user.

Social Media

Content Required

Specific Content for Social Media

Creation of specific content for social media is imperative in order to meet the demands of the audience present in these platforms and engage with them – e.g., MoJo content

Content Shared from App / Website

Content delivered via app and website can be shared on social networks. Links should contain appealing photographs and descriptions that give context to attract the public

Redes Sociais Recomendadas

Facebook | Instagram | YouTube | Twitter

Source: Consumer Questionnaire, Team Analysis

Facebook is characterized by being a social network with a high number of subscribers that tend to be on the older level of the population. As such, RTP should bet on content tailored to them: opinion journalism in text format

Recommendation: Create Specific Content for Digital

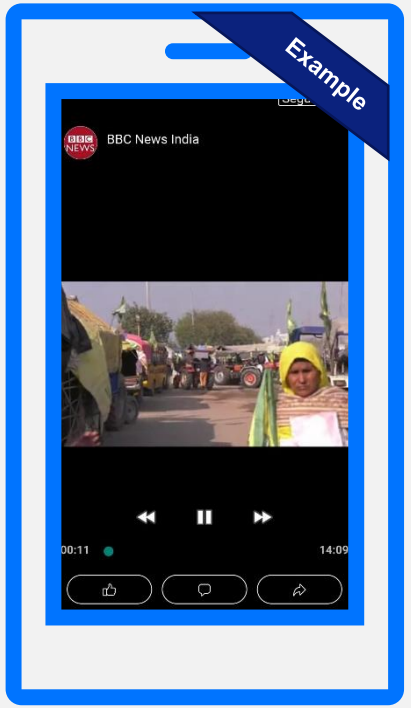
Text

Text is clearly the preference of respondents above 55 years old in terms of digital news format, with 96% stating that this format suits their needs in terms of news content to access through their smartphone. This age group is also the one that uses Facebook the most to access news and also the most interested in opinion journalism, so we recommend the creation of opinion pieces in text specifically for the Facebook platform

96% 65%

Horizontal Video

The horizontal video format satisfies 51% of respondents - they stated that this is one of the formats in which they like to read the news via smartphone**.** By using Facebook's specific video features, RTP will maximize the potential of the content and add value to its audience on the platform: **Live** – RTP may broadcast live, as it does in RTP Play, the most anticipated events by the population such as messages from the President of the Republic or communications from the DGS regarding the current pandemic. **Series** – creation of thematic videos addressing topics of difficult understanding for the population that are of most value (e.g., anti-racism movements like Black Lives Matter)- **explanatory journalism**



Source: Consumer Questionnaire, Team Analysis

Instagram has a younger audience, more focused on comprehending the world and understanding current events. RTP should create articles of explanatory and investigation journalism in text, image and vertical video format to address the interest mentioned

Recommendation: Create Specific Content for Digital

Text and Image

The text format with infographic is a clear way to convey an idea to the population. RTP may create small series of sequenced images addressing and explaining an important topic for the population such as vaccination or changes in a law. In this way, RTP adds value, especially to the **biggest users of these platforms – young people** – by making clear messages that tend to be complicated and divide the population. After publishing in stories, these series should be saved in the feed for possible future reference

Vertical Video

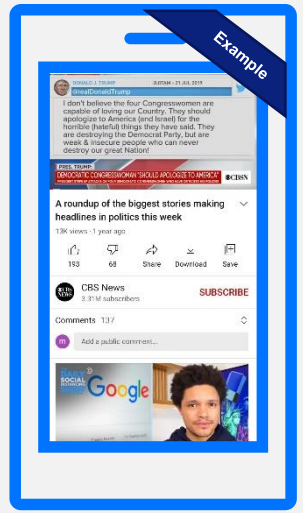
Vertical video is a format that appeals to 54% of respondents. This format is of comfortable viewership on social networks whose feed and scroll are made vertically – Instagram Watch. We believe that, for these reasons, creating vertical video content for Instagram would be beneficial. The content may be of the investigative journalism type, with videos not exceeding 5 min, summarizing the conclusions reached during the investigation of a topic. Instagram is a platform full of niches and people with divergent interests so non-generalist content – on specific and quirky topics – will find audience here

Source: Consumer Questionnaire, Team Analysis

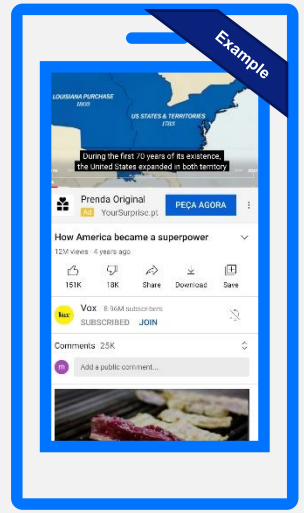
Being a video social network, YouTube is the perfect place to convey complex ideas. RTP should implement a summary of weekly news on this platform to keep updated the audience that has no time to follow the news everyday but is interested in current topics

Recommendation: Create Specific Content for Digital

The horizontal video format satisfies 51% of respondents - they stated that this is one of the formats in which they like to consume the news via smartphone**.** This type of content should be linked to a brief description of the topic covered as well as the name of guests, context and have subtitles or transcription so that it is easy to search through **search engines**. Due to its visual and appealing format, horizontal video is very effective in transmitting complex ideas which makes it a format of excellence in the production of **explanatory and constructive journalism**



Also, a **summary of the most relevant news** of the week in about 5 minutes could be beneficial because, for those who are not able to watch TV news due to the daily schedule or the duration of the show, but maintain their preference for video, could get the most relevant news content on a platform dedicated to video. These videos can then be shared on other social networks – Facebook, Twitter, Instagram – because YouTube has automatic sharing features



Source: Consumer Questionnaire, Team Analysis

Twitter is the platform to engage with the audience. This social media is very useful to communicate directly with the audience and understand the points of view of the public during debates. RTP should use the social media to get to know the audience and their interests

Recommendation: Create Specific Content for Digital

RTP should continue to use Twitter to share its news, as it has done to date. In addition to the content already posted on this platform, RTP should use **Twitter to create engagement** i.e., communicate directly with the audience by replying to tweets and encourage them to get more involved with television programs

Twitter can also be used to sync television and digital within RTP – this social network is widely used to **communicate with audiences in real time** and understand their views on the themes being discussed on live tv news. Thus, we advise RTP to integrate Twitter into its news programs, following trends and evolution in specific hashtags in order to best address topics that interest the public and comprehend their opinions during debates

As in the case of Facebook, RTP will be able to **make live broadcast through Twitter Watch**, as it does in RTP Play, of the events most anticipated by the population as messages from the President of the Republic or communications from the DGS regarding the current pandemic

Source: Consumer Questionnaire, Team Analysis

Implementation Roadmap | Implementation Duration

Recommendations	Starting Point*	Implementation	Jan	Feb	Mar	Apr	Jun	Jul	Aug	Sep	Oct	Nov	Dec	→
Create specific content for Digital	September	Ongoing												
Digital Information Structure (II/II)	February	6 months												
Digital Information Structure (I/II)	September	12 months												
Build a Guiding Coalition	February	2 months												
Run a MoJo pilot project	April	3 months												
Build and grow a community around MoJo	August	Ongoing												
Invest in MoJo Kits	February	4 months												
Use the smartphone as a complementary tool	February	Ongoing												
Invest in MoJo Training	February	Ongoing												

* The Starting Points are recommended dates to start in an ideal scenario

Consumption Side – The endgoal of the consumption recommendations is for RTP to develop specific content to the audiences present in each digital platform so that RTP can reach all its consumers. To do so, RTP must alter its Information Structure, a process of most importance. After the 1st stage of restructure RTP will have the right capabilities to produce digitally oriented content.

Production Side – RTP needs to start the guiding coalition right away and then invest in the first MoJo Kits to kick-off the pilot project. Communication follows the results of the pilot and should be continuous.

Risks that can jeopardize the success of the project

RISK DESCRIPTION	CAUSES	PROBABILITY	IMPACT	POTENTIAL RESPONSE
General Manager role not accepted by ERC	Political restraints	Low	High	Name a member of the Executive Board to be responsible for main tasks
Statutes change proposal not accepted	Political restraints	Medium	High	Strength the unofficial team leading Digital
Lack of Human Resources	Budget Constraints	High	High	Allocate employees from other teams to the Digital team
Internal Resistance from TV and Radio to a common information strategy	Focus on TV and Radio – perceived loss of importance	Medium	High	Alignment of incentives – reward TV and Radio for Digital wins
Implementation costs may surpass the estimate (MoJo Kits)	Complexity to assess them	Low	Medium	Further research
MoJo events do not have many attendees	Lack of time to attend such events; lack of communication initiatives	Medium	Low	Record the events so that employees can watch them on demand; communicate those initiatives more frequently
No Owner is found within RTP	Difficulty to find people that check all the characteristics required by the role, or do not have the time for all the tasks	Medium	High	Drop the “recognized figure” characteristics’ requirement

Low Medium High

Project Limitations & Challenges and Further Research

Limitations & Challenges

COVID-19 Pandemic

This project was conducted focused on milestones and impacts on the RTP's performance in a post pandemic scenario. Firstly, due to the fact that this pandemic is expected to be overcome during 2021 with the recent news on the approved released vaccines, and secondly because the proposed recommendations were adapted to a non-pandemic situation as they were planned to be introduced in the short-medium run but to thrive for a long period of time. As this pandemic will eventually be overcome, the analysis was based on a post pandemic audience's behaviour and RTP structure and organization dynamics.

Although, there is still the possibility of a longer period of COVID-19 pandemic both in Portugal and in the rest of the world. Thus, the success of the proposed recommendations and the expected results and achievements might be affected under this scenario, leading to a different outcome.

Internal Challenges

During the internal interviews and meetings with the client it was perceived that RTP as a state-owned company has some political forces (e.g., syndicates) that can influence the team's perception and acceptance of certain changes in the organization, and thus can confront the Executive Board against them.

Additionally, the disclosure of internal information sometimes took longer than expected and there was a lack of 2020 data – extremely important to evaluate the pandemic.

Also, the scheduling of the internal interviews most of the times was difficult due to interviewees delayed response and agenda availability.

Further Research

In compliance with RTP's interests on the topics of this project, the team didn't focus on the possible impact on financial projections and Profits & Losses analysis could have on the presented recommendations. These analysis would positively complement this project and increase the confidence of its success and of RTP to implement it.

References (I/III)

- Barney, Jay. 1991. "Firm Resources and Sustained Competitive Advantage". *Journal of Management.* 17 (1): 99–120
- Cameron, David. (2008). "Mobile journalism: A snapshot of current research and practice". *End of Journalism? Technology, Education and Ethics Conference 2008*
- Cervi, L., Tornero, J., Tejedor, S. "The Challenge of Teaching Mobile Journalism through MOOCs: A Case Study". *Sustainability* 2020, 12(13), 5307
- Ehlers, A. 2018. "*The Future – a Question of Time and Place: Mobile Journalism and Localized News"*. Prague: Mobile Communication Interest Group.
- Erdal, Ivar John & Øie, Kjetil & Oppegaard, Brett & Westlund, Oscar. (2019). Invisible Locative Media: Key Considerations at the Nexus of Place and Digital Journalism. 7. 166-178. 10.17645/mac.v7i1.1766.
- Gillespie, A .2007. *Foundations of Economics.* 1st edition. Oxford University Press
- Howe, J., Bajak, A., Kraft, D., and Wihbey, J. 2017. *Collaborative, Open, Mobile: A Thematic Exploration of Best Practices at the Forefront of Digital Journalism.* Northeastern University's School of Journalism
- Humphrey, Albert. 2005. "SWOT Analysis for Management Consulting". *SRI Alumni Newsletter*. SRI International.
- Keller, Kevin. 2013. Strategic BrandManagement- 4th edition. Pearson.
- Kotler, Philip, and Kotler, Keller. (2016). Marketing management. 1st ed. Boston [etc.]: Pearson
- Kotler, Philip. and Gary, Armstrong. 2011. "Principles of Marketing" 14th edition. Pearson Prentice Hall.

References (II/III)

- Kotter, John P. 1996. *Leading Change.* Harvard: Harvard Business School Press
- Kovacevic, Petra and Perisin, Tena 2016. Mobile journalism training: Best practices for good storytelling. In: Pralica, D. and Sinkovic, N. eds. Digital Media Technologies and Socio-Educational Changes, Vol. 6. Novi Sad: pp. 179-189.
- Kraft, N., Seely,N. 2015. "Making Mojos: How iPads are enhancing Mobile Journalism Education". *Journalism & Mass Communication Educator*
- Malhotra, Naresh, and David, Birks. 2017. “Marketing research: an applied approach”. 5th Edition. Edinburg Gate: Pearson.
- Minto, Bárbara. 2008. The Pyramid Principle: Logic inWriting and Thinking. Financial Times Prentice Hall. Pearson Education
- Newman, Nic. 2019. Journalism, Media and Technology Trends and Predictions 2019. Reuters Institute for the Study of Journalism
- Salzmann, Anja & Guribye, Frode & Gynnild, Astrid. (2020). “We in the Mojo Community” – Exploring a Global Network of Mobile Journalists. Journalism Practice. 1-18. 10.1080/17512786.2020.1742772.
- Soumya, D., Saswati, G. 2019. "Digital Journalism: Theorizing on Present Times*". Media Watch* 10 (3): 713-722
- Steensen, Steen & Westlund, Oscar. (2020). What is Digital Journalism Studies?. 10.4324/9780429259555.
- Vryzas, N.,Sidiropoulos, E.,Vrysis, L., Avraam, E., Dimoulas, C. 2019. *Machine-Assisted Reporting In The Era Of Mobile Journalism: The MOJO-Mate Platform*. Algeria: Strategy and Development Review
- Westlund, Oscar. (2014).“The production and consumption of mobile news”, In: Gerard, Goggin & Larissa. Hjorth (eds.) The mobile media companion, Routledge: New York., pp. 135-145.

References (III/III) - Websites

- Cyber Photo. (2020) "Light“. Accessed 2020. https://www.cyberphoto.se/foto-video/videotillbehor/belysning-fast-sken/led-belysning/manfrotto-led-belysning-lumie-3-play?utm_medium=cpc&utm_content=682202&utm_source=kelkoo&utm_campaign=kelkoo_se
- IK Multimedia. (2020) "Handheld microphone wired“. Accessed 2020. https://www.ikmultimedia.com/products/irigmichd2/
- IK Multimedia. (2020)"Lav Mic Wired“. Accessed 2020. https://www.emusic.se/product/41580/ik-multimedia-irig-mic-lav-2-pack
- Kaffebrus. (2020) "The smartphone mount“. Accessed 2020. https://kaffebrus.com/produkt/viewflex-smartphone-grip-med-fjarrkontroll
- Media Mark. (2020) "Gimbal for smartphones“. Accessed 2020. https://www.mediamarkt.se/sv/product/_dji-osmo-mobile-3-gimbal-1320682.html?gclid=Cj0KCQiA48j9BRC-ARIsAMQu3WQPrw1Ie6kDbAxr6-SXAkZdvz20mmffqrZ2CpjCUzfRKVkI1Iu_aDgaAshcEALw_wcB&gclsrc=aw.ds
- Scandinavian Photo. (2020) Benro "Tripod“. Accessed 2020. https://www.scandinavianphoto.se/benro/stativkit-fit19aih0-itrip-serie-1-1030633
- Shoulderpod. (2020) "Classic grip“. Accessed 2020. https://www.shoulderpod.com/shoulderpod-r2
- Scandinavian Photo. (2020) "Gimbal attached to smartphone“. Accessed 2020. https://www.scandinavianphoto.se/dji/pocket-2-1049708?gclid=Cj0KCQiA48j9BRC-ARIsAMQu3WSfslCsC51whk04PJ9y3ogNvyryRBHjsNvRB_mu4iLiGGQAjJXVcX4aAnKlEALw_wcB
- Scandinavian Photo. (2020) "Wireless Lav Mic“. Accessed 2020. https://www.scandinavianphoto.se/saramonic/blink-500-b2-2st-mygga--sandare--kameramottagare-1045532?gclid=EAIaIQobChMIvrLEo4q26wIVi6kYCh2NrwNREAQYASABEgLIzfD_BwE

APPENDIX – AGENDA

DIAGNOSIS

EXTERNAL ANALYSIS

I. Out-and-In
   1. Overview of Main Peers
      a) TVI
      b) SIC
      c) Observador
      d) CNN
      e) BBC
      f) Vox
   2. Benchmark Podcasts
   3. Benchmark Social Media
   4. Benchmark Streaming
   5. Benchmark App
   6. Others
   7. Consumer Preferences
      i. Initial Sample - IS
      ii. Statistical Tests (IS)
      iii. Restructured Sample - RS
      iv. Statistical Tests (RS)
      v. Questionnaire

II. In-and-Out
   1. Overview – Mobile Journalism
   2. Equipment
   3. Technology Systems
   4. External interviews script

INTERNAL ANALYSIS

1. Digital
   I. Overview
   II. Organization
   III. Process Mapping
   IV. Content
   V. Audience
2. MoJo
   I. Interviews Script (also applies to Digital)
   II. Full Interview Insights

Mobile Journalism is a new way of reporting the news that is a major current trend in the international market

- First and foremost, **Mobile Journalism should be viewed as a philosophy** which ultimately aims to add value to RTP's audience by taking advantage of the most recent technological developments in portable devices, namely the smartphone. In this sense, this philosophy **concerns both the way journalism is produced and consumed**.

- **Regarding the production of journalistic content**, Mobile Journalism refers to the **explicit use of light equipment** during the caption and editing of content **(In-and-Out).** A Mobile Journalist has the mission to be prepared and available to record and be live in a few seconds, if necessary – on-the-go content. **The same level of quality and professionalism is assured** when either interviewing with the use of a smartphone or the coverage of an event using a small set-up. For this to happen, it is necessary that the right technological infrastructure is put in place so that data sharing is efficient and lossless.

- **Regarding the consumption of journalistic content**, Mobile Journalism asks the question of **how should news be consumed in a smartphone (Out-and-In)**. It concerns aspects such as the what content format to use – text, video or audio; the channels – social media apps and RTP's app; and how news are to be communicated in each channel.

Should RTP implement Mobile Journalism at a greater scale in its Information Department?

Source: Newman, Nic. 2019. Journalism, Media and Technology Trends and Predictions 2019. Reuters Institute for the Study of Journalism

Diagnosis

Assumptions have been made in order to study each dimension relatively to the implementation of new technologies and production processes

ISSUE	SUB-ISSUE	HYPOTHESIS	ANALYSIS
Project Development and Implementation	Should RTP update its recording tools and processes?	Yes, by updating the recording tools RTP is able to cover more events in a shorter time, in a cheaper way	• Best practice analysis (Benchmark) • Comparative cost analysis • Process Mapping Analysis • Questionnaire and Focus Groups - Evaluation of RTP employees' receptivity
	Should RTP update its editing tools and processes?	Yes, by updating the editing tools RTP is able to quickly publish the reports ensuring quality standards	• Best practice analysis (Benchmark) • Comparative cost analysis • Process Mapping Analysis • Questionnaire and Focus Groups - Evaluation of RTP employees' receptivity
	Should RTP implement technologies that allow greater interactivity with the audience?	Yes, greater interactivity will lead to a better viewer experience and consequent retention and growth of audiences	• Best practice analysis (Benchmark) - analysis of consumer experience • Questionnaire and Focus Groups - Evaluation of RTP employees' receptivity

Some hypothesis have been made so that we can study every dimension concerning the implementation of new platforms to deliver the content

ISSUE	SUB-ISSUE	HYPOTHESIS	ANALYSIS
Project Development and Implementation	Should RTP use QR Codes during live broadcasting?	Yes, by impementing QR Codes RTP is increasing the interactivity with the audience and, most importantly, the value it adds in its program	• Cost analysis • Benchmarking • Process mapping analysis
	Should RTP personalize the news content it delivers?	Yes, by collecting data from its news consumers, RTP will be able to adapt its content to the viewers, keeping them more engaged with the organization and adding more value to their lives	• Cost analysis • Benchmarking • Questionnaire and Focus Groups – Evaluation of the employees' receptiveness
	Should RTP invest in podcasts as a news platform?	Yes, RTP should add news podcasts to RTP Play in order to reach a younger and more digital audience, which values productivity	• Cost analysis • Benchmarking • Audience Analysis • Questionnaire and Focus Groups - Evaluation of the employees' receptiveness

Some hypothesis have been made so that we can study every dimension concerning the implementation of new platforms to deliver the content

ISSUE	SUB-ISSUE	HYPOTHESIS	ANALYSIS
Project Development and Implementation	Should RTP send newsletters to its news consumers?	No, as newsletters have a very low conversion rate and can cause a negative impact on the consumer (they can be seen as spam)	• Benchmarking • Audience Analysis
	Should RTP invest in bringing AR & VR into the newsroom?	No, as they are very expensive technologies to implement and do not bring that much added value to the end user	• Cost analysis • Benchmarking
	Should RTP invest more in social media journalism?	Yes, as it is one of the most used platforms by younger audiences to consume news media and RTP is lagging behind its competitors when it comes to social media presence	• Benchmarking • Audience Analysis • Questionnaire and Focus Groups – Evaluation of the employees' receptiveness

Several hypotheses have been formulated in order to study and understand each of the dimensions relating to the implementation of new technologies and data management

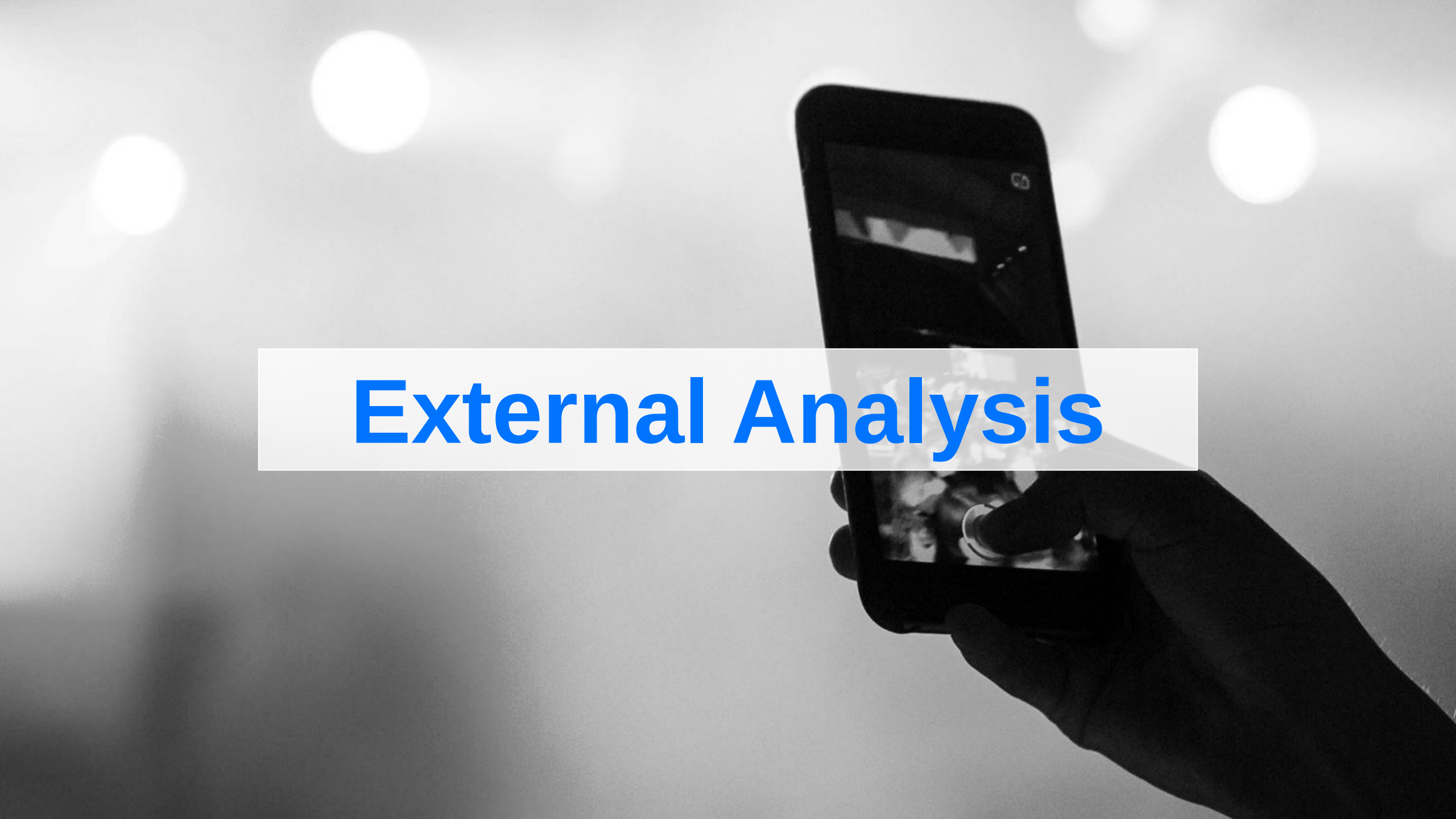
ISSUE	SUB-ISSUE	HYPOTHESIS	ANALYSIS
Project Development and Implementation	Should RTP implement a new data sharing platform?	No, a new data platform will be a difficult tool to implement and will require significant training of RTP staff, making this whole process very expensive.	• Best practice analysis (Benchmark) - most appropriate software • Cost Analysis • Analysis of performance evaluation results • Questionnaire and Focus Groups - Evaluation of RTP employees' receptivity
	Should RTP review how the data is organised?	Yes, currently RTP does not organise the data in the most efficient way for future needs and needs to find a new structure that meets the Mobile Journalism mindset.	• Best practice analysis (Benchmark) • Interview with CDO/ CKO
	Should RTP improve data access and communication within its organisation?	Yes, the lack of clarity in ownership and access to data makes RTP a slower and less learning organisation.	• Analysis of communication channels • Interview with CDO/ CKO

Hypotheses were formulated in order to study each of the dimensions relating to Mobile Journalism training within the organization

ISSUE	SUB-ISSUE	HYPOTHESIS	ANALYSIS
Team Preparation and Change Management	Should RTP update the existing competencies model?	Yes, in order to ensure that the entire organisation has the necessary skills for the expansion of Mobile Journalism, so that there are no structural flaws in what RTP's future strategy is concerned.	• Best practice analysis (Benchmark) • Analysis of the current competencies model and organisational systems • Interview with HRD
	Should RTP design and implement training related to mobile journalism?	Yes, training employees for Mobile Journalism is a fundamental step not only to acquire the technical skills required by new technologies, but above all to integrate the new mindset that the organization pretends to disseminate.	• Best practice analysis (Benchmark) • Analysis of the current training plan • Questionnaire and Focus Groups - Evaluation of RTP employees' receptivity • Interview with HRD
	Should RTP monitor performance in order to evaluate the training results?	Yes, without effectively measure employee performance following Mobile Journalism training, it becomes impossible to say whether they have added value and should continue to be implemented within the organisation.	• Best practice analysis (Benchmark) • Analysis of the current performance evaluation system • Interview with HRD

Hypotheses were formulated in order to study each of the dimensions regarding the minimization of resistance to change during the implementation of the project

ISSUE	SUB-ISSUE	HYPOTHESIS	ANALYSIS
Team Preparation and Change Management	Should RTP update and communicate its vision and strategy including a Mobile Journalism mindset?	Yes, it is of extreme importance that the mindset be structurally altered so that mobile journalism is instilled as deeply as possible in the orientations and actions of all members of RTP, as a clear and objective vision is fundamental.	• Analysis of internal communication systems • Best Practice Analysis (Benchmark) - benefits of using this mindset
	Should RTP identify champions of change within the organisation?	Yes, in order for change to be effective within the organisation as a lighthouse project, key people must be selected to monitor the state of implementation and promote ideal behaviour. Ideally, these champions will be distributed throughout the organisational structure - from management to front line.	• Identification of the owners and champions of this project • Internal analysis of drivers that facilitate change in behaviour patterns • Interview with HRD • Questionnaire and Focus Groups - Evaluation of RTP employees' receptivity
	Should RTP reward employees for adopting the Mobile Journalism mindset?	No, on one hand RTP does not have the financial means to reward employees; on the other hand, employees do not need any extra incentive beyond identification with the new vision communicated and pressure from the champions of change.	• Best practice analysis (Benchmark) • Analysis of the existing reward system • Interview with HRD



External Analysis

Agenda

I. **Out-and-In**

II. In-and-Out

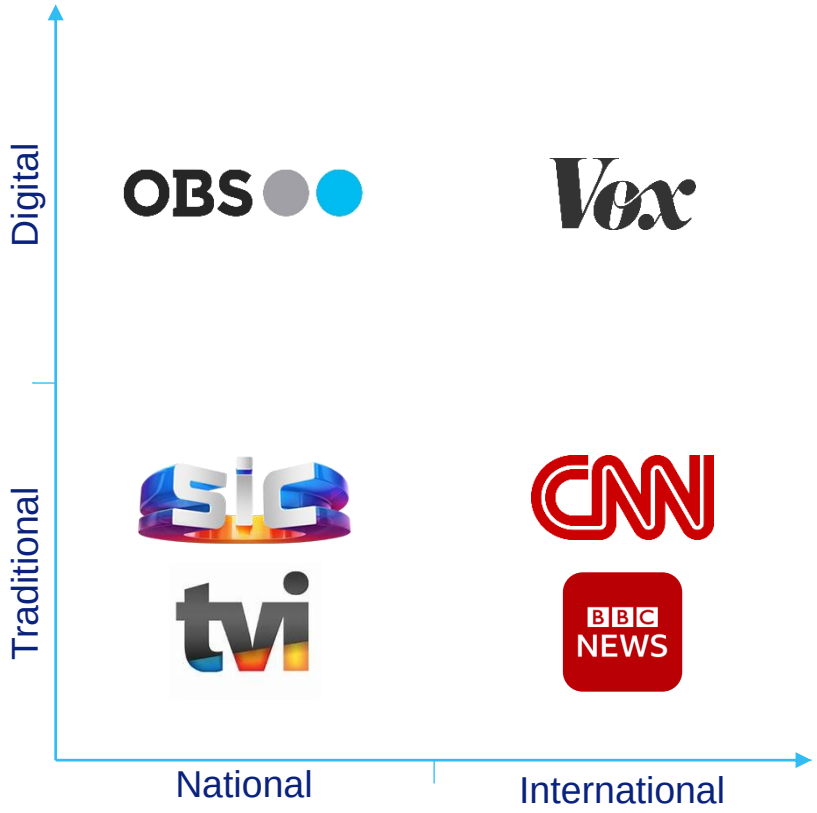
Agenda: Out-and-In

1. **Overview of Main Peers**
2. Benchmark Podcasts
3. Benchmark Social Media
4. Benchmark Streaming
5. Benchmark App
6. Others
7. Consumer Preferences

The broadcasting industry has been evolving both national and internationally, and the competition has risen in either the traditional and the digital journalism. All the competitors have been investing in new technologies and disruptive ways to create content

Understanding the Competition

Categorization of Peers



- The news industry is always evolving, and disruption is appearing in all markets. To better understand how *RTP* could leverage on the new technological e behavioral trends we should **analyze how the competition is taking action**
- We divided our benchmark in **National and International** Networks to study not only how RTP's direct competitors (SIC and TVI) are coping with the changes on the demand side, but also how broadcasters from more developed markets (CNN and BBC News) are already acting to address these needs
- In the case of International Networks, there should be a greater focus on BBC News due to its similarity with RTP: both are **public networks that work in the interest of the audiences**, meaning that their main focus as a company is not the maximization of profits for the shareholders, but the creation of content and information that serves the public and the nation
- We also considered the players that act on the **traditional news industry** – the ones we can closer compare with RTP - but also the ones focused on the **digital platforms**. These actors (Observador and Vox) are better equipped to address the increasing demand for omnichannel platforms and the availability of content in any place so comprehending their strategy is relevant

- We will investigate the ways the mentioned companies are attracting the audiences through the delivery of great content created specially for a mobile setting. The focus will be in the use of technologies such as **Artificial Intelligence, Augmented Reality, QR Codes, Streaming Platforms and Applications**
- The understand of how the competition distributes content through visual means, as in social media, and through audio, as in podcasts, is of most importance thus, part of the benchmark will address these topics as well

Agenda: Out-and-In

1. Overview of Major Peers
   - **a) TVI**
   - b) SIC
   - c) Observador
   - d) CNN
   - e) BBC
   - f) Vox

TVI is a Portuguese Generalist Channel focused on the quality, credibility and independence of the content it produces. It was first launched 27 years ago and since then the channel has reached multiple audiences by launching satellite channels such as TVI24 and TVI África

TVI

Timeline

Mission

Its **leadership strategy** is based on **quality, credibility, independence, and a commitment** to the development of information, culture and entertainment in Portugal, with reference to the interests and preferences of consumers and advertisers [1]

TVI in Numbers (2019) [1]

- **15.6%** share of audiences in total per day
- **18.9%** share of audiences in prime time
- **3,828,000** individuals was the average daily coverage in the total of the day
- **2,609,000** individuals was the average daily coverage in prime time
- **821,000** spectators was the average audience reached in the area of Information with the “Jornal das 8”
- **18.6%** share during the “Jornal das 8”

Journalism

- TVI Information grew in both J1 and J8 (in this particular case, the increase was more than 12%) and the two information spaces strengthened their positions in the face of competition in their respective viewing times [1]

Source: (1) Media Capital Annual Report, 2019 (2) https://www.publico.pt/2020/09/15/politica/noticia/einsteins-futebol-equipa-desporto-investigacao-jornal-8-1931565

The Portuguese Media Giant has as its own strategy the development of the brand and the improvement of its content using technology. TVI has already bet on a streaming platform and the use of QR Codes. Due to the renovation of its offices, it has now the capability to incorporate AR

TVI

TVI's redefined strategy

- With renovated studios and acquisition of technological innovations, the station wants to reinforce its **"proximity to people"**[2]

Some examples of how TVI is and will apply technology to improve engagement

The company has bet on a **streaming platform** in 2015 called *TVI Player*. It has attracted over 15,000 paid subscribers. This platform provides access on exclusive content ranging from interview formats, magazines, humor, and the so-called Best Moments [1]

Technology will also be present with the use of **augmented reality**. The main goal of the station is to be able to pass information in a more **innovative and creative way** [2]

TVI was the first television in Portugal to have **QR Code** [two-dimensional barcode which, after being read with the camera of a mobile phone, is converted into, for example, a link to a website] [2]

Source: (1) Media Capital Annual Report, 2019 (2) https://magg.sapo.pt/televisao/artigos/informacao-tvi-novos-estudios-realidade-aumentada-codigo-qr

Agenda: Out-and-In

1. Overview of Major Peers
   a) TVI
   b) SIC
   c) Observador
   d) CNN
   e) BBC
   f) Vox

SIC is a Portuguese Generalist Channel focused in the independence, rigor and quality of its newsroom. It was first launched in 1992 and since then the channel has reached multiple audiences by launching 6 thematic channels

SIC

Timeline

Launch	SIC Internacional	SIC Radical SIC Notícias SIC Online	SIC Mulher	SIC K	SIC Caras	SIC Internacional África	OPTO
1992	1997	2001	2003	2009	2013	2017	2020

Mission

"One of *SIC*'s big bets, which stood out clearly in the television landscape, was **information, combined with independence, rigor, quality and irreverence** that characterize the "*SIC style*" "

SIC in Numbers (2019) [1]

- **19.5%** was the average share of audiences, in consolidated data
- **21.9%** was the average share of audiences during prime time, in consolidated data
- **23.3%** of market share across SIC channels, i.e., generalist and thematic SIC
- **3.7%** of market share in SIC's subscription channels
- **49,9%** is SIC's market share of advertising investment, having grown 4.9 p.p. versus the previous

Journalism

- Primeiro Jornal and Jornal da Noite **led the audience race throughout all the 7 days of the week** during 2019 [1]
- The rubrics presented along the year – O Polígrafo, Grande Reportagem,… - at Jornal da Noite enhanced the performance of the program
- In consolidated data, *SIC Notícias* ended 2019 with an average share of 1.8% thus maintaining its **leadership in the universe of information channels** and increasing the distance to TVI24 to 0.3 p.p., the biggest gap since 2015 [1]

Source: (1) Impresa Annual Report, 2019

The Portuguese Private Channel aims to deliver the content the audience wants, wherever they what it. In order to do so, SIC invested in both technological improvements and in human capital through strategic hiring of the most popular national figures

SIC

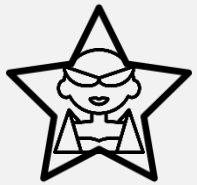
SIC's redefined strategy

- *SIC* aims to deliver the content its audience wants, wherever they want

Some examples of how SIC is applying its strategy

The station officially announced the *OPTO SIC* platform, a **streaming platform** full of exclusive content of Portuguese humor, fiction and information [1]

Increased investment in its communication channels, specifically in **social media**. *SIC* aims to converge television and online in order to get closer to its audience [1]



Strategic hiring to guarantee *SIC* has "the right people" – Julia Pinheiro, Cristina Ferreira and more journalists [2]

Source: (1) Impresa Annual Report, 2019 (2) https://www.publico.pt/2020/02/18/economia/entrevista/estrelas-servem-estrategia-sic-nao-vamos-entrar-loucuras-1904512

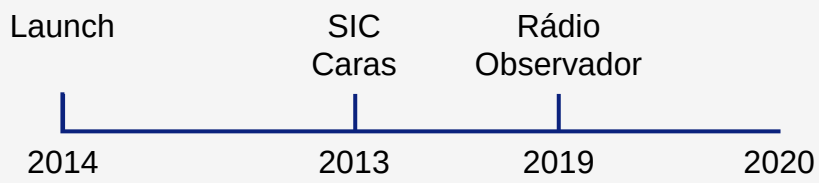
Agenda: Out-and-In

1. Overview of Major Peers
   a) TVI
   b) SIC
   c) Observador
   d) CNN
   e) BBC
   f) Vox

Observador is a digital-born Portuguese newspaper, launched in 2014 and that has expanded into radio in 2019. The online newspaper entered the market to challenge the status-quo of journalism in Portugal, an environment that did not seem, to its founders, adapted to the digital age

Observador

Timeline



Mission [2]

"*Observador* wants, in its essence, to **relive the great principles of journalism**, to **be where people are** – and they are online – to **respond to what worries people**, to answer their questions at the exact moment they are formulated – and this requires them to **always be on time**. The *Observador* **seeks the truth and subordinates himself to the facts**. We will never allow ourselves to be conditioned by partisan and economic interests or by any group logic. We are only accountable to our readers."

Observador in Numbers (March 2020) [3]

On April 2016, *Observador* left *Netscope* – the ranking used in Portugal to measure media audiences. Currently it uses Google Analytics. Some metrics that are available:

Observador Website
- **40 M** visits
- **98 M** page views
- **14 M** unique visitors

Rádio Observador
- **2.1 M** podcast downloads
- **1.2 M** listeners
- **182 k** live listeners

Journalism [2]

- *Observador* is a digital-born newspaper meaning that **it is not** a traditional newspaper adapted to online, **it is not** a normal newspaper available online**. It is a project that understands the digital revolution and designed from the beginning to address the needs of the audience that seeks information and journalism online**
- It is a newspaper available to everyone who has access to the internet, no matter the device being used
- **Journalists interact with the readers** in this newspaper. They seek to understand what the audience wants to know about and what are the major trends concerning the population
- *Observador*'s **journalists are driven by their dissatisfaction of what they perceive as the status-quo of the current Portuguese journalism**: "despite the multiplicity of the information agencies, is too equal and does not really reflect the different points of view in society and does not always correctly portray what is happening in our country"

Source: (1) Moura, Paulo (15 de junho de 2014). «Os intelectuais de direita estão a sair do armário». Público. Accessed August 24, 2016. (2) https://observador.pt/explicadores/tudo-o-que-precisa-de-saber-sobre-o-observador/ (3) https://observador.pt/2020/04/01/portugueses-contam-com-o-observador-que-duplicou-em-marco-a-audiencia-com-40-milhoes-de-visitas/

Observador's strategy relies in differentiation. The digital newspaper aims to distinguish itself through its availability in all devices, its transparentness and the dialogue it can create to foster the clarification of information

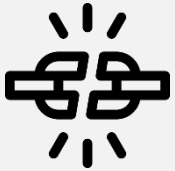
Observador

Observador's strategy

- *Observador*'s strategy relies in **differentiation** – "Being different implies **going beyond what is just different** in form. *Observador*'s journalism wants to differentiate itself by putting the right questions, like the "whys", to which it is often considered impossible to respond in the urgency of the breaking news."

How *Observador* is applying its strategy [1]

It is a **"digital-born" project** that takes advantage of the internet's dynamics**. Journalists are no longer the exclusive intermediaries of information:** more and more people have the internet as their primary source of information. *Observador* is adapted to every form of online search: phone, laptop or tablet



Observador is not and does not aim to be part of a big media conglomerate. This makes them **freer,** not subject to company's agenda, and allows them to be **totally focused on the online**

Contact with readers is **direct and open**, as is the rule on the network, and their journalists will foster dialogue. **Today journalism is not only to make known to the public the latest news, it is increasingly helping the public to interpret and understand the immense volume of information available**

Source: (1) https://observador.pt/explicadores/tudo-o-que-precisa-de-saber-sobre-o-observador/

Agenda: Out-and-In

1. Overview of Major Peers
   a) TVI
   b) SIC
   c) Observador
   d) CNN
   e) BBC
   f) Vox

CNN is an American Network that focuses on delivering the finest news product. It launched the first all-news TV network in the USA, and they were the first to deliver 24h coverage of the news. CNN has created several satellite channels to address different locations and specific environments (e.g., airport)

CNN

Timeline

Launch	HLN	CNN International CNN Airport Network	CNN.com CNNMoney CNN Radio	CNN Pipeline Blogs	CNNgo	Youtube TV	HBO Max
1980	1982	1991	1996	2005	2014	2017	2020

Mission [1]

"Our mission is to create the **finest possible news product** and to present hard-breaking, national, and international news, as it unfolds. We deliver unparalleled perspectives across multiple categories, including political, medical, financial, technology, entertainment, and more."

CNN in Numbers (2019) [2]

- **#1 Global News Brand - 162 M** Average Monthly Unique Visitors
- **#1 in multiplatform video starts - 510 M** Monthly Average Multiplatform Video Starts
- **#1 in Mobile visitors -** 114 Million Monthly Average Mobile Unique Visitors
- **#1 in Millennial reach** - **34 M** Monthly Average Millennial Unique Multiplatform Visitors
- **#1 in Social Audience** among U.S. news outlets

Journalism [3]

- **1st** channel to provide 24h coverage of news through television
- **1st** all-news TV network in the USA
- *CNN* is able to report the news 24/7 due to their over 4,000 *CNN* journalists spread around world and the teams in every *CNN*

Source: (1) https://commercial.cnn.com/about-us (2) https://cnnpressroom.blogs.cnn.com/2019/12/16/cnn-digital-breaks-records-sees-biggest-audience-in-history-in-2019/ (3) http://www.taipeitimes.com/News/editorials/archives/2005/05/31/2003257358

CNN biggest focus is on its audience: what they want and what they need to know. Through data collected from its platforms CNN can understand their behavior better. The network invests in having the best people and in being able to cover the biggest international events fast and with accuracy

CNN

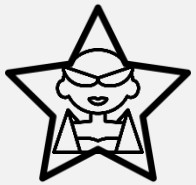
CNN's strategy

- "Data is at the heart of everything we do." "Data-driven insight is at the core of all our services, but people are the heart of our company. "

Outcomes [1]

Availability through different platforms – TV, Radio, Website, App, CNNgo (streaming), Social Media – means that CNN is able to deliver the news to any person

Coverage of all major events around the world with transparency and accuracy – Gulf War, 9/11



By having "the right" anchors, journalist and staff, *CNN* is able to produce news of extreme quality and create programs that attract the audience – Anderson Cooper 360º, Amanpour

Source: (1) Warner Media Annual Report, 2019

Agenda: Out-and-In

1. Overview of Major Peers
   a) TVI
   b) SIC
   c) Observador
   d) CNN
   e) BBC
   f) Vox

BBC News is a public network located in the UK that serves all audiences by providing the finest educational, informational and entertaining content. *BBC News* is part of the BBC network which englobes also BBC One, Two, Three, Four, Parliament and other sister channels

BBC

Timeline

- 1997 – Launch BBC Parliament
- 1998
- 2013 – Rebranding HD
- 2017
- 2020

Mission [2]

"Our mission is to **act in the public interest**, serving all audiences through the provision of impartial, high-quality and distinctive output and services which inform, educate and entertain"

BBC in Numbers (2019) [1]

- **394 M** people reached weekly by *BBC News*
- **47 M** increase in reach
  - **23 M** in TV
  - **12 M** in audio
  - **18 M** online
- **319 M** people reached weekly by *BBC World Services*
- **41 M** increase in reach
  - **12.9 M** in audio
  - **30%** of audience aged 15-24 years

Journalism [2]

- *BBC News* is an English public service network established by a Royal Charter. It is mostly funded by a license fee paid by the country's contributors
- British free-to-air news channel
- *BBC* is the UK's winner of news audiences. It operates 24/7
- The network employs correspondents around the globe to be able to cover all the important international events that matter to the country

Source: (1) https://www.bbc.co.uk/mediacentre/latestnews/2019/bbc-international-audience-record-high (2) https://www.bbc.co.uk/aboutthebbc

BBC News' current long-term strategy plan is based on the distribution of trusted information and impartial news. To do so, *BBC News* built programs to educate and support the population, and is shifting their focus to video and audio, two areas that are increasingly being requested by the audience

BBC

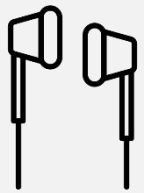
BBC's strategy

- "The role of the *BBC* is never clearer than at times of national crisis. We provide the public – in great numbers, locally, nationally and internationally – with trusted, impartial news and information they can rely on. "

Outcomes [1]

Educating, advising, supporting and connecting by delivering classes to UK's children through TV and audio and helping the adults cope with the current crisis by creating programmatic content addressing health concerns – The One Show– and isolation concerns – HealthCheck UK

Accelerated **shift towards video** content to add value to the younger audiences and support the growth of *iPlayer*



Investment in *BBC Sounds* to take advantage of the current **increasing trend of the use of podcasts and audio** driven by the new listening habits of the audience

Source: (1) https://www.bbc.com/aboutthebbc/reports/annualplan

Agenda: Out-and-In

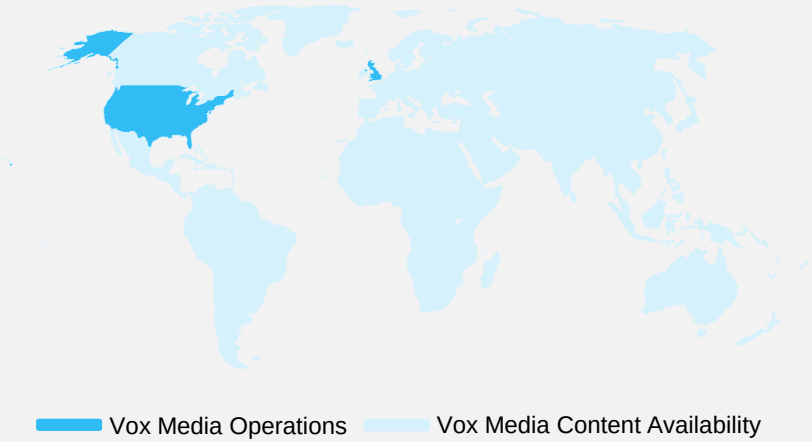
1. Overview of Major Peers
   a) TVI
   b) SIC
   c) Observador
   d) CNN
   e) BBC
   f) Vox

Vox Media is an independent media company founded in 2005 that is dedicated to deliver accurate and meaningful content to its audiences. It provides to its business partners with data-driven tools that enables them to reach targeted audiences through multiple platforms

VOX

- Vox Media is an **Independent Media Company** dedicated to deliver to its costumers accurate information through **journalism, storytelling and commentary** on important **current events, lifestyle, entertainment, sports, dining, technology, and shopping**
- It was **founded in 2005** as SportsBlogs Inc. by Jerome Armstrong, Tyler Bleszinski, and Markos Moulitsas. The company was after rebranded as ***Vox Media*** in 2011
- To deliver such content, Vox Media spreads its work using **digital, podcasts, TV, streaming, live events, and print**
- The media giant focuses on **activating audiences** – telling a story in such a way that influences its audiences to take actions in the real world (e.g., subscribing to a podcast, buy an event ticket..)
- Vox Media enables creators and marketeers to elevate their media businesses into the next level through the use of its tools [1] :
  - **Revenue-driving tools**: Advertising and the brand-safe Concert marketplace that delivers quality, scale, and responsible data
  - **Multi-platform publishing**: Integrations that seamlessly reach audiences everywhere
  - **Collaborative storytelling for newsrooms**: Easy-to-use tools to write, edit, optimize, and manage stories
  - **Community engagement**: Community and moderation tools that drive lift
- Companies can use these products through its **Concert marketplace, by sponsoring events, building stories using video with full-service content and video production teams** and many more [1]

Operations



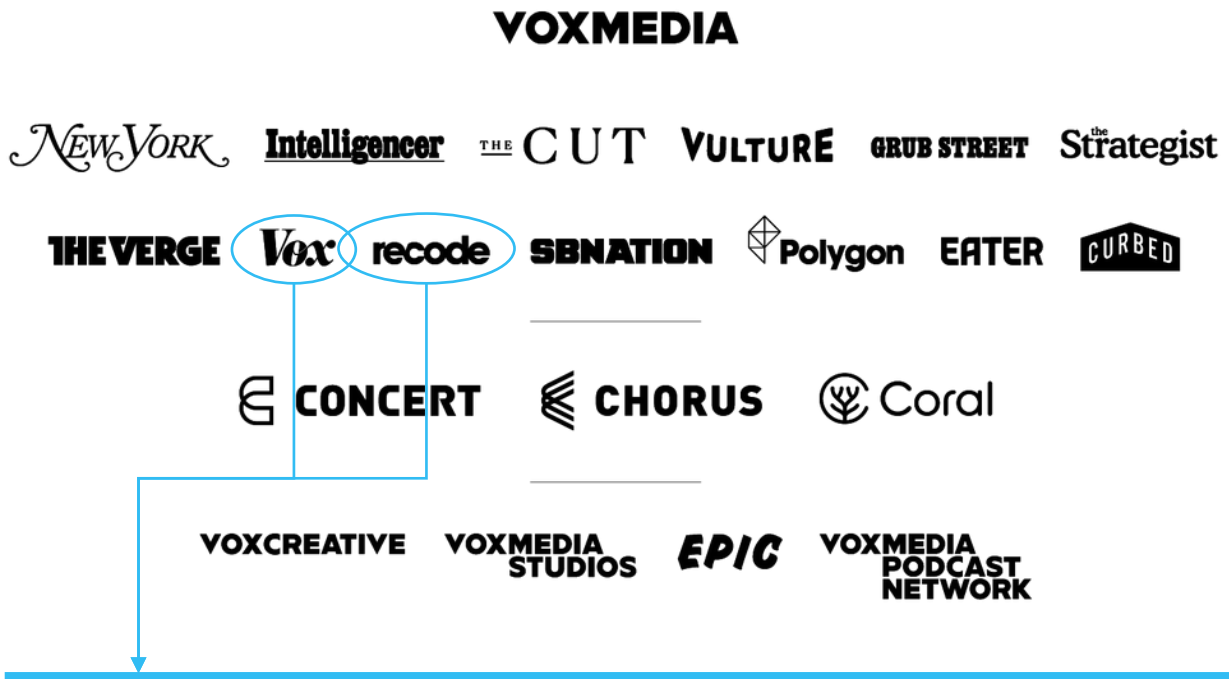
Vox Media in Numbers [1]

- **800+ M** people reached
- **125 M** People reached per month on website
- **Millions** of viewers across TV, streaming, and programming
- **200+ M** people reached per month on publisher-led concert marketplace
- **500+** websites powered by *Vox Media* technology
- **200** podcasts built by *Vox Media* companies

Source: (1) https://www.voxmedia.com/a/vm/ethics

Vox Media is composed by over 20 companies with focuses spreading from gaming to food, decoration to the news. From these companies, two should be noted for their focus on explanatory journalism: Vox and Recode. The companies now act under the same umbrella

VOX



Vox Media Companies

Vox Media is composed by over 20 companies. Some examples are:

Editorial Properties:

- **Vox & Recode –** explanatory journalism
- **New York Magazine -** cultural chronicles
- **The Verge -** report on how technology will change life in the future
- **The Cut –** women's digital media
- **Eater -** Food news and dining guides
- **Vulture –** cultural news
- **The Strategist –** shopping the internet smartly
- **Polygon -** gaming website
- **SB Nation –** sports media brand
- **Intelligencer** – US news and commentary
- **Curbed –** home and decoration
- **Grub Street -** restaurant critics

Off Platform companies:

- **Vox Media Podcast Network** - one of the largest collections of popular podcasts
- **Vox Media Studios** - award-winning nonfiction production and distribution studio for multiple TV and streaming partners

Explanatory Journalism

What it is:

Explanatory Journalism is a form of reporting that, more than reporting the news, it aims to provide the audience with a greater context and a clarification of current events taking into account the broader picture. This type of journalism attempts to explain to the audience the reasons behind such occurrences and the possible repercussions from that. Currently, a **Pulitzer Prize** [1] is awarded every year for the best explanatory reporting.

Vox and Recode:

Vox – The company, as a pioneer in explanatory journalism, positions itself in the general news service and concentrates its efforts into the explanation of such events

Recode – focused on the events around technology and digital media, Recode aims to give to the audience a broader view of how Silicon Valley is evolving and the impact it may create to the general day-to-day life

Source: (1) https://www.pulitzer.org/prize-winners-by-category/207

Vox is a general interest news site focused on explaining the news. Its editorial ambit covers all the topics covered by generalist broadcasters. It was founded in 2014 within Vox Media and it is delivered exclusively online

VOX

Timeline

Founders

Ezra Klein

Melissa Bell

Matthew Yglesias

Mission [1]

"Vox **explains the news**. We live in a world of too much information and too little context. Too much noise and too little insight. Vox's journalists aim to candidly shepherd audiences through the topics"

Social Media

"Anyone can participate by subscribing to our **Facebook** page, **newsletter**, follow on **Twitter**, connecting on **LinkedIn**. If you prefer visuals you can check on **Instagram** or **YouTube** and if you prefer audible you can check **iTunes**, **Spotify** or wherever you get your podcast" [1]

8.69M Subscribers | **2 165M** views [4]

3.43M followers | **2.6M** likes [3]

980k followers [5]

578k followers [6]

25k followers [7]

Partnerships

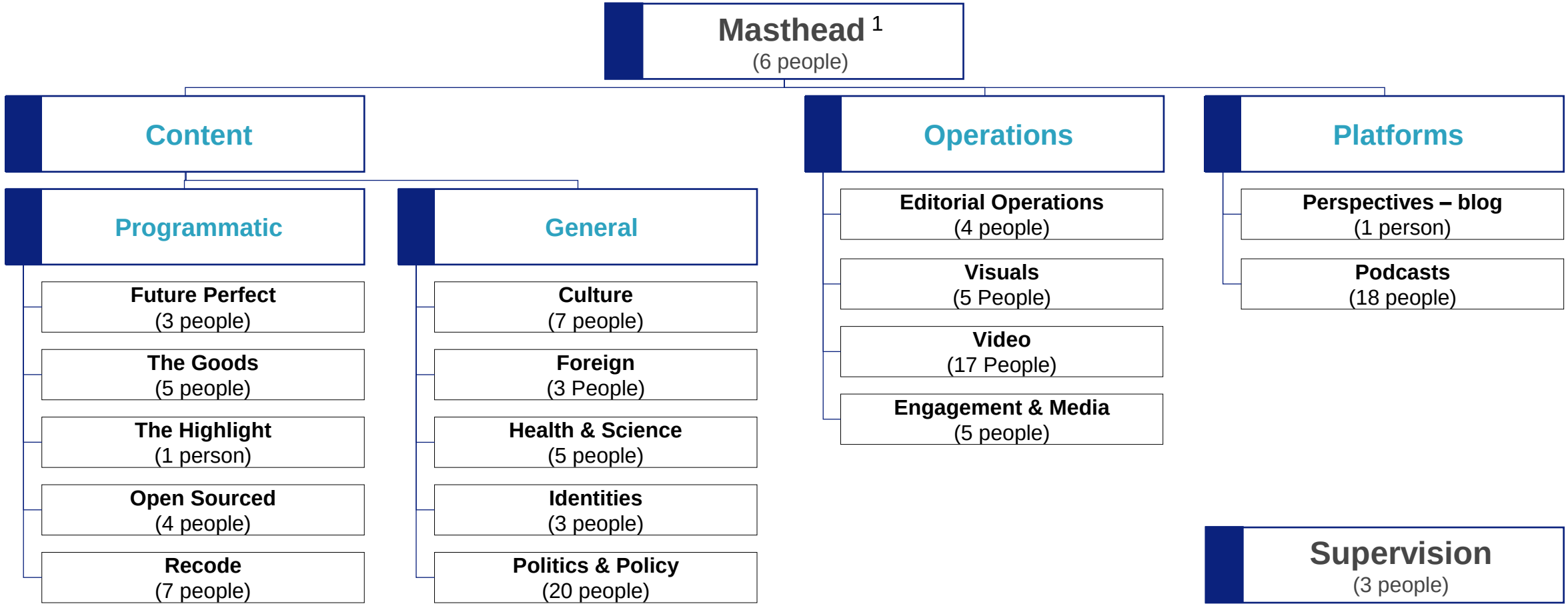
Vox partnered with **Netflix** to produce **documentary series**[2]. Up until now, 5 different series have already been created under the name **explained**

Partnership with Apple News to include Vox's publication in this subscription service when the product launches

Source: (1) https://www.vox.com/pages/about-us (2) https://www.netflix.com/search?q=explained (3) Vox's Facebook (4) Vox's Youtube (5) Vox's Twitter (6) Vox's Instagram (7) Vox's Linkedin

Vox employs over 100 people with varying backgrounds. The production of content is the responsibility of the Content Teams, but they work closely with the Operations and Platforms teams to create high quality content

VOX



With a network **of highly skilled and engaged** professionals, Vox is able to create cutting edge content. By **giving independence to its operational departments**, Vox can centralize the production of the content and take advantage of their technical knowledge at a greater scale - although Video and Podcasts are produced to many Content Teams, they are all made in partnership with technical teams.

Source: (1) https://www.vox.com/masthead

Vox's programmatic content is divided into subjects, each with its own name. Each division focuses in explaining to the audience a specific topic through different lenses and using multiple ways of delivering the message

VOX

Vox's programmatic content [1]

CORONAVIRUS, EXPLAINED	FIRST PERSON	The Goods BY Vox	FUTURE PERFECT	The Highlight BY Vox	recode
Evidence-based **explanations of the coronavirus crisis**, from how it started to how it might end to how to protect yourself and others Divisions: • US Response • Testing & Treatment • Economy • Staying Home • Explainers • Video	**First-person** essays and interviews with **unique perspectives on complicated issues**	Section focused on **consumerism and why we buy what we buy**. It provides the audience with the information needed to be savvy consumers	Section concentrated in **finding ways to do good** and provocative ideas with the potential to radically improve the world. Searching for the most effective ways to save lives, fight global warming, end world poverty…	Signature features, essays, and explainers that **are of the news but not on the news** It is a premium complement to daily coverage. It aims to help the audience understand not the most talked-about headlines but the big ideas and issues that are changing our present and influencing our future	Uncovering and explaining **how our digital world is changing** and changing Divisions: • Podcasts • Events • *Open Sourced* – The hidden consequences of Tech Revealed • Kara Swisher us.

Source: (1) https://www.vox.com/pages/about-us

Vox believes that everyone should understand what is happening in the world so, to reach all audiences available, Vox uses different formats of building an article and of delivering it

VOX

How *Vox* delivers the content [1]

Content	**Informative Articles**	Reporting of the most important general news Conventional journalistic articles delivered in writing, audio and video
Content	**Opinion Articles**	Articles that reflect the opinion of the journalist regarding an event or subject Normally written by people with great knowledge on the subject, these articles express a particular point of view on the matter
Content	**First Person Essays**	A type of opinion article that reflects the point of view of someone that was involved on the subject or that has witnessed an event These articles can provide more information than a simple news coverage and give a broader context of the event
Content	**Explainers**	Journalistic articles written and recorded in a way that presents the viewer with a detailed explanation of a particular matter Those are used to educate the population on complex and difficult subjects that may need context to be understood
Format	**Podcasts**	Audio articles produced to engage with audiences that prefer to listen to the content, rather than reading it Can have as main subject the general news, opinion articles, interviews or explainers Normally they are set up using a more dynamic and colloquial language to better engage with the audience
Format	**Video**	A more visual way of delivering content Video is useful when ideas are very complex and hard to explain using only words Mostly used by Vox for explainers
Format	**Newsletter**	Weekly and bi-Weekly newsletters, sent directly to the e-mail, covering the most important topics and explaining their meaning Vox currently has 6 different Newsletters covering some of its Programmatic Content. All newsletters are in written form
Format	**Book Club**	Monthly discussions about relevant topics covered in a book picked by Vox's book critic

Source: (1) https://www.vox.com/pages/about-us

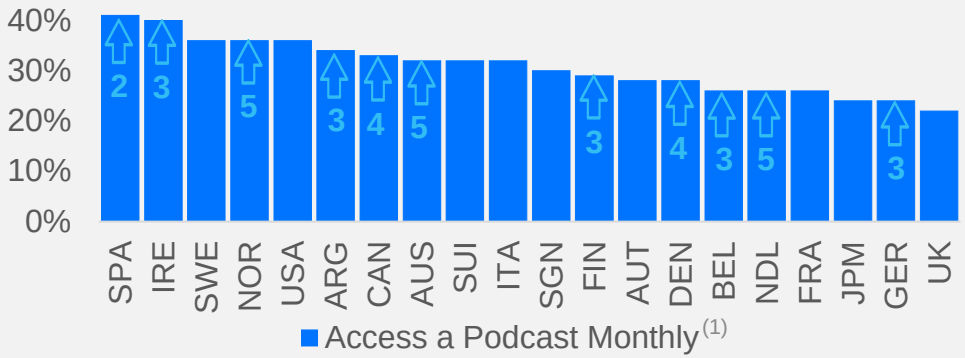
Agenda: Out-and-In

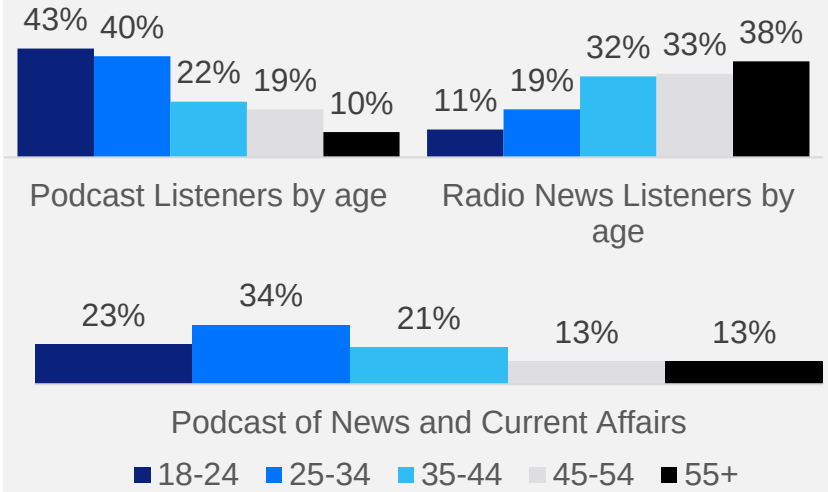
1. Overview of Major Peers
2. **Benchmark Podcasts**
3. Benchmark Social Media
4. Benchmark Streaming
5. Benchmark App
6. Others

Podcast is an easy-to-use audio service that has been growing for the past few years. The format tends to attract younger generations and adults with higher education. One of the reasons it does so is because listeners believe that podcasts provide more depth and understanding than traditional news

Trends in the Podcast Industry

- Podcasts are easy to consume and come in different formats to suit the consumers needs – they can range from a 5-minute update on today's news to over 1 hour of in-depth analysis of a specific topic
- In the recent years Podcasts have had a boom in consumption an it has been used by media companies to **drive loyalty** [2]
- Advertising revenue is of high value but the greatest motivation to create podcasts is to attract new subscribers and build the habit from current listeners (Newman and Gallo 2019)





- During the **Coronavirus Crisis podcast listening fell up to 20%** [1] - this might be caused to its **strong linkage to commuting** habits and activities out of the house such as waiting in lines
- Podcast listeners, in contrast with radio listeners, **tend to be part of younger generations**: more than 4 in every 10 youngers claim that they listen to podcasts at least once every month, contrasting to only 1 in 10 that listen to radio
- Podcasts may focus on a variety of topics – sport, lifestyle, true crime, comedy, food – **but news podcasts are some of the most widely listened**

- In the study conducted by Reuters Institute for Study of Journalism, half of the respondents claimed that "that podcasts provide more depth and understanding than other types of media" which indicates that many listeners use the service to complement their news comprehension
- They no longer want be stated with only facts but also to understand the conjuncture and the consequences of the facts listed

Source: (1) http://www.digitalnewsreport.org/survey/2020/overview-key-findings-2020/ (2) THE IMPACT OF SOCIAL MEDIA ON NEWS DELIVERY A comprehensive look at the role social media plays in news distribution and audience engagement (3) https://www.singlegrain.com/podcast/podcast-trends-2020/

Podcasts typically follow the same structure which provides a good way to compare them. Most of the podcasts are available in the biggest platforms such as Spotify, Google, Overcast and others. Innovations in podcasting, such as text transcripts and use of AI, are bringing the industry forward

The Structure of a Podcast [1,2,3]

1 – Podcast Concept

- **Choose a podcast theme or topic**

Important to create consistency

- **Name the podcast**

Names might be **catchy**, **descriptive**, or be the **name of the host**

- **Use keywords in description**

In this way, people will be able to find it when looking for that specific podcast or looking for podcasts with the same theme

2- Podcast Format

- **Format**

1. Interview Podcasts
2. Scripted Non-Fiction –a single theme for a whole season
3. News Recap
4. Educational podcasts
5. Scripted Fiction – drama
6. Investigation

- **Length**

- **Publishing Schedule**

Important to create a connection with the audience and create a habit for the listeners

3- Equipment

- **Recording Equipment**
- **Editing Equipment**
- **Publishing Equipment**

Innovations in Podcasting[4]

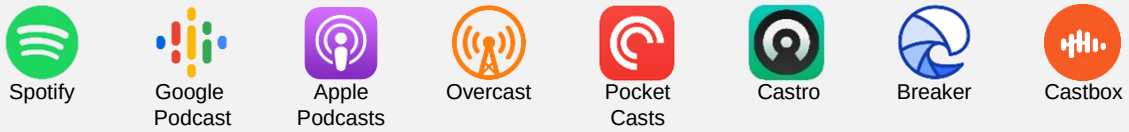
- **Audio Search**

Searching for content in audio format might be difficult since most of the browsers are optimized for text and not voice. **Audiosearch** is a platform that transcribes automatically into text the voice content and links the text to the podcast creating a way for the browsers to be able to identify it

- **AI**

With the increase use of AI in the podcast industry, algorithms are getting better every day on suggesting which are the podcasts that suit the client's needs the best

Podcast Aggregators



- Spotify invested more than **€500m** in the past 18 months only on podcasting. With these new strategy they have already doubled podcast listens in its platform [4]
- Google is now promoting and advertising podcasts within its browser and has restructured its own podcast platform

Source: (1) https://www.buzzsprout.com/how-to-make-a-podcast?gclid=CjwKCAjwlbr8BRA0EiwAnt4MTmWOTyfM9BEf2dNHtxlFHYXUVzXVQGcORO_WYEOvuQfTWMCR2mLexhoCiKYQAvD_BwE (2) https://www.thepodcasthost.com/planning/how-to-start-a-podcast/ (3) https://www.podcastinsights.com/start-a-podcast/ (4) https://www.singlegrain.com/podcast/podcast-trends-2020/ (5) https://www.vox.com/2019/2/6/18213456/spotify-podcast-gimlet-anchor-q4-results

We selected the media companies from our peer analysis that are good in the development of podcasts (CNN, BBC and Vox) and chose other national and international media companies known by their involvement in high-quality podcast production (NPR, NYT, Fumaça & Gimlet)

* Although some of the peers are part of conglomerates in which other members possess podcasts, we only analyzed the company considered the peer (e.g.: Expresso, part of Impresa, has podcasts but Sic does not.)

	General Format	Has Podcasts?	Related to Information	Original Content	Best-Practice
SIC	TV	✗	✗	✗	✗
TVI	TV	✗	✗	✗	✗
Observador	Digital Newspaper	✓	✓	✓	✗
CNN	TV	✓	✓	✓	✓
BBC	TV	✓	✓	✓	✓
VOX	Digital Newspaper	✓	✓	✓	✓
NPR	Radio	✓	✓	✓	✓
New York Times	Newspaper	✓	✓	✓	✓
Fumaça	Independent	✓	✓	✓	✓
Gimlet	Independent	✓	✓	✓	✓
RTP	TV + Radio	✓ *Radio Only	✓ *Radio Only	✗	✗

Podcasts come in different formats. We analyzed Best Practice Educational, News Recap, Investigation, and Scripted Non-fiction News podcast from the chosen media companies to understand how each format brings different value to its audience

Best-Practice Shows

Theme	Name	Format	Length	Schedule
Latest news about the coronavirus	Coronavirus: Fact vs Fiction	Educational Podcast	~10 min	Daily

A case study[2]: **"**Coronavirus: Fact vs Fiction" is hosted by Dr. Sanjay Gupta, CNN's Chief Medical Correspondent. This specialist on health matters debunks some of the myths being spread and tries to make sense of the latest coronavirus news. The host speaks with other experts and gives the most accurate information for the audience to be able to take informed decisions and stay healthy

- Although most of the topics approached in the podcast are current news, CNN felt that sometimes it is hard to explain the specifics of each one during the news due to the amount of information that must be delivered in such a short period of time
- This podcast aims to provide extra information to the audience in how to cope with all the contradictory information being spread around this important matter
- The podcast was created to further explain measures and recommendations given by the medical administration in a way accessible to the general public

Themes	Names	Format	Length	Schedule
Top Stories from BBC News	Global News Podcast	News Recap	~30 min	Twice a Day

A case study[1]: "Global News Podcast" is a podcast by BBC World Service that delivers the two biggest news of the day (one per each daily episode) in an audio format. The host of the podcast, which changes across episodes, adapts the biggest news transmitted by BBC News on TV into a format that is suited for podcast audiences

- The podcast is almost a copy of the TV version of the news
- Relevant for people who do not have access or time to watch the news on TV
- Highly listened in the car or public transports during commuting, a way of using this time in a productive way

Source: (1) https://www.bbc.co.uk/programmes/p02nq0gn/episodes/downloads (2) https://edition.cnn.com/audio/podcasts/corona-virus

Podcasts come in different formats. We analyzed Best Practice Educational, News Recap, Investigation, and Scripted Non-fiction News podcast from the chosen media companies to understand how each format brings different value to its audience

Trends in the Podcast Industry

Themes	Names	Format	Length	Schedule
News Explained	Today, Explained	Educational podcast	~20 min	Daily

A case study [1]: "Today, Explained" is a daily podcast hosted by Sean Rameswaram that aims to explain to its audience the biggest news of the day. It is part of the philosophy of Explanatory Journalism followed by Vox. On the podcast, Sean interviews experts and tries to give context on the topic selected. Today, Explained is a way Vox found to clarify its audience on the reasons and events that led to the topic in the news, and the repercussions it may have on the future

- The podcast provides context of the news to the audience
- It explains the effect of what is in the news in the daily life of the communities
- Provides in-depth information that may not get to mainstream media due to constraints on time and volume of news

Themes	Names	Format	Length	Schedule
Disruption some companies caused	Land of the Giants	Scripted non-fiction	~30 min	Weekly

A case study [1]: "Land of the Giants" is a scripted non-fiction podcast show meaning that it is structured in seasons and each season has a specific topic. Overall, the podcast analyses how certain companies (Netflix, Amazon,…) disrupted an entire industry. They consider the benefits of the disruption to consumers and the cost for the entire industry and communities around it

- Investigation Journalism around a niche topic that is relevant to the public
- Vox uses podcasts to explore topics that are important for the public but that might be too niche or too historical to be displayed on traditional information channels

Source: (1) https://www.vox.com/pages/podcasts

Podcasts come in different formats. We analyzed Best Practice Educational, News Recap, Investigation, and Scripted Non-fiction News podcast from the chosen media companies to understand how each format brings different value to its audience

Trends in the Podcast Industry

Theme	Name	Format	Length	Schedule
The Economy explained	Planet Money	News Recap	~20 min	Bi-Weekly

A case study [2]: ”Planet Money” is a podcast by NPR that aims to explain the news related to the economy to the general public. NPR launched a spin-off of Planet Money in 2017 called “The Indicator”: a daily podcasts that grabs an important number or term and “finds context and big ideas behind it”. Both podcasts have episodes called “Listeners Ask, We Answer” in which the hosts select the most frequent questions from the audience about economic issues and answer them

- Planet Money is able to explain the highly complex issues related to economy to the general public
- Transforms topics seen as too difficult, and many times boring, into fun and interesting dialogues
- Provides the public a way to understand public decisions

Theme	Name	Format	Length	Schedule
The biggest news of the day	The Daily	News Recap	~25 min	Daily

A case study [1]: “The Daily”, a NYT podcast hosted by Michael Barbaro, reports the biggest news of the day and delivers a summary of the remaining news at the end of the episode. To be able to do this, Michael invites the reporter that is an expert on the subject being analyzed and has a conversation focused not only on the topic, but also on the context

- The interview is set on a conversational tone that is easy to follow and engaging to the audience
- Enables the audience to understand the biggest topic of the day but not disregard the rest of the news by summarizing it at the end

Source: (1) https://www.nytimes.com/column/the-daily (2) https://www.npr.org/sections/money/

Podcasts come in different formats. We analyzed Best Practice Educational, News Recap, Investigation, and Scripted Non-fiction News podcast from the chosen media companies to understand how each format brings different value to its audience

Trends in the Podcast Industry

Theme	Name	Format	Length	Schedule
Investigation of neglected topics	É Apenas Fumaça	Interview	40min - 2h	Weekly

A case study [2]: "É Apena Fumaça" is an investigation podcast by Fumaça, a Portuguese independent journalism organization. It is a weekly show composed by interviews about politics, society and human rights. The podcast ha already won several prizes such as Maze Runner Award 2020 and Best Podcast of the Year and Best Interview Podcast by Prémios Podes

- Investigation regarding important topics that are not considered normally
- Focus on the portuguese context and its specific problems

Theme	Name	Format	Length	Schedule
Effect of technology in people's life	Reply All	Investigation	~50 min	Weekly

A case study [1]: "Reply All" is an investigation podcast hosted by PJ Vogt, Alex Goldman, and Emmanuel Dzotsi that "features stories about how people shape the internet, and how the internet shapes people." One major characteristic of the show that makes it so appealing is the way the hosts interact with each other – which is informal and funny. The relax environment of the podcast attracts the audience – the users learn while laughing, much like in late night shows

- The conversation is set on an informal and relaxed tone that is easy to follow and engaging to the audience
- The language used is simple, so the general public can understand even the most complex issues related to the internet

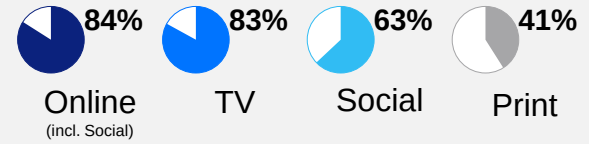
Source: (1) https://arstechnica.com/information-technology/2015/01/why-i-love-reply-all-and-you-should-too/ (2) https://fumaca.pt/category/entrevista/e-apenas-fumaca/

Agenda: Out-and-In

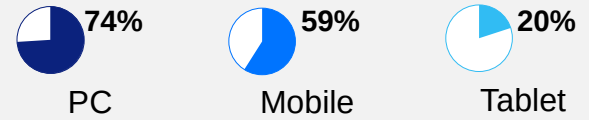
1. Overview of Major Peers
2. Benchmark Podcasts
3. **Benchmark Social Media**
4. Benchmark Streaming
5. Benchmark App
6. Others
7. Consumer Preferences

Social Media is growing in the Portuguese market and it is projected that this trend will continue. Most of the population currently uses social media to access the news so these platforms are of most importance for broadcasters

Trends regarding News in Social Media

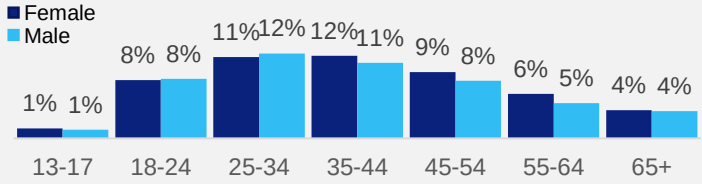


Sources of News (2018 in Portugal) [4]

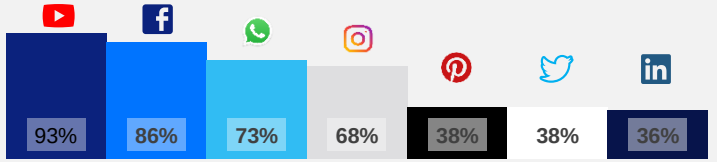


Devices for News (2018 in Portugal) [4]

- To be able to add value to the audiences we need to understand their consumption habits
- Over half of the people in Portugal currently uses their **smartphones** to access the news, and **63% use Social Media** [4]
- By the time a story breaks in traditional news platforms (TV, Radio, Newspaper), chances are very high that **many of the current 3.4 billions social media users already know what happened and are sharing it** [2]
- With the increasing expectation of fast and updated news 24/7, it is important that networks capitalize on Social Media without disregarding their high-quality standards



Advertising Audience in Social Media (2018 in Portugal) [4]



Most Used Social Networks (2018 in Portugal) [4]

- In 2020, Portugal counts with **7 million Social Media users** – **69% of total population** – an increase of 6 p.p. since last year. Its estimated that over the course of a lifetime, most **people will spend 6 years and 8 months on social media**. **Every minute 511,000 tweets** are sent; **277,000 stories** are posted on Instagram and **4.5 million videos** are being watched on YouTube [3]
- Users range from early ages to elderly, but looking into data regarding the advertising audience – i.e., users that social media companies can advertise content – we can understand that the bulk of the users are compressed between **25 and 44 years old** [3]
- The Social Networks used the most are **YouTube, Facebook, WhatsApp** and **Instagram.** Apart from WhatsApp, they are all very visual networks: they rely on **image and video**
- This creates a huge opportunity for broadcasters to engage with their audiences and broadener their value proposition by understanding them
- If broadcasters are successful in positioning pools, surveys and questionnaires on their social channels, they will be able to understand the audience's feelings and questions regarding the major events

- Potential to create **affordable and easy-to-access** new content
- Drive viewers to on-air programming
- Create **tailored content** to the most loyal audiences

Through Social Media, broadcasters can [1]:

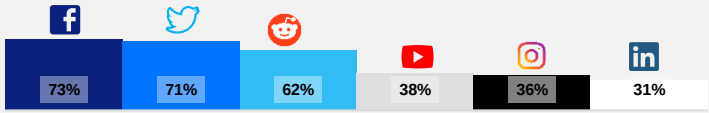
1. **Break it fast** and before the competition
2. Improve **loyalty** with regular content
3. **Gain insights** through analytics
4. **Monetize** news content using ads

Source: (1) THE IMPACT OF SOCIAL MEDIA ON NEWS DELIVERY (2) https://www.digitalnewsreport.org/survey/2020/overview-key-findings-2020/ (3) https://datareportal.com/reports/digital-2020-portugal
(4) http://www.digitalnewsreport.org/survey/2018/portugal-2018/

We will analyze the competitor's news accounts in social media - Sic Notícias, TVI 24, Observador, CNN, BBC News and Vox – To understand how RTP could add value to its news audience through these platforms. The platforms were chosen considering their usage by News-Focused Audiences

SIC	✓	✓	✓	✗	✗	✗	✗
TVI	✓	✓	✓	✗	✓	✓	✗
Observador	✓	✓	✓	✓	✓	✓	✗
CNN	✓	✓	✓	✗	✓	✓	✓
BBC	✓	✓	✓	✗	✓	✓	✗
VOX	✓	✓	✓	✗	✓	✗	✗
RTP	✓	✗	✓	✗	✗	✗	✗

Social Media Analysis



Social Media Platforms With News-Focused Users (1)

- We will focus our benchmark on Social Media into the **apps that are used the most to access the news** by the audience
- Since Reddit is a Social Network focused on threads and conversations between the users, **we will disregard** it as a way that RTP could increase value. Reddit does not have the capability, nor the functions needed to be used in the name of one brand/company

- Our main goal is to understand how RTP could use social media to **add value to its audience and to drive engagement in the information landscape**
- The peer analysis was designed to highlight how the competition is using these tools to achieve the same goal: add value and engage with their news audiences
- For that reason, we will **focus on the accounts of competition's news channels / entities** – Sic Noticias, TVI 24, Observador, CNN, BBC News and Vox - and will disregard the accounts for the remaining content (entertainment, sports,…)
- We will then analyze companies operating in all markets that adopted **an innovative way to use the social platforms**

Source: (1) https://www.journalism.org/2018/09/10/news-use-across-social-media-platforms-2018/

Agenda: Out-and-In

3. Benchmark Social Media
   - **a) Facebook**
   - b) Twitter
   - c) YouTube
   - d) Instagram
   - e) Others

Facebook is the social media in Portugal with the most active accounts. The recent launch of Facebook Watch created a new market opportunity for broadcasters to have a stronger presence in this social media and achieve a higher engagement with the audience

Facebook

Facebook

Type of Posts

- Pictures
- Videos
- Stories

Features

- Personal Profile
- Events
- Users reactions, share and comments
- Facebook Watch
- Institutional Pages
- Market Place

Statistics in Portugal

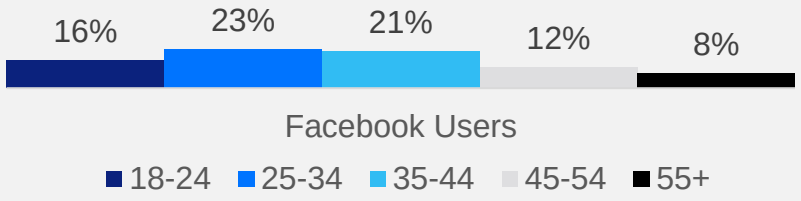
6.92 M

Users in 2020[4]

7.13M

Expected Users in 2024[4]

Facebook Users per Age[1]



Facebook Watch

- Facebook Watch is the video on-demand platform launched by Facebook in 2017[2]
- It was launched to compete with the user-generated content platform YouTube
- Facebook Watch includes both user and professional content, both of free access to everyone.[2] YouTube also has professional content, but it is paid

Advertising Revenues [3]

45% Facebook

51% Producers

Source: (1) https://www.statista.com/statistics/805474/facebook-users-portugal/ (2) https://www.lifewire.com/what-is-facebook-watch-4175805 (3) https://www.theverge.com/2017/8/9/16122026/facebook-watch-video-tab-original-programming (4) https://www-statista-com.eu1.proxy.openathens.net/statistics/568824/forecast-of-facebook-user-numbers-in-the-portugal/

All the peers analyzed have a Facebook account, and it is the social media where almost all of them are more active. Most of them use Facebook as another channel to spread their produced news, however some have started to produce tailored content

Facebook

Facebook Presence

tvi24	SIC NOTÍCIAS	OBSERVADOR	CNN	BBC NEWS	Vox
1,1M Likes	**1,7M Likes**	**812K Likes**	**33,5M Likes**	**52,4M Likes**	**2,59M Likes**
Frequency of posts:	**Frequency of posts:**	**Frequency of posts:**	**Frequency of posts:**	**Frequency of posts:**	**Frequency of posts:**
3/4 per hour	9/10 per hour	8 per hour	3/4 per hour	1/2 posts per hour	1 per hour
Posts first on **Facebook**	Posts first on the **App**	Posts first on the **App**	Posts first on **Facebook**	Posts first on **Facebook**	Posts several **video news** and publishes some **"off-topic" posts** like crosswords challenges to raise **interactivity and engagement**
Posts **different** news in the App/Website	Posts the **same** news in App/Website	Posts **different** news in the App/Website	Posts **different** news in the App/Website	Posts **different** news in the App/Website	Publishes a lot of series across a great **variety of themes**, answering to a wide range of audience tastes[6]
Posts majorly **text news** and about 1 video per day[1]	Posts majorly **text news**, and besides posting several videos they have an **advertisement purpose** and not to add value[2]	Posts majorly **text news** and about 1 video per day Occasionally has **short series**, adding value to the audience[3]	Posts **both text and video** news, engaging a wider range of viewers. The content of the videos range from **political** to national issues like poverty and **short documentaries** Currently has two series, **increasing the rate** of visitors on the page[4]	Posts both **text and video** news, videos both of **political** interviews, **daily events** and inspiring **citizens stories.** This way BBC creates a **higher affinity** with the audience[5]	

Source: (1) TVI24's Facebook | (2) SIC Notícias' Facebook | (3) Observador's Facebook | (4) CNN's Facebook | (5) BBC News' Facebook | (6) Vox's Facebook

Some of the best practice shows and news presented by some peers on Facebook. These are clear examples of the potentialities of this social media and of the wide range of opportunities to create value to the audience

Facebook

Best-Practice Shows

Theme	Name	Format	Length	Schedule
Issues that affect the US	Cut Through The Noise	Documentary	~5 min	Weekly

A case Study: BBC's Cut Through The Noise is the first news show on Facebook to be funded by a non-US broadcaster and is part of a Facebook's initiative to test quality and timely news on its platform
This show embraces a broad range of issues that matter to US audiences and is made on a vertical video format and broadcasted live on Facebook to increase conversation, understanding and create a community
The goal of this show is to leave viewers with a depth-understanding of an issue and well-prepared to for their own decisions[1]

Theme	Name	Format	Length	Schedule
Global Issues	Go There	Mojo	10 to 15 min	+- daily

A case Study: Go There is done in a "vlogging" style by having the reporters recording them talking to their phone, trying to be closer to a Youtube video or an Instagram story format. However, the show is not done on a vertical format. Each show is focused on a single topic such as climate change or poverty.
With this show CNN aims to reach the audience of teenagers and young adults[2]

Theme	Name	Format	Schedule
Check the veracity of news	Fact Check	Text	~Weekly

A case Study: “Fact Check” is a mission of *Observador* to verify if the most popular rumors at the time are true or false. By sharing this work on Facebook, a place known for several distortions of reality and fake news, *Observador* rises its sense of credibility to the audience. With this positioning, the organization distinguishes itself from the competitors on this social media as well as increases its brand awareness[3]

Source: (1) https://www.bbc.co.uk/mediacentre/worldnews/2018/bbc-news-to-launch-show-on-facebook-watch-in-the-us (2) https://digiday.com/future-of-tv/inside-development-cnns-new-facebook-funded-watch-show-go/

Agenda: Out-and-In

3. Benchmark Social Media
   a) Facebook
   b) Twitter
   c) YouTube
   d) Instagram
   e) Others

Twitter features several functionalities to present text, audio, video and image to your followers. They can be Tweets, Retweets, Favorites, you can search trends, use hashtags, and more

Twitter

Functionalities

Tweets

- One to four images
- Videos
- Text and Audio

Retweets

- You can increase **interactivity** with your audience by allowing them to retweet your tweets

Favorites

Direct Messages

Tagging Options

Hashtag – tag a theme or word

Nametag – tag other user

Geotag – tag the place you are at

Other Features

Todos podem responder

Gifs – images or videos that represent a state of mind

Poll – launch some options for people to vote and know their opinions → increase **engagement** with the audience

- Tweet
- Retweet
- Favourite
- Share Tweet

Twitter Tools:

- **Twitter Advanced Search**[1] - keep in the loop of breaking news & find more sources
- **TweetDeck** – filter news and manage multiple accounts
- Use **threads** to tell a bigger story
- Enhance your reporting with **streaming video**
- Provide context by creating **Moments**
- Support your live coverage with **data visualizations**

Source: (1) https://media.twitter.com/en_us/article-container/categories/news/journalism/how-to-cover-breaking-news-on-twitter.html

Twitter is used by all the main broadcasters. However, this social media is used as a complementary to their websites and apps. As so, tailored content does not exist as it should

Twitter

Twitter Presence

tvi24	SIC NOTÍCIAS	OBSERVADOR	CNN	BBC NEWS	Vox
248K followers	**728K followers**	**155K followers**	**50M followers**	**29M followers**	**984K followers**
Frequency of posts:	**Frequency of posts:**	**Frequency of posts:**	**Frequency of posts:**	**Frequency of posts:**	**Frequency of posts:**
5 to 15 per hour	4 to 13 per hour	9 to 15 per hour	2 to 7 per hour	1 to 4 per hour	1 to 5 per hour
Posts at the same time on the **website** and on **Twitter**	Posts first on the **App**	Posts first on the **App**	Posts first on **Facebook**	Posts first on **Twitter**	Posts some tweets with YouTube link **video news,** news that are **redirected to the website,** and publishes some **"off-topic" posts** like crosswords challenges to raise **interactivity and engagement** with the audience[6]
Posts **different** news in the App/Website	Posts the **same** news in App/Website	Posts **different** news in the App/Website	Posts **different** news in the App/Website	Posts **different** news in the App/Website	
Posts majorly **text news**	Posts majorly **text news**, and some videos from time to time	Posts majorly **text news** and some videos from time to time	Posts **both text and video** news, engaging a wider range of viewers, besides the tweets with links to the website or app	Posts both **text and video** news - both of **daily** events, **political** interviews, and inspiring **citizens stories.** It uses the *retweet* to create a higher interaction between its main news channels creating a **higher affinity** with the audience[5]	
Focus on all **breaking news**, and all the posts are links to the website or app[1]	Focus on the **breaking news**, and all the posts are links to the website[2]	Focus on all **breaking news**, and all the posts are links to the website[3]	The content of the videos range from **political** to national issues, from cultural to technological[4]		

Source: (1) TVI24's Twitter | (2) SIC Notícias' Twitter | (3) Observador's Twitter | (4) CNN's Twitter | (5) BBC News' Twitter | (6) Vox's Twitter

Here are some examples of the best cases and practices of what is being produced on Twitter. Clear differences are seen on the content provided by these broadcasters and a lot of potential to RTP improve its action on Twitter

Twitter

Best-Practice Shows

Theme	Name	Format	Length	Schedule
Personal Thoughts	N/A	Text	N/A	N/A

A case Study:
These are short testimonies of relevant people like doctors, lawyers, professors reporting their own opinions regarding important themes of society and ordinary people telling their stories (cultural issues, poverty, racism, etc.), inspiring others to comment and share[1]

Theme	Name	Format	Length	Schedule
Break News	Babbage	Audio Clip	~1 min	Every Week

A case Study:
In order to dismantle the main topics of the news, The Economist launched some podcasts where experts talk about these topics with the intention of informing the population and educate them in certain themes. For this purpose, some people are invited to participate and to give their contribution to the topic. To spread the word, the Economist releases ~1min teasers in its twitter account[2]

Theme	Name	Format	Length	Schedule
Top News	Watch Live	Pinned Tweet - Video	N/A	N/A

A case Study:
Reuters uses a pinned tweet to emphasize the lives of some events they are transmitting. People can then watch that live events, now senators are debating Amy Coney Barrett's Supreme Court nomination. This is a way of engaging audiences with important live events[3]

Source: (1) https://www.nytimes.com/2020/10/24/business/media/anna-wintour-vogue-race.html?smid=tw-nytimes&smtyp=cur (2) https://www.economist.com/podcasts/2020/10/21/herd-mentality-the-science-behind-the-debate-over-how-to-manage-covid (3) 19?fsrc=scn/tw/te/bl/ed/babbageherdmentalitythesciencebehindthedebateoverhowtomanagecovid19podcasts (3) https://twitter.com/Reuters/status/1320032555660316674

Agenda: Out-and-In

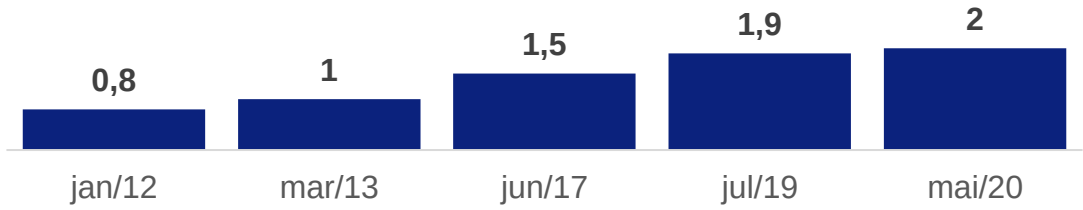
3. Benchmark Social Media
   a) Facebook
   b) Twitter
   c) YouTube
   d) Instagram
   e) Others

YouTube has seen a CAGR of 12.14% between 2012 and 2020, rising from 800 million users to 2 billion. Understanding YouTube's algorithm is fundamental in order to thrive in this community, in which the younger generations are more present

YouTube

- YouTube is the most visited website in the world[1]
- It is the second largest social network (behind Facebook)[2]
- 70% of YouTube watch time comes from mobile devices[3]
- Each visitor spends 11:24 minutes per day on YouTube, on average[4]

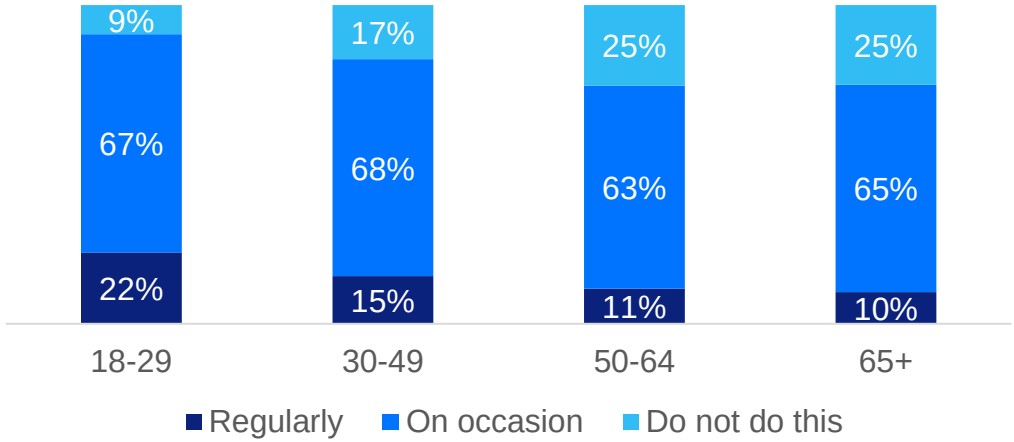
Total Monthly Active Users, in billions[5]



The recommendation algorithm is one of YouTube's most powerful tools

> More than 70% of what people watch on YouTube is determined by its recommendation algorithm[4]

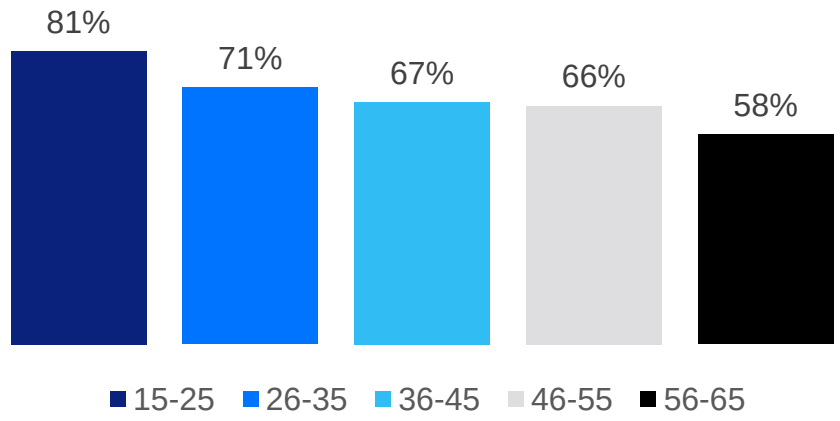
% of U.S. adults that watch recommeded videos[4]



YouTube is more prevalent among younger generations

> 37% of Millennials aged 18-34 are binge-watching YouTube daily[3]

% of internet users in the U.S. who use Youtube, by age group[4]



Source: (1) https://ahrefs.com/blog/most-visited-websites/ | (2) https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/ | (3) https://www.omnicoreagency.com/youtube-statistics/
(4) https://blog.hootsuite.com/youtube-stats-marketers/ | (5) https://www.businessofapps.com/data/youtube-statistics/

As expected, the Portuguese YouTube channels lag the international players, both in terms of subscribers and views per video. CNN and BBC News post more frequently than the national players, but Vox, despite posting less often, achieves the same results as the foreign traditional broadcasters

YouTube

YouTube Presence

tvi24	OBSERVADOR	CNN	BBC NEWS	Vox
113k subscribers Average view per video: 30k	**97k subscribers** Average view per video: 500	**10.9M subscribers** Average views per video: 500k-1M	**8.49M subscribers** Average views per video: 50k-100K	**8.72M subscribers** Average views per video: 500k
Frequency of posting: 2-3 times per month	**Frequency of posting:** once per day	**Frequency of posting:** more than once a day	**Frequency of posting:** more than once a day	**Frequency of posting:** 3 times per week
YouTube is a series of clips taken directly from their TV broadcast. TVI24 haven't posted on their channel in 4 months	YouTube is used as a video player in their website; there is no original content on YouTube • Interviews to experts from several domains • Explanatory Journalism about the state budget, and health & environment-related news • MoJo Videos showcasing historic Portuguese villages • Short, Flash News videos accompanied by text, and a sensationalist title	YouTube is mostly a series of clips taken directly from their TV broadcast • Explanatory Journalism segment "The Point" concerning the 2020 presidential elections and other political issues	YouTube is mostly a series of clips taken directly from their TV broadcast • Segments directly taken from their television broadcast • Short, Flash News videos accompanied by text, and a sensationalist title	Vox focuses on delivering explanatory content alongside great infographics, covering all sorts of topics – from psychology, to architecture, biology or economics. Nonetheless, there is a correlation between present day events and the topic of the video

Source: YouTube

Short videos can be very easy to make while adding value to the final consumer. These videos have a higher chance of going viral because of how little attention span and time they require the consumer to have

YouTube

Best-Practice Shows

	Theme	Name	Format	Length	Schedule
OBSERVADOR	Historic Villages in PT	"Aldeia Histórica de …"	MoJo - Teaser	1 min	Not regular

A case Study: Observador visited twelve historic villages in Portugal and used Mobile Journalism (including a Drone) to capture 1-minute videos which are accompanied by a song, thus showcasing the astonishing rural landscapes these sites have to offer

This could well have been a journalist on vacation that wanted to explore his video capture and editing capabilities, and it was turned into a series that has amassed over 7,000 views on their YouTube channel and provides audiences with a better knowledge of their country

	Theme	Name	Format	Length	Schedule
OBSERVADOR	Explaining the State Budget	"Um café e as contas"	Interview with Expert	~6 min	+- daily

A case Study: Aiming to explain the next state budget, Observador contacted a fiscal expert from Deloitte to create a new series of videos on its channel. Five videos were created, each exploring a different topic on the state budget. Overall, the videos were video over 8,300 times

	Theme	Name	Format	Length	Schedule
OBSERVADOR BBC NEWS	Flash News	Depends on the news	Video and Text	1-3min	~daily

A case Study: These are short videos reporting news which usually are based off videos. Text is inserted to explain what is happening in the video, complemented by dramatic music, and the title of the video is sensationalist. In Observador, the 14 most viewed videos in the channel correspond to this segment, which has amassed well over 10 million views. In BBC, the impact of these videos is less distinctive

Source: YouTube

Many of the organizations analyzed take clips directly from their television broadcast, which although is efficient in terms of effort, does not provide the consumer with added value. Vox's strategy of quality over quantity and explanatory journalism is distinctive amongst the international players

YouTube

Best-Practice Shows

Theme	Name	Format	Length	Schedule
News	Depends on the news	Clip from TV Broadcast	5-10 min	More than once a day

A case Study: TVI24, CNN and BBC News directly takes clips from their TV broadcast around a specific news and publishes them in their YouTube channel. As all of them are news broadcaster, this segment of videos does not take that much effort while providing consistent content for their channels

Theme	Name	Format	Length	Schedule
US politics	"The point"	Expert talking	~5 min	every 5 days

A case Study: Chris Cillizza hosts his show on the US political scene, showcasing the biggest news whilst explaining them. Adding his touch of humor to the show, Chris' videos usually have around 800k views each

Theme	Name	Format	Length	Schedule
Various	N/A	Infographics	~8-10 min	3 times per week

A case Study: Following a quality-over-quantity philosophy, Vox currently does not post several times per day (as do other media outlets reviewed in this benchmark). Rather, their Youtube channel is filled with complex and beautiful infographic videos that aim to deeply explain a particular topic – it is the complexity of both form and content that makes it difficult to post more often. Nevertheless, Vox's content on YouTube adds much value to its audience, providing not only knowledge but serving as a great source of entertainment for the curious minds

Source: YouTube

There are key functionalities that YouTube has in its platform – such as live video, 360 video and polls – that are explored by other organizations/channels besides the bigger players. These provide a more immersive experience for the user and allow for community interaction

YouTube

Best-Practice Shows

	Theme	Name	Format	Length	Schedule
abc NEWS	News	ABC News Live	Live News Broadcast	N/A	Always On (24/7)

A case Study: ABC has decided to broadcast live on YouTube regarding the latest news and live events, and their stream has been going on 24/7 since February 12th of this year. They usually have a live viewership of around 7 thousand people

	Theme	Name	Format	Length	Schedule
VR	Immersive Journalism	N/A	360 video, VR	N/A	N/A

A case Study: This is not a best practice that has been found among our benchmark organizations or any other for that matter, but it is something that can make news on YouTube a different experience, nonetheless. By capturing video using a 360-degree camera, it is possible then to publish it to YouTube and allow devices to experience the clip using a Virtual Reality kit with their smartphone

	Theme	Name	Format	Length	Schedule
FW	Various	N/A	Polls	N/A	Alongside every video

A case Study: Formula World is a channel on YouTube that reports news on the Formula 1 World. After each video they post, they publish a pool on YouTube's community feed in which fans can give their opinion on a critical subject of that particular video. The polls are very popular in the channel as they allow for fans to directly debate on a specific topic, and each poll has a number of votes which is half of the number of video views

Source: YouTube

Agenda: Out-and-In

3. Benchmark Social Media
   a) Facebook
   b) Twitter
   c) YouTube
   d) Instagram
   e) Others

Instagram features several functionalities to present video and image to your followers. They can be Posts, Stories, IGTV or Live Videos

Instagram

Functionalities

Posts

- One image
- Series of images
- Small video – up to 1 min

IGTV

- **Long videos** – up to one hour - in vertical format (9:16)
- Videos may remain in your account for indefinite time

Live

Direct Messages

Tagging Options

Hashtag – tag a theme or word

Nametag – tag another user

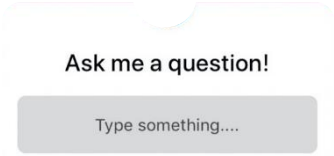
Geotag – tag the place you are at

Stories

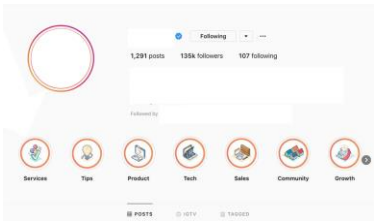
Stories – available for 24h, composed of image or short video

Also include:

Pool



Questions



Saved stories

Link to website

Source: https://sproutsocial.com/insights/instagram-features/

All considered peers are present on Instagram. Although each uses a different strategy to bring value to its audience, all use Posts, IGTV and Stories to deliver content. Only some take advantage of the Live format. High levels of followers indicate that audiences want news in the formats Instagram provides

Instagram

Instagram Presence

tvi24

176k followers

- **Posts** – Uses images and videos mainly to advertise their news channel
- **IGTV** – clips from news
- **Live** – phone recorded explanations, in an informal way, to questions from the audience (ex: how to leave telco contracts)
- **Stories** – saved stories with “behind the scenes” from investigation pieces
- **Tagging** – use of several hashtags

SIC Notícias

337k followers

- **Posts** – Use of images and videos to advertise news on tv and website
- **IGTV** – clips from news
- **Live** – interviews
- **Stories** – both 24h and permanent stories with links that redirect to the news on the app
- **Tagging** – use of several hashtags

Observador

179k followers

- **Posts** – infographic images that redirect to the articles on the website
- **IGTV** – 4 min pieces with video and descriptions explaining a trend / current news
- **Stories** – series of saved stories, divided by topic, with written explanations of an important issue (ex: George Floyd’s death)

CNN

12.9M followers

- **Posts** – image and title of the news piece
- **IGTV** – clips from the news, videos explaining topics using text (voting registration deadline)
- **Stories** – explanations, using videos and infographics, of major topics like coronavirus and mail-in voting. Gathering of questions from the audience through *story questions* and reply from experts

BBC News

15.4M followers

- **Posts** – image with long descriptions summarizing the report. Link to the full article on the website
- **IGTV** – 5 min videos and text descriptions of a major event
- **Stories** – series of headlines with direct link to the news on the website

Vox

585k followers

- **Posts** – mainly pictures of a famous person with a quote from them and a written fact check regarding the quote
- **IGTV** – 5 min explainer video with video and infographics
- **Stories** – explainers in text and icon format. Q&A

Source: Peer’s Instagram Accounts

Agenda

3. Benchmark Social Media
   a) Facebook
   b) Twitter
   c) YouTube
   d) Instagram
   e) Others

Agenda: Out-and-In

3. Benchmark Social Media
   e) Others
      i. LinkedIn
      ii. Snapchat
      iii. TikTok

LinkedIn is a social media with a very specific audience, used mostly for professional purposes. This is an opportunity to target an engage these viewers and offer them unique content. Besides broadcasters not having a strong presence now on LinkedIn, it can be seen as the market gap yet to explore

LinkedIn

LinkedIn

Purpose

- LinkedIn has a social networking purpose, however, it works like other social media platform in the sense that its based on the principle of **connections** between people
- This social media is focused on **professional and career development**, and so personal profiles are shown in a resume format

Features

- Career board to search and apply for jobs
- Job marketplace for companies to promote their offered job positions

Statistics

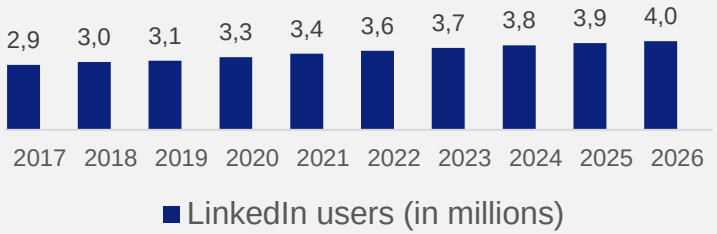
3 M

Active accounts In **Portugal**[1]

17 min

Average time spent **per month Globally**[3]

Forecast of LinkedIn users in Portugal[2]



Peers on LinkedIn

- The presence of broadcasters and news pages on this social media is still moderate to low, which can be seen has an **opportunity to be explored**
- LinkedIn allows companies to reach a specific segment of the market much harder to target on other channels

BBC NEWS

7 M Followers

Frequency of posts:
1/2 per hour

Brings together videos and text news of any business issue, strategically answering to the type of audience present on this social media[4]

Source: (1) https://insider.dn.pt/em-rede/linkedin-tres-milhoes-utilizadores-portugal/13018/ (2) https://www-statista-com.eu1.proxy.openathens.net/forecasts/1144209/linkedin-users-in-portugal(3) https://www.broadbandsearch.net/blog/average-daily-time-on-social-media (4) BBC's LinkedIn

TED Conferences is the LinkedIn page with the most followers, a best practice to follow on this platform. Both TED, BBC News and Observador tailor their offer to a more business-related one, delivering the type of content the users of this social media look forward to get

LinkedIn

Best-Practice Shows

Theme	Name	Format	Length	Schedule
Business	IDEAS.TED	Text	N/A	Daily

A case Study: TED Conferences is the most followed page on LinkedIn with **12.5 M followers.** This page shares daily some business-related news, either how to effectively manage your time or why should someone do a gap year. This content goes along the purpose that gets users go often to this social media, get to know whats happening in the business world as well as enrich their professional skills and career[1]

Theme	Name	Format	Length	Schedule
Business	N/A	Vertical video	~2min	N/A

A case Study: BBC News shares on their LinkedIn page video interviews of citizen's professional achievements, the launch of start-ups or even the report of complaints/problems with a company. This content answers the interest of LinkedIn users who get to know entrepreneurs and new business ideas disrupting the market[2]

Theme	Name	Format	Length	Schedule
Business	N/A	Text	N/A	N/A

A case Study: *Observador* shares with its followers some interesting business news happening in Portugal. The international success of a Portuguese company, the launch of a Portuguese start-up, the impact of Portuguese companies in Europe or even the launch of scholarships. Additionally, Observador posts some soft skills tips like leadership[3]

Source: (1) https://www.linkedin.com/company/bbc-news/?feedView=videos (2) https://www.linkedin.com/company/ted-conferences/ (3) https://www.linkedin.com/company/observador/

Agenda: Out-and-In

3. Benchmark Social Media
   e) Others
      i. LinkedIn
      ii. Snapchat
      iii. TikTok

Snapchat is a social media that began to attract teenagers and young adults, but nowadays is spread across all ages. With the further introduction of Discover, Snapchat gave companies the opportunity to deliver and promote content, also being an excellent tool to keep viewers engaged

Snapchat

Snapchat

Features

- Messaging
- Short videos
- Video animations
- Series of videos

Unlike other social media, Snapchat is about videos and messages that are **meant to disappear**

Global Statistics

1.7 M

Active accounts in **Portugal**[1]

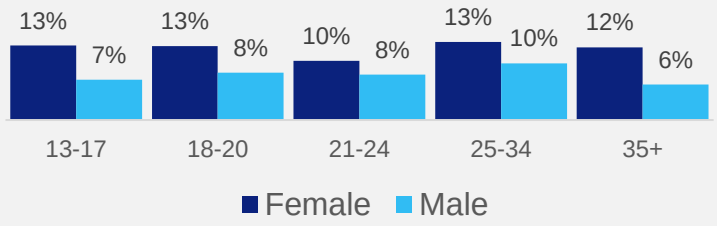
210 M

Users in September '19[2]

249 M

Users in September '20[2]

Snapchat users by gender and age



discover

- Besides connecting people, Snapchat launched *Snapchat Discover* to **keep its users up to date** in what big events, culture, celebrities is concerned
- This new feature was launched for users to search for the type content they most like, **produced by professionals** (brands, TV channels, etc.)
- It is possible through *Discover* to upload **series of videos** on snapchat that will stay a longer period in the app and **connect all of them into a bigger snapchat**
- To allow publishers to increase their engagement, Snapchat created the **"subscription" tool** so users can save their most liked shows and have these on their favorites list[4]

Source: (1) https://4gnews.pt/redes-sociais-mais-usadas/ (2) https://www.statista.com/statistics/545967/snapchat-app-dau/ (3) https://www-statista-com.eu1.proxy.openathens.net/statistics/933948/snapchat-global-user-age-distribution/ (4) https://learn.g2.com/snapchat-discover

CNN and NBC were the pioneers in the broadcast industry to produce content specifically for Snapchat. NBC produces professional content, covering in short videos the breaking-news of the day, while CNN gathered citizen-made videos to spread the daily issues happening across the US

Snapchat

Snapchat Best-Practice Shows

Theme	Name	Format	Length	Schedule
Important issues and events in US	CNN Stories	Documentary	~2min	~daily

A case Study: CNN launched a snapchat show called CNN Stories to address breaking news and important matters in the US.[1]
On this show CNN shares mainly videos captured by citizens in order to spread some issues happening across the country and local perspectives of daily events.
This show ended in May 2020 and at the time was covering the local impacts of Covid-19 and the behavior of the population according to the situation.

Theme	Name	Format	Length	Schedule
Biggest stories and breaking news	Stay Tuned	Documentary	~2 min	2 per Weekdays 1 per Weekend

A case Study: NBC launched the Stay Tuned show to cover both national and international news and reach snapchat users with the breaking news and biggest stories happening every day.
The launch on snapchat is strategic to reach a target audience since from the 166 million people worldwide that use snapchat daily, they are primarily millenials.[2]

Source: (1) CNN's Snapchat (2) https://www.nbcnews.com/news/us-news/nbc-news-launches-stay-tuned-snapchat-news-show-n784156

Agenda: Out-and-In

3. Benchmark Social Media
   e) Others
      i. LinkedIn
      ii. Snapchat
      iii. TikTok

TikTok is a new social media, created in 2016 and expanded globally in 2017. It is growing rapidly in all markets. Most of its users are under 25 years old. It is an important market to engage with this segment, many times hard to attain in the News Market. Only 1 of our analyzed peers is present on the app

TikTok

Evolution of TikTok

History of TikTok

ByteDance 字节跳动

Byte Dance
Parent Company

Launch International — 2B users

2016 — 2017 — 2020

Features

- Videos up to 15 seconds, in vertical mode

- Navigate through videos, in your feed, by scrolling up and down

Statistics in Portugal

+ **125** p.p.

800k Users in May ‘19

1.8M Users in May ‘20

65% 35%

12%	32%	36%	20%
13-14	15-18	19-24	25+

65 Minutes

Spent daily, on average, per user, on TikTok,

Peers on TikTok

- **Only one** of the analyzed peers has a TikTok account
- The presence of Portuguese brands on TikTok is still low but it is increasing over time
- TikTok provides **a big opportunity for brands** to connect, engage, and **add value to younger audiences** since they are the most prevalent in this social network

OBSERVADOR

318 Followers

@observador_

Frequency of posts:
daily

20 seconds infographic videos with the most important headlines of the day

Source:https://visao.sapo.pt/exameinformatica/noticias-ei/internet/2020-05-19-numero-utilizadores-tiktok-portugal/

The Washington Post, NBC News, Planet Money and The Dallas Morning News are already present in the platforms and using different strategies and video formats to add value to their audience. TikTok created a fund to incentivize media brands to post educational content on the platform

TikTok

Best-Practice Shows [1]

The Washington Post

Type	Nametag	Followers	Likes
Newspaper	@washingtonpost	748.4K	28.1M

"We want to expand on what we do best and include the news and have, not breaking news, but things people are talking about, and ease our way into that" Daily videos about current news made in a fun and entertaining way to attract a younger audience. Comments are almost always replied by the account

NBC NEWS

Type	Nametag	Followers	Likes
Broadcaster	@nbcnews	233K	4.5M

Use of trending hashtags on TikTok to fit the videos they want to release in the trend and attract more viewers. Executive producer Angie Grande - "It's worth saying we've only been on TikTok for a few months and only been doing this hashtag thing for the past two (…) Creatively, we're trying to figure out what sticks"

npr Planet Money

Type	Nametag	Followers	Likes
Podcast	@planetmoney	201.8K	2.8M

Use of both videos and infographics to explain, in 20 seconds, an important economic concept or economic situation to a younger audience. "we began paying attention to it and thinking about how we might adapt our journalism to the platform" [2] – Alex Goldmark, senior supervising producer

The Dallas Morning News

Type	Nametag	Followers	Likes
Newspaper	@dallasmorningnews	1150	491

Usage of a humanizing approach: "You think of these people as mean people who want to ticket you, but when you watch videos, it gives them more of a personality, and I hope that's true for journalists too." - Mallorie Sullivan, an audience engagement producer

Source: (1) https://www.niemanlab.org/2019/06/meet-tiktok-how-the-washington-post-nbc-news-and-the-dallas-morning-news-are-using-the-of-the-moment-platform/ (2) https://www.npr.org/sections/npr-extra/2020/08/10/900891532/q-a-with-some-of-the-folks-behind-planet-money-on-tiktok

Agenda: Out-and-In

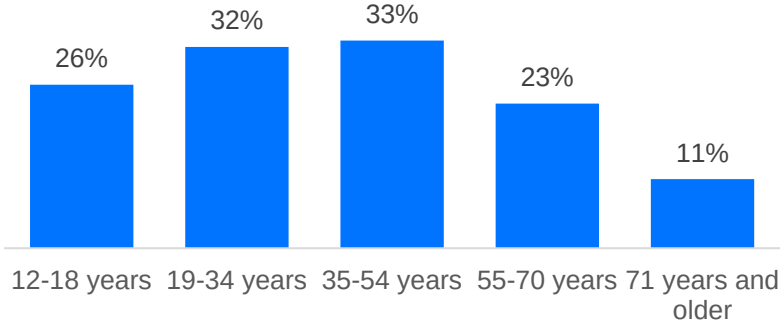
1. Overview of Major Peers
2. Benchmark Podcasts
3. Benchmark Social Media
4. **Benchmark Streaming**
5. Benchmark App
6. Others

Overall, Video on Demand will grow during the next five years. This is due to a change in consumer behavior but also in technology - being able to leverage upon 5G will be important to conquer the market. This is aligned with the past growth of the smartphone as a means of consuming video

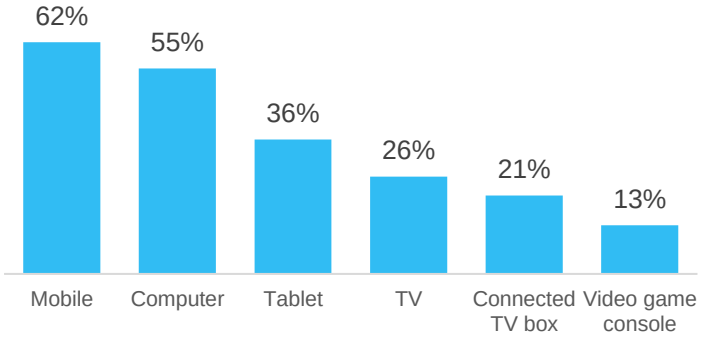
*The Video on Demand Market is expected to **grow at a CAGR of 12.2%** over the forecast period 2020 – 2025* [1]

Mobile Online Video Consumption has increased a great deal over the past years. Nevertheless, younger generations do not dominate the consumption share of news streaming videos

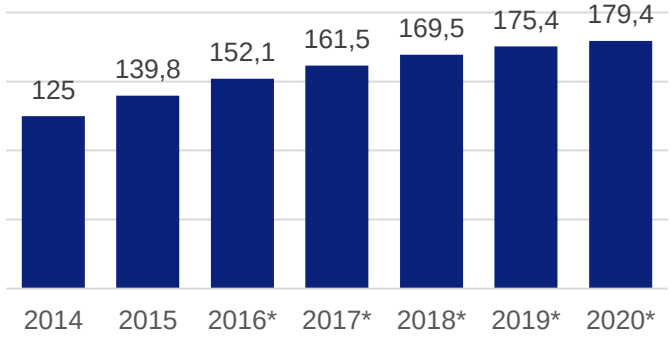
Share of individuals who watch news streaming videos in Denmark 2019, by age[3]



Devices used to watch online video in the U.S. 2018[4]



Mobile phone video viewers in the United States (in millions)[5]



Source
(1) https://www.mordorintelligence.com/industry-reports/video-on-demand-market | (2) https://www.digitalnewsreport.org/publications/2016/what-is-happening-to-television-news/ |
(3) https://www.statista.com/statistics/1132726/share-of-individuals-streaming-videos-in-denmark-by-age-and-type-of-video/ | (4) https://www.statista.com/statistics/784383/online-video-devices-in-the-us/ |
(5) https://www.statista.com/statistics/209348/mobile-video-viewers-in-the-united-states/

The type of content found in streaming platforms from traditional broadcasters does not seem to change – fiction, entertainment, news and documentaries. All the analyzed organizations require the user to sign in, and the service is free as long as the user has the TV license or resides in their country

Streaming Presence

tvi player	opto SIC	CNN go	BBC iPlayer
Viewership: One million users per month **Content:** Fiction (mainly soap operas) Entertainment (mainly reality shows) News Documentaries **Live News?** Yes **Need to sign in?** Yes **Price:** Free for residents in Portugal. 3,99€/month for residents outside Portugal (15 thousand current subs)	**Viewership:** N/A – platform will be launched in November. **Content:** Fiction (Series and Movies) Entertainment News **Live News?** N/A **Need to sign in?** Yes **Price:** Free plan only available for residents in Portugal. Premium plan is 39,99€/year for residents in Portugal and 9,99€/month for residents outside of Portugal	**Viewership:** N/A **Content:** Fiction (Series and Movies) Entertainment News Documentaries **Live News?** Yes **Need to sign in?** Yes **Price:** Free as long as you insert your provider and cable television username and password	**Viewership:** 356 million requests per month **Content:** Fiction (Series and Movies) Entertainment News – Explanatory Journalism Documentaries **Live News?** Yes **Need to sign in?** Yes **Price:** Free if you have a BBC TV license, which costs £157.5 per year. Not available if you are outside of t the UK

Source: Broadcaster's players

Explanatory and investigative journalism appear to be the main categories benchmark broadcast organizations leverage to break out of the ordinary news shows and deliver something fresh that adds value to the consumer

Best-Practice Shows

Vox NETFLIX

Category	Name	Format	Length
Explanatory Journalism	Explained	Documentary Series	20 mins each episode

Vox partnered with Netflix for a new series where they explore a range of topics, from cryptocurrency to K-pop. So far, the series has 30 episodes in 2 seasons. 12 of these episodes are free on YouTube. The series also spawns miniseries with few episodes each about one topic in particular (e.g., The Mind: Explained)

BBC iPlayer

Type	Name	Format	Length
Explanatory Journalism	Our World	Documentary Series	23 mins each episode

Our World aims at exposing global topics and evaluating them. Rather than focusing on the explanation of particular concepts, this show aims to analyze phenomena

BBC iPlayer

Type	Name	Format	Length
Investigative Journalism	Panorama	Documentary Series	30 mins each episode

BBC's reporters dig deep into very specific cases to shed light on some of the chaos, inefficiencies and illegalities that lurk unknown in society

Best Practice in Streaming

tvi player

Capturing best moments – TVI Player in soap operas

TVI Player creates compilations of the best moments of each episode in their soap operas so that the customers can know its content without the need to view the full episode. This could be easily applied to news shows, in the sense that the major news headlines or major conclusions in a broadcast/show can be shown as a trailer for that specific news broadcast/show. This would save much time for the consumer, thus adding value

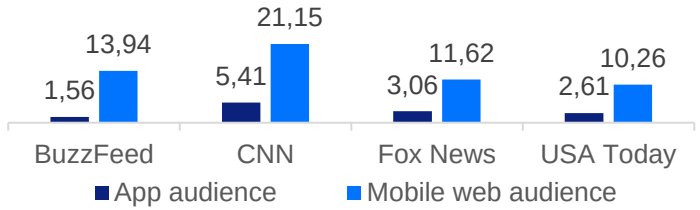
Source: Broadcaster's players

Agenda: Out-and-In

1. Overview of Major Peers
2. Benchmark Podcasts
3. Benchmark Social Media
4. Benchmark Streaming
5. **Benchmark App**
6. Others
7. Consumer Preferences

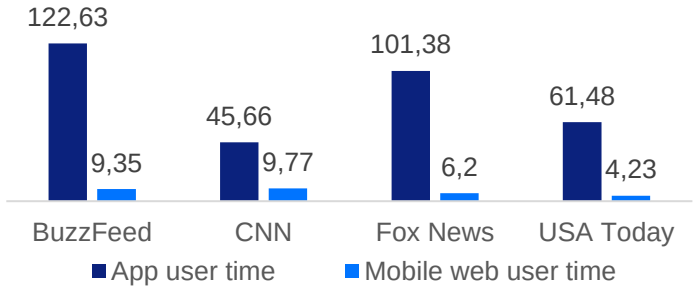
Mobile not only has become the main way of accessing news, but it leads to a higher engagement with the organization. App users are much more engaged with the news organization than mobile web audience, which is mainly caused by the existence of push notifications

The number of users reached by a mobile website is many times larger than the number of users for their apps…



Average monthly users, in millions (May 2016) – a mobile web attracts more users than an app[3]

…but the individual app user is much more deeply engaged with the news organization

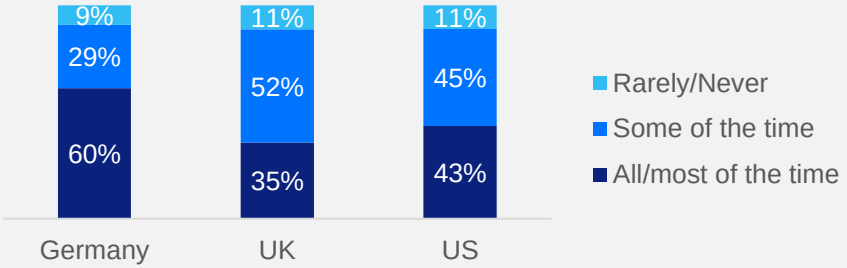


Average monthly minutes per user (May 2016) – App users invest much more time than mobile web users[3]

The case for the app

One of the main drivers for higher engagement in app users are push notifications

Extent to which users click on alerts to find out more[4]



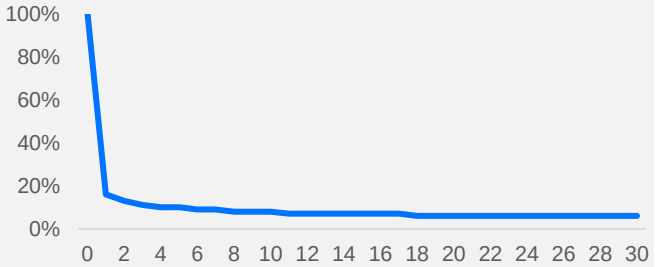
Other key drivers include: [5]

- Personalization possibilities, by using machine learning or simply asking users their preferences (and potentiated by a signing in system)
- More intuitive interface and potentially faster loading times
- Offline availability, if the app allows for the user to save its favorite stories to go through them later again

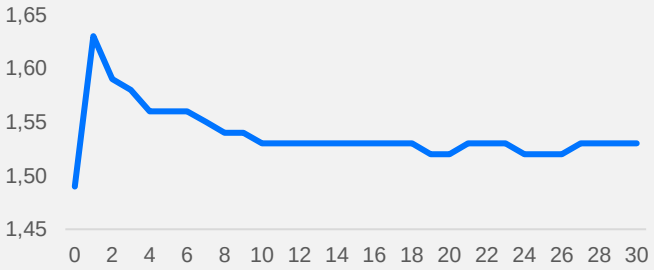
Source
(1) Kantar (2019). BBC News Review: Smartphone News Journeys | (2) https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2020-06/DNR_2020_FINAL.pdf | (3) https://medium.com/mobile-first-news-how-people-use-smartphones-to/news-goes-mobile-how-people-use-smartphones-to-access-information-53ccb850d80a (4) https://www.digitalnewsreport.org/publications/2016/news-alerts-battle-lockscreen/ | (5) https://vwo.com/blog/10-reasons-mobile-apps-are-better/

Retention rates for entertainment & news apps fall sharply just 1 day after installation, stabilizing around 6%. The same happens for the variable “sessions per user” – it stabilizes around 1.5 sessions per day. AR and AI are two key technology trends for the apps of the future

App Benchmarks



Retention rate for Entertainment & News apps in Europe (October 2020) [1] - the percentage of users that are still using an app for a certain number of days after install



Sessions per user for Entertainment & News apps in Europe (October 2020) [1] - A session is a span of in-app activity separated by at least 30 minutes to the next activity. This metric tells us how often, per day, a user interacts with an app

App Technology Trends

Augmented Reality [2] [3]

AR can be used by news apps to take images and videos to the next level. Objects or infographics can be even more explored as though they were physically present in the room, with the user

AI-based predictive analytics [2] [3]

Machine learning algorithms, by reading the users’ behaviors, can adapt the feed and interface of the app to better suit each user, allowing for more personalization. What’s more, AI enables better text, image and video classification, crucial for a well organized and categorized news feed

List of key features every news app should have

- **Live News** – does it provide the user near-minute updates on important specific stories?
- **Videos** – does it stream video?
- **Audio** – does it stream audio?
- **Search** – does it allow for the user to search for specific articles, videos or audios?
- **Save** – does it enable the user to save articles, videos or audios that he or she wanted to keep track?
- **Share** – Can the user share the information directly from the app?
- **Personalization** – Does the app question the user about his news preference and adapt the feed/interface and alerts accordingly?
- **History** – Can the user see his reading/viewing history?
- **Comments** – Can the user comment and see/interact with other users’ comments?
- **Fully free content** – Does the app have any piece of information that restricted from a user that doesn’t pay?
- **Ad-free** – does the app show advertisements?

Sources:
(1) https://app-benchmarks.adjust.com/?vertical=Entertainment%20%26%20news&region=Europe
(2) https://buildfire.com/mobile-app-development-trends/
(3) https://www.ideamotive.co/blog/key-mobile-app-development-trends

Although there is a big difference in the size of the client base between the foreign and national broadcasters' apps, the user interface is similar

App Presence

tvi24	OBSERVADOR	CNN	BBC NEWS
100.000+ installs (Google Play) Size (Google Play): 13MB Size (App Store): 42.4MB Reviews (Google Play): 4.2/5 Reviews (App Store): 3.2/5 **UI Categories (by order of appearance)** "Últimas" "Mais Lidas" "Direto" "Vídeos" "Guia TV" "Eu Vi" "Dossiers" Topics of Interest	**100.000+ installs (Google Play)** Size (Google Play): 15MB Size (App Store): 51.3MB Reviews (Google Play): 3.9/5 Reviews (App Store): only 6 reviews **UI Categories (by order of appearance)** "Destaques" "Últimas" "Populares"	**10.000.000+ Installs (Google Play)** Size (Google Play): 45MB Size (App Store): 199.8MB Reviews (Google Play): 4.3/5 Reviews (App Store): 4.7/5 **UI Categories (by order of appearance)** Top News World News Topics of Interest	**10.000.000+ Installs (Google Play)** Size (Google Play): N/A Size (App Store): 94.1MB Reviews (Google Play): 4.3/5 Reviews (App Store): 4.6/5 **UI Categories (by order of appearance)** Top Stories Video My News Popular Live Topics of Interest (Entrepreneurship, Technology,…)

Source: News Apps

Observador - the only fully digital organization - stood out as the news app with most features built in. On the other hand, TVI 24 showed the least features out of all the apps. There was not a single app which did not show advertisements

Features (apps from Google Play)	tvi24	OBSERVADOR	CNN	BBC NEWS
Live News	✓	✓		✓
Videos	✓		✓	✓
Audio		✓		✓
Search	✓	✓	✓	✓
Save		✓	✓	
Share	✓	✓	✓	✓
Personalization		✓	✓	✓
History		✓		
Comments		✓		
Fully free content	✓		✓	✓
Ad-free				

Extra Best Practice Feature

tvi24

"Eu vi"– TVI Player allows users to send directly through the app photos and videos they captured, so that they can get early access to exclusive imagery before their competitors – this is a good way to engage with their users. They also have a "user-only" media album.

Source: News Apps

Agenda: Out-and-In

1. Overview of Major Peers
2. Benchmark Podcasts
3. Benchmark Social Media
4. Benchmark Streaming
5. Benchmark App
6. **Others**
7. Consumer Preferences

QR Codes are an excellent tool to link offline and online media, as it breaks a barrier to access additional content. Additionally, this technology allows broadcasters to increase interactivity and lead viewers to their other platforms

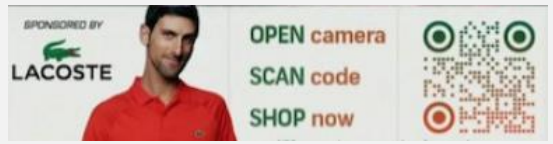
QR Codes

Why use it?

- The smartphone is a tool that everyone keeps constantly with themselves, and additionally, TV viewers are most of the times **multi-tasking when watching TV**, being simultaneously on their mobile phones
- Then, the best way to **attract and engage** with the audience is **connect it with the TV through smartphones**
- QR Codes are great tool to make the **bridge between the offline and the online media**
- Also, makes it easier for the audience to **take an action**. With a simple URL display on the screen, they would have to open a browser and type an entire link, a much harder task and so a **barrier to access content**[1]

Benefits of using QR codes

- **Redirect** viewers to a Website**:** provide additional news information
  A Case Study: TVI was the first Portuguese broadcaster to use QR Codes. Upon reading the code, viewers would be directed to TVI24 website[2]
- **Increase followers** on Social Media**:** lead the audience to a page with the links of the several social media pages of the broadcaster
- **Raise App downloads:**
  A Case Study: The Weather Channel increased 21% in downloads of its App during a month promotion by placing a QR code on online ad spots and on the television[1]
- Help the audience to **make a purchase:** provide more information about its own or sponsor's products or subscription plans.
  A Case Study: NBCU used QR codes to promote the access to sponsor's e-commerce sites, reaching an average conversion rate **almost 30% higher** than the e-commerce industry benchmark[3]



- **Allow for comments and suggestions:** create a feedback system for transmitted shows
- **Easy data polls:** help people vote on a certain issue

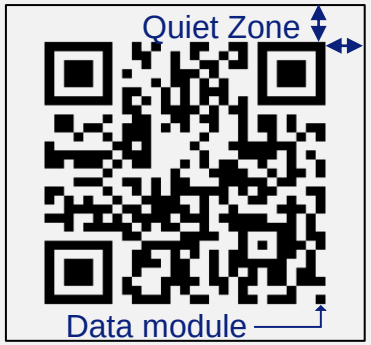
Source:
(1) https://scanova.io/blog/qr-codes-on-tv/
(2) https://tviplayer.iol.pt/programa/jornal-das-8/53c6b3903004dc006243d0cf/video/5f5f2d520cf27cb7ea2190f6
(3) https://techcrunch.com/2019/10/28/nbcuniversal-rolls-out-its-shoppabletv-ads/

The use of QR Codes must be done carefully to ensure the scan ability of these as well as the attractivity to viewers

QR Codes

How to use it?

1. **Adequate Size:** guarantee the scan ability of the code before going live. There is no standard size, however, it must never be below 3 cm x 3cm[1]
2. **Adequate Quiet Zone:** for a QR code t be scannable, there must be a white space (quiet zone) around the code equivalent to **four data models**[2]
3. **High-Error Correction:** QR codes have an error-correction capability, they can recover data even in the case of some damage, error or dirt. Using this feature makes the QR code scannable even with damage up to 30%[3]
4. **Give it a Design:** custom-design QR codes with colors, logo, etc are much more attractive to the viewer than black-and-white QR codes
5. **Adequate Color Contrast:** the highest the contrast between the background and the QR code elements, the better the scan ability
6. **Call For Action:** inform the audience what to expect by scanning the QR code, like “scan to win” or **“scan to watch full video”**
7. **Be Careful With the Ratio:** QR code must be square-shaped as scanners are prepared to read codes in this shape. A QR code designed for a 4:3 ratio becomes rectangular when shown in a 16:9 ratio, making it harder for scanners to read the code



Scan me

Source:
(1) https://scanova.io/blog/qr-code-minimum-size/
(2) https://scanova.io/blog/qr-codes-on-tv/
(3) https://scanova.io/blog/blog/2018/07/26/qr-code-error-correction/

The use of AR allows broadcasters to give additional information to the audience, helping to enrich the storytelling. However, there is still some technology development needed to make the production of AR efficient

Augmented Reality

Context

- Using Augmented Reality (AR) means giving viewers some **additional information** from what they can see and experience in the **"real world"**
- AR helps journalists to **enhance storytelling** by letting the audience get a **closer insight into the stories**
- Soon, AR is expected to be the most common way for the audience to interact with information
- It is expected that in 2020 around 30% of the Global Population are already using AR-Optimized smartphones
- It is not necessary to have AR Glasses, it is already possible to **use AR through smartphones and tablets**[1]

Production

- 3D modelling and animation have been developed, specially by the gaming industry, but for television it is required a **new video format for AR.** There is already a technology capable of recording in three dimensions, instead of putting together 3D models it is a complete 3D recording. This technology is called **holographic video** or **volumetric video**
- **Microsoft** is one of the companies developing this technology with its ***Mixed Reality Capture Studios***. However, there are still some **inefficiencies** as this technology requires **several cameras** and an extensive **post-processing work**
- The production of AR is quite different from the traditional broadcast one. Besides the required **investment in human and technology resources**, it also goes through several steps:
  3D modelling > Background creation > Reference Photography > Scene preparation > Motion and Surround effects designing and testing > Texturing > Lightning > Blend everything and Composing a single image[2]

Source:
(1) https://www.thebroadcastbridge.com/content/entry/12626/augmented-reality-the-next-revolution
(2) https://tech.ebu.ch/docs/bpn/bpn115.pdf

In fact, BBC and The New York Times developed AR apps allowing its users to have a deeper learning and more engaging experience. Other companies like Instagram and IKEA are using AR to present products and enrich the purchase experience

Augmented Reality

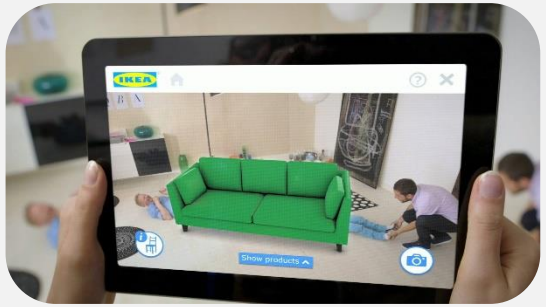
Best Practices on Smartphones

BBC launched an AR App to provide viewers an unique experience of more tan 30 museums. It is possible to see the x-ray of an object, restore missing parts or browse items geographically with an AR globe[1]

The New York Time's AR-specific app was launched in 2017 to allow users find math and science-related stories along their cities or to have themed experiences as the Olympics[1]

Instagram is testing an AR Shopping solution with some selected brands, allowing users to "try on" products through AR before buying the product[2]

IKEA built an app using the *Apple's* ARKit Technology to let users to place IKEA's products on a digital image of their house, creating a new environment[3]



Source:
(1) http://www.immersiveshooter.com/2018/03/28/new-augmented-reality-news-apps-understand-ar/
(2) https://later.com/blog/instagram-augmented-reality-shopping/
(3) https://medium.com/@the_manifest/mobile-augmented-reality-in-2019-6a4f687f900

Agenda: Out-and-In

1. Overview of Major Peers
2. Benchmark Podcasts
3. Benchmark Social Media
4. Benchmark Streaming
5. Benchmark App
6. Others
7. **Consumer Preferences**

Agenda

7. Consumer Preferences

i. **Initial Sample (IS)**

ii. Statistical Tests - IS

iii. Restructured Sample (RS)

iv. Statistical Tests - RS

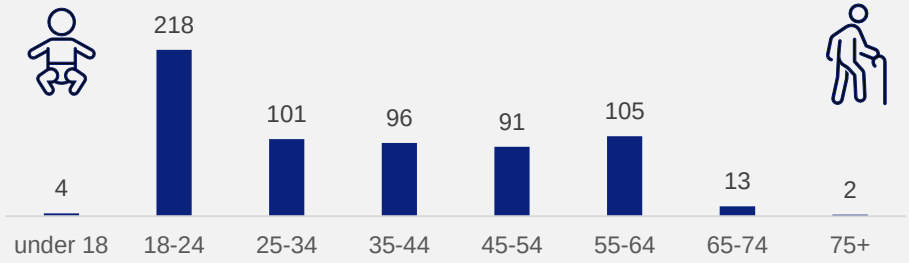
v. Questionnaire

This questionnaire on the consumer preferences showed a high market potential as 95% of the respondents read news online and 84% access them on smartphones

630
Sample

68% **32%**

15% High School
51% Bachelors
28% Masters



95%
Read News Online

It was observed a similar percentage across the respondents' age levels and academic titles

Read News Online

	Do not use it	Daily used
	70%	**11%**
	12%	**49%**
	2%	**84%**

Do Not Read News Online

The respondents that did not use online news (29) used:

86%
10%
3%

Why?

17% Trust
7% Privacy
14% Convenience
59% Habit
21% None

The collected sample gathered a small amount of none online news readers, thus answers and relative weights of preferences might be misleading

Do Not Read News Online

The respondents that did not use online news (29) used:

	Less than 18		18-24		25-34		35-44		45-54		55-64		65-74		75+		All	
TV	1	100%	11	92%	3	75%	5	100%	1	100%	3	60%	1	100%	0	0%	25	86%
Radio	0	0%	1	8%	1	25%	0	0%	0	0%	1	20%	0	0%	0	0%	3	10%
Newspapper	0	0%	0	0%	0	0%	0	0%	0	0%	1	20%	0	0%	0	0%	1	3%
Total	1		12		4		5		1		5		1		0		29	

	Female		Male		Prefer not to say		**Total**	
TV	22	88%	3	75%	0	0%	25	86%
Radio	2	8%	1	25%	0	0%	3	10%
Newspapper	1	4%	0	0%	0	0%	1	3%
Total	25		4		0		29	

	Basic		Middle School		High School		Professional Course		Bachelors		Masters		Doctorate/PhD		Total	
TV	0	0%	1	100%	5	71%	0	0%	14	93%	5	100%	0	0%	25	86%
Radio	0	0%	0	0%	2	29%	1	100%	0	0%	0	0%	0	0%	3	10%
Newspapper	0	0%	0	0%	0	0%	0	0%	1	7%	0	0%	0	0%	1	3%
Total	0		1		7		1		15		5		0		29	

- In terms of the none online readers, it were collected only a small number of answers (29), which is not statistically enough to draw conclusions for the population behavior

Do Not Read News Online

Why? Motivations

	Less than 18		18-24		25-34		35-44		45-54		55-64		65-74		75+		All	
Convinience	0	0%	0	0%	3	75%	0	0%	0	0%	1	20%	0	0%	0	0%	4	14%
Privacy	0	0%	1	8%	1	25%	0	0%	0	0%	0	0%	0	0%	0	0%	2	7%
Confidence	0	0%	2	17%	1	25%	2	40%	0	0%	0	0%	0	0%	0	0%	5	17%
Habit	0	0%	8	67%	1	25%	2	40%	1	100%	4	80%	1	100%	0	0%	17	59%
None of the above	1	100%	3	25%	0	0%	2	40%	0	0%	0	0%	0	0%	0	0%	6	21%
Total	1		12		4		5		1		5		1		0		29	

	Female		Male		Prefer not to say		**Total**	
Convinience	2	8%	2	50%	0	0%	4	14%
Privacy	2	8%	0	0%	0	0%	2	7%
Confidence	5	20%	0	0%	0	0%	5	17%
Habit	14	56%	3	75%	0	0%	17	59%
None of the above	6	24%	0	0%	0	0%	6	21%
Total	25		4		0		29	

	Basic		Middle School		High School		Professional Course		Bachelors		Masters		Doctorate/PhD		Total	
Convinience	0	0%	0	0%	0	0%	1	100%	2	13%	1	20%	0	0%	4	14%
Privacy	0	0%	0	0%	0	0%	0	0%	1	7%	1	20%	0	0%	2	7%
Confidence	0	0%	0	0%	1	14%	0	0%	2	13%	2	40%	0	0%	5	17%
Habit	0	0%	0	0%	4	57%	1	100%	10	67%	2	40%	0	0%	17	59%
None of the above	0	0%	1	100%	3	43%	0	0%	1	7%	1	20%	0	0%	6	21%
Total	0		1		7		1		15		5		0		29	

- In terms of the none online readers, it were collected only a small number of answers (29), which is not statistically enough to draw conclusions for the population behavior

The respondents who read news on their smartphones were asked the news format of news they usually consume

Sample

592

Respondents that read news online and, on the smartphone

Formats

Horizontal

Vertical

Audio

Image

Text

All

Reasoning

- The news format preferred by the respondents was analyzed so to understand how RTP should adapt the format of its offer
- Furthermore, looking more in depth it was investigated if there was any bias towards an important variable - age - finding out whether RTP should adapt the format of its news according to its age target
- In order to understand whether these are strong or moderate preferences, it was also analyzed the weight of the preferred formats within each age range

Text news is the most preferred format for respondents, and this is verified across all age ranges. On the other hand, Audio is the least consumed format but still done by 40% of the sample

Formats

Higher Consumption of News

- Text format news are the most consumed ones and the Digital Team is the only, within RTP, that produces this type of content
- There was no specific trend found in the relationship between age ranges and types of formats prefered to consume news

Text news is the most preferred format for respondents, and this is verified across all age ranges. On the other hand, Audio is the least consumed format but still done by 40% of the sample

Formats

	Less than 18		18-24		25-34		35-44		45-54		55-64		65-74		75+		All	
Horizontal Video	1	33%	107	52%	45	47%	42	47%	45	51%	53	55%	7	58%	0	0%	300	51%
Vertical Video	2	67%	112	55%	45	47%	46	51%	54	61%	54	56%	6	50%	0	0%	319	54%
Áudio (Podcast)	2	67%	75	37%	34	35%	33	37%	43	49%	46	47%	4	33%	0	0%	237	40%
Image	3	100%	139	68%	52	54%	56	62%	56	64%	65	67%	8	67%	1	100%	380	64%
Text	2	67%	200	98%	90	94%	77	86%	80	91%	93	96%	12	100%	1	100%	555	94%
Total, by age, that uses smartphone to read the news	3		205		96		90		88		97		12		1		592	

	Female		Male		Prefer not to say		Total	
Horizontal Video	182	46%	118	60%	0	0%	300	51%
Vertical Video	208	53%	111	56%	0	0%	319	54%
Audio (Podcast)	144	37%	93	47%	0	0%	237	40%
Image	248	63%	131	66%	1	100%	380	64%
Text	367	93%	187	95%	1	100%	555	94%
Total, by age, that uses smartphone to read the news	394		197		1		592	

	Basic		Middle School		High School		Professional Course		Bachelors		Masters		Doctorate/PhD		Total	
Horizontal Video	0	0%	0	0%	42	49%	11	58%	158	52%	83	49%	6	50%	300	51%
Vertical Video	0	0%	1	33%	50	59%	9	47%	175	58%	79	46%	5	42%	319	54%
Audio (Podcast)	0	0%	0	0%	31	36%	13	68%	128	42%	60	35%	5	42%	237	40%
Image	0	0%	1	33%	55	65%	12	63%	209	69%	96	56%	7	58%	380	64%
Text	0	0%	3	100%	77	91%	16	84%	292	96%	155	91%	12	100%	555	94%
Total, by age, that uses smartphone to read the news	0		3		85		19		303		170		12		592	

The questionnaire addressed respondents in terms of the frequency of use of platforms as well as the reason why they prefer/use each one

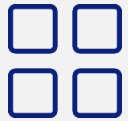
Sample

592

Respondents that read news online and, on the smartphone

Platforms

Social Media



App

Website

News Aggregator

Audio Aggregator

Browser

Reasoning

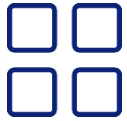
- The platforms respondents most use to access news were analyzed so to understand in which one RTP should focus offer and strengthen its positioning
- The respondents' use of these platforms was investigated in terms of frequency of usage and the usage by age range enabling to understand how strong should be the presence of RTP on these platforms and how to adapt its offer according to each one
- Additionally, in order to acknowledge how RTP should approach its audience and in which key points RTP should focus on, it were analyzed the reasons and features why respondents prefer each platform

Respondents access news mainly through Social Media, Websites and Browsers. It is not observed a strong tendency of any platforms use towards younger or elder age range

Platforms

46%

Audio Aggregators



63%

App

67%

News Aggregators

86%

Browser

88%

Social Media

89%

Website

Higher News Consumption

- There is a clear preference from the respondents for the consumption of news in browsers, social media, and websites. RTP should align its supply strategy and focus on these platforms. For the consumers between 35 and 64, the usage of browsers stands out

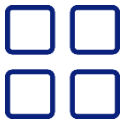
Frequência de Utilização das Plataformas

12%

Audio Aggregators

37%

News Aggregators



37%

App

44%

Browser

49%

Website

66%

Social Media

Higher Daily Consumption of News

- Although 40% of respondents claim to use audio aggregators to access the news, **only 12% do it daily** through these platforms

Respondents access news mainly through Social Media, Websites and Browsers. It is not observed a strong tendency of any platforms use towards younger or elder age range

Platforms

	Less than 18		18-24		25-34		35-44		45-54		55-64		65-74		75+	
Social Media	3	100%	183	89%	89	93%	78	87%	80	91%	79	81%	9	75%	1	100%
Apps	2	67%	123	60%	55	57%	56	62%	57	65%	69	71%	7	58%	1	100%
Websites	3	100%	176	86%	90	94%	81	90%	77	88%	88	91%	11	92%	1	100%
Audio Aggregator	2	67%	99	48%	46	48%	42	47%	43	49%	38	39%	5	42%	0	0%
News Aggregator	3	100%	120	59%	60	63%	58	64%	69	78%	76	78%	8	67%	1	100%
Browser	3	100%	172	84%	74	77%	78	87%	83	94%	89	92%	10	83%	1	100%
Total, by age, that uses smartphone to read the news	**3**		**205**		**96**		**90**		**88**		**97**		**12**		**1**	

	Female		Male		Prefer not to say	
Social Media	359	91%	162	82%	1	100%
Apps	232	59%	137	70%	1	100%
Websites	347	88%	179	91%	1	100%
Audio Aggregator	170	43%	104	53%	1	100%
News Aggregator	262	66%	132	67%	1	100%
Browser	346	88%	163	83%	1	100%
Total, by age, that uses smartphone to read the news	**394**		**197**		**1**	

	Basic		Middle School		High School		Professional Course		Bachelors		Masters		Doctorate/PhD	
Social Media	0	0%	3	100%	80	94%	18	95%	268	88%	146	86%	7	58%
Apps	0	0%	3	100%	51	60%	14	74%	179	59%	115	68%	8	67%
Websites	0	0%	3	100%	79	93%	18	95%	270	89%	147	86%	10	83%
Audio Aggregator	0	0%	1	33%	36	42%	11	58%	137	45%	86	51%	4	33%
News Aggregator	0	0%	2	67%	62	73%	16	84%	203	67%	105	62%	7	58%
Browser	0	0%	3	100%	76	89%	17	89%	265	87%	142	84%	7	58%
Total, by age, that uses smartphone to read the news	**0**		**3**		**85**		**19**		**303**		**170**		**12**	

- Social Media, Websites and the Browsers are the platforms most used by respondents to access news, which indicates that RTP should align its strategy and offer to better address and outstand on these ones

Social media is the platform used more frequently by respondents, followed by Apps and News Aggregators, demanding a higher level of news and content update

Frequency of Usage of Platforms

	Do not use	1 per month	1 every 2 weeks	1 per week	2 or more per week	Daily	Total	**Total Users**
Social Media	70	4	5	39	83	391	592	**522**
Apps	222	14	13	32	91	220	592	**370**
Websites	65	14	16	63	143	291	592	**527**
Audio Aggregator	317	47	29	55	75	69	592	**275**
News Aggregator	197	23	15	41	97	219	592	**395**
Browser	82	40	21	60	129	260	592	**510**

	Do not use	1 per month	1 every 2 weeks	1 per week	2 or more per week	Daily	Total	**Total Users**
Social Media	11,8%	0,7%	0,8%	6,6%	14,0%	66,0%	100,0%	**88,2%**
Apps	37,5%	2,4%	2,2%	5,4%	15,4%	37,2%	100,0%	**62,5%**
Websites	11,0%	2,4%	2,7%	10,6%	24,2%	49,2%	100,0%	**89,0%**
Audio Aggregator	53,5%	7,9%	4,9%	9,3%	12,7%	11,7%	100,0%	**46,5%**
News Aggregator	33,3%	3,9%	2,5%	6,9%	16,4%	37,0%	100,0%	**66,7%**
Browser	13,9%	6,8%	3,5%	10,1%	21,8%	43,9%	100,0%	**86,1%**

Analysis

- In what the frequency of usage is concerned, the data shows that social media is by far the platform most used daily by respondents, whereas the audio aggregators are the ones respondents use least frequently – spread across frequencies
- Apps and News Aggregators also follow a trend of daily usage, which indicates the need for RTP to keep its content constantly updated on these platforms

Convenience is the most highlighted motivation across platforms, except on Audio Aggregators where the biggest motivation of users is the ability of multi-tasking when listening Podcasts

Motivations For The Use Of Each Platform

Social Media		
Convenience	406	78%
Personalization	195	37%
Always Updated	184	35%
Interactivity	58	11%
Trust	26	5%
Diversity	153	29%
Format	286	55%
None	16	3%

Apps		
Convenience	223	60%
Save	84	23%
Offline	42	11%
Personalization	74	20%
Always Updated	200	54%
Trust	82	22%
Dimension	75	20%
None	28	8%

Websites		
Convenience	325	62%
Memory	86	16%
Personalization	73	14%
Always Updated	139	26%
Interactivity	50	9%
Trust	132	25%
Dimension	112	21%
None	54	10%

Audio Aggregator		
Convenience	97	35%
Multi-Tasking	135	49%
Offline	63	23%
Personalization	66	24%
Always Updated	21	8%
Trust	27	10%
Dimension	33	12%
None	57	21%

News Aggregator		
Convenience	248	63%
Personalization	91	23%
Always Updated	142	36%
Trust	68	17%
Dimension	62	16%
None	58	15%

Browser		
Convenience	352	69%
Diversity	161	32%
Trust	105	21%
Dimension	56	11%
None	72	14%

- Convenience is a strong motivation for respondents across these platforms, but on Audio Aggregators, multi-tasking is clearly the biggest motivation for respondents.

  It is also possible to notice a highlighted motivation on Apps, where the audience seems to value being always updated which indicates the need for RTP to make sure this motivation is matched on this platform

Convenience and Format are strong motivations to use Social Media to access news

Motivations For The Use Of Each Platform

Social Media

	Less than 18		18-24		25-34		35-44		45-54		55-64		65-74		75+	
Convenience	3	100%	161	88%	83	93%	43	55%	57	71%	54	68%	5	56%	0	0%
Personalization	1	33%	80	44%	35	39%	23	29%	29	36%	26	33%	1	11%	0	0%
Always Updated	1	33%	66	36%	28	31%	27	35%	31	39%	27	34%	3	33%	1	100%
Interactivity	0	0%	14	8%	8	9%	9	12%	11	14%	14	18%	2	22%	0	0%
Trust	0	0%	10	5%	4	4%	2	3%	3	4%	6	8%	1	11%	0	0%
Diversity	0	0%	62	34%	32	36%	15	19%	18	23%	23	29%	3	33%	0	0%
Format	0	0%	123	67%	52	58%	39	50%	36	45%	33	42%	3	33%	0	0%
None	0	0%	3	2%	0	0%	6	8%	4	5%	3	4%	0	0%	0	0%
Total per age that uses the Platform	3		183		89		78		80		79		9		1	

	Female		Male		Prefer not to say	
Convenience	270	75%	136	84%	0	0%
Personalization	122	34%	73	45%	0	0%
Always Updated	126	35%	58	36%	0	0%
Interactivity	31	9%	27	17%	0	0%
Trust	17	5%	9	6%	0	0%
Diversity	100	28%	53	33%	0	0%
Format	200	56%	86	53%	0	0%
None	9	3%	6	4%	1	100%
Total per gender that uses the Platform	359		162		1	

	Basic		Middle School		High School		Professional Course		Bachelors		Masters		Doctorate/PhD	
Convenience	0	0%	1	33%	55	69%	11	61%	213	79%	121	83%	5	71%
Personalization	0	0%	0	0%	28	35%	6	33%	105	39%	53	36%	3	43%
Always Updated	0	0%	1	33%	31	39%	6	33%	98	37%	46	32%	2	29%
Interactivity	0	0%	1	33%	10	13%	5	28%	30	11%	9	6%	3	43%
Trust	0	0%	0	0%	3	4%	1	6%	17	6%	5	3%	0	0%
Diversity	0	0%	0	0%	21	26%	6	33%	81	30%	43	29%	2	29%
Format	0	0%	0	0%	33	41%	7	39%	165	62%	77	53%	4	57%
None	0	0%	0	0%	4	5%	0	0%	6	2%	6	4%	0	0%
Total per education level	0		3		80		18		268		146		7	

Convenience is specially a strong motivation for respondents with High School, Bachelors, Masters or Doctorate academic degrees, whereas being always updated is particularly valued by respondents with a Professional Course one

Motivations For The Use Of Each Platform

Apps

	Less than 18		18-24		25-34		35-44		45-54		55-64		65-74		75+	
Convenience	2	100%	79	64%	38	69%	31	55%	32	56%	36	52%	5	71%	0	0%
Save	0	0%	35	28%	15	27%	11	20%	9	16%	11	16%	3	43%	0	0%
Offline	0	0%	12	10%	6	11%	5	9%	9	16%	10	14%	0	0%	0	0%
Personalization	0	0%	32	26%	10	18%	12	21%	12	21%	7	10%	1	14%	0	0%
Always Updated	0	0%	79	64%	32	58%	24	43%	34	60%	30	43%	0	0%	1	100%
Trust	0	0%	51	41%	15	27%	3	5%	5	9%	8	12%	0	0%	0	0%
Dimension	0	0%	29	24%	13	24%	18	32%	9	16%	5	7%	1	14%	0	0%
None	0	0%	6	5%	4	7%	4	7%	5	9%	9	13%	0	0%	0	0%
Total per age that uses the Platform	2		123		55		56		57		69		7		1	

	Female		Male		Prefer not to say	
Convenience	135	58%	88	64%	0	0%
Save	58	25%	26	19%	0	0%
Offline	22	9%	20	15%	0	0%
Personalization	41	18%	33	24%	0	0%
Always Updated	131	56%	69	50%	0	0%
Trust	44	19%	38	28%	0	0%
Dimension	42	18%	33	24%	0	0%
None	14	6%	13	9%	1	100%
Total per gender that uses the Platform	232		137		1	

	Basic		Middle School		High School		Professional Course		Bachelors		Masters		Doctorate/PhD	
Convenience	0	0%	1	33%	33	65%	6	43%	107	60%	70	61%	6	75%
Save	0	0%	1	33%	15	29%	4	29%	42	23%	21	18%	1	13%
Offline	0	0%	0	0%	7	14%	2	14%	20	11%	12	10%	1	13%
Personalization	0	0%	0	0%	10	20%	3	21%	43	24%	16	14%	2	25%
Always Updated	0	0%	1	33%	27	53%	10	71%	91	51%	66	57%	5	63%
Trust	0	0%	0	0%	12	24%	3	21%	35	20%	31	27%	1	13%
Dimension	0	0%	0	0%	11	22%	3	21%	34	19%	26	23%	1	13%
None	0	0%	1	33%	2	4%	2	14%	15	8%	7	6%	1	13%
Total per education level	0		3		51		14		179		115		8	

The convenience to use websites to access news is a particularly strong motivation for respondents between 65 and 74 years old. Being always updated is especially important on websites for respondents with a High School or Professional Course degrees

Motivations For The Use Of Each Platform

Websites

	Less than 18		18-24		25-34		35-44		45-54		55-64		65-74		75+	
Convenience	2	67%	94	53%	60	67%	50	62%	51	66%	59	67%	9	82%	0	0%
Memory	0	0%	27	15%	16	18%	12	15%	13	17%	15	17%	3	27%	0	0%
Personalization	1	33%	21	12%	12	13%	12	15%	15	19%	10	11%	2	18%	0	0%
Always Updated	2	67%	28	16%	18	20%	28	35%	25	32%	33	38%	4	36%	1	100%
Interactivity	0	0%	14	8%	6	7%	5	6%	8	10%	14	16%	3	27%	0	0%
Trust	0	0%	77	44%	27	30%	10	12%	10	13%	7	8%	1	9%	0	0%
Dimension	0	0%	43	24%	24	27%	15	19%	15	19%	12	14%	3	27%	0	0%
None	0	0%	24	14%	7	8%	6	7%	8	10%	9	10%	0	0%	0	0%
Total per age that uses the Platform	3		176		90		81		77		88		11		1	

	Female		Male		Prefer not to say	
Convenience	202	58%	122	68%	1	100%
Memory	57	16%	29	16%	0	0%
Personalization	44	13%	29	16%	0	0%
Always Updated	103	30%	36	20%	0	0%
Interactivity	24	7%	26	15%	0	0%
Trust	84	24%	47	26%	1	100%
Dimension	74	21%	37	21%	1	100%
None	34	10%	20	11%	0	0%
Total per gender that uses the Platform	347		179		1	

	Basic		Middle School		High School		Professional Course		Bachelors		Masters		Doctorate/PhD	
Convenience	0	0%	1	33%	48	61%	8	44%	171	63%	91	62%	6	60%
Memory	0	0%	0	0%	13	16%	3	17%	43	16%	26	18%	1	10%
Personalization	0	0%	0	0%	13	16%	2	11%	44	16%	14	10%	0	0%
Always Updated	0	0%	2	67%	29	37%	8	44%	65	24%	32	22%	3	30%
Interactivity	0	0%	0	0%	13	16%	5	28%	21	8%	10	7%	1	10%
Trust	0	0%	0	0%	16	20%	3	17%	67	25%	45	31%	1	10%
Dimension	0	0%	0	0%	14	18%	3	17%	57	21%	36	24%	2	20%
None	0	0%	1	33%	8	10%	3	17%	28	10%	12	8%	2	20%
Total per education level	0		3		79		18		270		147		10	

Multi-tasking is a motivation particularly strong for younger and middle age adults. On the other hand, elder respondents value convenience slightly more than younger ones to access audio news through Audio Aggregators

Motivations For The Use Of Each Platform

Audio Aggregators

	Less than 18		18-24		25-34		35-44		45-54		55-64		65-74		75+	
Convenience	0	0%	35	35%	14	30%	18	43%	16	37%	13	34%	1	20%	0	0%
Multi-Tasking	1	50%	69	70%	27	59%	17	40%	9	21%	12	32%	0	0%	0	0%
Offline	0	0%	28	28%	14	30%	8	19%	9	21%	3	8%	1	20%	0	0%
Personalization	0	0%	23	23%	10	22%	9	21%	13	30%	8	21%	3	60%	0	0%
Always Updated	0	0%	6	6%	3	7%	3	7%	4	9%	5	13%	0	0%	0	0%
Trust	0	0%	18	18%	3	7%	3	7%	2	5%	0	0%	1	20%	0	0%
Dimension	0	0%	20	20%	5	11%	1	2%	3	7%	3	8%	1	20%	0	0%
None	1	50%	15	15%	11	24%	7	17%	9	21%	13	34%	1	20%	0	0%
Total per age that uses the Platform	2		99		46		42		43		38		5		0	

	Female		Male		Prefer not to say	
Convenience	55	32%	42	40%	0	0%
Multi-Tasking	78	46%	57	55%	0	0%
Offline	34	20%	29	28%	0	0%
Personalization	37	22%	29	28%	0	0%
Always Updated	14	8%	7	7%	0	0%
Trust	16	9%	11	11%	0	0%
Dimension	20	12%	13	13%	0	0%
None	39	23%	17	16%	1	100%
Total per gender that uses the Platform	170		104		1	

	Basic		Middle School		High School		Professional Course		Bachelors		Masters		Doctorate/PhD	
Convenience	0	0%	0	0%	10	28%	5	45%	48	35%	31	36%	3	75%
Multi-Tasking	0	0%	0	0%	16	44%	7	64%	64	47%	47	55%	1	25%
Offline	0	0%	0	0%	9	25%	1	9%	32	23%	19	22%	2	50%
Personalization	0	0%	0	0%	11	31%	3	27%	37	27%	15	17%	0	0%
Always Updated	0	0%	0	0%	1	3%	2	18%	9	7%	8	9%	1	25%
Trust	0	0%	0	0%	1	3%	0	0%	17	12%	9	10%	0	0%
Dimension	0	0%	0	0%	4	11%	2	18%	16	12%	11	13%	0	0%
None	0	0%	1	100%	8	22%	0	0%	28	20%	19	22%	1	25%
Total per education level	0		1		36		11		137		86		4	

There is a similar level of convenience as a motivation across all age ranges to access news through News Aggregators

Motivations For The Use Of Each Platform

News Aggregators

	Less than 18 anos		18-24		25-34		35-44		45-54		55-64		65-74		75+	
Convenience	2	67%	74	62%	34	57%	35	60%	46	67%	51	67%	6	75%	0	0%
Personalization	1	33%	33	28%	18	30%	13	22%	15	22%	9	12%	2	25%	0	0%
Always Updated	2	67%	40	33%	21	35%	22	38%	30	43%	23	30%	3	38%	1	100%
Trust	0	0%	29	24%	11	18%	4	7%	9	13%	12	16%	3	38%	0	0%
Dimension	0	0%	20	17%	12	20%	6	10%	10	14%	13	17%	1	13%	0	0%
None	0	0%	22	18%	10	17%	6	10%	8	12%	12	16%	0	0%	0	0%
Total per age that uses the platform	3		120		60		58		69		76		8		1	

	Female		Male		Prefer not to say	
Convenience	168	64%	80	61%	0	0%
Personalization	53	20%	38	29%	0	0%
Always Updated	97	37%	45	34%	0	0%
Trust	43	16%	25	19%	0	0%
Dimension	37	14%	25	19%	0	0%
None	32	12%	25	19%	1	100%
Total per gender that uses the Platform	262		132		1	

	Basic		Middle School		High School		Professional Course		Bachelors		Masters		Doctorate/PhD	
Convenience	0	0%	0	0%	37	60%	8	50%	135	67%	62	59%	6	86%
Personalization	0	0%	0	0%	11	18%	4	25%	47	23%	28	27%	1	14%
Always Updated	0	0%	1	50%	25	40%	7	44%	69	34%	40	38%	0	0%
Trust	0	0%	0	0%	11	18%	4	25%	33	16%	20	19%	0	0%
Dimension	0	0%	0	0%	10	16%	1	6%	34	17%	15	14%	2	29%
None	0	0%	1	50%	8	13%	2	13%	33	16%	13	12%	1	14%
Total per education level	0		2		62		16		203		105		7	

It was observed a tendency for elder respondents to identify convenience as a strong motivation to access news through Browsers than younger ones. On the other hand, there is also a tendency for respondents will lower academic degrees to also identify more convenience as a motivation

Motivations For The Use Of Each Platform

Browser

	Less than 18		18-24		25-34		35-44		45-54		55-64		65-74		75+	
Convenience	2	67%	108	63%	45	61%	56	72%	59	71%	72	81%	9	90%	1	100%
Diversity	1	33%	68	40%	29	39%	22	28%	19	23%	21	24%	1	10%	0	0%
Trust	1	33%	45	26%	13	18%	8	10%	21	25%	14	16%	3	30%	0	0%
Dimension	0	0%	17	10%	8	11%	7	9%	11	13%	11	12%	2	20%	0	0%
None	1	33%	25	15%	18	24%	8	10%	13	16%	7	8%	0	0%	0	0%
Total per age that uses the platform	3		172		74		78		83		89		10		1	

	Female		Male		Prefer not to say	
Convenience	243	70%	108	66%	1	100%
Diversity	99	29%	62	38%	0	0%
Trust	76	22%	29	18%	0	0%
Dimension	42	12%	14	9%	0	0%
None	46	13%	26	16%	0	0%
Total per gender that uses the platform	346		163		1	

	Basic		Middle School		High School		Professional Course		Bachelors		Masters		Doctorate/PhD	
Convenience	0	0%	2	67%	59	78%	12	71%	187	71%	85	60%	7	100%
Diversity	0	0%	0	0%	24	32%	6	35%	74	28%	54	38%	3	43%
Trust	0	0%	0	0%	17	22%	3	18%	60	23%	24	17%	1	14%
Dimension	0	0%	0	0%	14	18%	1	6%	26	10%	14	10%	1	14%
None	0	0%	1	33%	8	11%	1	6%	38	14%	24	17%	0	0%
Total per education level that uses the platform	0		3		76		17		265		142		7	

Inside the Social Media platforms topic, it was investigated furtherly which ones the respondents liked and visited the most as well as some innovative ones where they might like having news content

Sample

522

Respondents that read news online, on the smartphone, through social media

Social Media

Facebook

Instagram

Twitter

YouTube

LinkedIn

Reasoning

- At this stage it was analyzed which specific Social Media were most used by respondents in order to understand In which RTP should focus its presence
- The frequency of usage of these social media was also addressed to check how much should RTP keep its content updated on each one individually
- Apart from the social media currently most used by the audience to access news it was investigated whether respondents would value having news delivered through other ones, which would indicate whether RTP should innovate on this topic

Facebook and Instagram are the Social Medias visited more frequently, showing respondents demand a higher level of content updated, whereas Linked and YouTube are the least frequently visited

Frequency of Usage of Social Media to Read the News

	Do not use	1 per month	1 every 2 weeks	1 per week	2 or more per week	Daily	Total	**Total Users**
Facebook	80	18	17	32	93	282	**522**	**442**
Instagram	148	11	12	29	85	237	**522**	**374**
LinkedIn	231	39	19	37	83	113	**522**	**291**
Youtube	177	44	43	61	98	99	**522**	**345**
Twitter	425	14	3	15	17	48	**522**	**97**

	Do not use	1 per month	1 every 2 weeks	1 per week	2 or more per week	Daily	**Total**
Facebook	15,3%	3,4%	3,3%	6,1%	17,8%	54,0%	**100%**
Instagram	28,4%	2,1%	2,3%	5,6%	16,3%	45,4%	**100%**
LinkedIn	44,3%	7,5%	3,6%	7,1%	15,9%	21,6%	**100%**
Youtube	33,9%	8,4%	8,2%	11,7%	18,8%	19,0%	**100%**
Twitter	81,4%	2,7%	0,6%	2,9%	3,3%	9,2%	**100%**

- Respondents have a more frequent presence on Facebook and Instagram, and so RTP should consider a stronger presence of its news and information content on these medias. Additionally, also most of respondents use YouTube to access news, being then a place for RTP to consider an entrance

Usage of Social Media to Read the News

	Less than 18		18-24		25-34		35-44		45-54		55-64		65-74		75+	
Facebook	2	67%	139	76%	73	82%	72	92%	73	91%	74	94%	8	89%	1	100%
Instagram	3	100%	147	80%	73	82%	49	63%	49	61%	48	61%	4	44%	1	100%
LinkedIn	0	0%	130	71%	63	71%	35	45%	33	41%	26	33%	3	33%	1	100%
Youtube	3	100%	117	64%	56	63%	54	69%	51	64%	58	73%	5	56%	1	100%
Twitter	2	67%	41	22%	17	19%	8	10%	11	14%	14	18%	3	33%	1	100%
Total per age of users of Social Media	3		183		89		78		80		79		9		1	

	Female		Male		Prefer not to say	
Facebook	310	86%	131	81%	1	100%
Instagram	272	76%	102	63%	0	0%
LinkedIn	181	50%	110	68%	0	0%
Youtube	221	62%	124	77%	0	0%
Twitter	57	16%	40	25%	0	0%
Total per gender of users of Social Media	359		162		1	

	Basic		Middle School		High School		Professional Course		Bachelors		Masters		Doctorate/PhD	
Facebook	0	0%	3	100%	63	79%	18	100%	239	89%	112	77%	7	100%
Instagram	0	0%	3	100%	58	73%	14	78%	188	70%	107	73%	4	57%
LinkedIn	0	0%	2	67%	28	35%	5	28%	142	53%	108	74%	6	86%
Youtube	0	0%	2	67%	64	80%	12	67%	165	62%	98	67%	4	57%
Twitter	0	0%	1	33%	21	26%	7	39%	46	17%	20	14%	2	29%
Total per education of users of Social Media	0		3		80		18		268		146		7	

More than half of the respondents showed interest in accessing innovative news content on Streaming Platforms, but only few showed interest on Snapchat and TikTok

Innovative Content Platforms

Streaming Platforms	**300**	**57,5%**
Snapchat	**9**	**1,7%**
Tiktok	**45**	**8,6%**
None	**206**	**39,5%**

	Female		Male		Prefer not to say	
Streaming	208	58%	92	57%	0	0%
Snapchat	7	2%	2	1%	0	0%
Tiktok	29	8%	16	10%	0	0%
None	139	39%	66	41%	1	100%
Total per gender of users of Social Media	359		162		1	

	Less than 18		18-24		25-34		35-44		45-54		55-64		65-74		75+	
Streaming	3	100%	104	57%	53	60%	45	58%	51	64%	40	51%	4	44%	0	0%
Snapchat	1	33%	4	2%	1	1%	1	1%	2	3%	0	0%	0	0%	0	0%
Tiktok	2	67%	23	13%	13	15%	4	5%	2	3%	1	1%	0	0%	0	0%
None	0	0%	70	38%	34	38%	31	40%	27	34%	38	48%	5	56%	1	100%
Total per age of users of Social Media	3		183		89		78		80		79		9		1	

	Basic		Middle School		High School		Professional Course		Bachelors		Masters		Doctorate/PhD	
Streaming	0	0%	0	0%	50	63%	11	61%	150	56%	86	59%	3	43%
Snapchat	0	0%	0	0%	5	6%	1	6%	2	1%	1	1%	0	0%
Tiktok	0	0%	0	0%	9	11%	2	11%	16	6%	18	12%	0	0%
None	0	0%	3	100%	27	34%	6	33%	111	41%	55	38%	4	57%
Total per level of education of users of Social Media	0		3		80		18		268		146		7	

- In terms o platforms not commonly used or with few or no content of news (in Portugal) it was found that is highly likely that the audience has a very low interest in consuming news on Snapchat or even TikTok
- On the other hand, more than half of the respondents would like to access innovative news content on Streaming Platforms. This is a sign that there is enough demand for disruptive and new information content that RTP can address, this way reaching this target and strengthening its digital presence

Respondents were addressed in terms of their interest on innovative types of Journalism, Technology innovation on news as well as some App features

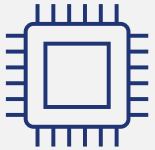
Sample

592

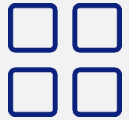
Respondents that read news online, on the smartphone

Innovation

Types Of News



Technologies



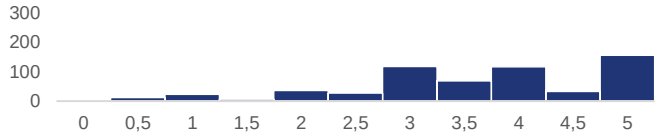
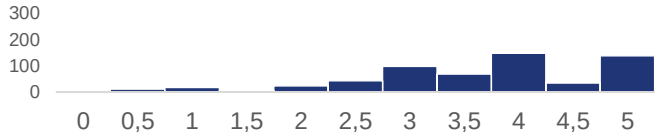
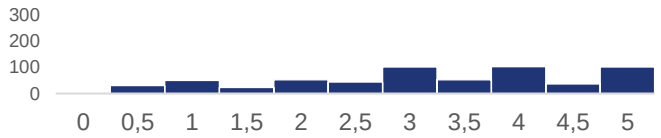
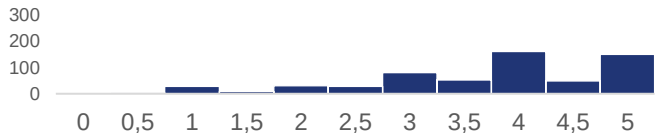
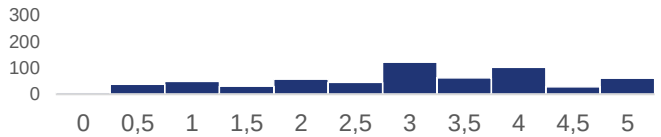
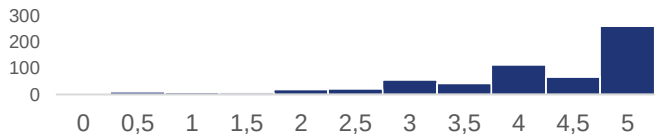
Apps Features

Reasoning

- After an analysis on the consumption habits of the respondents, it was investigated the innovations on the customer experience respondents would value either in terms of type of content, interactivity through technologies or Apps features
- In what type of content is concerned, it was analyzed the types of journalism respondents would like consume allowing RTP to have a better perception if the content offered on its digital platforms matches these tastes
- It was also investigated the technologies RTP could use to increase its interactivity and encloser its link with the audience
- RTP has already an App to deliver news content, however, it was considered which features the audience values on these type of platforms, so to RTP understand which features should be kept or which innovative ones should be developed and added

Summary News is the type of Journalism respondents showed more interest on, whereas Opinion Journalism is the one with the lowest average interest shown

Types of Journalism

	Average	Median	Mode	Standard Error	3 Stars or more	Frequency
Generalist News	**3,63**	4	5	1,17	**82%**	
Explanatory Journalism	**3,64**	4	4	1,14	**82%**	
Investigation Journalism	**3,15**	3	4	1,37	66%	
Constructive Journalism	**3,73**	4	4	1,14	**83%**	
Opinion Journalism	**2,94**	3	3	1,32	63%	
Summary of News	**4,13**	4,5	5	1,06	**90%**	

Text and Images are the news formats most preferred to consume on the Summary of News type of journalism, but also across almost all types

Types of Journalism - Formats

	Generalist News	Explanatory Journalism	Investigation Journalism	Constructive Journalism	Opinion Journalism	Summary Of Nesws
Horizontal Video	115	176	165	179	110	143
Vertical Video	147	149	116	151	105	161
Audio (Podcast)	52	91	67	100	92	84
Image	217	171	150	190	136	249
Text	364	349	241	357	257	396

	Generalist News	Explanatory Journalism	Investigation Journalism	Constructive Journalism	Opinion Journalism	Summary Of Nesws
Horizontal Video	19,4%	29,7%	27,9%	30,2%	18,6%	24,2%
Vertical Video	24,8%	25,2%	19,6%	25,5%	17,7%	27,2%
Audio (Podcast)	8,8%	15,4%	11,3%	16,9%	15,5%	14,2%
Image	36,7%	28,9%	25,3%	32,1%	23,0%	42,1%
Text	61,5%	59,0%	40,7%	60,3%	43,4%	66,9%

Analysis

- Among the types of journalism presented, respondents showed a general preference for Summary of News noticed on the the higher average rating (4,13) but also on the lower standard deviation (1,06). Additionally, in terms of format respondents answered they would mostly prefer Text and Images news on this type of journalism. This is a strong sign of the type and format of innovative news RTP should consider producing to match the market preferences

Summary News is the type of Journalism respondents showed more interest on, whereas Opinion Journalism is the one with the lowest average interest shown

Types of Journalism

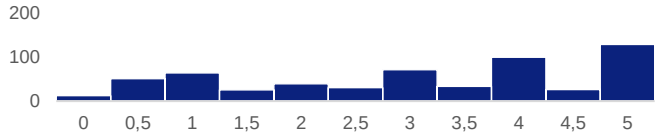
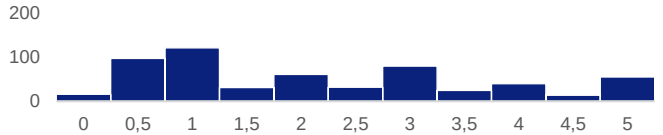
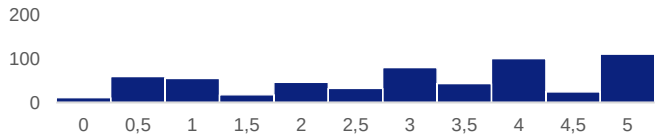
	Less than 18		18-24		25-34		35-44		45-54		55-64		65-74		75+		All	
Generalist News	3	100%	176	86%	83	86%	76	84%	69	78%	74	76%	7	58%	0	0%	488	82%
Explanatory Journalism	3	100%	181	88%	83	86%	75	83%	68	77%	72	74%	4	33%	0	0%	486	82%
Investigation Journalism	3	100%	132	64%	61	64%	70	78%	54	61%	63	65%	7	58%	1	100%	391	66%
Constructive Journalism	3	100%	174	85%	82	85%	78	87%	73	83%	71	73%	10	83%	1	100%	492	83%
Opinion Journalism	1	33%	125	61%	54	56%	60	67%	60	68%	63	65%	7	58%	1	100%	371	63%
Summary Of News	3	100%	189	92%	85	89%	81	90%	79	90%	85	88%	9	75%	0	0%	531	90%
Total per age that uses the smartphone	3		205		96		90		88		97		12		1		592	

	Female		Male		Prefer not to say		All	
Generalist News	326	83%	162	82%	0	0%	488	82%
Explanatory Journalism	327	83%	158	80%	1	100%	486	82%
Investigation Journalism	256	65%	134	68%	1	100%	391	66%
Constructive Journalism	325	82%	166	84%	1	100%	492	83%
Opinion Journalism	245	62%	125	63%	1	100%	371	63%
Summary Of News	361	92%	169	86%	1	100%	531	90%
Total per gender that uses the smartphone	394		197		1		592	

	Basic		Middle School		High School		Professional Course		Bachelors		Masters		Doctorate/PhD		Total	
Generalist News	0	0%	2	67%	70	82%	14	74%	250	83%	144	85%	8	67%	488	82%
Explanatory Journalism	0	0%	0	0%	68	80%	12	63%	258	85%	141	83%	7	58%	486	82%
Investigation Journalism	0	0%	2	67%	66	78%	15	79%	200	66%	100	59%	8	67%	391	66%
Constructive Journalism	0	0%	3	100%	73	86%	15	79%	252	83%	140	82%	9	75%	492	83%
Opinion Journalism	0	0%	1	33%	53	62%	12	63%	190	63%	109	64%	6	50%	371	63%
Summary Of News	0	0%	2	67%	75	88%	16	84%	278	92%	151	89%	9	75%	531	90%
Total per level of education that uses the smartphone	0		3		85		19		303		170		12		592	

There was not evidence of a high level of interest on any of the Technologies presented, however, on average there is a medium interest to interact with news through QR Codes and Augmented Reality

New Technologies

	Average	Median	Mode	Standard Error	3 Stars or more	Frequency
QR Codes	★★★☆☆ **3,05**	3	5	1,59	62%	
Virtual Reality	★★☆☆☆ **2,17**	2	1	1,50	37%	
Augmented Reality	★★★☆☆ **3,00**	3	5	1,55	62%	

Analysis

- Analyzing the respondent's likeness for the use of innovative technologies it was observed that there is none where there is, on average, a strong preference. On the other hand, it is noticed that in general there is a low interest on Virtual Reality. QR Codes and Augmented Reality had on average a medium to high interest (62% - 3 stars or more) whereby these are technologies RTP should consider adding to its news at a certain extent

There was not evidence of a high level of interest on any of the Technologies presented, however, on average there is a medium interest to interact with news through QR Codes and Augmented Reality

New Technologies

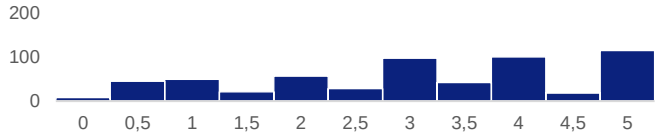
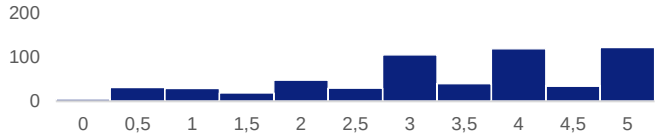
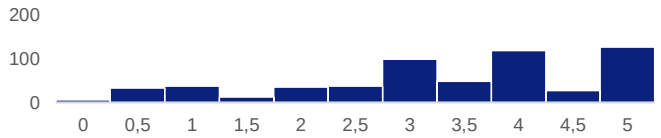
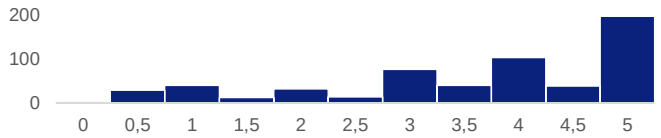
	Less than 18		18-24		25-34		35-44		45-54		55-64		65-74		75+		All	
QR Codes	3	100%	136	66%	62	65%	54	60%	46	52%	52	54%	4	33%	0	0%	357	60%
Virtual Reality	3	100%	88	43%	35	36%	34	38%	28	32%	23	24%	3	25%	0	0%	214	36%
Augmented Reality	3	100%	133	65%	55	57%	62	69%	50	57%	49	51%	4	33%	0	0%	356	60%
Total per age that uses the smartphone	3		205		96		90		88		97		12		1		592	

	Female		Male		Prefer not to say		Total	
QR Code	245	62%	111	56%	1	100%	357	60%
Virtual Reality	136	35%	78	40%	0	0%	214	36%
Augmented Reality	235	60%	121	61%	0	0%	356	60%
Total per gender that uses the smartphone	394		197		1		592	

	Basic		Middle School		High School		Professional Course		Bachelors		Masters		Doctorate/PhD		Total	
QR Code	0	0%	1	33%	59	69%	11	58%	186	61%	94	55%	6	50%	357	60%
Virtual Reality	0	0%	0	0%	43	51%	3	16%	104	34%	61	36%	3	25%	214	36%
Augmented Reality	0	0%	0	0%	64	75%	8	42%	183	60%	98	58%	3	25%	356	60%
Total per level of education that uses the smartphone	0		3		85		19		303		170		12		592	

Almost 80% of respondents have a medium to high interest on an Offline Mode App feature, on the other hand the Personal Profile was the least preferred one, but still with an average medium interest

Importance of Apps Features

	Average	Median	Mode	Standard Error	3 Stars or more	Frequency
Personal Profile	**3,07**	3	5	1,48	64%	
Notification	**3,33**	3,5	5	1,37	72%	
Personalized Notifications	**3,32**	3,5	5	1,39	72%	
Offline Mode	**3,61**	4	5	1,44	**78%**	

Analysis

- The Offline Mode feature was the one with the highest average rating and the lowest standard deviation, a feature that RTP should strongly consider adding to its App.

  On the other hand, a Personal Profile is the least valued feature by respondents and so should be the least one for RTP to consider having on its App. However, it shows a medium average interest and thus should not be disregarded at all

Almost 80% of respondents have a medium to high interest on an Offline Mode App feature, on the other hand the Personal Profile was the least preferred one, but still with an average medium interest

Importance of Apps Features

	Less than 18		18-24		25-34		35-44		45-54		55-64		65-74		75+		All	
Individual Profile	2	67%	154	75%	59	61%	55	61%	46	52%	49	51%	6	50%	0	0%	371	63%
Notifications	3	100%	159	78%	66	69%	63	70%	59	67%	63	65%	7	58%	0	0%	420	71%
Personalized Notifications	3	100%	155	76%	70	73%	64	71%	58	66%	60	62%	7	58%	0	0%	417	70%
Offline	2	67%	160	78%	74	77%	71	79%	72	82%	69	71%	5	42%	0	0%	453	77%
Total per age that uses the smartphone	3		205		96		90		88		97		12		1		592	

	Female		Male		Prefer not to say		Total	
Individual Profile	240	61%	130	66%	1	100%	371	63%
Notifications	284	72%	136	69%	0	0%	420	71%
Personalized Notifications	278	71%	139	71%	0	0%	417	70%
Offline	313	79%	139	71%	1	100%	453	77%
Total per gender that uses the smartphone	394		197		1		592	

	Basic		Middle School		High School		Professional Course		Bachelors		Masters		Doctorate/PhD		Total	
Individual Profile	0	0%	0	0%	53	62%	12	63%	207	68%	94	55%	5	42%	371	63%
Notifications	0	0%	0	0%	66	78%	14	74%	215	71%	120	71%	5	42%	420	71%
Personalized Notifications	0	0%	0	0%	67	79%	14	74%	224	74%	109	64%	3	25%	417	70%
Offline	0	0%	1	33%	63	74%	15	79%	242	80%	124	73%	8	67%	453	77%
Total per level of education that uses the smartphone	0		3		85		19		303		170		12		592	

Agenda

7. Consumer Preferences

i. Initial Sample (IS)

ii. Statistical Tests - IS

iii. Restructured Sample (RS)

iv. Statistical Tests - RS

v. Questionnaire

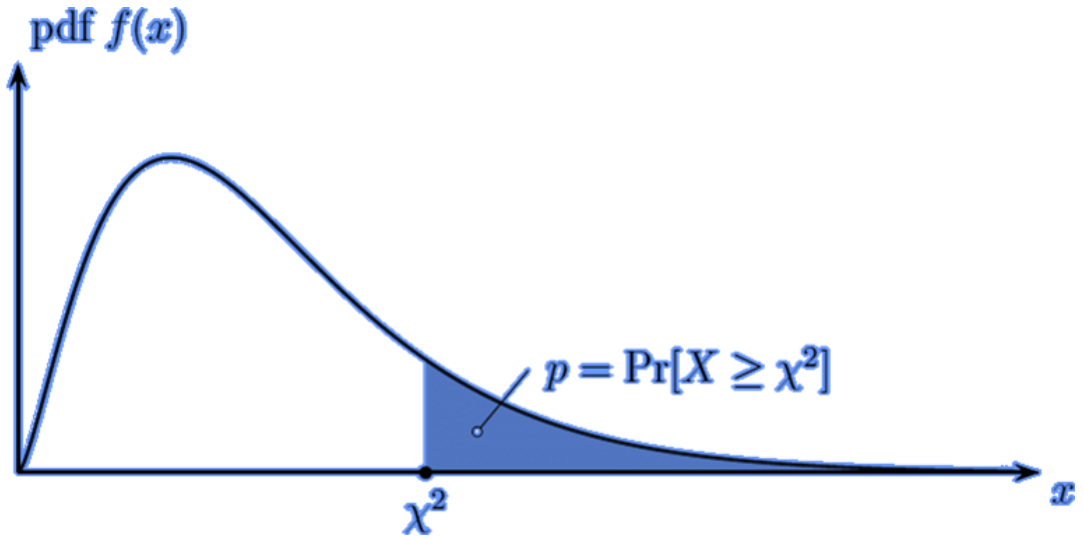
Through a contingency analysis we realize what variables are, or are not, independent of the type of respondents, age and academic degree

- Contingency tests were used to compare all qualitative and discrete quantitative variables contemplated with the gender, age and academic degree of the respondents
- It is intended to understand if there is a relationship between variables and if any trend observed can be used in the content development of the digital team
- These tests were initially used in the data taken directly from the questionnaire

- Contingency tables of the observed data were used to apply the independence tests
- The statistical test performed to test independence was the following:

$$X^2 = \sum_{(i.j)} \frac{(O-E)^2}{E}$$

- In which:
- O – Observations
- E - Expected Values
- i – number of rows in the table; j - number of columns in the table



Critical Value → α = 5%

Gender

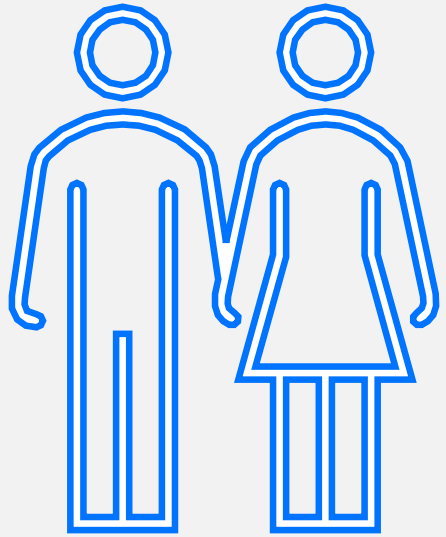
125

Tests Performed

- 29 Rejections of the Null Hypothesis
- 96 No Rejections of the Null Hypothesis
- 0 Tests Without Results Due to Lack of Data Volume

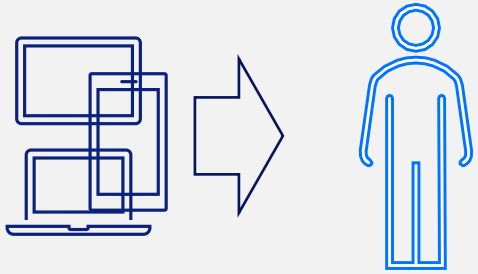
Ho: The gender and variable in question are independent

H1: The gender and variable in question are not independent

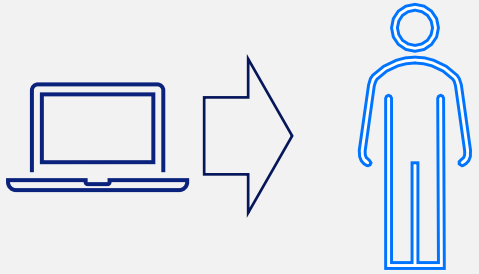


Men tend to read more news online than women and tend to use the computer more. In terms of formats, men tend to prefer the use of audio, text and horizontal video more than women

General Questions

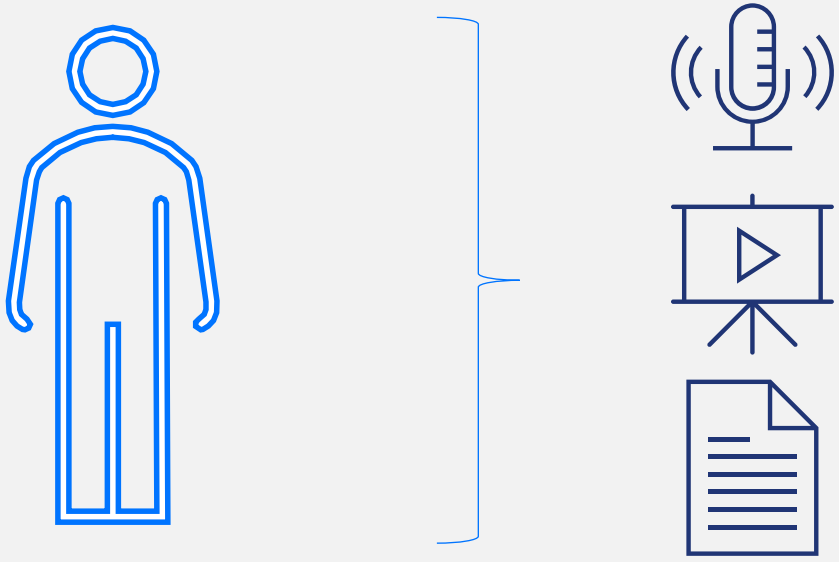


Men tend to **read more news online** than women, on average, c.p.



Men tend to **use more the computer** to read the news than women, on average, c.p.

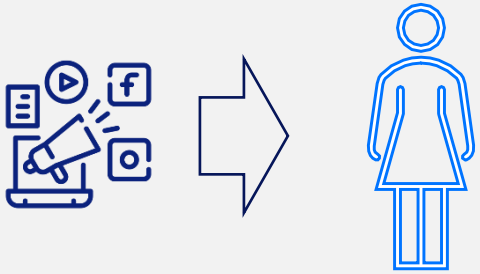
Formats on the Smartphone



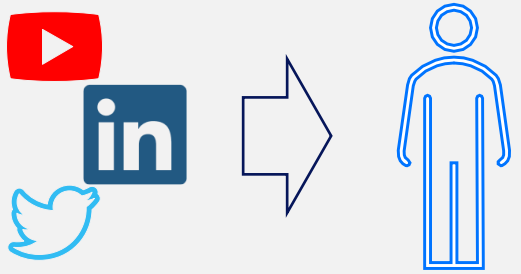
Men tend to prefer the use of **audio, text and horizontal video** more than women, on average, c.p.

Women tend to use more social media to access news than men, but when men do, they tend to use Twitter, LinkedIn and YouTube more than women

Social Media

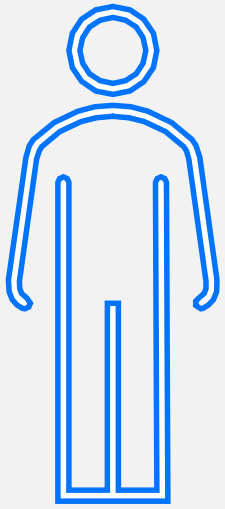


Women tend to **use more social networks** to read news online than men, on average, c.p.



When **men** use social media, they tend to use more **Twitter, Linkedin and Youtube** than women, on average, cp

Reasons

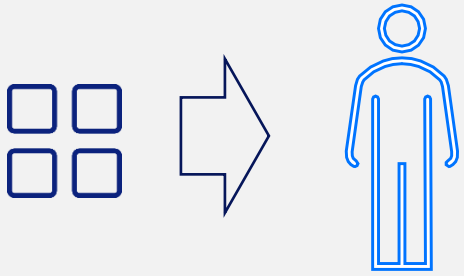


- Interactivity
- Customization
- Convenience

Men tend to be more driven by the possibility of **interactivity, customization and convenience** of online news through social networks than women, on average, cp

Men tend to use apps more than women. When they do so, they are more often moved by confidence. When it comes to websites, women tend to use it more due to the reason of always being able to remain informed and men do it more moved by the possibility of interactivity and its convenience

Apps



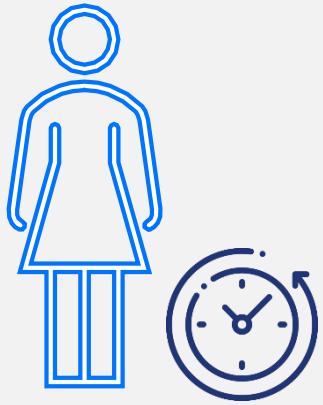
Men tend to use more **news apps** to access news than women, on average, cp

Reasons - Apps

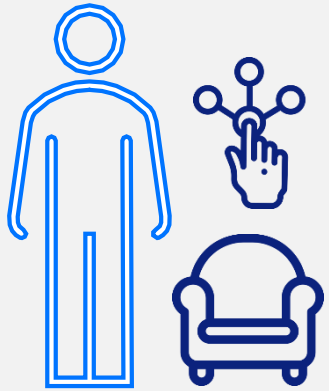
Men tend to declare more **trust** as a reason to use apps to access news than women, on average, cp

Websites

Reasons - Websites



Women tend to prefer more the use of websites because they can **always remain informed** than men, on average, c.p.



Men tend to be more driven by the convenience and interactivity of using websites to access news than women, on average, cp

Men have different preferences than women in the production of generalist journalism, research, constructive, opinion and summary

Innovation - Journalism Types

Men tend to prefer **horizontal video** more than women to consume **generalist journalism, investigation, constructive, opinion and summary**, on average, c.p. They also tend to prefer **audio** in the development of **constructive journalism, opinion and summary**. In the case of **vertical video**, **men** tend to prefer its use in **generalist journalism** more than women, on average, cp

Age

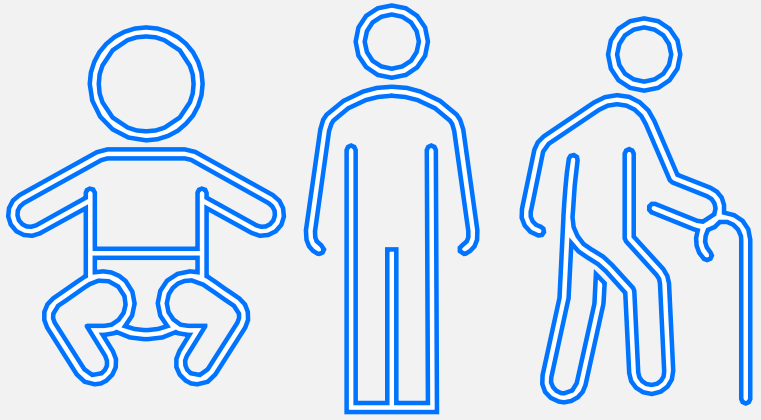
125

Tests Performed

- 32 Rejections of the Null Hypothesis
- 55 No Rejections of the Null Hypothesis
- 38 Tests Without Results Due to Lack of Data Volume

Ho: The age and variable in question are independent

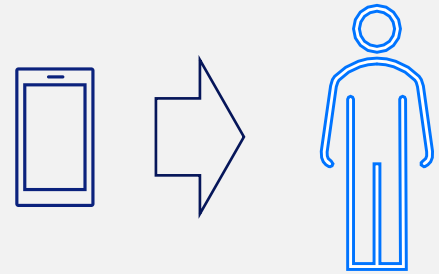
H1: The age and variable in question are not independent



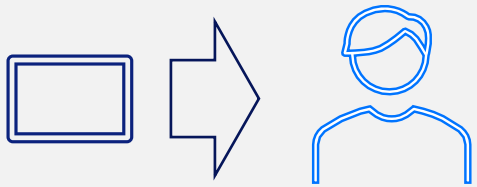
Younger generations (mostly 18-24) tend to read news online more often via the smartphone and prefer the text format more. The intermedia generation (34-45) is the one that accesses the news most often through the tablet, on average

Age

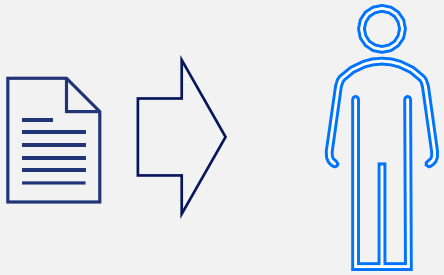
General Questions



The **generation of 18-24** tends to **read more frequently online news on the smartphone** than other generations, and the younger the audience, the higher the likelihood of reading news on the smartphone, on average, c.p.



The **generation of 34-45** tends to **read more frequently news online on the tablet** than other generations, on average, c.p.

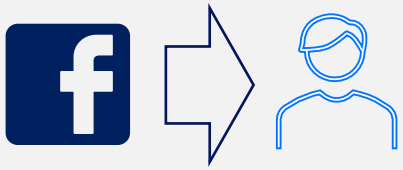


On average, younger people tend to prefer access to online text news more than older ones, with the **generation of 18-24** tending to **prefer more text news** than other generations, on average, c.p.

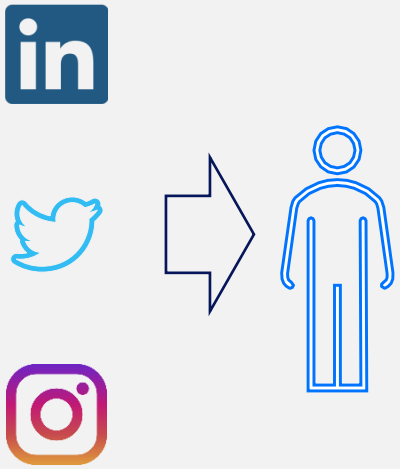
On average, younger people tend to access news more often than older ones through Linkedin, Twitter and Instagram. Older generations tend to use Facebook more often to access news than younger ones.

Age

Social Media



On average, older generations **(over 35)** use Facebook more frequently to access the news, c.p.



On average, **the younger you are, the more often you use the social networks LinkedIn, Twitter and Instagram** to access news. The generation **up to 34** years tends to use these platforms the most, c.p.

On average, younger people (**under 24**) would like to have news content on the **TikTok** more than older generations (**over 24**), c.p., with older generations showing very little interest in it

- Format

- Convenience

On average, younger generations (**under 34**) tend to be more driven by the possibility of comfort and the likeness of the format of online news on social networks than older generations, on average, c.p.

On average, older generations (35-54) tend to use more search engines to access news. Younger generations (35-) value more the features of apps such as the ability to create a Profile Of Your Own, the existence of Notifications and Alerts, and the possibility of creating Custom Notifications

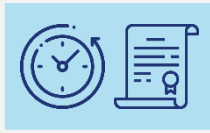
Age

Search Engines

- On average, older generations (**35-54**) tend to use more **search engines** to access news, c.p. The generation that uses it the most is the **45-54**

- Older generations tend to value **convenience** more and younger generations tend to value **diversity** more

Websites



- Older generations **(35+)** tend to value the use of websites more for the possibility of **always being informed** than younger ones. The younger generation **(35-)** tends to value **confidence** more than the older

Apps

- Younger generations **(35-)** tend to value more the possibility of **always being informed, the confidence and format** for the use of apps when accessing news, on average, c.p.

- Younger generations **(35-)** value more, on average, the features of apps such as the **ability to create a Profile Of Your Own, the existence of Notifications and Alerts, and the possibility of creating Custom Notifications**. The generation of 18-24 years tends to value **offline features** the most

Generations of -34 and +35 have different preferences in the production of explanatory journalism, investigation, constructive, opinion and summary

Age

Innovation – Journalism Types

- Younger generations (**-34**) tend to prefer the use of **horizontal video** more than older generations for **investigation journalism**. These also tend to prefer **audio** in the development of **investigative, constructive and opinion journalism**. In the case of the **text**, younger generations tend to prefer their use in **opinion journalism** more than older generations, on average, c.p.

Explanatory

- The interest in **Explanatory Journalism** is more pronounced in younger generations, especially **18-24**, than in older generations, on average, c.p.

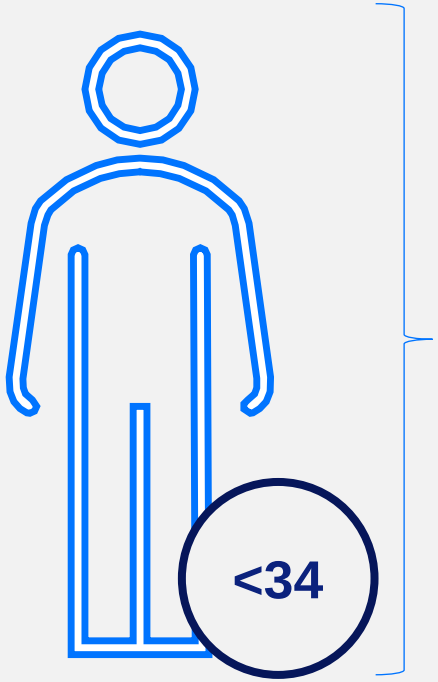
Summary

- Interest in **News Summary** is more pronounced in younger generations, especially **18-24,** than in older generations. There is a decreasing trend in interest with age

On average, interest in news content developed through new technologies with Virtual Reality and Augmented Reality is more pronounced in younger generations

Age

Innovation - Technology



Augmented Reality

Virtual Reality

- On average, the interest in news content developed through new technologies like **Virtual Reality** and **Augmented Reality** is more pronounced in younger generations, (**< 34**), and this decreases with age, c.p.

Academic Level

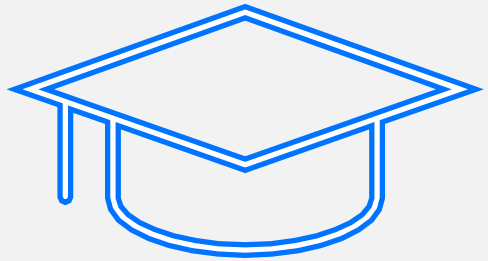
125

Tests Performed

- 13 Rejections of the Null Hypothesis
- 92 No Rejections of the Null Hypothesis
- 20 Tests Without Results Due to Lack of Data Volume

Ho: The academic level and variable in question are independent

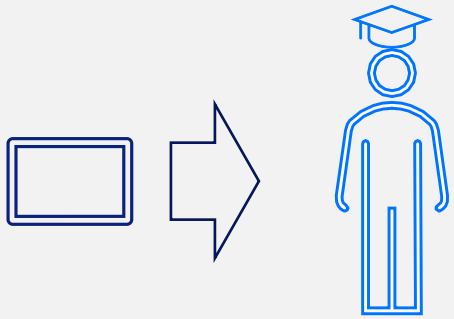
H1: The academic level and variable in question are not independent



Respondents with bachelor’s degrees are the ones who access the news more through the tablet and respondents with secondary education or bachelor's degree are the ones who have the most interest in explanatory journalism

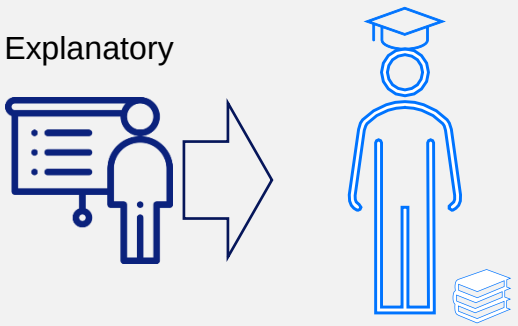
Academic Level

General Questions



Respondents with **bachelor’s degrees** tend **to read more news online on the tablet** than the others, and the higher the distance from this academic degree, the lower the use, on average, c.p.

Explanatory

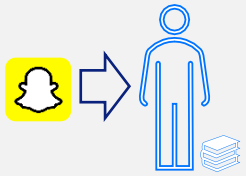


On average, respondents with **high school or bachelor's degrees** tend to prefer the development of news content more through **explanatory journalism** than the others, and the greater the distance from these academic degrees, the lower the interest, c.p.

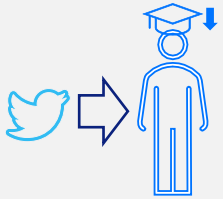
Different academic levels demonstrate different preferences in the use of social networks to access the news

Academic Level

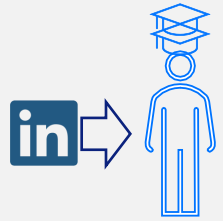
Social Media



- On average, the higher the academic level, the lower the interest in news content on **Snapchat**

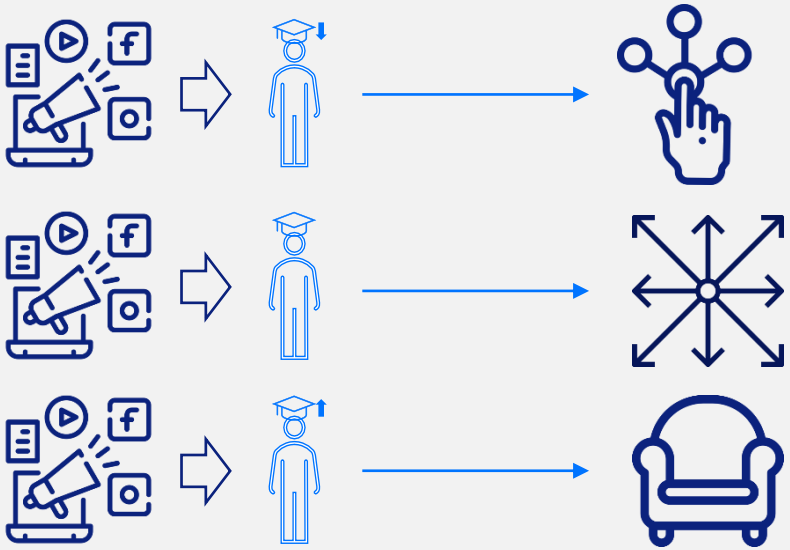


- On average, the higher the academic level, the lower the use of **twitter** to access the news



- On average, the higher the academic level, the greater the use of **LinkedIn** to access the news

Reasons



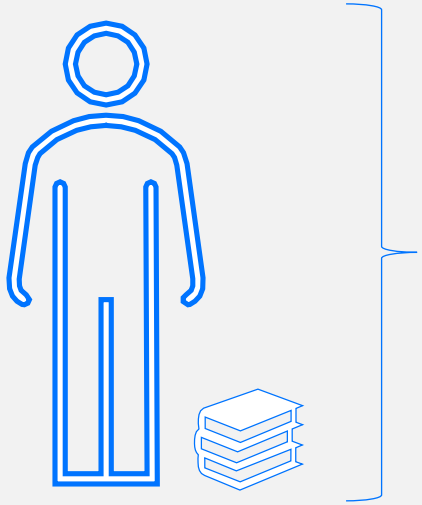
- Interactivity
- Format
- Convenience

- On average, the lower the academic level, the greater the tendency to declare interactivity as a reason for the use of social networks
- On average, respondents with bachelor's degrees tend to declare more that the format is a reason for the use of social networks, this trend decreases the greater the distance from these academic degrees
- On average, the lower the academic level, the greater the tendency to declare convenience as a reason for the use of social networks

The lower the academic level, the greater the tendency to declare interactivity and the possibility of always being informed as a reason for using websites to access news and convenience as a reason for using Search Engines – both with the peak interest in respondents with high school

Academic Level

Websites

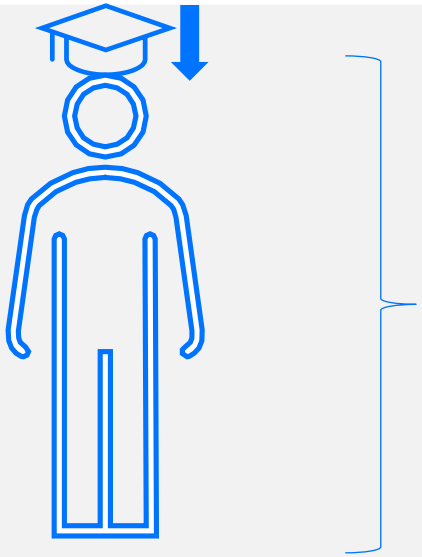


- Interactivity

- Always Informed

- On average, the lower the academic level, the greater the tendency to declare interactivity and the possibility of always being informed as a reason for using websites to access news – peak in respondents with high school

Search Engines



- Convenience

- On average, the lower the academic level, the greater the tendency to declare convenience as a reason for using Search Engines to access news – peak in respondents with high school

The analysis of the results of the consumer survey has a significant risk due to the fact that the sample is for convenience which leads to non-representation of the population and the impossibility of carrying out certain statistical tests

Limitations

Data

Convenience Sample

For the development of the questionnaire, a convenience sample was used i.e., respondents are a part of the population that was accessible – despite the effort to maintain a statistical criterion, respondents were the ones who were shown to be available to answer the questionnaire

Limitation: there is a lack of representativeness of the population, with an over-representation of the young and high-skilled population, which leads to a risk in the evaluation of the results

Analysis

Impossibility of using Statistical Tests

Due to the under-representation of certain classes, it was impossible to perform certain independence tests because, due to restrictions, some classes, such as +75 years or individuals with a Doctorate, did not have any results

Thus, no conclusion can be tirade in relation to the independence of age and academic degree relative to more than 38 other variables

The data taken from the survey was restructured in order to overcome the limitations analyzed. This restructuring consists of the elimination of elements and the regrouping of them

Data Restructuration

110

- 110 elements of the sample whose age belonged to the group 18-24 years were randomly selected and eliminated from the sample so that it represented better the age distribution of the Portuguese population
- The 18–24-year-old group now represents 20.8% of the population in contrast to the previous 35%

- Also, for the sample to better represent the population and to overcome the problem of lack of data volume for statistical tests, the age groups were regrouped:
- -24 – Due to the similarities in population behavior trends of -18 and 18-24, these groups were grouped together
- +55 - The same was done with groups 55-64, 64-75 and 75+

- The ratings attributed to the innovations were grouped into two categories in order to be possible to make a contiguity analysis with qualitative data:
- Disinterested - when the respondent answered with less than 3 stars
- Interested - answer with 3 or more stars

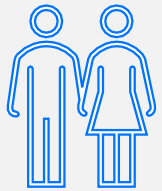
- Once more, to adapt the sample to an academic level distribution like the Portuguese one and to enable the production of statistical tests avoiding small samples (n<30), the same regrouping process was done:
- Less than bachelor’s degree – Middle School, High School and Professional Courses
- More than bachelor's degree - Masters and Doctorates

After data regrouping, the same tests were performed for this new set. The results did not differ significantly from the previous ones and it was possible to analyze the independence among 54 more pairs of variables

Results Changes

- After the restructure of the data, a general analysis, similar to that previously performed, was carried out: although the absolute values differ, the same trends were verified. The same statistical tests were also performed in the new data set
- The results of these new tests did not differ significantly from those previously performed and, due to regrouping, it was possible to perform 54 more tests

Gender



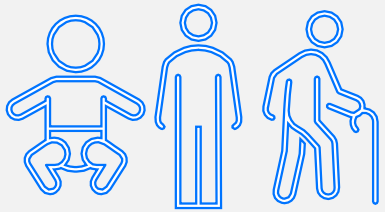
94%

Of the statistical tests showed the same comparison result with the null hypothesis

+0

New Statistical Tests performed

Age



85%

Of the statistical tests showed the same comparison result with the null hypothesis

+34

New Statistical Tests performed

Academic Level

91%

Of the statistical tests showed the same comparison result with the null hypothesis

+20

New Statistical Tests performed

Agenda

7. Consumer Preferences
i. Initial Sample (IS)
ii. Statistical Tests - IS
iii. Restructured Sample (RS)
iv. Statistical Tests - RS
v. Questionnaire

This questionnaire on the consumer preferences showed a high market potential as 96% of the respondents read news online and 84% access them on smartphones

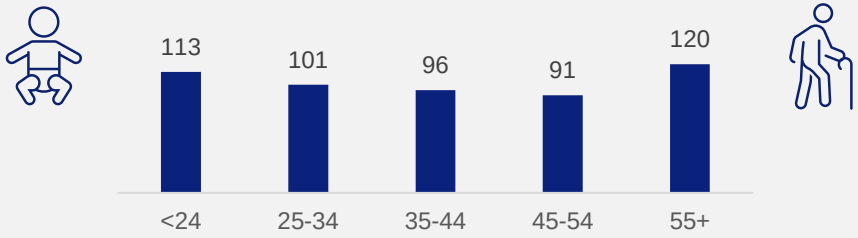
520
Sample

68% **31%**

19%
< Bachelor's

49%
Bachelor's

32%
> Bachelor's



96%
Read News Online

A similar percentage was observed among the various age levels of respondents as well as between academic levels

Read News Online

	Do not use	Daily
	69%	**12%**
	13%	**50%**
	2%	**84%**

Do not read news online

Of respondents who do not use online news (29):

82%

14%

5%

Why?

18% Trust

9% Privacy

18% Convenience

50% Habit

23% None

The collected sample gathered a small amount of none online news readers, thus answers and relative weights of preferences might be misleading

Do not read news online

Respondents who do not consume online news (22) consume:

	Less than 24		25-34		35-44		45-54		55+		**Total**	
TV	5	83%	3	75%	5	100%	1	100%	4	67%	18	82%
Radio	1	17%	1	25%	0	0%	0	0%	1	17%	3	14%
Newspappers	0	0%	0	0%	0	0%	0	0%	1	17%	1	5%
Total	**6**		**4**		**5**		**1**		**6**		**22**	

	Female		Male		Total	
TV	17	85%	1	50%	18	82%
Radio	2	10%	1	50%	3	14%
Newspapper	1	5%	0	0%	1	5%
Total	**20**		**2**		**22**	

	< Bachelor's		Bachelor's		> Bachelor's		**Total**	
TV	3	50%	10	91%	5	100%	18	82%
Radio	3	50%	0	0%	0	0%	3	14%
Newspapper	0	0%	1	9%	0	0%	1	5%
Total	**6**		**11**		**5**		**22**	

- In terms of the none online readers, it were collected only a small number of answers (22), which is not statistically enough to draw conclusions for the population behavior

Do not Read News Online

Why? Motivations

	- 24		25-34		35-44		45-54		55+		Total	
Convinience	0	0%	3	75%	0	0%	0	0%	1	17%	4	18%
Privacy	1	17%	1	25%	0	0%	0	0%	0	0%	2	9%
Confidence	1	17%	1	25%	2	40%	0	0%	0	0%	4	18%
Habit	2	33%	1	25%	2	40%	1	100%	5	83%	11	50%
None	3	50%	0	0%	2	40%	0	0%	0	0%	5	23%
Total	**6**		**4**		**5**		**1**		**6**		**22**	

	Female		Male		Total	
Convinience	2	10%	2	100%	4	18%
Privacy	2	10%	0	0%	2	9%
Confidence	4	20%	0	0%	4	18%
Habit	10	50%	1	50%	11	50%
None	5	25%	0	0%	5	23%
Total	**20**		**2**		**22**	

	< Bachelor's		Bachelor's		> Bachelor's		Total	
Convinience	1	17%	2	18%	1	20%	4	18%
Privacy	0	0%	1	9%	1	20%	2	9%
Confidence	0	0%	2	18%	2	40%	4	18%
Habit	3	50%	6	55%	2	40%	11	50%
None	3	50%	1	9%	1	20%	5	23%
Total	**6**		**11**		**5**		**22**	

- In terms of the none online readers, it were collected only a small number of answers (22), which is not statistically enough to draw conclusions for the population behavior

The respondents who read news on their smartphones were asked the news format of news they usually consume

Sample

490

Respondents that read news online and, on the smartphone

Formats

Horizontal

Vertical

Audio

Image

Text

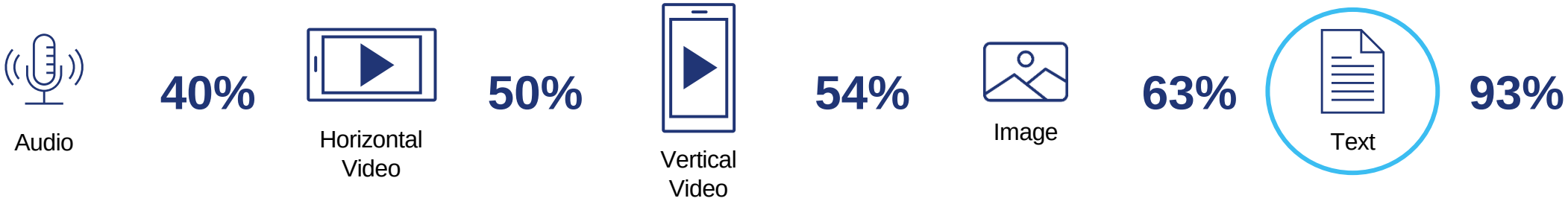
All

Reasoning

- The news format preferred by the respondents was analyzed so to understand how RTP should adapt the format of its offer
- Furthermore, looking more in depth it was investigated if there was any bias towards an important variable - age - finding out whether RTP should adapt the format of its news according to its age target
- In order to understand whether these are strong or moderate preferences, it was also analyzed the weight of the preferred formats within each age range

Text news is the most preferred format for respondents, and this is verified across all age ranges. On the other hand, Audio is the least consumed format but still done by 40% of the sample

Formats



Higher news consumption

- **Text** format news are the most consumed ones. The Digital Team is the only, within RTP, that produces this type of content
- There was no specific trend found in the relationship between age ranges and types of formats prefered to consume news

Text news is the most preferred format for respondents, and this is verified across all age ranges. On the other hand, Audio is the least consumed format but still done by 40% of the sample

Formats

	<24		25-34		35-44		45-54		55+	
Horizontal Video	55	52%	45	47%	42	47%	45	51%	60	55%
Vertical Video	58	55%	45	47%	46	51%	54	61%	60	55%
Audio (Podcast)	36	34%	34	35%	33	37%	43	49%	50	45%
Image	72	68%	52	54%	56	62%	56	64%	74	67%
Text	101	95%	90	94%	77	86%	80	91%	106	96%
Total of readers on smartphone per age	106		96		90		88		110	

	Female		Male		Prefer not to say		Total	
Horizontal Video	152	46%	95	59%	0	0%	247	50%
Vertical Video	175	53%	88	55%	0	0%	263	54%
Audio (Podcast)	124	38%	72	45%	0	0%	196	40%
Image	206	63%	103	64%	1	100%	310	63%
Text	302	92%	151	94%	1	100%	454	93%
Total of readers on smartphone per age	328		161		1		490	

	< Bachelor's		Bachelor's		> Bachelor's	
Horizontal Video	43	48%	126	53%	78	48%
Vertical Video	51	57%	139	58%	73	45%
Audio (Podcast)	39	43%	101	42%	56	35%
Image	55	61%	163	68%	92	57%
Text	79	88%	228	95%	147	91%
Total of readers on smartphone per age	90		239		161	

The questionnaire addressed respondents in terms of the frequency of use of platforms as well as the reason why they prefer/use each one

Sample

490

Respondents who read news online through the smartphone

Plataforms

- Social Media
- App
- Website
- News Aggregators
- Audio Aggregators
- Search Engines

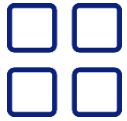
Content

- The platforms respondents most use to access news were analyzed so to understand in which one RTP should focus offer and strengthen its positioning
- The respondents' use of these platforms was investigated in terms of frequency of usage and the usage by age range enabling to understand how strong should be the presence of RTP on these platforms and how to adapt its offer according to each one
- Additionally, in order to acknowledge how RTP should approach its audience and in which key points RTP should focus on, it were analyzed the reasons and features why respondents prefer each platform

Respondents access news mainly through Social Media, Websites and Browsers. We can observe a high daily usage of Social Media

Plataforms

45%
Audio aggregators


63%
App

68%
News Aggregators

87%
Search Engine

87%
Social Media

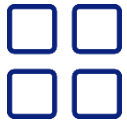
91%
Website

Higher news consumption

- There is a clear preference from the respondents for the consumption of news in browsers, social media, and websites. RTP should align its supply strategy and focus on these platforms. For the consumers between 35 and 64, the usage of browsers stands out

Frequência de Utilização das Plataformas

12%
Audio aggregators


37%
App

40%
News aggregators

47%
Search Engines

52%
Website

68%
Social Media

Higher daily news consumption

- Although 40% of respondents claim to use **audio aggregators** to access the news, only 12% do it daily through these platforms

Respondents access news mainly through Social Media, Websites and Browsers. We can observe a high daily usage of Social Media

Plataforms

	<24		25-34		35-44		45-54		55+	
Social Media	92	87%	89	93%	78	87%	80	91%	89	81%
Apps	64	60%	55	57%	56	62%	57	65%	77	70%
Websites	96	91%	90	94%	81	90%	77	88%	100	91%
Audio Aggregator	48	45%	46	48%	42	47%	43	49%	43	39%
News Aggregator	62	58%	60	63%	58	64%	69	78%	85	77%
Browser	93	88%	74	77%	78	87%	83	94%	100	91%
Total, by age, that uses smartphone to read the news	106		96		90		88		110	

	Female		Male		Prefer not to say	
Social Media	297	91%	130	81%	1	100%
Apps	195	59%	113	70%	1	100%
Websites	293	89%	150	93%	1	100%
Audio Aggregator	139	42%	82	51%	1	100%
News Aggregator	225	69%	108	67%	1	100%
Browser	295	90%	132	82%	1	100%
Total, by age, that uses smartphone to read the news	328		161		1	

	< Bachelor's		Bachelor's		> Bachelor's	
Social Media	84	93%	211	88%	133	83%
Apps	58	64%	145	61%	106	66%
Websites	84	93%	218	91%	142	88%
Audio Aggregator	38	42%	108	45%	76	47%
News Aggregator	65	72%	169	71%	100	62%
Browser	82	91%	215	90%	131	81%
Total, by age, that uses smartphone to read the news	90		239		161	

- Social Media, Websites and the Browsers are the platforms most used by respondents to access news, which indicates that RTP should align its strategy and offer to better address and outstand on these ones

Social media is the platform used more frequently by respondents, followed by Apps and News Aggregators, demanding a higher level of news and content update

Frequency of Usage of Platforms

	Do not use	1 per month	1 every 2 weeks	1 per week	2 or more per week	Daily	Total	**Total Users**
Social Media	**62**	**2**	**4**	**30**	**65**	**327**	490	**428**
Apps	**181**	**12**	**10**	**27**	**77**	**183**	490	**309**
Websites	**46**	**12**	**14**	**52**	**113**	**253**	490	**444**
Audio Aggregator	**268**	**37**	**23**	**44**	**59**	**59**	490	**222**
News Aggregator	**156**	**16**	**10**	**31**	**81**	**196**	490	**334**
Browser	**62**	**34**	**15**	**45**	**106**	**228**	490	**428**

	Do not use	1 per month	1 every 2 weeks	1 per week	2 or more per week	Daily	Total	**Total Users**
Social Media	**12,7%**	**0,4%**	**0,8%**	**6,1%**	**13,3%**	**66,7%**	100,0%	87,3%
Apps	**36,9%**	**2,4%**	**2,0%**	**5,5%**	**15,7%**	**37,3%**	100,0%	63,1%
Websites	**9,4%**	**2,4%**	**2,9%**	**10,6%**	**23,1%**	**51,6%**	100,0%	90,6%
Audio Aggregator	**54,7%**	**7,6%**	**4,7%**	**9,0%**	**12,0%**	**12,0%**	100,0%	45,3%
News Aggregator	**31,8%**	**3,3%**	**2,0%**	**6,3%**	**16,5%**	**40,0%**	100,0%	68,2%
Browser	**12,7%**	**6,9%**	**3,1%**	**9,2%**	**21,6%**	**46,5%**	100,0%	87,3%

Analysis

- In what the frequency of usage is concerned, the data shows that social media is by far the platform most used daily by respondents, whereas the audio aggregators are the ones respondents use least frequently – spread across frequencies
- Apps and News Aggregators also follow a trend of daily usage, which indicates the need for RTP to keep its content constantly updated on these platforms

Convenience is the most highlighted motivation across platforms, except on Audio Aggregators where the biggest motivation of users is the ability of multi-tasking when listening to Podcasts

Motivations For The Use Of Each Platform

Social Media		
Convenience	327	76%
Personalization	157	37%
Always Updated	151	35%
Interactivity	52	12%
Trust	23	5%
Diversity	121	28%
Format	224	52%
None	14	3%

Apps		
Convenience	188	61%
Save	66	21%
Offline	34	11%
Personalization	61	20%
Always Updated	160	52%
Trust	58	19%
Dimension	58	19%
None	25	8%

Websites		
Convenience	325	62%
Memory	86	16%
Personalization	73	14%
Always Updated	139	26%
Interactivity	50	9%
Trust	132	25%
Dimension	112	21%
None	54	10%

Audio Aggregator		
Convenience	79	36%
Multi-Tasking	98	44%
Offline	47	21%
Personalization	52	23%
Always Updated	20	9%
Trust	19	9%
Dimension	21	9%
None	47	21%

News Aggregators		
Convenience	210	63%
Personalization	72	22%
Always Updated	121	36%
Trust	56	17%
Dimension	48	14%
None	47	14%

Browser		
Convenience	302	71%
Diversity	125	29%
Trust	84	20%
Dimension	44	10%
None	61	14%

- Convenience is a strong motivation for respondents across these platforms, but on Audio Aggregators, multi-tasking is clearly the biggest motivation for respondents.

  It is also possible to notice a highlighted motivation on Apps, where the audience seems to value being always updated which indicates the need for RTP to make sure this motivation is matched on this platform

Convenience and Format are strong motivations to use Social Media to access news

Motivations For The Use Of Each Platform

Social Media

	<24		25-34		35-44		45-54		55+	
Convenience	85	92%	83	93%	43	55%	57	71%	59	66%
Personalization	43	47%	35	39%	23	29%	29	36%	27	30%
Always Updated	34	37%	28	31%	27	35%	31	39%	31	35%
Interactivity	8	9%	8	9%	9	12%	11	14%	16	18%
Trust	7	8%	4	4%	2	3%	3	4%	7	8%
Diversity	30	33%	32	36%	15	19%	18	23%	26	29%
Format	61	66%	52	58%	39	50%	36	45%	36	40%
None	1	1%	0	0%	6	8%	4	5%	3	3%
Total per age that uses the Platform	92		89		78		80		89	

	Female		Male		Prefer not to say	
Convenience	219	74%	108	83%	0	0%
Personalization	98	33%	59	45%	0	0%
Always Updated	102	34%	49	38%	0	0%
Interactivity	28	9%	24	18%	0	0%
Trust	16	5%	7	5%	0	0%
Diversity	82	28%	39	30%	0	0%
Format	160	54%	64	49%	0	0%
None	7	2%	6	5%	1	100%
Total per age that uses the Platform	359		162		1	

	< Bachelor's		Bachelor's		> Bachelor's	
Convenience	54	64%	162	77%	111	83%
Personalization	28	33%	80	38%	49	37%
Always Updated	32	38%	75	36%	44	33%
Interactivity	14	17%	27	13%	11	8%
Trust	4	5%	14	7%	5	4%
Diversity	22	26%	60	28%	39	29%
Format	31	37%	125	59%	68	51%
None	3	4%	5	2%	6	5%
Total per age that uses the Platform	84		211		133	

Convenience is specially a strong motivation for respondents with High School, Bachelors, Masters or Doctorate academic degrees, whereas being always updated is particularly valued by respondents with a Professional Course one

Motivations For The Use Of Each Platform

Apps

	<24		25-34		35-44		45-54		55+	
Convenience	46	72%	38	69%	31	55%	32	56%	41	53%
Save	17	27%	15	27%	11	20%	9	16%	14	18%
Offline	4	6%	6	11%	5	9%	9	16%	10	13%
Personalization	19	30%	10	18%	12	21%	12	21%	8	10%
Always Updated	39	61%	32	58%	24	43%	34	60%	31	40%
Trust	27	42%	15	27%	3	5%	5	9%	8	10%
Dimension	12	19%	13	24%	18	32%	9	16%	6	8%
None	3	5%	4	7%	4	7%	5	9%	9	12%
Total per age that uses the Platform	64		55		56	0	57	0	77	

	Female		Male		Prefer not to say	
Convenience	112	57%	76	67%	0	0%
Save	47	24%	19	17%	0	0%
Offline	18	9%	16	14%	0	0%
Personalization	35	18%	26	23%	0	0%
Always Updated	105	54%	55	49%	0	0%
Trust	29	15%	29	26%	0	0%
Dimension	33	17%	25	22%	0	0%
None	13	7%	11	10%	1	100%
Total per age that uses the Platform	195		113		1	

	< Bachelor's		Bachelor's		> Bachelor's	
Convenience	34	59%	88	61%	66	62%
Save	16	28%	32	22%	18	17%
Offline	7	12%	15	10%	12	11%
Personalization	11	19%	34	23%	16	15%
Always Updated	30	52%	71	49%	59	56%
Trust	10	17%	23	16%	25	24%
Dimension	10	17%	25	17%	23	22%
None	4	7%	13	9%	8	8%
Total per age that uses the Platform	58		145		106	

Convenience, as a motivation for reading news through websites, is particularly strong amongst people with over 55 years old. Being always informed is a strong motivations for people with bachelors to read news through websites

Motivations For The Use Of Each Platform

Websites

	<24		25-34		35-44		45-54		55+	
Convenience	54	56%	60	67%	50	62%	51	66%	68	68%
Memory	9	9%	16	18%	12	15%	13	17%	18	18%
Personalization	11	11%	12	13%	12	15%	15	19%	12	12%
Always Updated	18	19%	18	20%	28	35%	25	32%	38	38%
Interactivity	9	9%	6	7%	5	6%	8	10%	17	17%
Trust	44	46%	27	30%	10	12%	10	13%	8	8%
Dimension	18	19%	24	27%	15	19%	15	19%	15	15%
None	13	14%	7	8%	6	7%	8	10%	9	9%
Total per age that uses the Platform	96		90		81		77		100	

	Female		Male		Prefer not to say	
Convenience	181	62%	101	67%	1	100%
Memory	49	17%	19	13%	0	0%
Personalization	39	13%	23	15%	0	0%
Always Updated	95	32%	32	21%	0	0%
Interactivity	21	7%	24	16%	0	0%
Trust	62	21%	36	24%	1	100%
Dimension	60	20%	26	17%	1	100%
None	24	8%	19	13%	0	0%
Total per age that uses the Platform	293		150		1	

	< Bachelor's		Bachelor's		> Bachelor's	
Convenience	49	58%	143	66%	91	64%
Memory	12	14%	31	14%	25	18%
Personalization	13	15%	36	17%	13	9%
Always Updated	36	43%	58	27%	33	23%
Interactivity	15	18%	20	9%	10	7%
Trust	15	18%	42	19%	42	30%
Dimension	9	11%	44	20%	34	24%
None	9	11%	23	11%	11	8%
Total per age that uses the Platform	84		218		142	

Multi-tasking is a motivation particularly strong for younger and middle age adults. On the other hand, elder respondents value convenience slightly more than younger ones to access audio news through Audio Aggregators

Motivations For The Use Of Each Platform

Audio Aggregators

	<24		25-34		35-44		45-54		55+	
Convenience	17	35%	14	30%	18	43%	16	37%	14	33%
Multi-Tasking	33	69%	27	59%	17	40%	9	21%	12	28%
Offline	12	25%	14	30%	8	19%	9	21%	4	9%
Personalization	9	19%	10	22%	9	21%	13	30%	11	26%
Always Updated	4	8%	3	7%	4	10%	4	9%	5	12%
Trust	9	19%	3	7%	4	10%	2	5%	1	2%
Dimension	8	17%	5	11%	1	2%	3	7%	4	9%
None	7	15%	11	24%	7	17%	9	21%	14	33%
Total per age that uses the Platform	48		46		42		43		43	

	Female		Male		Prefer Not to Say	
Convenience	47	34%	32	39%	0	0%
Multi-Tasking	59	42%	39	48%	0	0%
Offline	27	19%	20	24%	0	0%
Personalization	34	24%	18	22%	0	0%
Always Updated	14	10%	6	7%	0	0%
Trust	10	7%	9	11%	0	0%
Dimension	13	9%	8	10%	0	0%
None	32	23%	15	18%	1	100%
Total per age that uses the Platform	139		82		1	

	< Bachelor's		Bachelor's		> Bachelor's	
Convenience	11	29%	40	37%	28	37%
Multi-Tasking	15	39%	46	43%	37	49%
Offline	5	13%	23	21%	19	25%
Personalization	9	24%	30	28%	13	17%
Always Updated	4	11%	8	7%	8	11%
Trust	1	3%	12	11%	6	8%
Dimension	3	8%	11	10%	7	9%
None	8	21%	21	19%	19	25%
Total per age that uses the Platform	38		108		76	

There is a similar level of convenience as a motivation across all age ranges to access news through News Aggregators

Motivations For The Use Of Each Platform

News Aggregators

	<24		25-34		35-44		45-54		55+	
Convenience	38	61%	34	57%	35	60%	46	67%	57	67%
Personalization	15	24%	18	30%	13	22%	15	22%	11	13%
Always Updated	21	34%	21	35%	22	38%	30	43%	27	32%
Trust	17	27%	11	18%	4	7%	9	13%	15	18%
Dimension	6	10%	12	20%	6	10%	10	14%	14	16%
None	11	18%	10	17%	6	10%	8	12%	12	14%
Total per age that uses the platform	62		60		58		69		85	

	Female		Male		Prefer not to say	
Convenience	147	65%	63	58%	0	0%
Personalization	43	19%	29	27%	0	0%
Always Updated	84	37%	37	34%	0	0%
Trust	37	16%	19	18%	0	0%
Dimension	30	13%	18	17%	0	0%
None	25	11%	21	19%	1	100%
Total per age that uses the platform	225		108		1	

	< Bachelor's		Bachelor's		> Bachelor's	
Convenience	35	54%	114	67%	61	61%
Personalization	11	17%	37	22%	24	24%
Always Updated	26	40%	59	35%	36	36%
Trust	11	17%	27	16%	18	18%
Dimension	6	9%	28	17%	14	14%
None	10	15%	24	14%	13	13%
Total per age that uses the platform	65		169		100	

It was observed a tendency for elder respondents to identify convenience as a strong motivation to access news through Browsers than younger ones. On the other hand, there is also a tendency for respondents will lower academic degrees to also identify more convenience as a motivation

Motivations For The Use Of Each Platform

Browser

	<24		25-34		35-44		45-54		55+	
Convenience	60	65%	45	61%	56	72%	59	71%	82	82%
Diversity	33	35%	29	39%	22	28%	19	23%	22	22%
Trust	25	27%	13	18%	8	10%	21	25%	17	17%
Dimension	5	5%	8	11%	7	9%	11	13%	13	13%
None	15	16%	18	24%	8	10%	13	16%	7	7%
Total per age that uses the platform	93		74		78		83		100	

	Female		Male		Prefer not to say	
Convenience	212	72%	89	67%	1	100%
Diversity	80	27%	45	34%	0	0%
Trust	65	22%	19	14%	0	0%
Dimension	35	12%	9	7%	0	0%
None	39	13%	22	17%	0	0%
Total per age that uses the platform	295		132		1	

	< Bachelor's		Bachelor's		> Bachelor's	
Convenience	62	76%	158	73%	82	63%
Diversity	23	28%	52	24%	50	38%
Trust	17	21%	46	21%	21	16%
Dimension	10	12%	20	9%	14	11%
None	10	12%	29	13%	22	17%
Total per age that uses the platform	82		215		131	

Inside the Social Media platforms topic, it was investigated furtherly which ones the respondents liked and visited the most as well as some innovative ones where they might like having news content

Sample

428

Respondents that read news online, on the smartphone, through social media

Social Media

Facebook

Instagram

Twitter

YouTube

LinkedIn

Content

- At this stage it was analyzed which specific Social Media were most used by respondents in order to understand In which RTP should focus its presence
- The frequency of usage of these social media was also addressed to check how much should RTP keep its content updated on each one individually
- Apart from the social media currently most used by the audience to access news it was investigated whether respondents would value having news delivered through other ones, which would indicate whether RTP should innovate on this topic

Facebook and Instagram are the Social Medias visited more frequently, showing respondents demand a higher level of content updated, whereas Linked and YouTube are the least frequently visited

Social Media

	Users	Daily Usage
	87%	57%
	70%	45%
	67%	18%
	53%	20%
	17%	9%

Innovations

57%	9%	2%	39%

Over half of respondants want to consume news content through **streaming platforms.** RTP has an opportunity to explore and develop in this area

Facebook and Instagram are the Social Medias visited more frequently, showing respondents demand a higher level of content updated, whereas Linked and YouTube are the least frequently visited

Frequency of Usage of Social Media to Read the News

	Do not use	1 per month	1 every 2 weeks	1 per week	2 or more per week	Daily	Total	**Total Users**
Facebook	55	14	15	25	73	246	428	**373**
Instagram	127	10	9	25	65	192	428	**301**
LinkedIn	203	33	11	33	63	85	428	**225**
Youtube	142	40	34	53	80	79	428	**286**
Twitter	351	10	3	12	12	37	425	**74**

	Do not use	1 per month	1 every 2 weeks	1 per week	2 or more per week	Daily	Total
Facebook	12,9%	3,3%	3,5%	5,8%	17,1%	57,5%	**100%**
Instagram	29,7%	2,3%	2,1%	5,8%	15,2%	44,9%	**100%**
LinkedIn	47,4%	7,7%	2,6%	7,7%	14,7%	19,9%	**100%**
Youtube	33,2%	9,3%	7,9%	12,4%	18,7%	18,5%	**100%**
Twitter	82,6%	2,4%	0,7%	2,8%	2,8%	8,7%	**100%**

- Respondents have a more frequent presence on Facebook and Instagram, and so RTP should consider a stronger presence of its news and information content on these medias. Additionally, also most of respondents use YouTube to access news, being then a place for RTP to consider an entrance

Facebook and Instagram are the Social Medias visited more frequently, showing respondents demand a higher level of content updated, whereas Linked and YouTube are the least frequently visited

Utilização das Redes Sociais para aceder a Notícias

	<24		25-34		35-44		45-54		55+	
Facebook	72	78%	73	82%	72	92%	73	91%	83	93%
Instagram	77	84%	73	82%	49	63%	49	61%	53	60%
LinkedIn	64	70%	63	71%	35	45%	33	41%	30	34%
Youtube	61	66%	56	63%	54	69%	51	64%	64	72%
Twitter	23	25%	17	19%	8	10%	11	14%	18	20%
Total per age of users of Social Media	92		89		78		80		89	

	Female		Male		Prefer not to say	
Facebook	266	90%	106	82%	1	100%
Instagram	221	74%	80	62%	0	0%
LinkedIn	137	46%	88	68%	0	0%
Youtube	188	63%	98	75%	0	0%
Twitter	42	14%	35	27%	0	0%
Total per age of users of Social Media	359		162		1	

	< Bachelor's		Bachelor's		> Bachelor's	
Facebook	72	86%	192	91%	109	82%
Instagram	61	73%	144	68%	96	72%
LinkedIn	27	32%	104	49%	94	71%
Youtube	63	75%	134	64%	89	67%
Twitter	21	25%	36	17%	20	15%
Total per age of users of Social Media	84		211		133	

More than half of the respondents showed interest in accessing innovative news content on Streaming Platforms, but only few showed interest on Snapchat and TikTok

Innovative Content Platforms

Plataformas de Streaming	**246**	**57%**
Snapchat	**8**	**2%**
Tiktok	**38**	**9%**
None	**206**	**39,5%**

	<24		25-34		35-44		45-54		55+	
Streaming	53	58%	53	60%	45	58%	51	64%	44	49%
Snapchat	4	4%	1	1%	1	1%	2	3%	0	0%
Tiktok	18	20%	13	15%	4	5%	2	3%	1	1%
None	33	36%	34	38%	31	40%	27	34%	44	49%
Total per level of education of users of Social Media	92		89		78		80		89	

	Female		Male		Prefer not to say	
Streaming	171	58%	75	58%	0	0%
Snapchat	6	2%	2	2%	0	0%
Tiktok	25	8%	13	10%	0	0%
None	117	39%	51	39%	1	100%
Total per level of education of users of Social Media	297		130		1	

	< Bachelor's		Bachelor's		> Bachelor's	
Streaming	50	60%	121	57%	75	56%
Snapchat	5	6%	2	1%	1	1%
Tiktok	9	11%	13	6%	16	12%
None	32	38%	84	40%	53	40%
Total per level of education of users of Social Media	84		211		133	

- In terms o platforms not commonly used or with few or no content of news (in Portugal) it was found that is highly likely that the audience has a very low interest in consuming news on Snapchat or even TikTok
- On the other hand, more than half of the respondents would like to access innovative news content on Streaming Platforms. This is a sign that there is enough demand for disruptive and new information content that RTP can address, this way reaching this target and strengthening its digital presence

Respondents were addressed in terms of their interest on innovative types of Journalism, Technology innovation on news as well as some App features

Sample

490

Respondents that read the news online through the smartphone

Innovation

Types Of Journalism

Technoloy

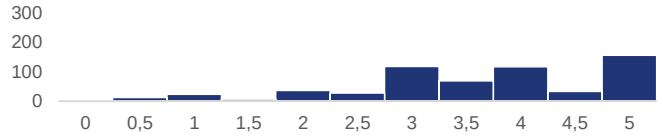
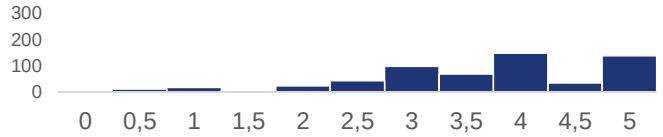
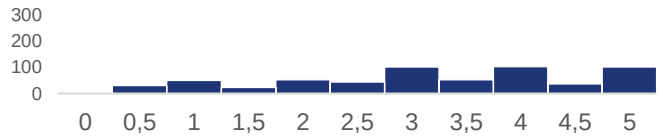
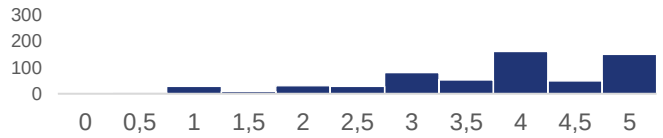
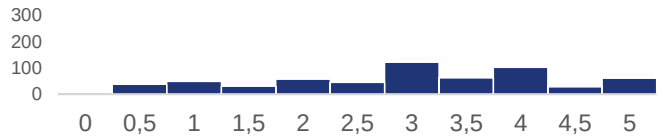
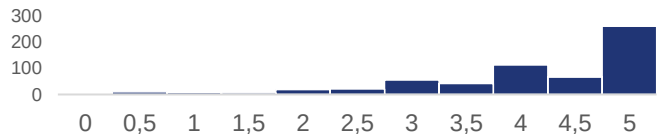
Apps' Functionalities

Content

- After an analysis on the consumption habits of the respondents, it was investigated the innovations on the customer experience respondents would value either in terms of type of content, interactivity through technologies or Apps features
- In what type of content is concerned, it was analyzed the types of journalism respondents would like consume allowing RTP to have a better perception if the content offered on its digital platforms matches these tastes
- It was also investigated the technologies RTP could use to increase its interactivity and encloser its link with the audience
- RTP has already an App to deliver news content, however, it was considered which features the audience values on these type of platforms, so to RTP understand which features should be kept or which innovative ones should be developed and added

Summary News is the type of Journalism respondents showed more interest on, whereas Opinion Journalism is the one with the lowest average interest shown

Types of Journalism

	Average	Median	Mode	Standard Error	3 Stars or more	Frequency
Generalist News	**3,60**	4	5	1,18	**82%**	
Explanatory Journalism	**3,58**	4	4	1,15	**80%**	
Investigation Journalism	**3,13**	3	4	1,36	66%	
Constructive Journalism	**3,69**	4	4	1,14	**82%**	
Opinion Journalism	**2,89**	3	3	1,31	61%	
Summary of News	**4,13**	4,5	5	1,04	**90%**	

Text and Images are the news formats most preferred to consume on the Summary of News type of journalism, but also across almost all types

Types of Journalism - Formats

	Generalist News	Explanatory Journalism	Investigation Journalism	Constructive Journalism	Opinion Journalism	Summary Of Neswss
Horizontal Video	98	137	127	144	85	106
Vertical Video	125	119	101	125	84	127
Audio (Podcast)	42	69	50	79	65	62
Image	173	135	124	156	110	208
Text	291	282	199	296	205	332

	Generalist News	Explanatory Journalism	Investigation Journalism	Constructive Journalism	Opinion Journalism	Summary Of Neswss
Horizontal Video	20%	28%	26%	29%	17%	22%
Vertical Video	26%	24%	21%	26%	17%	26%
Audio (Podcast)	9%	14%	10%	16%	13%	13%
Image	35%	28%	25%	32%	22%	42%
Text	59%	58%	41%	60%	42%	68%

Analysis

- Among the types of journalism presented, respondents showed a general preference for Summary of News noticed on the higher average rating (4,13) but also on the lower standard deviation (1,04). Additionally, in terms of format respondents answered they would mostly prefer Text and Images news on this type of journalism. This is a strong sign of the type and format of innovative news RTP should consider producing to match the market preferences

Summary News is the type of Journalism respondents showed more interest on, whereas Opinion Journalism is the one with the lowest average interest shown

Types of Journalism

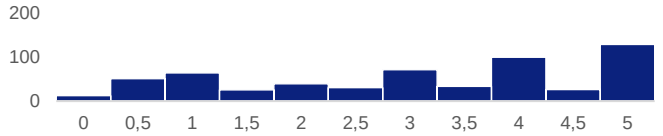
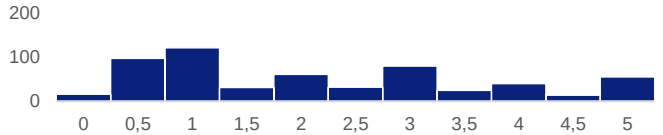
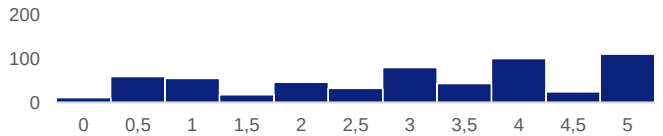
	<24		25-34		35-44		45-54		55+	
Generalist News	92	87%	83	86%	76	84%	69	78%	81	74%
Explanatory Journalism	89	84%	83	86%	75	83%	68	77%	76	69%
Investigation Journalism	65	61%	61	64%	70	78%	54	61%	71	65%
Constructive Journalism	89	84%	82	85%	78	87%	73	83%	82	75%
Opinion Journalism	52	49%	54	56%	60	67%	60	68%	71	65%
Summary Of News	100	94%	85	89%	81	90%	79	90%	94	85%
Total per age that uses the smartphone	106		96		90		88		110	

	Female		Male		Prefer not to say	
Generalist News	269	82%	132	82%	0	0%
Explanatory Journalism	266	81%	124	77%	1	100%
Investigation Journalism	214	65%	106	66%	1	100%
Constructive Journalism	270	82%	133	83%	1	100%
Opinion Journalism	199	61%	97	60%	1	100%
Summary Of News	300	91%	138	86%	1	100%
Total per age that uses the smartphone	328		161		1	

	< Bachelor's		Bachelor's		> Bachelor's	
Generalist News	72	80%	194	81%	135	84%
Explanatory Journalism	63	70%	199	83%	129	80%
Investigation Journalism	69	77%	154	64%	98	61%
Constructive Journalism	76	84%	198	83%	130	81%
Opinion Journalism	53	59%	142	59%	102	63%
Summary Of News	78	87%	221	92%	140	87%
Total per age that uses the smartphone	90		239		161	

Não há evidência de um elevado nível de interesse em nenhuma das Tecnologias apresentadas, no entanto, em média, existe um interesse moderado para interagir com as notícias através dos Códigos QR e da Realidade Aumentada

New Technologies

	Average	Median	Mode	Standard Error	3 Stars or more	Frequency
QR Codes	**2,99**	2	5	1,58	60%	
Virtual Reality	**2,13**	2	1	1,46	36%	
Augmented Reality	**2,95**	2	5	1,55	61%	

Analysis

- Analyzing the respondent's likeness for the use of innovative technologies it was observed that there is none where there is an average strong preference. On the other hand, it is noticed that in general there is a low interest on Virtual Reality. QR Codes and Augmented Reality had on average a medium to high interest (60% - 3 stars or more)

There was not evidence of a high level of interest on any of the Technologies presented, however, on average there is a medium interest to interact with news through QR Codes and Augmented Reality

New Technologies

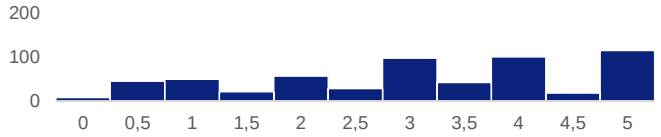
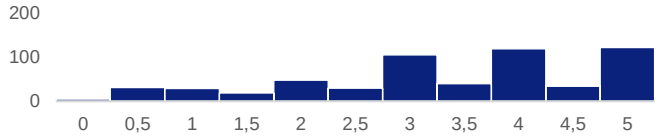
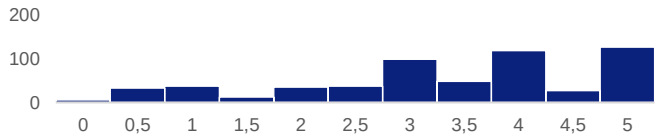
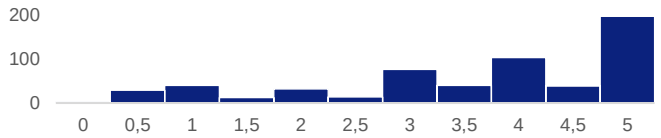
	<24		25-34		35-44		45-54		55+	
QR Codes	68	64%	62	65%	54	60%	46	52%	56	51%
Virtual Reality	46	43%	35	36%	34	38%	28	32%	26	24%
Augmented Reality	68	64%	55	57%	62	69%	50	57%	53	48%
Total per age that uses the smartphone	106		96		90		88		110	

	Female		Male		Prefer not to say	
QR Codes	199	61%	86	53%	1	100%
Virtual Reality	108	33%	61	38%	0	0%
Augmented Reality	196	60%	92	57%	0	0%
Total per age that uses the smartphone	328		161		1	

	< Bachelor's		Bachelor's		> Bachelor's	
QR Codes	57	63%	142	59%	87	54%
Virtual Reality	37	41%	79	33%	53	33%
Augmented Reality	58	64%	142	59%	88	55%
Total per age that uses the smartphone	90		239		161	

Almost 80% of respondents have a medium to high interest on an Offline Mode App feature, on the other hand the Personal Profile was the least preferred one, but still with an average medium interest

Importance of Apps Features

	Average	Median	Mode	Standard Error	3 Stars or more	Frequency
Personal Profile	**2,98**	3	5	1,48	62%	
Notification	**3,28**	3,5	5	1,37	71%	
Personalized Notifications	**3,31**	3,5	5	1,39	71%	
Offline Mode	**3,58**	4	5	1,45	**77%**	

Analysis

- The Offline Mode feature was the one with the highest average rating, a feature that RTP could consider expanding in its App. On the other hand, a Personal Profile is the least valued feature by respondents and so should be the least one for RTP to consider having on its App. However, it shows a medium average interest and thus should not be disregarded at all

Almost 80% of respondents have a medium to high interest on an Offline Mode App feature, on the other hand the Personal Profile was the least preferred one, but still with an average medium interest

Importance of Apps Features

	<24		25-34		35-44		45-54		55+	
Individual Profile	79	75%	59	61%	55	61%	46	52%	55	50%
Notifications	85	80%	66	69%	63	70%	59	67%	70	64%
Personalized Notifications	79	75%	70	73%	64	71%	58	66%	67	61%
Offline	78	74%	74	77%	71	79%	72	82%	74	67%
Total per age that uses the smartphone	106		96		90		88		110	

	Female		Male		Prefer not to say	
Individual Profile	192	59%	101	63%	1	100%
Notifications	234	71%	109	68%	0	0%
Personalized Notifications	228	70%	110	68%	0	0%
Offline	258	79%	110	68%	1	100%
Total per age that uses the smartphone	328		161		1	

	< Bachelor's		Bachelor's		> Bachelor's	
Individual Profile	51	57%	158	66%	85	53%
Notifications	64	71%	170	71%	109	68%
Personalized Notifications	65	72%	174	73%	99	61%
Offline	63	70%	186	78%	120	75%
Total per age that uses the smartphone	90		239		161	

Agenda

7. Consumer Preferences

i. Initial Sample (IS)

ii. Statistical Tests - IS

iii. Restructured Sample (RS)

iv. Statistical Tests - RS

v. Questionnaire

Gender

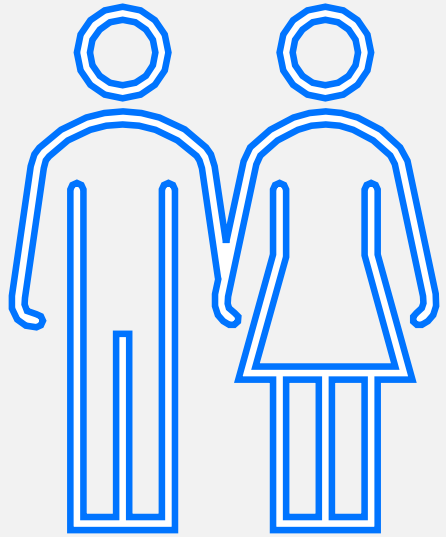
125

Performed Tests

- 29 Rejections of the Null Hypothesis **-3**
- 96 No Rejections of the Null Hypothesis **+3**
- 0 Tests Without Results Due to Lack of Data Volume **=**

Ho: The gender and variable in question are independent

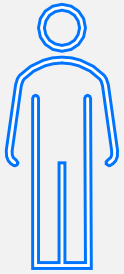
H1: The gender and variable in question are not independent



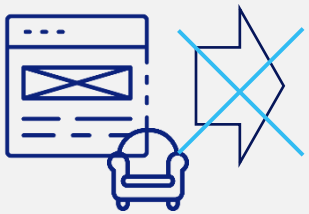
Due to the restructure of the data, some independency tests provided different conclusions from the previous analysis

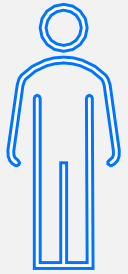
Gender

Not Reject

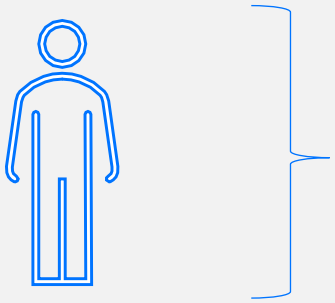


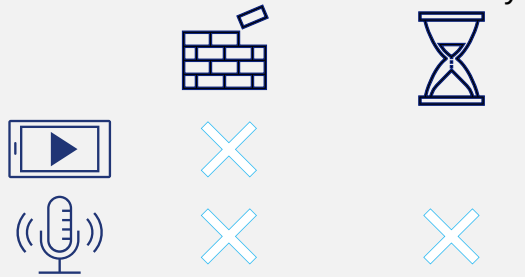
There are no evidences of a relation between the gender and the preferences of formats





There are no evidences of a relation between the gender and the motivations of convenience for the usage of websites





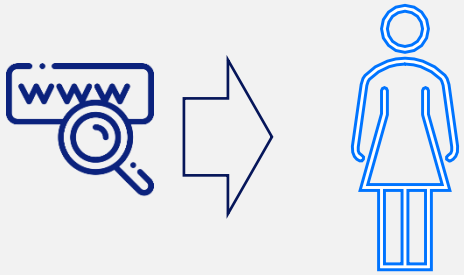
There are no evidences of a relation between the gender and the preference for horizontal video for summary of news and horizontl video and audio for constructive journalism

Due to the restructure of the data, some independency tests provided different conclusions from the previous analysis with the raw data

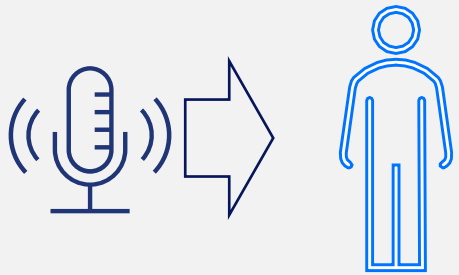
Due to the restructure of the data, some independency tests provided different conclusions from the previous analysis

Gender

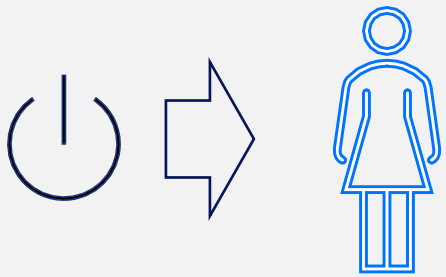
Rejected



Women tend to **use more browsers** to read news online than men, on average, c.p.



Men tend to **prefer more the usage of audio for explanatory journalism** than women, on average, c.p.



Women tend to **prioritize more the usage of offline mode in apps** more than men, on average, c.p.

Due to the restructure of the data, some independency tests provided different conclusions from the previous analysis with the raw data

Age

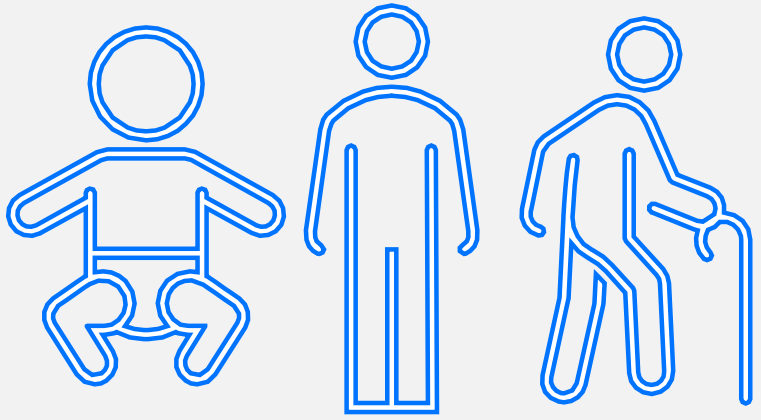
125

Performed Tests

- 43 Rejections of the Null Hypothesis **+11**
- 78 No Rejections of the Null Hypothesis **+23**
- 4 Tests Without Results Due to Lack of Data Volume **-34**

Ho: The age and variable in question are independent

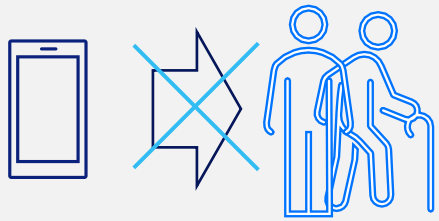
H1: The age and variable in question are not independent



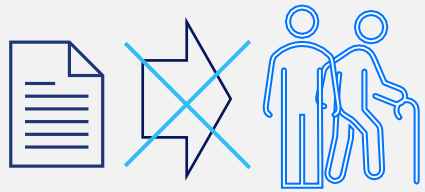
Due to the restructure of the data, some independency tests provided different conclusions from the previous analysis

Age

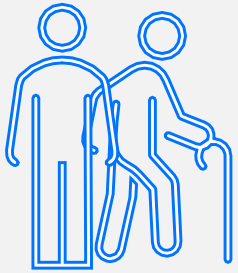
Not Reject



There are no evidences of a relation between the age and the preference for the usage of smartphone to read the news

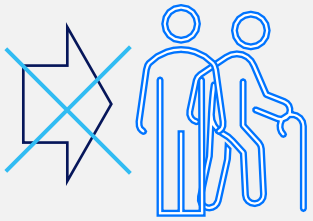


There are no evidences of a relation between the age and the preference for text



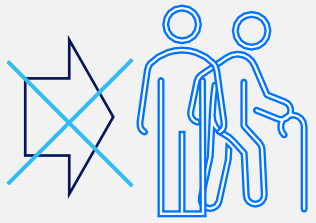
p·-feren··es fo· app features

There are no evidences of a relation between the age and the



There are no evidences of a relation between the age and the preference for news content through snapchat

Summary

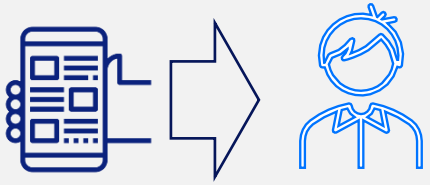


There are no evidences of a relation between the age and the preference for summary of news

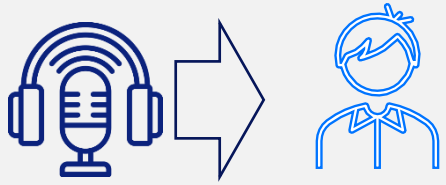
Due to the restructure of the data, some independency tests provided different conclusions from the previous analysis

Age

Reject

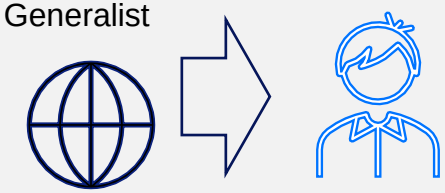


- On average, younger generations tend to use more **news aggregators** to access news, c.p. The generation that uses it the most is the **-24**



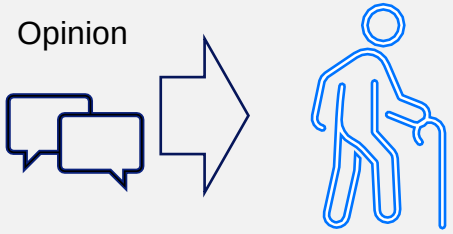
- On average, younger generations tend to use more **audio aggregators** to access news, c.p. The generation that uses it the most is the **-24**

Generalist

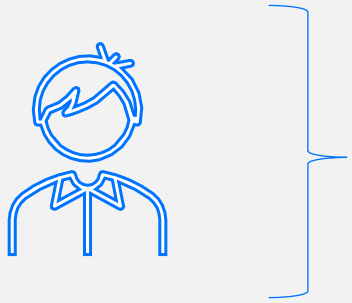


On average, younger generations tend to be more interested on **generalist content** than older, c.p. The generation that prefers it the most is the **-24**

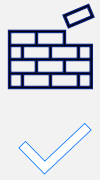
Opinion



On average, older generations tend to be more interested on **generalist content** than younger, c.p. The generation that prefers it the most is the **+55**



Constructive



Summary

Opinion

On average, the younger the person, the more probable it is to have interest in constructive and opinion journalism and summary of news in horizontal video. Also, younger people are also more interested in summary of news in audio format. The generation most interested is the **-24**

Academic Level

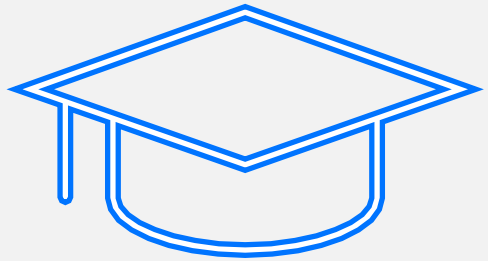
125

Performed Tests

- 16 Rejections of the Null Hypothesis **+3**
- 109 No Rejections of the Null Hypothesis **+17**
- 0 Tests Without Results Due to Lack of Data Volume **-20**

Ho: The academic level and variable in question are independent

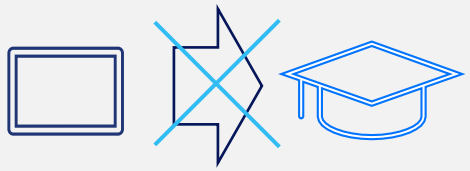
H1: The academic level and variable in question are not independent



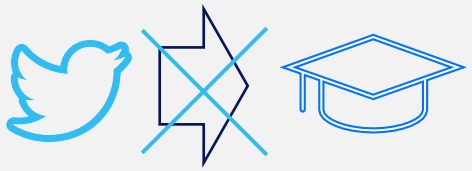
Due to the restructure of the data, some independency tests provided different conclusions from the previous analysis

Academic Level

Not Reject



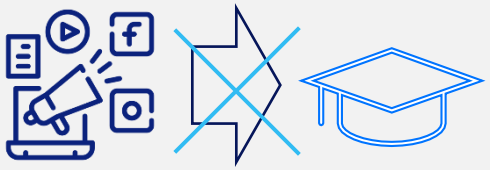
There are no evidences of a relation between the academic level and the preference for the usage of tablet to read the news



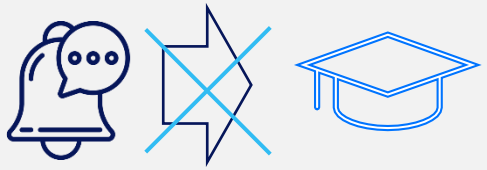
There are no evidences of a relation between the academic level and the preference for the usage of Twitter to read the news

Augmented Reality

There are no evidences of a relation between the academic level and the interest for the usage of augmented reality for the consumption of news



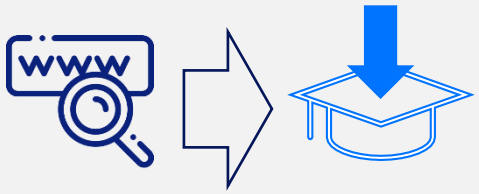
There are no evidences of a relation between the academic level and the interactivity as a motivation for the usage of social media to read the news



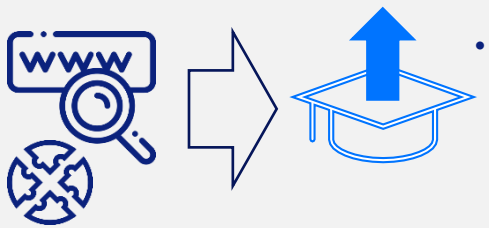
There are no evidences of a relation between the academic level and the preference for customizable notifications in news apps

Due to the restructure of the data, some independency tests provided different conclusions from the previous analysis

Reject



- On average, the **lower the academic level**, the higher the frequency of usage of **browsers** to access news, c.p.



- On average, **the higher the academic level**, the more probable it is to use browsers to read the news due to the **diversity** they present

Opinion

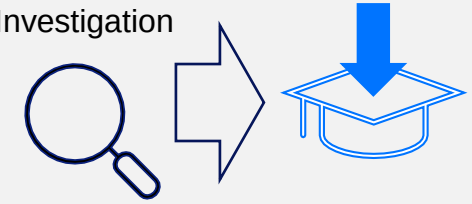
opinion

opinion

On average, the **lower the academic level**, the higher the probability of being interested in **journalism through horizontal video**

On average, the **higher the academic level**, the higher the probability of being interested in **journalism through text**

Investigation



On average, the **lower the academic level**, the higher the probability of being interested in **investigation journalism**

Agenda

7. Consumer Preferences

i. Initial Sample (IS)

ii. Statistical Tests - IS

iii. Restructured Sample (RS)

iv. Statistical Tests - RS

v. Questionnaire

Introduction

The News on Your Smartphone

Start of Block: Default Question Block

Q1
Hello!
We are a group of master's finalists from Nova SBE and we are conducting this questionnaire in the context of our final thesis, so your participation for us is essential!

The aim of this questionnaire is to diagnose the consumption of news of the Portuguese population on their smartphones. It lasts approximately **5 minutes** and your participation is completely **voluntary.**
All information provided will always **remain anonymous and** confidential **and** never judged.

If you have any questions regarding this questionnaire, please contact 25879@novasbe.pt .

Already a big thank you from our team: João Bacalhau, Manuel Pizarro, Maria Ana Mesquita, Pedro Mesquita.

Page Break

General Questions

Q2 Which is your gender?

- Female
- Male
- Other
- Prefer to not disclose

Q3 Select the range in which your age is set:

- Less than 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

Q4 What is your highest Academic Degree (completed)?

- Basic
- Middle School
- High School
- Specific Education
- Bachelor's degree
- Master's Degree
- Doctorate or PhD

Q5 Do you usually access news online?

- Yes
- No

Importance of Apps Features

Display This Question:
If Do you usually access news online? = Yes

Q6 How often do you use the following devices to access **online news**?

	I do not use	1 per month	1 every 2 weeks	1 per week	2 or more per week	Daily
PC	○	○	○	○	○	○
Smartphone (5)	○	○	○	○	○	○
Tablet (6)	○	○	○	○	○	○

Display This Question:
If How often do you use the following devices to access online news? = Smartphone [Do not use]

Q7' Why don't you consume news on your smartphone?

- ☐ The smartphone screen is small
- ☐ I don't have/use the smartphone little
- ☐ I prefer the Computer interface (e.g., mouse and keyboard)
- ☐ Other: _____

Skip To: End of Survey If Why don't you consume news on your smartphone The smartphone screen is small

Display This Question:
If Do you usually access news online? = No

Q7 Which devices do you use to access news?

- ○ TV
- ○ Radio
- ○ Newspaper

Display This Question:
If Do you usually access news online? = No

Q8 Why do you prefer these offline devices? (multiple selection)

- ☐ Convenience, I do not spend much time on the internet
- ☐ Privacy, I do not like that they know what I read/see on the Internet
- ☐ Trust, I think it is a more reliable source
- ☐ Habit, it is part of my routine
- ☐ ⊗ None of the above

Skip To: End of Survey If Why do you prefer these offline devices? (multiple selection), ☐ Convenience, I do not spend much time on the internet Is Displayed

News Consumption Habits

Q10 Which formats do you use to consume news on your **smartphone?**

- ☐ Horizontal Video
- ☐ Vertical Video
- ☐ Audio (Podcast)
- ☐ Image
- ☐ Text
- ⊗ All

Q11 How often do you consume **news on your smartphone on** the following platforms?

	I do not use	1 per month	1 every 2 weeks	1 per week	2 or more per week	Daily
Social Media	○	○	○	○	○	○
Apps	○	○	○	○	○	○
Websites	○	○	○	○	○	○
Audio Aggregators/Podcasts (e.g., Spotify, Apple Podcasts)	○	○	○	○	○	○
News Aggregators (e.g., Google News)	○	○	○	○	○	○
Search Engine (e.g., Google, Yahoo) (6)	○	○	○	○	○	○

Platforms

Display This Question:
If How often do you consume news on your smartphone on the following platforms? != Social Media [I do not use]

Q12 How often do you use the following **Social Networks** to access the **news** on your **smartphone?**

	I do not use	1 per month	1 every 2 weeks	1 per week	2 or more per week	Daily
Facebook	○	○	○	○	○	○
Instagram	○	○	○	○	○	○
LinkedIn	○	○	○	○	○	○
YouTube	○	○	○	○	○	○
Twitter	○	○	○	○	○	○

Display This Question:
If How often do you consume news on your smartphone on the following platforms? != Social Media [I do not use]

*

Q13 Would you be interested **in accessing innovative news content** on these platforms? Which one? (multiple selection)

- ☐ Streaming Platforms (e.g. Netflix, RTP Play)
- ☐ Snapchat
- ☐ TikTok
- ☐ ⊗ None

Display This Question:

If If How often do you consume news on your smartphone on the following platforms? != Social Media [I do not use]

Q14 What are the reasons why you access news on **Social Networks** on your **smartphone?** (multiple selection)

- ☐ Convenience, spend some time there and so it is easy to access
- ☐ Customization, I receive news from pages that I like / follow
- ☐ Always informed, I receive notifications that keep me up to date
- ☐ Interactivity, I can react to the news/make comments
- ☐ Trust, I think it is a reliable source
- ☐ Diversity, I know the various points of view from the people who publish/share
- ☐ Format, short presentation of the various titles with the possibility of accessing the news in full when I am interested
- ☐ ⊗ None of the above

Display This Question:

If How often do you consume news on your smartphone on the following platforms? != Apps [I do not use]

Q15 What are the reasons why you would access news through **Apps** on your **smartphone?** (multiple selection)

- ☐ Convenience, I spend a lot of time on the phone and so it is an easy access
- ☐ Save, I can save news to read later
- ☐ Offline feature, I can download news
- ☐ Customization, the news feed is adapted to my taste
- ☐ Always informed, I receive notifications that keep me up to date
- ☐ Trust, I think it is a reliable source
- ☐ Dimension, like the size/duration of the news
- ☐ ⊗ None of the above

Display This Question:

If How often do you consume news on your smartphone on the following platforms? != Websites [I do not use]

Q16 Why do you access the news on **websites** on your **smartphone?** (multiple selection)

- ☐ Convenience, I spend some time surfing the internet
- ☐ Memory, I can save news to read later
- ☐ Customization, the news feed is adapted to my taste
- ☐ Always informed, I receive notifications that keep me up to date
- ☐ Interactivity, I can react to the news/make comments
- ☐ Trust, I think it is a reliable source
- ☐ Dimension, like the size/duration of the news
- ☐ ⊗ None of the above

Display This Question:

If How often do you consume news on your smartphone on the following platforms? != Audio Aggregators/Podcasts (e.g., Spotify, Apple Podcasts) [I do not use]

Q17 Why do you access news in **Audio/Podcast Aggregators** (e.g., Spotify, Apple Podcasts) on your **smartphone**? (multiple selection)

- ☐ Convenience, spend some time in these applications
- ☐ Multi-Tasking, I can access while doing other tasks
- ☐ Offline functionality, possibility to download audio
- ☐ Customization, I have suggestions adapted to my taste
- ☐ Always Informed, I receive notifications that keep me informed
- ☐ Trust, I think it is a reliable source
- ☐ Dimension, like the size/duration of the news
- ☐ ⊗ None of the above

Consumption Habits – Questionnaire Structure

Display This Question:

If How often do you consume news on your smartphone on the following platforms? != News Aggregators (e.g., Google News) [I do not use]

Q18 Why access news in News **Aggregators** (e.g., Google News) on your **smartphone?** (multiple selection)

- ☐ Convenience, it presents to me the most interesting news
- ☐ Customization, the news feed is adapted to my taste
- ☐ Always Informed, I receive notifications that keep me up to date
- ☐ Trust, I think it is a reliable source
- ☐ Dimension, I like the news size/length
- ☐ ⊗ None of the above

Display This Question:

If How often do you consume news on your smartphone on the following platforms? != Search Engine (e.g. Google Yahoo) [Não utilizo]

Q19 Why do you access news in Search **Engines** (e.g., Google, Yahoo) on your **smartphone?** (multiple selection)

- ☐ Convenience, quickly presents me news of the topic I'm looking for
- ☐ Diversity, I know the views of various websites
- ☐ Trust, I think it is a reliable source
- ☐ Dimension, I like the news size/length
- ☐ ⊗ None of the above

End of Block: Platforms

Innovation

Q20 We know we have already taken a few minutes of your day, but we promise it is almost over! Thanks for continuing!

Q21 Please **Rate the following types of Journalism** by your interest in consuming them on your **smartphone** (1 star - little interest: 5 stars - lots of interest)

Generalist news, common daily

Explanatory Journalism, explanation of news themes/context

Investigation Journalism, unravel mysteries and facts hidden to public knowledge

Constructive Journalism, seek to understand current problems and find solutions

Opinion Journalism: subjective point of view of experts/celebrities

News Summary: Summary of the most impactful news of the day/week

Q22 On your **smartphone,** which format would you like to see for each type of **Journalism?**

Consumption Habits – Questionnaire Structure

Q22 On your **smartphone,** which format would you like to see for each type of **Journalism?**

	Horizontal Video	Vertical Video	Audio (Podcast)	Image	Text
Please Rate the following types of Journalism... [General news] >= 3 Generalist news, common daily	☐	☐	☐	☐	☐
Please Rate the following types of Journalism... [Explanatory Journalism] >= 3 Explanatory Journalism, explanation of news themes/context	☐	☐	☐	☐	☐
Please Rate the following types of Journalism... [Investigation Journalism] >= 3 Investigation Journalism, unravel mysteries and facts hidden to public knowledge	☐	☐	☐	☐	☐
Please Rate the following types of Journalism... [Constructive Journalism] >= 3 Constructive Journalism, seek to understand current problems and find solutions	☐	☐	☐	☐	☐
Please Rate the following types of Journalism... [Opinion Journalism] >= 3 Opinion Journalism: subjective point of view of experts/celebrities	☐	☐	☐	☐	☐
Please Rate the following types of Journalism... [News Summary] >= 3 News Summary: Summary of the most impactful news of the day/week	☐	☐	☐	☐	☐

Consumption Habits – Questionnaire Structure

Q23 Please indicate **your interest in** the use of the following **News Consumption Technologies** on your **smartphone?**
(1 star - little interest; 5 stars - lots of interest)

QR Codes: Possibility to read these codes on your **TV screen** and access more information	☆ ☆ ☆ ☆ ☆
Virtual Reality: see a news program in a totally virtual scenario	☆ ☆ ☆ ☆ ☆
Augmented Reality: get more information through your smartphone/tablet camera	☆ ☆ ☆ ☆ ☆

Q24 Please rate **the following features in News Apps** on your smartphone as to your **level of interest?**
(1 estrela - pouco interesse; 5 estrelas - muito interesse)

Possibility to create your own Profile, to customize the content and save the content viewed	☆ ☆ ☆ ☆ ☆
Notifications and alerts for new content	☆ ☆ ☆ ☆ ☆
Personalized notifications, according to your profile/consumption habits	☆ ☆ ☆ ☆ ☆
Offline functionality, possibility to download news to read offline	☆ ☆ ☆ ☆ ☆

Agenda

I. Out-and-In

II. In-and-Out

Agenda: In-and-Out

1. **Overview - Mobile Journalism**
2. Equipment
3. Technology Systems
4. External Interviews

The easy accessibility of being able to shoot, edit and broadcast all in the one place removes the amount of time needed to distribute footage, speeding up the publication process. Nevertheless, the actual context is that people lack in professional training and media literacy as a high priority

Benefits of Mobile Journalism

- Stories can be published in a faster way, **directly from the field**
- It offers more **flexibility** and **portability**. Mobile Journalism does not imply big teams of people with heavy and expensive equipment that cannot be easily transportable and setup
- It allows more **discrete filming** in places and in cases where a bigger camera team would not be allowed
- A **lower budget** is set for the necessary equipment
- It is **common** and can be sometimes proved to be the only possible way to initially record breaking-news
- It is **accessible** to citizens and contributes to professionals' storytelling. This way, Mobile Journalism bridges the gap between professional journalists and citizens, encouraging the latter to further develop in terms of **media literacy**

Current Context of the usage of Mobile Journalism

- There may be some **trade-off** between **content quality** and **flexibility**. The quality of the content created in Mobile Journalism can suffer because of lack of quality hardware, lack of proper training and centralization of more responsibilities to smaller teams, or even one journalist working alone
- While mobile technology and capabilities have changed and evolved, **battery** continues to set an obstacle for Mobile Journalism
- In the case of citizen Mobile Journalism, rapid publishing can raise the risk of sharing without adequate fact checking and, hence, misinforming the public
- The published stories can often be seen as **unlinked fragments**, making it difficult for the public to be informed globally

Source: https://www.mojo-manual.org/benefits-of-mobile-journalism/ | https://www.shoulderpod.com/mobile-journalism

Agenda: In-and-Out

1. Overview – Mobile Journalism
2. **Equipment**
3. Technology Systems
4. External Interviews

A complete tool kit for Mobile Journalism will be extremely important to produce quality content, so as some specific practices that will differentiate journalists' work. That will be reflected in the consumption of the audience, which is increasingly demanding and is increasingly looking for a personalized offer

Tools

STABILITY

Tripod: Allows you to have stable video image and sharper photos. Many MoJos use a robust tripod like the *Manfrotto BeFree*, but because you don't need to support a heavy TV camera or DSLR, an inexpensive, lightweight tripod will also give great results (1)

Tripod mount: To attach your smartphone to a tripod or to a monopod, you'll need a tripod mount with a screw mount at the base which can be used to attach your mount to any standard tripod. Cheap mounts can break easily, so one should consider a professional brand like the *Shoulderpod S1* (2)

Monopods and selfie sticks: A monopod is a good alternative to a tripod, especially one of the models with spreadable feet. A high-quality option is the *Manfrotto 560B1*. A selfie stick can be used for journalistic pieces to camera, but it must be considered that the front-facing lens on many smartphones isn't as good as the rear-facing lens (3)

PROTECTION

Protective case: A case will help protect the delicate glass screen of a smartphone if for instance a journalist drops it (4)

Screen protector: A heavy-duty screen protector will reduce the risk of cracks and scratches on the screen and lens (4)

Cleaning cloth: The soft cloths used to clean eye glasses are great for removing dust and fingerprints. The lens should be clean before taking photos or shooting video, every time the smartphone is used either to shoot videos or take photos (4)

EXTERNAL POWER

There's nothing worse than arriving at an interview or filming location to discover battery ran out. An external charger or power bank should be kept in the MoJo kit bag to stay full charged on the move (4)

Source: (1) Manfrotto Befree Advanced - Small Carbon Travel Tripods | Manfrotto; (2) SHOULDERPOD — Shoulderpod S1 - Smartphone video grip and tripod mount adapter clamp for iPhone and Android; (3) Manfrotto 560B-1 tripé - Tripés Foto e Vídeo - Compra na Fnac.pt; (4) https://www.shoulderpod.com/mobile-journalism

A complete tool kit for Mobile Journalism will be extremely important to produce quality content, so as some specific practices that will differentiate journalists' work. That will be reflected in the consumption of the audience, which is increasingly demanding and is increasingly looking for a personalized offer

Tools

Lighting

- **Artificial lights**: Popular smartphone light brands include *Lume Cube, Manfrotto, Godox and Genaray*. Some – like *Manfrotto and Godox lights* – come with a cold-shoe so it's possible to add them to a tripod mount. A higher-end light like Rotolight will allow a journalist to angle the beam to bounce it off other surfaces. It's always possible to use free-standing lights or soft-boxes to light an interviewee, as it would be with a television camera (1)

Grips and Gimbals

- **Grip:** Allows you to attach your smartphone with an external lens, a microphone and light, and move around while you film. They can be attached to a tripod or carried handheld. Unlike a gimbal, a grip does not provide any stabilisation if used handheld. Popular brands include *Beastgrip, DreamGrip, Ulanzi and Helium* (2)
- **Gimbal**: A gimbal is not a MoJo essential but can be useful. A gimbal combines a smartphone mount with a motorized grip. It keeps the phone camera pointing at an object being filmed while you move around. Popular brands include *DJI, FeiyuTech, Movi, Zhiyun, and LanParte*. Many gimbal mounts cover the smartphone's microphone socket, so you may need to record audio using a second phone or external recording device. Two gimbals that do not cover the microphone port are the *LanParte HG-01*, and the *FeiyuTech G6 Plus* (3)

External Lenses

- A wide range of telephotograph, wide and macro external lenses for smartphones are now available from manufacturers like Olloclip, Exolens, Moment and Moondog. These ones typically attach to the smartphone via an external mount or with a clip that snaps onto the smartphone, and some brands allow you to attach ND filters (4)

Source: (1) Rotolight | Advanced LED Lighting for Video, Photography and Studio; (2) Beastgrip - Pro gear for smartphone filmmakers & photographers – BEASTGRIP CO; (3) FeiyuTech (feiyu-tech.com); (4) olloclip® - The Original Mobile Phone Lens System - Patented Worldwide; (5) https://www.shoulderpod.com/mobile-journalism

A complete tool kit for Mobile Journalism will be extremely important to produce quality content, so as some specific practices that will differentiate journalists' work. That will be reflected in the consumption of the audience, which is increasingly demanding and is increasingly looking for a personalized offer

Tools

Audio Options

For One Person

1 Clip Microphone

Also known as lapel or lavalier microphones – are ideal for recording interviews in noisy or windy areas. The microphone can be attached to interviewee's clothing, and the other end plugs into interviewer's phone

- Widely used microphones include the Rode Smartlav and the Boya BY-M1. These microphones have a 3.5mm jack, so if your phone doesn't have a 3.5mm port, you will need an adaptor. You can also buy clip microphones with lightning jacks for iPhone 7 and above – like the Sennheiser Clip Mic (1)

2 Smartphone Headsets

Finding yourself in the field without an external microphone, the microphone on your mobile phone headset can also record good quality audio

For Two People

1 Clip Microphone Dual Adaptor

To record more than one person – for a two-person interview, for example – it will be needed two clip microphones. These can be plugged into a dual adaptor like the Rode SC6. If you are on an iPhone, the Rode SC6-L adaptor does away with the need to use a lighting-to-3.5mm adaptor (2)

2 Dual-Head Clip-Mics

An alternative to using two clip microphones and an adaptor is to buy a dual-head clip microphone. Popular choices include the TONOR dual mic, or the Comica CVM. These microphones record both audio sources into a single audio file so there is no option to mix afterwards (3)

3 Dual-Head Clip-Mics

In order to control the recording level of each microphone independently, you can use a smartphone audio mixer like the Saramonic SmartMixer or the Roland GoMixer (5)

Source: (1) BY-M1 -BOYA (boya-mic.com); (2) RØDE Microphones - SC6 (rode.com); (3) Professional USB Microphone and Wireless Microphone – TONOR (tonormic.com) ; (4) Saramonic-Premium Microphones, Headphones and other Pro Audio Accessories ; (5) https://www.shoulderpod.com/mobile-journalism

A complete tool kit for Mobile Journalism will be extremely important to produce quality content, so as some specific practices that will differentiate journalists' work. That will be reflected in the consumption of the audience, which is increasingly demanding and is increasingly looking for a personalized offer

Tools

Handheld microphones

Handheld microphones are ideal for recording interviews, journalistic pieces to camera, and for recording 'natural sound'. One end plugs in to your smartphone, and the other is attached to the microphone, which you hold in your hand. Popular brands include Rode, iRig, Sennheiser and Apogee. To protect from wind noise, buy a foam windshield to cover the microphone (1)

Accessories

1 **Wireless Recording**	For recording at a significant distance, or if your subject is moving around, you may wish to invest in a wireless smartphone microphone set. Your interviewee wears a microphone connected to a transmitter, and the receiver is connected to your smartphone. Popular choices include the Rode Wireless Go, or the Samson Go Mic Mobile, a wireless system that can connect two microphones (clip or handheld) at once, and works on USB C, Micro USB, 3.5mm and lightning (2)
2 **Extension Cords**	For medium shots or for filming from a distance greater than one meter, you should plug your clip-microphone into an extension cord like the Rode SC1. This extension cord works with both Rode Smartlav and Boya BY-M1 microphones (3)
3 **"Two-Take" Audio**	An alternative to extension cords and wireless systems is to use a second phone. Plug a clip-microphone into it and ask your interviewee to put this second phone in their pocket and attach the microphone to their clothing • This allows you to record their voice as you film from a distance with your primary phone. The two recordings can be matched up during the editing process (4)

Source: (1) IK Multimedia - iRig Mic HD 2; (2) RØDE Microphones - Wireless GO (rode.com); (3) Rode SC1 ; (4) https://www.shoulderpod.com/mobile-journalism

Agenda: In-and-Out

1. Overview – Mobile Journalism
2. Equipment
3. **Technology Systems**
4. External Interviews

Following the market trends, there are new integration systems which facilitate the production of quality content by news organizations. Therefore, some of the best systems which are being used by the great broadcasters worldwide have been analyzed

Associated Press News Production System

ENPS is a **multimedia content production system**

ENPS' main focus is to put strong technologies behind the scenes, allow journalists to tell their stories in a **easily way, from more places to more platforms**

This system helps broadcasting organizations to find, create and collaborate via a **story-centric workflow**, and **deliver content effectively where audiences need it the most**. Now more than ever**, ENPS is the news production system for today's multiplatform newsrooms:**

- Unparalleled support from an expert team
- Streamline your workflow
- Collaborate across your organization
- Create and connect anywhere

ENPS is a system built and backed by journalists for journalists. Associated Press' main goal is to facilitate great storytelling, and the features of this system are designed to do just that (1)

Benefits

Flexible
scalable and flexible solutions for teams of all sizes – from small news organizations to global enterprises

Customizable
provides side-by-side editing and a personalized dashboard

Smart
stores valuable metadata for analysis that helps lead to smarter content decisions

This system **provides integration functions**, and it does so with a **simple user interface**. With its open standards, ENPS system gives broadcasters a roadmap to a future in which they must **process increasingly large flows of information and data with a small staff**

Source: (1) https://www.ap.org/enps/

Following the market trends, there are new integration systems which facilitate the production of quality content by news organizations. Therefore, some of the best systems which are being used by the great broadcasters worldwide have been analyzed

Sony Multi-Platform News Production

Media Backbone Hive is the *Unified Content Platform* that **helps broadcasters and news-makers to reach audiences across multiple platforms with unprecedented speed and efficiency** (1)

Customisable, cloud-native and scalable, Hive system can be deployed on-premise, in the cloud, or a combination of the two

Intelligent Media Services – with this technology it will be possible to reach audience wherever they are, sitting in front of a television, on the web, on their apps and scanning their social media feeds

XDCAM air - this is a cloud-based news workflow, leveraging the cloud to produce news faster and with better coordination. **This solution orchestrates the seamless exchange of live video, media files and metadata between field-based camcorders and news infrastructure**

Hive system - aims to build stories fast, with secure access from the studio to content on camcorders or smartphones out in the field. XDCAM air should be used as a standalone system – integrated in a studio-based workflows to create compelling content, quicker and more cost effectively than ever before

The Process

- Extend audiences' reach with a low-profile **handheld and action cameras**. Bring it back to the newsroom with the existing wireless workflows and **XDCAM air** service. Then share content and edit with unprecedented efficiency, thanks to the award-winning **Media Backbone Hive** multi-platform production system
- The world's leading news networks depend on Hive's studio cameras to enhance their on-air look. News operations of every description take advantage of a complete range of affordable studio cameras. And they extend their reach with Hive's robotic pan/tilt/zoom cameras. In the control room, **Sony switchers** and monitors empower you to operate with confidence
- Gather, collaborate, share and archive your news content while automating your workflow with a cloud service made for professional media. Hive's **Ci Media Cloud Platform** already manages petabytes of content and millions of files, leveraging the cloud to bring together content, teams, facilities and systems. Now you can securely share content and accelerate postproduction and archiving (1)

Source: (1) https://pro.sony/en_CM/solutions/news-production

Following the market trends, there are new integration systems which facilitate the production of quality content by news organizations. Therefore, some of the best systems which are being used by the great broadcasters worldwide have been analyzed

Avid Solutions for News Production

To deliver higher quality news, this requires workflow efficiency, from remote collaboration to distribution – on air, online, and in social media

- Avid system provides end to end workflows, which are the key to accelerating production. Integrates hardware, software, and services in an **open**, **extensible media platform** that streamlines broadcasters' workflow—from media ingest, editing, storage, and management, to graphics, playout, multiplatform distribution, and archive—while securing production

- **The service: Avid MediaCentral Platform**, the industry's most open, tightly integrated and efficient platform designed for media
- Need for a **common storage environment** and **integrated metadata sharing**

For RTP

Highly integrated ecosystem

Highly Efficient
Refinement of processes

No need for upload in drive or FTP

A **more streamlined process for local news** production

Usual barriers encountered while implementing - technology challenges, older newsroom and editing systems, and a storage platform that was expensive to maintain, the division needed to be modernized

For RTP

A seamless switchover

RTP will need to do a modernization of six different systems to solve these critical problems, migrating to iNews, Avid shared storage, Media Composer, MediaCentral|UX, AirSpeed and Interplay|Transfer, all powered by MediaCentral

Embracing a new user experience

With MediaCentral|UX, all of RTP's journalists and executive producers can look at the footage in a browser, comment on it, and log it

Avid AirSpeed is becoming the *de facto* ingest and playout for Avid's studio post-production units, largely driven by local productions and news division

Source: https://www.avid.com/all-access-news-production

Agenda: In-and-Out

1. Overview – Mobile Journalism
2. Equipment
3. Technology Systems
4. **External Interviews**

Every national broadcaster analyzed in the interviews uses smartphone for the production of news. The framework for interview analysis consists of 3 main parts, which touch upon why broadcasters should use MoJo, how the organization can implement it, and what are the technicalities associated with the use of the smartphone in news production

Interview Analysis Framework

- 1. Reasons to use MoJo and its Challenges
- 2. Change Management
  - 2.1. Resistance arguments
  - 2.2. Implementation
    - 2.2.1. Criteria and Impact
    - 2.2.2. Roadmap
- 3. Technicalities
  - 3.1. Hardware
  - 3.2. Software
  - 3.3. MoJo Mindset

Guillaume Kuster

MoJo Trainer

Media Expert at CIRCOM

Jarno Tahvanainen

MoJo Specialist at YLE

Jeff Semple

Senior Network Correspondent at Global News

Márcio Menino

Sports MoJo Freelancer

Mark Egan

MoJo Trainer

John Johansen

MoJo Reporter at NRK

Marc Settle

MoJo Trainer at the BBC

Philip Bromwell

MoJo Expert at RTE

1. Why should broadcasters be using smartphones in news production?

➢ **Interviews were conducted with 8 journalists with MoJo expertise…**

BBC, CBC news, circom, france•tv, Global NEWS, NRK, RTÉ, svt, yle ...and many more

2. How did they overcome change resistance?

...that are working or have worked directly with several different broadcasters and organizations…

...and many more

...and in several countries

3. What equipment and apps do they think is best?

Some more than others, **every broadcaster has been using Mobile Journalism for years** in their organization as a tool for **both journalists and camera operators**, and **both TV and digital services**

Good morning ..., thank you very much for joining us we are delighted to have you here. We are a consulting team from Nova SBE and we are doing a project with RTP regarding the implementation of Mobile Journalism in its production environment.

By Mobile Journalism we are talking about the capturing and editing of video and audio with lighter devices, namely the smartphone.

We think your experience in mobile training speaks for itself and thats why we decided to contact you.

We would like to record the audio of this interview so that we can access it later. This audio will not be shared with anyone besides the Nova SBE's academic team.

1. What happens typically when broadcasters try to implement mojo is that they face a huge resistance by the journalists and camera operators. Did you notice this resistance in your organization? If so, how was it overcome?
    - How was Mojo introduced in the organization? Which teams did it first? Everyone had training for it or only some journalists?
    - How did you convince people to adopt it? What were the arguments used?

2. What do you think are other big challenges when you try to implement Mojo in an Organization (people, organization, budget, processes)?

3. Do you think Mojo can fit every broadcaster? If not, why? If yes, what do you think are the crucial enablers that a broadcaster must have to implement Mojo successfully? (team structure/data management and processes, etc)

4. In terms of toolkit, what do you think is a must have? And, is there a huge quality difference between the several brands or types of tools?

5. What do you think are the best Apps/Technologies for Mojo? (Audio/video/files sharing)

6. What would be your advice to a journalist who wants to start using mojo?

Internal Analysis

Agenda

1. **Digital**
2. MoJo

Agenda

I. **Overview**

II. Organization

III. Process Mapping

IV. Content

V. Audience Analysis

The main objective of RTP, as a state-owned provider, is to serve and be closer to the portuguese people. In order to do that, RTP is incrising its presence around the world to be near the emigrant comunities, it is disrupting in the creation of content for younger generations, and it is focusing on the digital landscape

RTP

Strategy [1]

- "RTP's strategy involves a serious focus on communicating our brands and products. The main objective is to bring RTP closer to the Portuguese People. 'Always Connected' is RTP's signature and translates its essence. RTP connects Portugal and the Portuguese to each other and to the world."

Outcomes [2]

- Promote the best Portuguese products, deliver content suited for the Portuguese emigrants all over the world, and increase the proximity between foreign cultures and the Portuguese

- Create tailored content to the new generations (children, teenagers and young adults), deliver the content in the right platforms, and tighten the relationship RTP has with universities and schools

- Understand how big data can lead to customization and recommendations and how the audience may view this shift. Develop RTP’s online platforms in order to deliver special reports about themes that concern the Portuguese society

Source: (1) https://media.rtp.pt/empresa/rtp/historia/ (2) http://cdn-images.rtp.pt/mcm/pdf/5f2/5f2d4699d08b425d7548b4a1fce9b39b1.pdf

Agenda

I. Overview

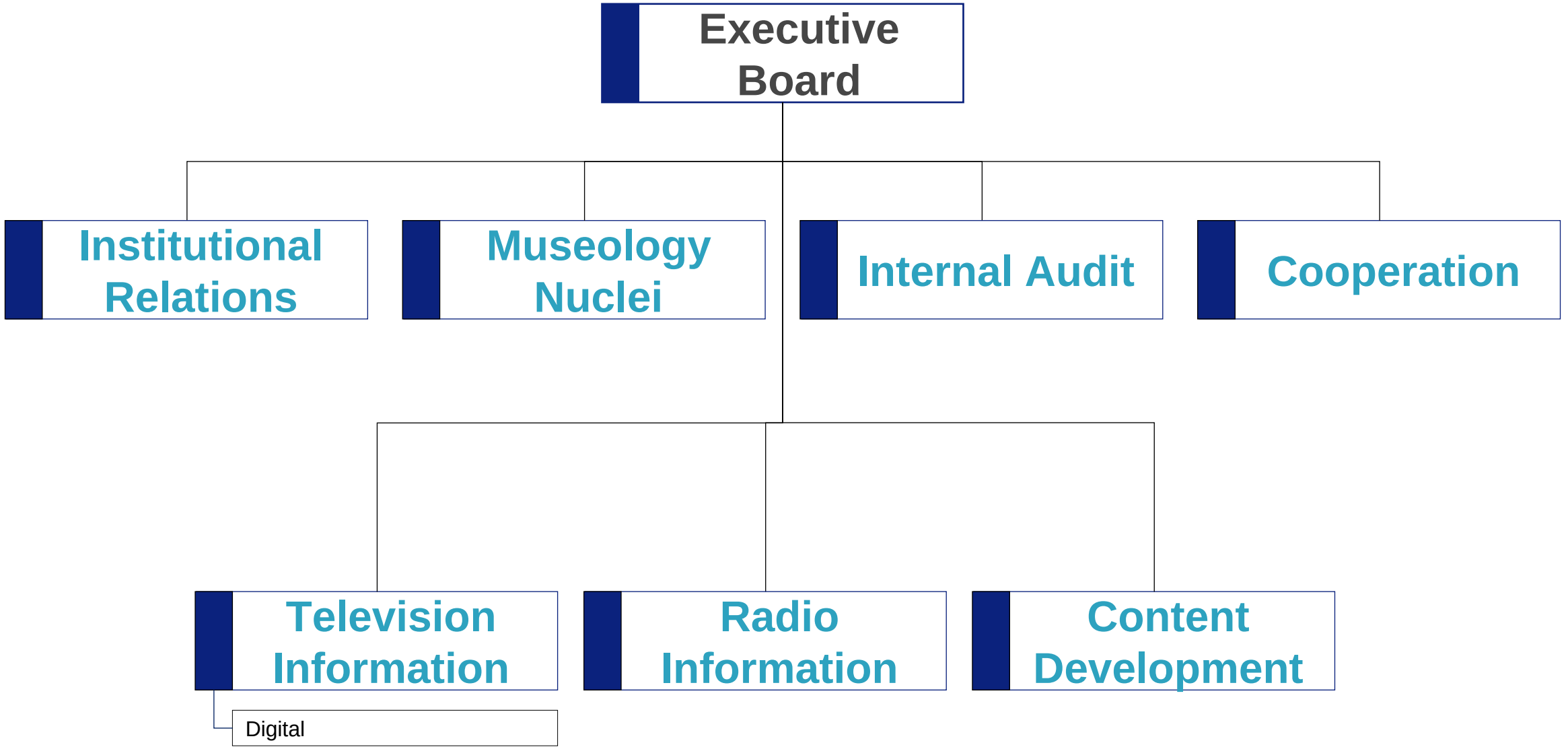
II. Organization

III. Process Mapping

IV. Content

V. Audience Analysis

The RTP Executive Board is responsible for the organization of the company and to rule the internal dynamics



The Content side has editorial autonomy, meaning neither the board nor the other 3 areas can influence its news production. The Corporative Centre, Support & Activity and Operations have the purpose to ease, support and complement the journalists' working on the Content side

Corporative Centre

- Finance
- Human Resources
- Legal
- Shop
- Information Technology

Support & Activity

- Strategic Marketing & Communication
- Commercial
- Content Acquisition
- Multimedia

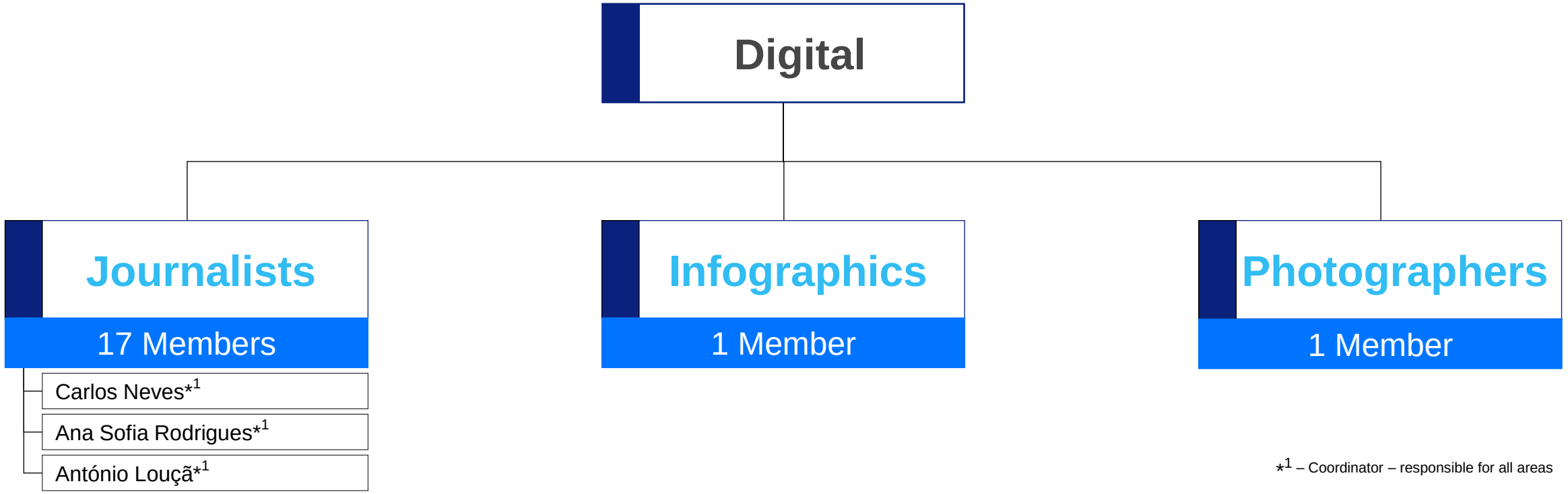
Operations

- Production
- Production & Sports Rights
- Production North
- Emission
- Regional Center - Madeira
- Regional Center - Açores

Content

- RTP 1
- Antena 1
- RTP 2
- Antena 2
- RTP 3
- Antena 3
- RTP Internacional
- RDP Internacional
- RTP África
- RDP África
- RTP Memória
- RDP Madeira
- RTP Madeira
- RDP Açores
- RTP Açores

The Digital Team is composed by journalists, infographics designers, and image reporters



*1 – Coordinator – responsible for all areas

- Carlos Neves, Ana Sofia Rodrigues, and António Louçã are B coordinators and are responsible for all the areas covered – there is no A coordinator on the team
- The daily journalistic team is composed by 20 journalists, some of whom come from the TV team, others from the Radio team, and some were hired directly for the Digital team

During the week, most of the morning and afternoon shifts are composed of 7 journalists, apart from Wednesday, the only day all the journalist are present at the redaction. On the weekend, only 2 journalists cover each shift. This does not contemplate vacations nor seek days

Journalists' Schedule (Example)

	Weekdays					Weekend	
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Morning	7 People	7 People	10 People	7 People	7 People	2 People	2 People
Afternoon	7 People	7 People	10 People	7 People	7 People	2 People	2 People
Total	14 People	14 People	20 People	14 People	14 People	4 People	4 People

Only on Wednesdays the journalists meet all together

During the week, there are 5 types of journalists working on the team: **CB** journalists - start at 7am and are responsible for the ticker- , **M** journalists - enter at 8am,

Y – start at 10am - **T** - enter at 2pm - and **CT** – start at at 3pm and are responsible for the ticker

On weekends, the team is only composed by **CB, CT** and **Y** journalists

Each journalist in each shift has its own duties. All tasks are divided so that the team can cover all the work needed to be done. RTP's Digital team works with the minimum people needed which puts great pressure in each one of them

Typical Day

	Morning	Afternoon
Weekdays Example	• **1 journalist** - coordinator/ news production/ information sharing on social media • **1 journalist** - information footer and RTP video publication • **1 journalist** - sports site management (not coordinator) and news production • **1 journalist** - management and publication of audios of Antena1 • **1 journalists** - Information newsletter • **2 journalists** - news production (national, international, economy, sport, culture) + videos	• **1 journalist** - coordinator/news production/information sharing on social media • **1 journalist** - information footer and RTP video publication • **1 journalist** - sports site management (not coordinator) and news production • **1 journalist** - management and publication of audios of Antena1 • **3 journalists** - news production (national, international, economy, sport, culture) + videos

Each journalist in each shift has its own duties. All tasks are divided so that the team can cover all the work needed to be done. RTP's Digital team works with the minimum people needed which puts great pressure in each one of them

Typical Day	Morning	Afternoon
Weekends Example	• **1 journalist** - coordination (no coordinator present) / news production / sharing of information on social media, information footer and publication of RTP videos • **1 journalist** - sports site management (not coordinator) and news production, management and publication of audios of Antena 1 • There might also be the need for a **Y journalist**	• **1 journalist** - coordination (no coordinator present) / news production / sharing of information on social media, information footer and publication of RTP videos • **1 journalist** - sports site management (not coordinator) and news production, management and publication of audios of Antena 1 • There might also be the need for a **Y journalist**

Agenda

I. Overview
II. Organization
III. Process Mapping
IV. Content
V. Audience Analysis

The news production process is influenced by the dynamics and organization of the TV, Radio and Digital teams. These 3 work independently and with few links of communication, looking forward to reach their individual goals and objectives

Production Process

In terms of RTP structure, the TV, Radio and Digital production teams are in the Content side. This is an independent side, meaning, the board can not influence the decisions on the type, form and content of the news produced so to keep the journalists unbiased positioning that is in the principles of this job

The produced pieces are shared through the common repository but only punctually there is a communication between the teams to alert for new content uploaded

TV

Extra Services Table

Content Editor

Preparation, edition and share of pieces

Coordinator

Result

DIGITAL

Grand Events and updates

Coordinator

Information gathering and production of own content

Result

The daily TV news production starts the day before with the preparation of the table of services, and is managed by the editors and coordinators during the day

Table of Services

At the end of every day, Editors prepare a daily agenda and a list of additional services, and distribute them by journalists to be covered on the next day

Extra Services

Apart from the Daily Table of services, a team of journalists is 24/7 ready to cover unexpected events

Files

- Journalists return to the newsroom and upload their files (video and audio) into the system – AGS – giving access to other RTP colleagues
- Then, each journalist prepares/builds his/her piece, uploading it to ENPS
- Once prepared, the journalist joins the Image Editor at the Edition Table to give voice to his/her piece
- The final file is again uploaded to AGS as a final piece, available in the system to the other RTP colleagues
- At the same time, there is always a support journalist to help on quick preparation of news and information, specially for RTP3 TV channel

Content Editor

Responsible for a certain area (politics, culture, etc), Editors guarantee every new of the day is covered

Coordinator

The Coordinator of each program decides which piece is played on the TV show

Outcome

The TV anchor presents the produced news

The Digital team is responsible to keep its platforms updated 24/7, thus it produces its own news but also gathers news from other sources to share them online

Digital

General

Unlike TV, the digital information team works on the daily events on time, covering what is happening every hour, every minute

Additionally, this team also has journalists focused on own produced and investigated content

Bid Events

Some big events that demand a bigger exposure and coverage everyday are planned previously

Coordinator

There are no Editors on the Digital information team

Coordinators are responsible for every area, and everyday must select and distribute the news that should be addressed and published on the digital platforms

Files

- Digital journalists follow the news chosen and planned by the Coordinator
- These news can be produced by:
  - Collecting from AGS videos and images captured by the TV and Radio team, being the Digital team the first to launch these news
  - Collecting information from international agencies
  - Gathering own investigated content
- Infographics produced when in accordance to the theme of the new and in availability of resources

Outcome

Display of the news on the social media, website and App

Agenda

I. Overview
II. Organization
III. Process Mapping
IV. Content
V. Audience Analysis

Agenda: Content

1. **Podcasts**
2. Social Media
3. Streaming
4. App
5. Others

RTP does not have its own production of original content podcasts. The radio channels that are part of RTP's group (such as Antena 1 or Rádio Zig Zag) utilize some clips from their radio shows and transform them into podcast format

RTP

- RTP does **not offer** podcasts to its audience

ANTENA 1 rádio zigzag

RDP INTERNACIONAL

- Some radio channels, that belong to RTP's conglomerate, offer podcast material to the audience
- Although they are part of the same conglomerate, radio and TV/Digital do not belong in the same information sector thus, their strategy is often separated and misaligned

Original Content

✕

- No content is produced exclusively for the podcasts page, all comes from the content produced for the radio

Available in

RTP PLAY

Spotify, Google Podcast, Apple Podcasts, Overcast, Pocket Casts, Castro, Breaker, Castbox

Agenda: Content

1. Podcasts
2. **Social Media**
3. Streaming
4. App
5. Others

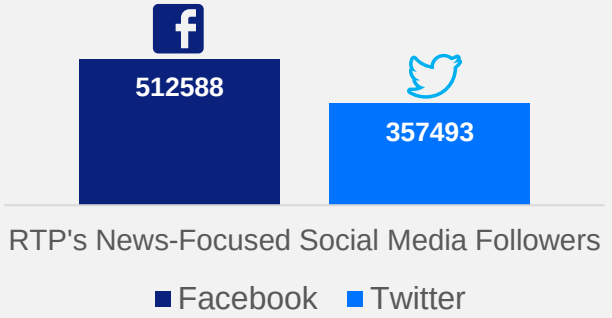
RTP's information branch only possesses 2 social media accounts: Facebook and Twitter. The other social medias are tackled by RTP but with a more generalist approach – including content that is mainly not related with information

Social Media Analysis

- In this chapter, our main goal is to have a deep understanding of how RTP is using social media to add value and deliver News and Information content to its audience

- For this reason, we will only focus the analysis on the *RTP Notícias*' social media accounts that address the mentioned topic and disregard the accounts focused on other contents such as entertainment, sports, etc

	Facebook	Instagram	Twitter	TikTok	YouTube	LinkedIn	Snapchat
RTP	✓	✗	✓	✗	✗	✗	✗



- We will focus our analysis on the two Social Media accounts RTP currently has to deliver promote news-content, both named *RTP Notícias.*
- Besides RTP being present in other social medias, like *Instagram* or *YouTube*, it happens to be a global content account and does not have a channel/account exclusively for News-content. For this reason, we will not analyze these accounts.

Source: Internal Data

Agenda: Social Media

3. Social Media
   - **a) Facebook**
   - b) Twitter

RTP Notícias Facebook account is mainly utilized for promotion of the TV channels' programs. The content posted on the social media is composed, to large extent, of clips from the TV channels, links to the website, and sometimes streams of the channel. No content is produced exclusively for social media

Facebook

Overview

RTP NOTÍCIAS

492 633 Likes

513 155 Followers

Frequency of posts:

4/5 per hour

Posts first on **App /Website**

Posts links to **text and video news** with a small description

"The information site of Radio and Television of Portugal. All news, videos and audios from RTP, RTP 3 and Antena 1-noticias.rtp.p"[1]

Most of the content present in RTP's Facebook Page is extracted from RTP, RTP 3 and Antena 1. No content is produced exclusively for the Facebook page RTP Notícias. There is no team with the specific job of managing social media – it is the digital team and its journalists who do it. The page is used mostly to promote the 3 channels:

- **Video: weekly posts of the entire programs** "Imagem da Semana" and "História da Semana" from Antena 1 **and promotional clips** of "Grande Reportagem" – Antena 1 – and "Grande Entrevista" – RTP3. Uplad of 3 different Video Series: "Eu, cidadão" – promotional clips to RTP's **interviews of Prime-Minister candidates** about their acts as cidadans. "Europeias 2019" – **explanatory infographics videos** regarding the state of the EU. "Pedrogão Grande 360" – **360º pictures of the aftermath of the fires of Pedrogão Grande**
- **Live Videos:** Live Streaming of "Especial Informação" – breaking news and updates on Coronavirus pandemic situation
- **Pictures:** mostly used to promote a show or to promote RTP's newsletter
- No engagement with the audience in the page (no comment reply, no chat reply, and no events)

Source: (1) RTP's Facebook Page

Agenda: Social Media

3. Social Media
   a) Facebook
   b) Twitter

RTP Notícias Twitter account is mainly utilized for promotion of the TV channels' programs. The content posted on the social media is composed by links to the website. No content is produced exclusively for social media and there is low engagement with the audience

Twitter

Overview

RTP NOTÍCIAS

359K followers

Frequency of posts:

3/5 per hour

Total of Tweets:

70,9k Tweets

Launched in **Sep. 2008**

"RTP Information on Twitter"[1]

Most of the content present in RTP's Twitter Page are links to its Website with small description of the story – **promotional content**

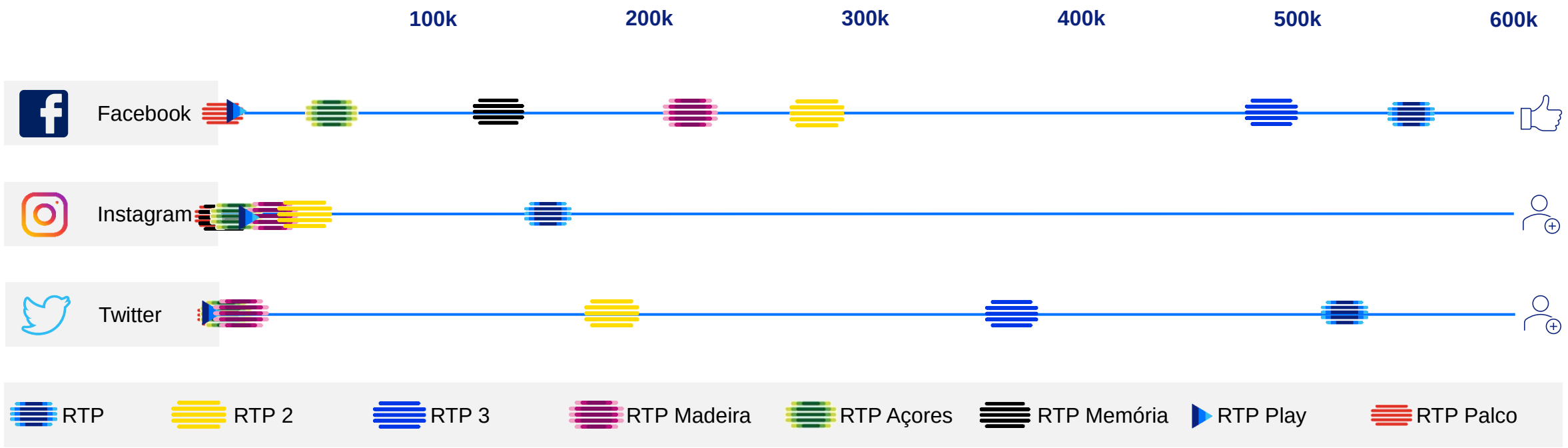
They focuse on **breaking news**, in text format in most of the cases.

No content is produced exclusively for the Twitter page "RTP Notícias"

- **No engagement with the audience** in the page (no replies, and no retweets)
- The functionalitites are used mostly to promote other RTP Twitter accounts (ex: Jornal 2), acknowledge good work of other media twitter pages (ex: The Guardian) or to elevate the engagement of tweets made by RTP's journalists about RTP
- **Low engagement of the audience** – around 1 retweet and 4 likes per post
- Posts at the **Twitter** after posting on **App/Website.** Less content on **Twitter** than at **App/Website**

Source: (1) RTP's Twitter Page

RTP owns several social media accounts in several social media platforms. It possesses around one account per channel (RTP 2, RTP Memória..). From the thematic channels, RTP Notícias is the one with the most traction among its audience



- RTP's social media accounts differ largely in its audience target and in engagement
- The channels with the most engagement are RTP's generalist accounts and, from the thematic channels, RTP Notícias is the one with the most engagement, leading in the two social media accounts it possesses

Agenda: Content

1. Podcasts
2. Social Media
3. **Streaming**
4. App
5. Others

RTP Play, RTP's streaming platform, was launched in 2011. It contains programmatic content, livestream of all RTP's radio and television channels, entertainment content such as series, and many more. There is no need to sign-in and it is free

Overview

RTP PLAY

Viewership:

52M views in 2019

Content:

Livestream of channels

Programmatic

Children & Study Material

Entertainment – RTP Palco

Live News? Yes

Need to sign in? No

Price: Free

Livestream

- **RTP Play livestreams all the TV and radio channels from RTP and RDP**
- Audience can have access to the news broadcast from RTP and RTP 3 both through the RTP Play Website, and also through the RTP Play App**, launched in 2019,** more adapted to the cellphone
- In both cases – website and app – the video is displayed in horizontal format
- The viewer can pause the livestream and continue at the point where he/she left

Programmatic

- **This segment of the platform is a video and audio bank** with all the content of the several shows both RTP and RDP have aired. Its organized in series
- The programmatic content is split between several categories:

Arts	Children and Youth	Culture	Entertainment	Fiction	Gastronomy
Health	Humor	Information	Interviews, Opinions and Debates	Institutional	Music
Religious and Reflection	Science and Nature	Special	Sport	Others	

The programmatic content related to the news is divided into Information – all tv and radio news programs – and Interviews, Opinions, and Debates – all interviews and discussions of relevant topics. These sections enable the audience to be update everywhere they are, by only needing a smartphone

Programmatic

Information

- **All the TV and radio news programs from RTP placed in one page together**
- Organized alphabetically by the name of the program
- Within each program, the audience is able to choose the episode that is relevant for them

- This type of programmatic content is very important because it enables the audience to keep up with the news everywhere, without the need to be near a TV. They can use it in the device they like the most (computer, tablet or smartphone)

Interviews, Opinions and Debates

- **All interviews and discussion of relevant topics between knowledgeable people gathered** from RTP's TV and radio channels in one place
- Organized alphabetically by the name of the program
- Within each program, the audience is able to choose the episode or guest that is relevant for them

- This programmatic content is relevant for the audience because it enables them to get a deeper knowledge of the current affairs and understand different points of view anywhere they go, in their favorite device – no need to be near a TV

Agenda: Content

1. Podcasts
2. Social Media
3. Streaming
4. **App**
5. Others

The RTP Notícias App allows the audience to keep up with the news 24/7. It is mostly composed of material extracted from TV and radio channels. The digital team produces some content exclusively for the app and website but, due to the lack of resources, there is not a lot of this content

Overview

100K+ installs - Google Play

Size (Google Play): 10MB

Size (App Store): 74.7MB

Reviews (Google Play): 4.2/5

Reviews (App Store): 3.5/5

UI Categories (by order of appearance)

“Notícias” - “Desporto” - “Direto” - “Vídeo” - “Audio”

This platform allows the audience to keep up with RTP’s news content **all day,** in their tablet and smartphone devices, and know what is happening throughout the world at the same time as the developments occur **– the information is updated 24/7 and reaches the audience faster than in TV or radio** because there are no predetermined schedules to deliver the news

- **All the news produced for RTP’s TV and radio channels are, afterward, uploaded** into the *RTP Notícias App*
- RTP’s Digital team also produces news related **content specifically for the App and Website,** providing more information and updates on the current important matters – although this is not common

The App provides the audience with some features relevant for the customer:

- **Newsletter –** Customers can choose to subscribe to a morning newsletter with the top stories up until then or a daily one with the top stories of the day – a fast and light way of being updated with the most important affairs
- **Notifications –** RTP App allows the audience to choose if they want only information notifications or also sports’
- **Receive Audience Stories –** RTP gives the audience the possibility to share their own stories with the broadcaster. If the story is relevant and has a high-quality rating, RTP will publish it – form of **citizen journalism**

	Live News	Videos	Audio	Search	Save	Share	Personalization	History	Comments	Fully free content	Ad-free
RTP NOTÍCIAS	✓	✓	✓		✓	✓				✓	

Agenda: Content

1. Podcasts
2. Social Media
3. Streaming
4. App
5. Others

Infographics are a powerful tool to keep the audience engaged and to explain the audience complex concepts. The digital team has used it several times to explain topics such as taxes or how the electoral college works. Infographics are useful in the production of explanatory and constructive journalism

Infographics

Overview

Infographics is a powerful way to increase the relevance of a statement and to organize the thoughts of the audience.

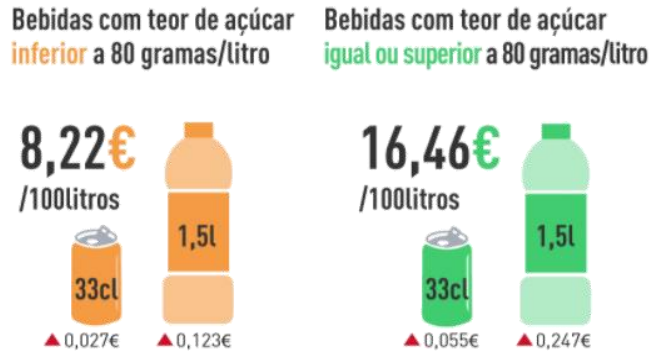
It is increasingly being used for **Explanatory Journalism** and **Constructive Journalism**

RTP has utilized some infographics throughout their news production:

- **TV** – for the production of TV's news content, RTP has already utilized infographics to rectify points and clarify ideas (ex: the evolution of Portugal's national football team in the world championship) though **it is not always used**
- **Digital** - the digital team has made an effort to utilize infographics in the content produced, mainly text, for app and website but due to **the lack of resources** (only 1 member) the content is still marginal compared to what could be

Content Produced

- All infographics produced are available at the App and Website in a page dedicated to it
- The content ranges from explanatory text enlightening the specifics of the American Election (ex: how the electoral college works or the mail-in voting mechanism) to interactive maps with Coronavirus Measures at each Portuguese County



Source: https://www.rtp.pt/noticias/infografias

Augmented reality is another powerful tool for keeping the audience engaged. The TV Information team possesses the technology to build augmented reality pieces and has already partnered with the Digital team in the production of a couple of pieces regarding the European Election

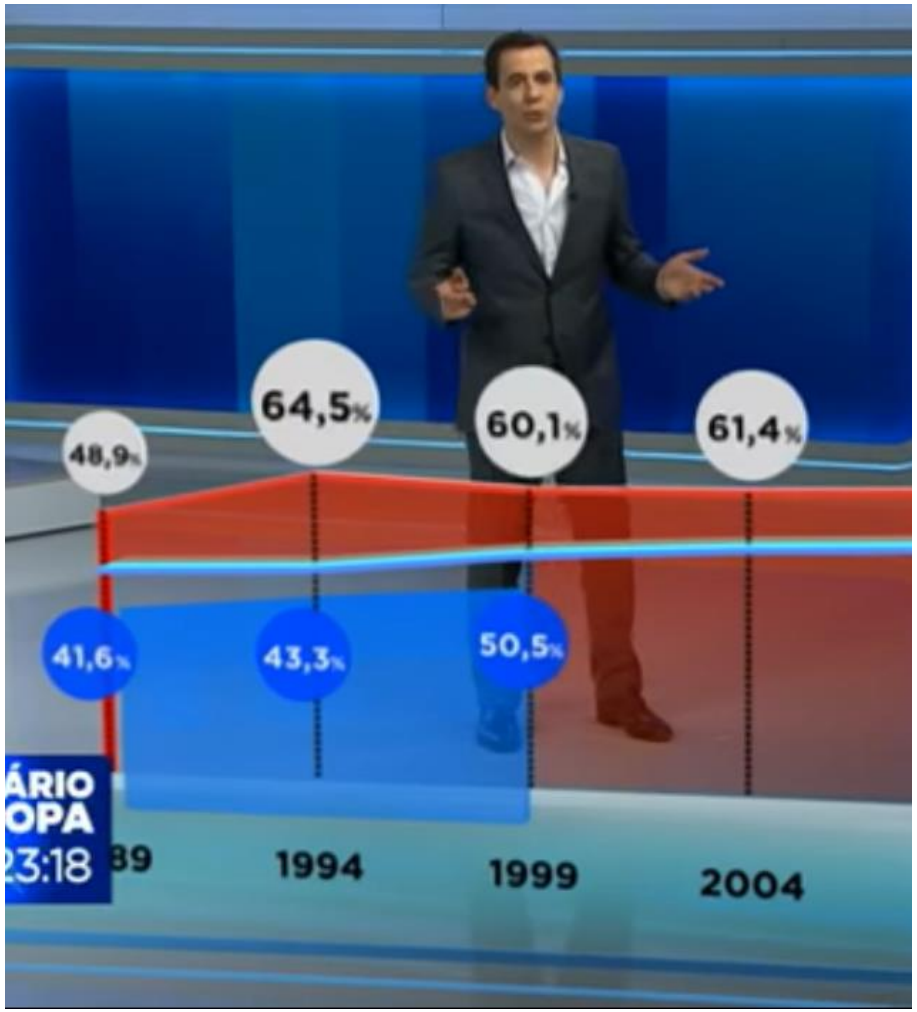
Augmented Reality

Content Produced

- Currently there is no augmented reality content being produced by the Digital team
- Some material was developed for the TV Information Team regarding the European elections

Material

- Currently, RTP already possesses the technology necessary to produce Augmented Reality material but it is only available for the TV team
- Capitalizing on this investment is not done very often



Agenda

I. Overview
II. Organization
III. Process Mapping
IV. Content
V. Audience Analysis

The TV audience analysis focus on the four big daily news programs: Portugal em Directo, Manchetes 3, Jornal da Tarde, and Telejornal. All four programs show low average audience in percentage and low market share with Telejornal overcoming the other shows in both metrics

- The TV audience analysis will focus on the daily news programs broadcasted by RTP 1
- All the shows transmitted by RTP 3 will be further considered in the cyclical analysis

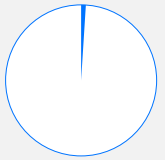
Portugal em Directo [1]

3,4%
(average audience in %)

13%
(Market Share)

- Special Information
- News program focused on the most important national topics – 5h30pm
- Works as a complementary program to the generalist news

Manchetes 3 [1]



0,2%
(average audience in %)

5,1%
(Market Share)

- Generalist Information
- News program, broadcasted in the morning (6 am), that covers the headlines of the most renown journals that will be published that day

Jornal da Tarde [1]

4,4%
(average audience in %)

16,3%
(Market Share)

- Generalist Information
- News program, broadcasted during lunch time (1 pm), that gives an update on all relevant national and international news

Telejornal [1]

7,7%
(average audience in %)

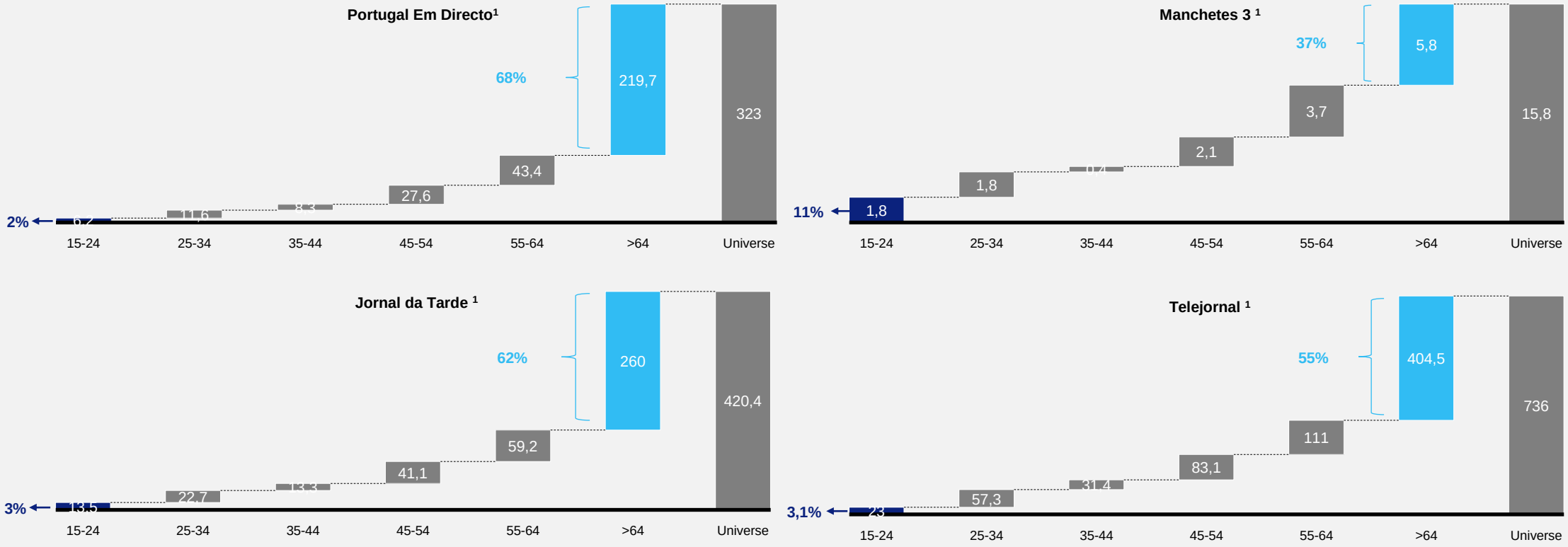
17%
(Market Share)

- Generalist Information
- News program, broadcasted during dinner time (8 pm), with the most rigorous selection of international and national news

Source: (1) Internal Data

The trend is observed throughout all the programs. The news programs with the highest viewership rates are Jornal da Tarde and Telejornal, both of which are broadcasted during mealtimes. In these two shows, young population's audience represents a lower portion than in society

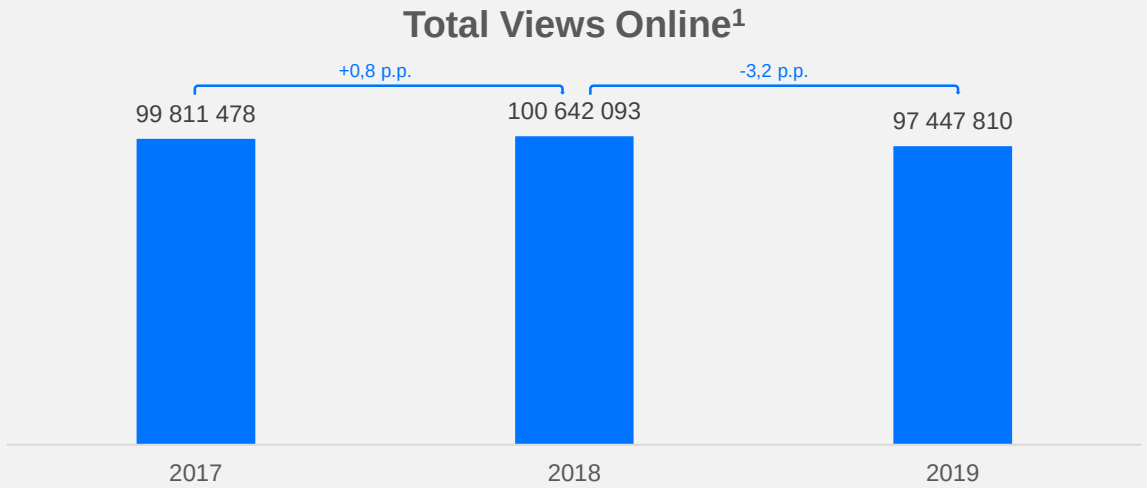
Average Daily Audience By Age Range [1] - (2019 – in thousands)



- Looking closer at each program, we can see that this trend is observed in all the considered news programs – more elder viewers than young
- The programs with the biggest ratings are Jornal da Tarde and Telejornal, both are broadcasted during mealtimes

Source: Internal Data

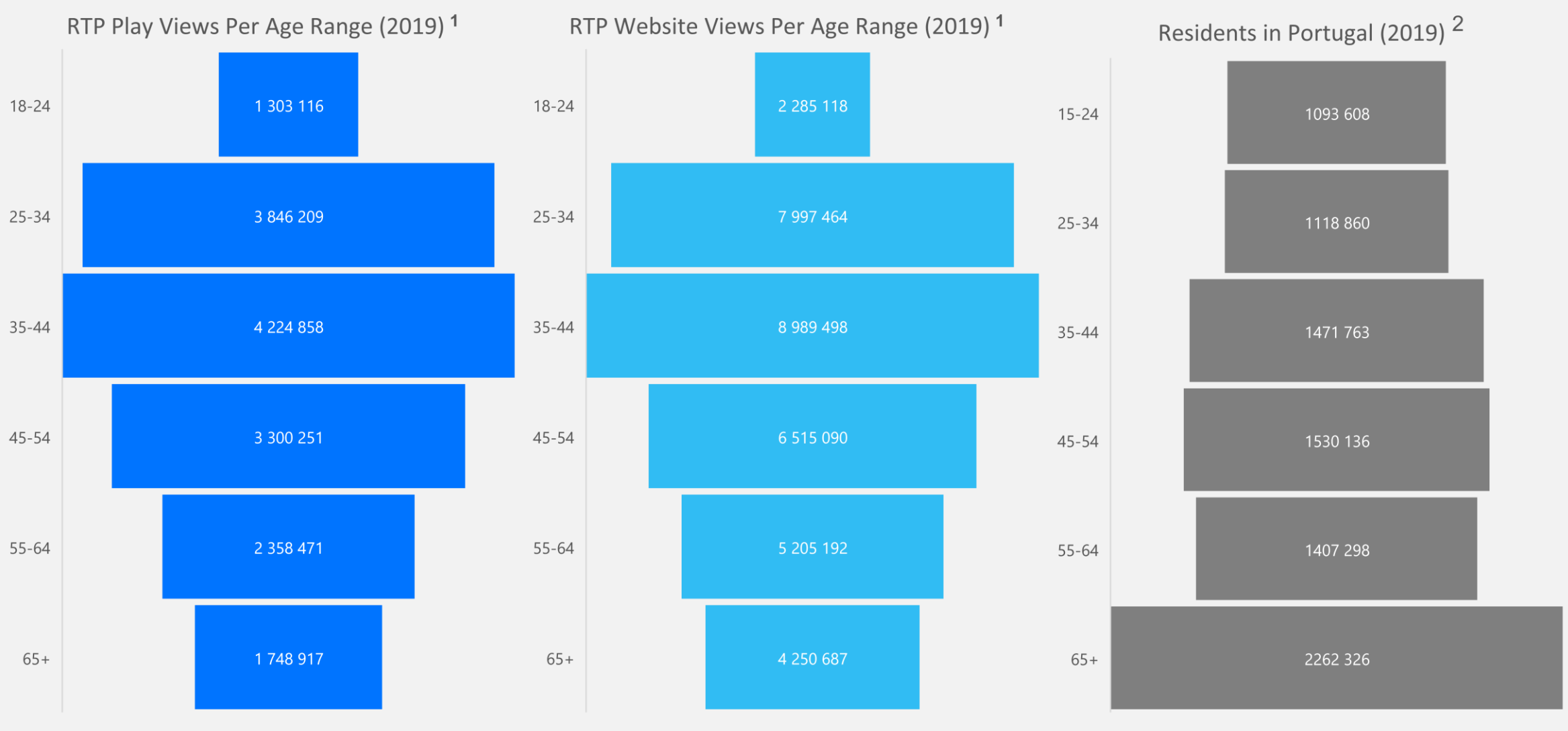
Total Views of RTP's Online Content did not follow a constant direction since 2017 – from 2017 to 2018 there was a slight increase, but from 2018 to 2019 the views decreased by 3,2 p.p. . In 2019, the biggest part of total views was composed by RTP Play's website views



- Total Views Online did not vary in a constant direction – from 2017 to 2018 there was an increase of 0,8 percentage point, and from 2018 to 2019 there was a decrease in online views of 3,2 p.p.

Source: (1) Internal Data

The age structure of the audience of RTP's online channels is concentrated around the 25 to 54 years old range. Contrasting with the TV audience, the online platforms – both RTP Play and RTP's Website - attract many young adults



Source: (1) Internal Data (2) INE - Annual Estimates of Resident Population

Agenda: MoJo

1. Internal Interviews

Hello!, we are... and we are students at Nova SBE. Together with 2 other colleagues we are doing our master's thesis consisting of a consulting project to RTP, in relation to digital at RTP.
We want to thank you for your cooperation because we believe that your opinion is fundamental for any change project.
We would ask if it is possible to record the interview, just so that we can consult for reasons strictly related to the thesis. These recording files will only be accessible to the project's academic team.
If you have any questions during, please do not hesitate to put.
a. What is your current role and history at RTP?

Strategy

b. From an external point of view, what are the main opportunities and threats to RTP?
c. From an internal point of view, what do you consider to be the main strengths and weaknesses of RTP?
d. What should be the strategic priorities of RTP?

Culture and organization

e. To what extent is RTP's work done in silos? Is there a culture of interaction and collaboration between the different RTP divisions and teams?
f. Is RTP organized in the best way? (in terms of governance, teams and work) How could RTP be better organized? What are the barriers that hinder this change?
g. Comment on the following statement: RTP is an agile organization.

Operations

a. What's a normal week of work like for you? For example, I'm doing work in the studio, working outside of it, main tasks...
b. Do you feel that the tasks they devote the most time to are the ones that add the most value to the organization and audience?
c. How is the process of journalism on television? (from content capture to publication)
d. What are the factors that promote your good performance at RTP? As?
e. What are the biggest barriers to your good performance at RTP? As?
f. Does the current technology used in RTP elevate your performance or is it a detractor? Why?
g. In this follow-up, what measures/initiatives would facilitate your work?

Operations - Non-MoJo Teams

h. Mobile journalism is the production of journalistic content made through the smartphone. It is a very recurrent practice in other countries and has been widely adopted in broadcasters with TEN; YLE; BBC, etc. In an organization like RTP, what would be the advantages and disadvantages of using this concept?

i. Would this be feasible in an organization like RTP? Why? What would be the biggest barriers to the implementation of MoJo in RTP? Would the barriers come more from the journalistic area or from camera operators?

j. How could these barriers be overcome?

Operations - Mojo Teams

k. How was your experience in MoJo training? (reasons, learning, etc.) What were the greatest learnings?

l. Have you been able to incorporate your learnings into the work you do at RTP? Why?

m. Do you feel that further implementation of MoJo would be feasible for RTP? Why? What would be the biggest barriers to the implementation of MoJo in RTP?

n. How could these barriers be overcome?

o. How would they be available to help with this implementation of MoJo?

Digital

p. What is RTP doing on digital? (Does the site have only videos? Or do you have text? How many people are involved?)

q. Comment on the following statement: RTP is an organization that has safeguarded its relevance.

r. Comment on the following statement: RTP is an organization that perfectly meets the needs of its audiences.

s. Comment on the following statement: in RTP, people are available to collaborate on digital.

t. Comment on the following statement: RTP, digital has the strength it should have

In order to analyze the internal structure of RTP, several interviews were conducted with a specific framework, which had a very varied sample in terms of diversity of people

Interview analysis framework

1. Perception of the MoJo tool

What are the advantages and disadvantages of MoJo, the criteria to be adopted in the use of the tool, and the impact on creating value for the organization of information?

2. Application of the MoJo tool

What is the current use of smartphone for the production of news on RTP? Is there some kind of follow-up to be done to MoJo formations? Is the current equipment sufficient?

3. Perceived resistance

What is the resistance visible by the interviewees and what are the main factors that lead to the rejection of the implementation of this tool?

4. Suggestions

How can it overcome the challenges to change within RTP?

Function

Journalist (11)

Camera Operator (2)

Director (1)

14

Interviewed

Area

Television (10)

Digital (2)

Radio (1)

Direction (1)

Place

Lisbon (8)

Madeira (3)

Porto (1)

Azores (1)

Paris (1)

MoJo tool perception

- Overall, it is recognized that the smartphone is a tool with a **low cost**
- Recognize the quality in the smartphone in general, however the quality should be maximized and therefore traditional cameras should prevail except under some specific conditions
- It is necessary to master the smartphone (which is not an easy task) to be able to extract an acceptable quality, meeting the quality standards of RTP in broadcasting
- The smartphone is an extremely useful tool because it does not give the view. They believe that with this they can achieve different content, where a normal camera does not arrive, for example there are places where only the journalist can go, war situations

MoJo tool perception

- It is also valued by **immediacy** in the context of breaking-news and last-minute lives, and it is a tool that is always with people. When the only image you have is that of the smartphone because it was the only camera available, it becomes very valuable. Gives more **agility** to journalists since it is light and breaks the waiting time, you have the news on time
- In the context of **travel,** it becomes expensive to carry traditional equipment, for customs reasons. The smartphone usually goes without problem
- In a context where **zooming** is required, the phone is not at all the indicated tool given the depth of the lens. If you are supposed to film something that is more than 2 meters away, the smartphone is not recommended
- The smartphone works very well in very **controlled environments**, where you have time to get the images, where there is not much confusion or difficult weather conditions
- Given its very **versatile nature**, it is a tool that adds value not only to image reporters, but also to journalists, editors, coordinators, etc.

MoJo tool perception

- It can function as a **second camera** in situations where there is only one traditional camera (e.g., in controlled interviews), adding **vision** to the viewer
- It helps a lot in the speed of **communication with the newsroom**, especially in file sharing
- There is not enough traditional equipment for every journalist, and the smartphone can help bridge this limitation
- There is a great benefit to RTP **digital platforms** when implementing MoJo because you can be in more contact with those platforms and capture videos in vertical format

You can't chase a politician with a smartphone.

We don't always walk with a camera but we always have the iPhone.

Application of the MoJo tool

- The smartphone is rarely used as a **primary equipment** for the production of journalistic pieces, it is not a common practice in the organization
- With the exception of one interviewee, all those who attended MoJo training did not have any **follow-up** by RTP, nor did they have the opportunity to consistently apply what they have learned
- Currently, the smartphone is used in unexpected situations, in which it is the **only device** or else it is the **most convenient device** (in travel situations or in more low-profile work, for example). Whenever someone reports abroad, the LiveU Smart app is ready on their smartphone so you can go live at any time
- The company's policy is that everyone has a smartphone, but that's not the reality yet. The mobile phones delivered by the company are **obsolete** and there are no essential accessories (light, microphone...), and requests from the newsroom to have more equipment and equipment more up-to-date are not matched, which leads to a feeling of frustration on the part of many journalists and image reporters who have to buy these tools with personal investment
- In the sample, there was a great **lack of training in MoJo skills**
- No specific platforms are used for transferring video and image from the smartphone to RTP's régie, which makes this sharing less efficient

Perceived Resistance

- **No interviewee** showed resistance to the use of the smartphone for the production of news as long as it was a **complementary tool** to the current ones, which is to be used according to the criteria mentioned above. However, everyone considered there to be resistance in the organization in different roles (not only in picture reporters)
- One of the **factors of resistance** pointed out is the lack of skills to use these new technologies combined with the perception that these tools can replace traditional cameras, which translates into fear of job loss (more on the part of image reporters). Here were pointed out the unions of these more technical functions as an obstacle to the implementation of MoJo in RTP
- Regarding the perception of the smartphone as a substitute for the current equipment, there is a concern about the **quality standard** of RTP
- That is, the resistance is well grounded in the fear that the smartphone will be used as a **central tool and substitute** of the current given its lower cost, to the detriment of quality
- It was also pointed out that there is **little motivation**, in general, to perform tasks that add value, but that are extra paper (i.e., in addition to what is requested in the functional description)

In the third instance, no resistance was demonstrated by the interviewees regarding the use of the smartphone in the production of news, always taking this tool as a complementary instrument

Perceived Resistance

- Most interviewees mentioned as an example of MoJo within RTP the piece performed by João Pedro Mendonça, having woven great praise for the quality with which it was produced. Recognize this piece as proof that the smartphone is capable of producing **quality content**

- It was also pointed out as a driver of resistance to the **age of the people** in the organizational structure of rtp (more senior people are the ones who are less open to change)

Camera operators don't want to see their functions threatened. Journalists who are used to doing less do not want to worry about this type of content.

Suggestions

- One of the most relevant points mentioned in the interviews was the importance of looking at the smartphone not as a cheaper substitute, but as a **complementary tool** to current equipment (which should not always be used), based on the set of **criteria previously established**. This tool should be seen not as something that devalues functions, but as something that values them. In this way, and communicating this philosophy correctly, existing resistances should decrease considerably

- In order to further reduce resistance and promote quality work on the complex tool that is the smartphone, it was observed the need to obtain more **training** (continuous) in the MoJo theme, only for people who are interested (instead of forcing people). Not only training but giving use to these capacities through **concrete projects** that are foreseen in their working hours. In addition, a **style book for MoJo**, which contains guidelines and learning stemming from smartphone use, is important for them to be systematized

- It is important that RTP provides its journalists and image reporters with the **most current equipment**, so that the quality is the expected

The smartphone is part of the Swiss army knife of the picture reporters.

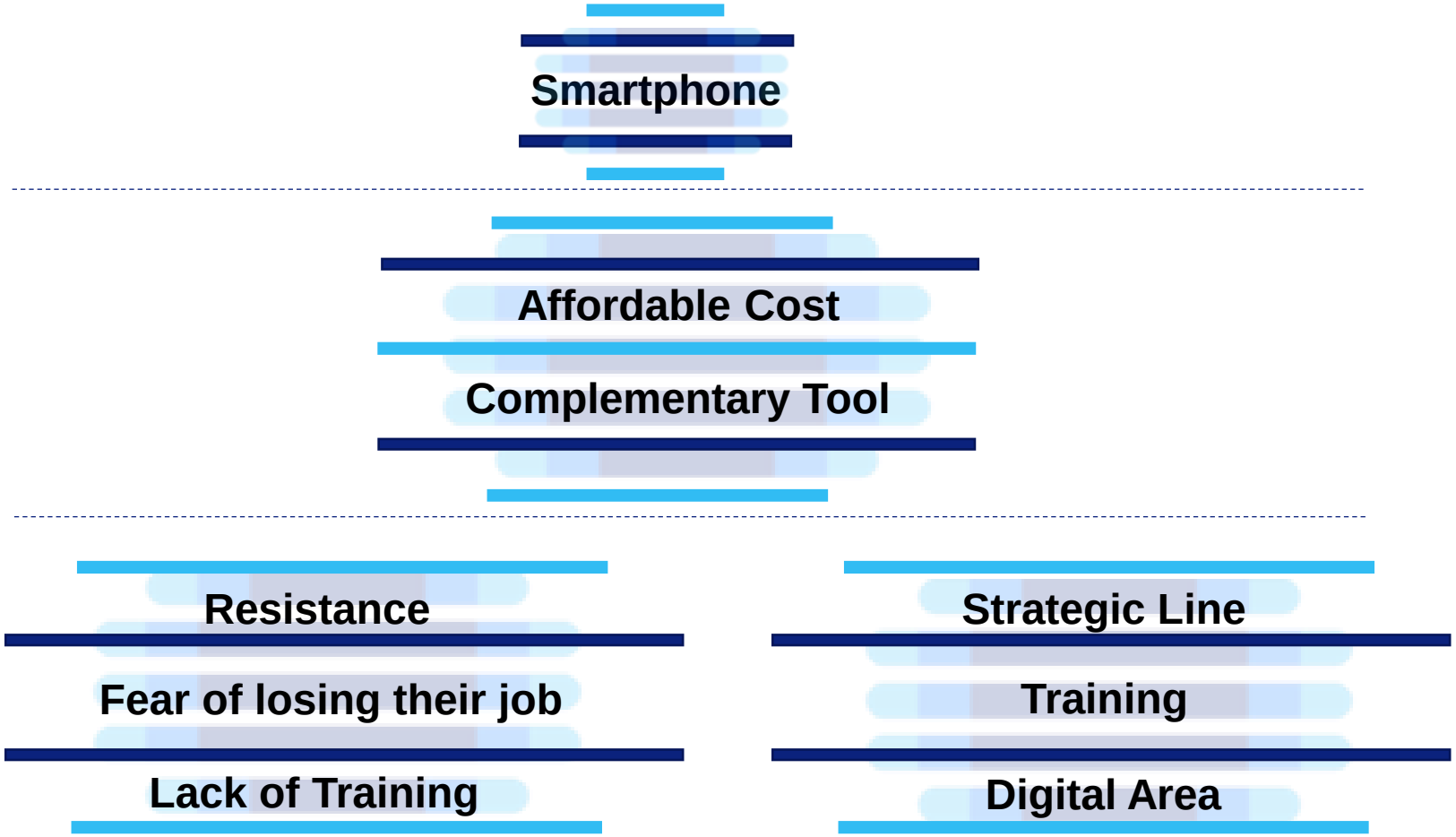
Suggestions

- The need to change the mentality in RTP in the area of division between roles was indicated. Not necessarily ignore people's expertise, but increase the **range of skills** of each person in order to add more value in less common situations (e.g., journalists know the basics of recording and editing with the smartphone)
- There is no **vertical strategy**, coming from the top of RTP, that guarantees a consolidated bet on this type of equipment – this type of strategic initiatives is necessary for the change to be successfully affected
- One of the best ways to implement MoJo in the RTP organization is through the **digital area** given the importance of social networks and vertical formats in this area

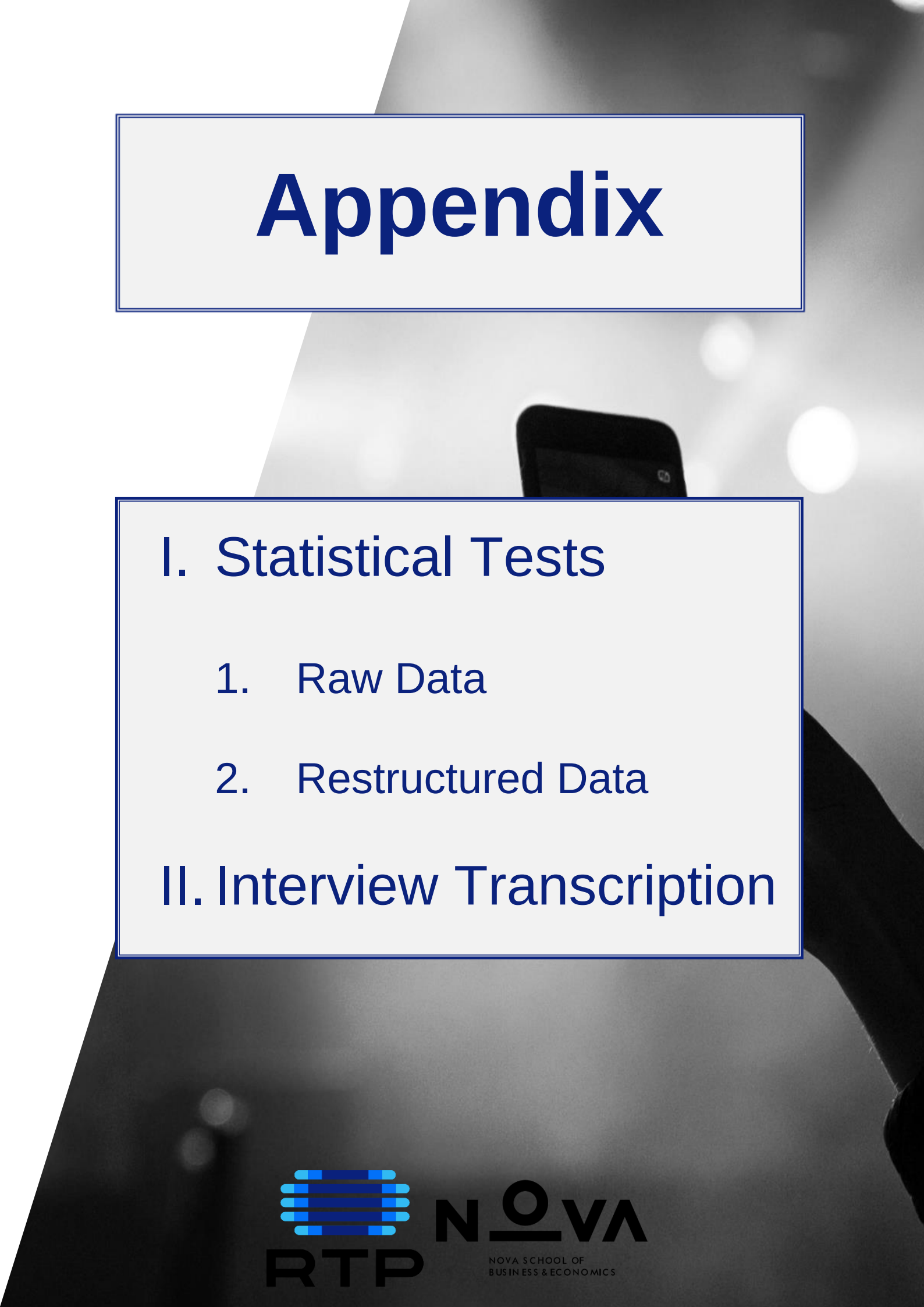
We have to know how to convey to those who are afraid of change that there is nothing to fear. The internal communication inside is deficient. Things have to be presented not as a fait accompli (you have to do this) but as something studied. It is important to maintain the feeling of security.

This is not taking work from camera operators, it's adding vision.

RTP should take into account that there are no resistances that expected within the organization, and that it needs to define a clear and priority strategy to adopt the MoJo philosophy on a larger scale



Appendix



I. Statistical Tests

1. Raw Data

2. Restructured Data

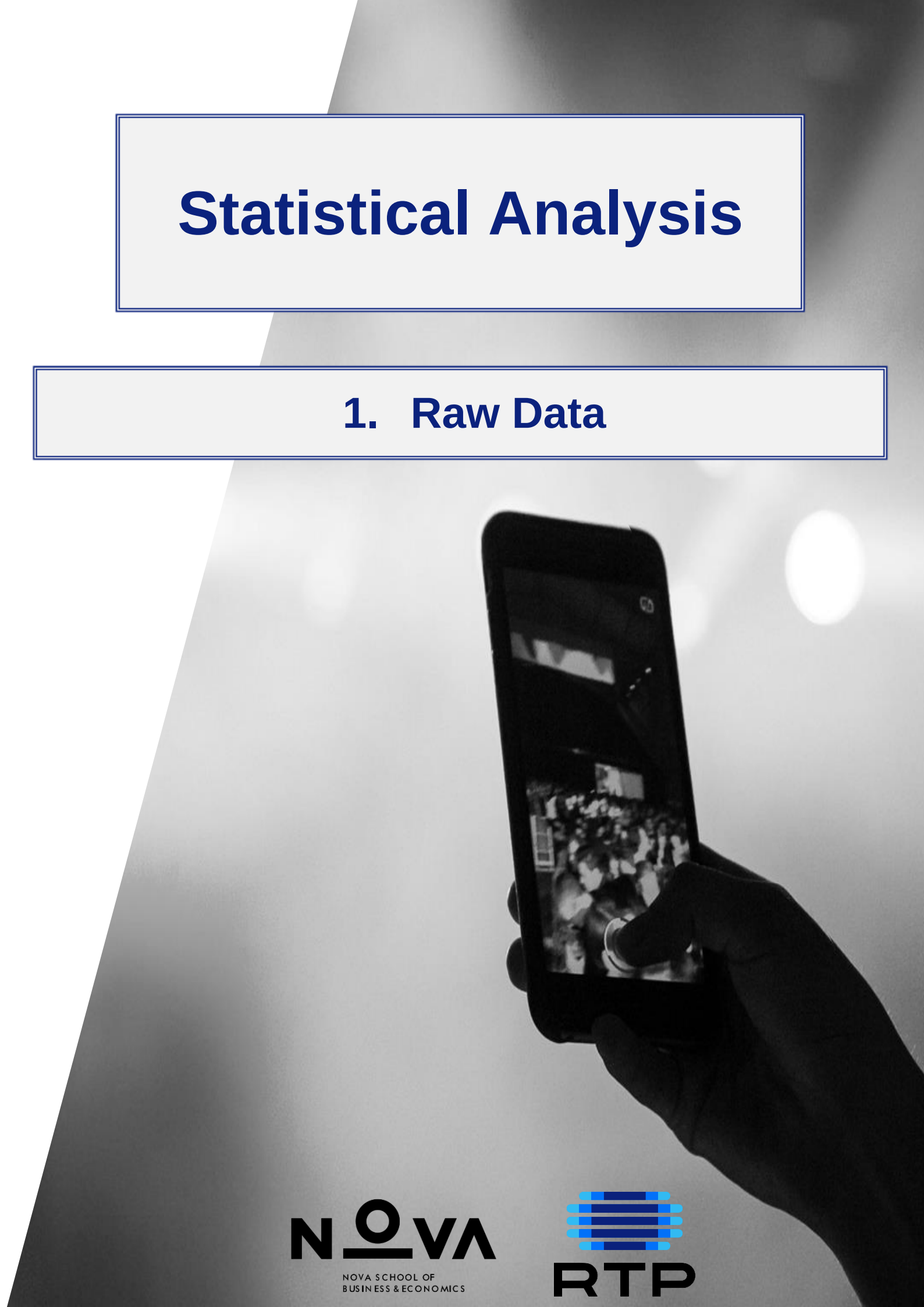
II. Interview Transcription

RTP

NOVA SCHOOL OF BUSINESS & ECONOMICS

Statistical Analysis

1. Raw Data



NOVA SCHOOL OF BUSINESS & ECONOMICS

RTP

Results

Ho: Column Variable is Independent of Gender

H1: Column Variable is not Independent of Gender

Contingency Tables

Contingency Tables

		Q5 - Vê Notícias Online		
Q2 - Género		**Não**	**Sim**	**Total**
Feminino	Observed	25	402	427
	Expected	19.69	407	427
Masculino	Observed	4	198	202
	Expected	9.31	193	202
Total	Observed	29	600	629
	Expected	29.00	600	629

χ^2 Tests

	Value	**df**	**p**
χ^2	4.68	1	0.030
N	629		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q6_1 - Computador/Portátil - Frequência a aceder notícias online						
Q2 - Género		**Diariamente**	**2 ou + vezes por semana**	**1 vez por semana**	**1 vez por quinzena**	**1 vez por mês**	**Não utilizo**	**Total**
Feminino	Observed	19	16	46	81	172	68	402
	Expected	17.42	16.75	44.2	77.0	197.0	49.6	402
Masculino	Observed	7	9	20	34	122	6	198
	Expected	8.58	8.25	21.8	38.0	97.0	24.4	198
Total	Observed	26	25	66	115	294	74	600
	Expected	26.00	25.00	66.0	115.0	294.0	74.0	600

χ^2 Tests

	Value	df	p
χ^2	31.7	5	< .001
N	600		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q6_2 - Smartphone - Frequência a aceder notícias online						Total
		Diariamente	2 ou + vezes por semana	1 vez por semana	1 vez por quinzena	1 vez por mês	Não utilizo	
Feminino	Observed	3	4	15	46	326	8	402
	Expected	2.68	2.68	12.73	40.2	338	6.03	402
Masculino	Observed	1	0	4	14	178	1	198
	Expected	1.32	1.32	6.27	19.8	166	2.97	198
Total	Observed	4	4	19	60	504	9	600
	Expected	4.00	4.00	19.00	60.0	504	9.00	600

χ^2 Tests

	Value	df	p
χ^2	9.02	5	0.108
N	600		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q6_3 - Tablet - Frequência a aceder notícias online						Total
		Diariamente	2 ou + vezes por semana	1 vez por semana	1 vez por quinzena	1 vez por mês	Não utilizo	
Feminino	Observed	11	3	17	31	47	293	402
	Expected	14.07	4.69	20.10	35.5	44.2	283	402
Masculino	Observed	10	4	13	22	19	130	198
	Expected	6.93	2.31	9.90	17.5	21.8	140	198
Total	Observed	21	7	30	53	66	423	600
	Expected	21.00	7.00	30.00	53.0	66.0	423	600

χ^2 Tests

	Value	df	p
χ^2	8.57	5	0.127
N	600		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q26 - Motivos não uso Smartphone - Ecrã pequeno		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	5	2	7
	Expected	5.250	1.750	7.00
Masculino	Observed	1	0	1
	Expected	0.750	0.250	1.00
Total	Observed	6	2	8
	Expected	6.000	2.000	8.00

χ^2 Tests

	Value	df	p
χ^2	0.381	1	0.537
N	8		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q26 - Motivos não uso Smartphone - Não tenho/utilizo pouco		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	6	1	7
	Expected	5.250	1.750	7.00
Masculino	Observed	0	1	1
	Expected	0.750	0.250	1.00
Total	Observed	6	2	8
	Expected	6.000	2.000	8.00

χ^2 Tests

	Value	df	p
χ^2	3.43	1	0.064
N	8		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q26 - Motivos não uso Smartphone - Prefiro interface do computador		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	3	4	7
	Expected	2.625	4.375	7.00
Masculino	Observed	0	1	1
	Expected	0.375	0.625	1.00
Total	Observed	3	5	8
	Expected	3.000	5.000	8.00

χ^2 Tests

	Value	df	p
χ^2	0.686	1	0.408
N	8		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q26 - Motivos não uso Smartphone - Outro		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	6	1	7
	Expected	6.125	0.875	7.00
Masculino	Observed	1	0	1
	Expected	0.875	0.125	1.00
Total	Observed	7	1	8
	Expected	7.000	1.000	8.00

χ^2 Tests

	Value	df	p
χ^2	0.163	1	0.686
N	8		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q7 - Dispositivos para aceder a notícias - TV		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	3	22	25
	Expected	3.448	21.55	25.00
Masculino	Observed	1	3	4
	Expected	0.552	3.45	4.00
Total	Observed	4	25	29
	Expected	4.000	25.00	29.00

χ^2 Tests

	Value	df	p
χ^2	0.490	1	0.484
N	29		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q7 - Dispositivos para aceder a notícias - Rádio		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	23	2	25
	Expected	22.41	2.586	25.00
Masculino	Observed	3	1	4
	Expected	3.59	0.414	4.00
Total	Observed	26	3	29
	Expected	26.00	3.000	29.00

χ^2 Tests

	Value	df	p
χ^2	1.07	1	0.300
N	29		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q7 - Dispositivos para aceder a notícias - Jornal de Papel		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	24	1	25
	Expected	24.14	0.862	25.00
Masculino	Observed	4	0	4
	Expected	3.86	0.138	4.00
Total	Observed	28	1	29
	Expected	28.00	1.000	29.00

χ^2 Tests

	Value	df	p
χ^2	0.166	1	0.684
N	29		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q8 - Motivos uso dispositivos offline - Comodidade		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	23	2	25
	Expected	21.55	3.448	25.00
Masculino	Observed	2	2	4
	Expected	3.45	0.552	4.00
Total	Observed	25	4	29
	Expected	25.00	4.000	29.00

χ^2 Tests

	Value	df	p
χ^2	5.12	1	0.024
N	29		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q8 - Motivos uso dispositivos offline - não gosto que saibam o que leio/vejo na internet		Total
		0	1	
Feminino	Observed	23	2	25
	Expected	23.28	1.724	25.00
Masculino	Observed	4	0	4
	Expected	3.72	0.276	4.00
Total	Observed	27	2	29
	Expected	27.00	2.000	29.00

χ^2 Tests

	Value	df	p
χ^2	0.344	1	0.558
N	29		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q8 - Motivos uso dispositivos offline - não gosto que saibam o que leio/vejo na internet		Total
		0	1	
Feminino	Observed	23	2	25
	Expected	23.28	1.724	25.00
Masculino	Observed	4	0	4
	Expected	3.72	0.276	4.00
Total	Observed	27	2	29
	Expected	27.00	2.000	29.00

χ^2 Tests

	Value	df	p
χ^2	0.344	1	0.558
N	29		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q8 - Motivos uso dispositivos offline - Privacidade		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	23	2	25
	Expected	23.28	1.724	25.00
Masculino	Observed	4	0	4
	Expected	3.72	0.276	4.00
Total	Observed	27	2	29
	Expected	27.00	2.000	29.00

χ^2 Tests

	Value	df	p
χ^2	0.344	1	0.558
N	29		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q8 - Motivos uso dispositivos offline - Confiança		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	20	5	25
	Expected	20.69	4.310	25.00
Masculino	Observed	4	0	4
	Expected	3.31	0.690	4.00
Total	Observed	24	5	29
	Expected	24.00	5.000	29.00

χ^2 Tests

	Value	df	p
χ^2	0.967	1	0.326
N	29		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q8 - Motivos uso dispositivos offline - Hábito		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	11	14	25
	Expected	10.34	14.66	25.00
Masculino	Observed	1	3	4
	Expected	1.66	2.34	4.00
Total	Observed	12	17	29
	Expected	12.00	17.00	29.00

χ^2 Tests

	Value	df	p
χ^2	0.513	1	0.474
N	29		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q8 - Motivos uso dispositivos offline - faz parte da minha rotina		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	11	14	25
	Expected	10.34	14.66	25.00
Masculino	Observed	1	3	4
	Expected	1.66	2.34	4.00
Total	Observed	12	17	29
	Expected	12.00	17.00	29.00

χ^2 Tests

	Value	df	p
χ^2	0.513	1	0.474
N	29		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q8 - Motivos uso dispositivos offline - penso ser uma fonte mais fidedigna		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	20	5	25
	Expected	20.69	4.310	25.00
Masculino	Observed	4	0	4
	Expected	3.31	0.690	4.00
Total	Observed	24	5	29
	Expected	24.00	5.000	29.00

χ^2 Tests

	Value	df	p
χ^2	0.967	1	0.326
N	29		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q8 - Motivos uso dispositivos offline - Nenhum dos anteriores		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	19	6	25
	Expected	19.83	5.172	25.00
Masculino	Observed	4	0	4
	Expected	3.17	0.828	4.00
Total	Observed	23	6	29
	Expected	23.00	6.000	29.00

χ^2 Tests

	Value	df	p
χ^2	1.21	1	0.271
N	29		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q10 - Formatos no smartphone - Video Horizontal		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	245	182	427
	Expected	223	203.7	427
Masculino	Observed	84	118	202
	Expected	106	96.3	202
Total	Observed	329	300	629
	Expected	329	300.0	629

χ^2 Tests

	Value	df	p
χ^2	13.7	1	< .001
N	629		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q10 - Formatos no smartphone - Video Vertical		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	219	208	427
	Expected	210.4	217	427
Masculino	Observed	91	111	202
	Expected	99.6	102	202
Total	Observed	310	319	629
	Expected	310.0	319	629

χ^2 Tests

	Value	df	p
χ^2	2.14	1	0.144
N	629		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q10 - Formatos no smartphone - Áudio		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	283	144	427
	Expected	266	160.9	427
Masculino	Observed	109	93	202
	Expected	126	76.1	202
Total	Observed	392	237	629
	Expected	392	237.0	629

χ^2 Tests

	Value	df	p
χ^2	8.86	1	0.003
N	629		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q10 - Formatos no smartphone - Imagem		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	179	248	427
	Expected	169.7	257	427
Masculino	Observed	71	131	202
	Expected	80.3	122	202
Total	Observed	250	379	629
	Expected	250.0	379	629

χ^2 Tests

	Value	df	p
χ^2	2.63	1	0.105
N	629		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q10 - Formatos no smartphone - Texto		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	60	367	427
	Expected	50.9	376	427
Masculino	Observed	15	187	202
	Expected	24.1	178	202
Total	Observed	75	554	629
	Expected	75.0	554	629

χ^2 Tests

	Value	df	p
χ^2	5.73	1	0.017
N	629		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q11_1 - Plataformas noticias - Redes sociais						
Q2 - Género		**Diariamente**	**2 ou + vezes por Semana**	**1 vez por Semana**	**1 vez por Quinzena**	**1 vez por Mês**	**Não utilizo**	**Total**
Feminino	Observed	260	57	34	4	4	35	394
	Expected	260	55.3	26.0	3.33	2.67	46.7	394
Masculino	Observed	130	26	5	1	0	35	197
	Expected	130	27.7	13.0	1.67	1.33	23.3	197
Total	Observed	390	83	39	5	4	70	591
	Expected	390	83.0	39.0	5.00	4.00	70.0	591

χ^2 Tests

	Value	df	p
χ^2	18.7	5	0.002
N	591		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q11_2 - Plataformas noticias - Apps						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
Feminino	Observed	135	53	27	10	7	162	394
	Expected	146.7	60.7	21.3	8.67	8.67	148.0	394
Masculino	Observed	85	38	5	3	6	60	197
	Expected	73.3	30.3	10.7	4.33	4.33	74.0	197
Total	Observed	220	91	32	13	13	222	591
	Expected	220.0	91.0	32.0	13.00	13.00	222.0	591

χ^2 Tests

	Value	df	p
χ^2	15.8	5	0.008
N	591		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q11_3 - Plataformas noticias - Websites						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
Feminino	Observed	177	103	49	9	9	47	394
	Expected	193.3	95.3	42.0	10.67	9.33	43.3	394
Masculino	Observed	113	40	14	7	5	18	197
	Expected	96.7	47.7	21.0	5.33	4.67	21.7	197
Total	Observed	290	143	63	16	14	65	591
	Expected	290.0	143.0	63.0	16.00	14.00	65.0	591

χ^2 Tests

	Value	df	p
χ^2	11.2	5	0.047
N	591		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q11_4 - Plataformas noticias - Agregadores de Áudio/Podcasts (e.g. Spotify, Apple Podcasts)						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
Feminino	Observed	33	22	31	44	40	224	394
	Expected	31.3	19.33	36.0	50.0	46.0	211	394
Masculino	Observed	14	7	23	31	29	93	197
	Expected	15.7	9.67	18.0	25.0	23.0	106	197
Total	Observed	47	29	54	75	69	317	591
	Expected	47.0	29.00	54.0	75.0	69.0	317	591

χ^2 Tests

	Value	df	p
χ^2	10.2	5	0.069
N	591		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q11_5 - Plataformas noticias - Agregadores de Notícias (e.g. Google News)						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
Feminino	Observed	15	11	25	68	143	132	394
	Expected	15.33	10.00	27.3	64.7	145.3	131.3	394
Masculino	Observed	8	4	16	29	75	65	197
	Expected	7.67	5.00	13.7	32.3	72.7	65.7	197
Total	Observed	23	15	41	97	218	197	591
	Expected	23.00	15.00	41.0	97.0	218.0	197.0	591

χ^2 Tests

	Value	df	p
χ^2	1.56	5	0.906
N	591		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q11_6 - Plataformas noticias - Motor de Busca (e.g. Google, Yahoo)						
Q2 - Género		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	Total
Feminino	Observed	174	92	38	16	26	48	394
	Expected	173.3	85.3	40.0	14.00	26.7	54.7	394
Masculino	Observed	86	36	22	5	14	34	197
	Expected	86.7	42.7	20.0	7.00	13.3	27.3	197
Total	Observed	260	128	60	21	40	82	591
	Expected	260.0	128.0	60.0	21.00	40.0	82.0	591

χ^2 Tests

	Value	df	p
χ^2	5.22	5	0.390
N	591		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q12_1 - Redes Sociais de Noticias - Facebook						
Q2 - Género		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	Total
Feminino	Observed	196	65	22	13	14	49	359
	Expected	193.6	64.1	22.05	11.71	12.40	55.1	359
Masculino	Observed	85	28	10	4	4	31	162
	Expected	87.4	28.9	9.95	5.29	5.60	24.9	162
Total	Observed	281	93	32	17	18	80	521
	Expected	281.0	93.0	32.00	17.00	18.00	80.0	521

χ^2 Tests

	Value	df	p
χ^2	3.44	5	0.632
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q12_2 - Redes Sociais de Noticias - Instagram						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
Feminino	Observed	170	64	20	10	8	87	359
	Expected	163.3	58.6	19.98	8.27	7.58	101.3	359
Masculino	Observed	67	21	9	2	3	60	162
	Expected	73.7	26.4	9.02	3.73	3.42	45.7	162
Total	Observed	237	85	29	12	11	147	521
	Expected	237.0	85.0	29.00	12.00	11.00	147.0	521

χ^2 Tests

	Value	df	p
χ^2	10.2	5	0.069
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q12_3 - Redes Sociais de Noticias - LinkedIn						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
Feminino	Observed	63	55	21	11	31	178	359
	Expected	77.9	57.2	25.5	13.09	26.9	158.5	359
Masculino	Observed	50	28	16	8	8	52	162
	Expected	35.1	25.8	11.5	5.91	12.1	71.5	162
Total	Observed	113	83	37	19	39	230	521
	Expected	113.0	83.0	37.0	19.00	39.0	230.0	521

χ^2 Tests

	Value	df	p
χ^2	22.8	5	< .001
N	521		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q12_4 - Redes Sociais de Noticias - Youtube						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
Feminino	Observed	49	62	41	35	34	138	359
	Expected	68.2	67.5	42.0	29.6	30.3	121.3	359
Masculino	Observed	50	36	20	8	10	38	162
	Expected	30.8	30.5	19.0	13.4	13.7	54.7	162
Total	Observed	99	98	61	43	44	176	521
	Expected	99.0	98.0	61.0	43.0	44.0	176.0	521

χ^2 Tests

	Value	df	p
χ^2	30.9	5	< .001
N	521		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q12_5 - Redes Sociais de Noticias - Twitter						Total
		Diariamente	2 ou + vezes por semana	1 vez por semana	1 vez por Quinzena	1 vez por mês	Não utilizo	
Feminino	Observed	19	9	15	2	7	302	354
	Expected	32.6	11.55	10.19	2.038	9.51	288	354
Masculino	Observed	29	8	0	1	7	122	167
	Expected	15.4	5.45	4.81	0.962	4.49	136	167
Total	Observed	48	17	15	3	14	424	521
	Expected	48.0	17.00	15.00	3.000	14.00	424	521

χ^2 Tests

	Value	df	p
χ^2	30.7	5	< .001
N	521		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q13 - Interesse em novas plataformas - Plataformas Streaming		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	151	208	359
	Expected	152.3	206.7	359
Masculino	Observed	70	92	162
	Expected	68.7	93.3	162
Total	Observed	221	300	521
	Expected	221.0	300.0	521

χ^2 Tests

	Value	df	p
χ^2	0.0603	1	0.806
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q13 - Interesse em novas plataformas - Snapchat		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	352	7	359
	Expected	353	6.20	359
Masculino	Observed	160	2	162
	Expected	159	2.80	162
Total	Observed	512	9	521
	Expected	512	9.00	521

χ^2 Tests

	Value	df	p
χ^2	0.336	1	0.562
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q13 - Interesse em novas plataformas - Tiktok		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	330	29	359
	Expected	328	31.0	359
Masculino	Observed	146	16	162
	Expected	148	14.0	162
Total	Observed	476	45	521
	Expected	476	45.0	521

χ^2 Tests

	Value	df	p
χ^2	0.458	1	0.499
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q13 - Interesse em novas plataformas - Nenhuma		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	220	139	359
	Expected	217.7	141.3	359
Masculino	Observed	96	66	162
	Expected	98.3	63.7	162
Total	Observed	316	205	521
	Expected	316.0	205.0	521

χ^2 Tests

	Value	df	p
χ^2	0.191	1	0.662
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q14 - Motivos de uso Redes Sociais - Comodidade		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	89	270	359
	Expected	79.2	280	359
Masculino	Observed	26	136	162
	Expected	35.8	126	162
Total	Observed	115	406	521
	Expected	115.0	406	521

χ^2 Tests

	Value	df	p
χ^2	4.96	1	0.026
N	521		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q14 - Motivos de uso Redes Sociais - Personalização		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	237	122	359
	Expected	225	134.4	359
Masculino	Observed	89	73	162
	Expected	101	60.6	162
Total	Observed	326	195	521
	Expected	326	195.0	521

χ^2 Tests

	Value	df	p
χ^2	5.85	1	0.016
N	521		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q14 - Motivos de uso Redes Sociais - Sempre informado		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	233	126	359
	Expected	232	126.8	359
Masculino	Observed	104	58	162
	Expected	105	57.2	162
Total	Observed	337	184	521
	Expected	337	184.0	521

χ^2 Tests

	Value	df	p
χ^2	0.0243	1	0.876
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q14 - Motivos de uso Redes Sociais - Interatividade		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	328	31	359
	Expected	319	40.0	359
Masculino	Observed	135	27	162
	Expected	144	18.0	162
Total	Observed	463	58	521
	Expected	463	58.0	521

χ^2 Tests

	Value	df	p
χ^2	7.28	1	0.007
N	521		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q14 - Motivos de uso Redes Sociais - Confiança		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	342	17	359
	Expected	341	17.92	359
Masculino	Observed	153	9	162
	Expected	154	8.08	162
Total	Observed	495	26	521
	Expected	495	26.00	521

χ^2 Tests

	Value	df	p
χ^2	0.158	1	0.691
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q14 - Motivos de uso Redes Sociais - Diversidade		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	259	100	359
	Expected	254	105.4	359
Masculino	Observed	109	53	162
	Expected	114	47.6	162
Total	Observed	368	153	521
	Expected	368	153.0	521

χ^2 Tests

	Value	df	p
χ^2	1.27	1	0.259
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q14 - Motivos de uso Redes Sociais - Formato		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	159	200	359
	Expected	161.9	197.1	359
Masculino	Observed	76	86	162
	Expected	73.1	88.9	162
Total	Observed	235	286	521
	Expected	235.0	286.0	521

χ^2 Tests

	Value	df	p
χ^2	0.310	1	0.577
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q14 - Motivos de uso Redes Sociais - Nenhum dos anteriores		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	350	9	359
	Expected	349	10.34	359
Masculino	Observed	156	6	162
	Expected	157	4.66	162
Total	Observed	506	15	521
	Expected	506	15.00	521

χ^2 Tests

	Value	df	p
χ^2	0.572	1	0.450
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q15 - Motivos de uso Apps - Comodidade		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	97	135	232
	Expected	91.8	140.2	232
Masculino	Observed	49	88	137
	Expected	54.2	82.8	137
Total	Observed	146	223	369
	Expected	146.0	223.0	369

χ^2 Tests

	Value	df	p
χ^2	1.32	1	0.251
N	369		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q15 - Motivos de uso Apps - Guardar		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	174	58	232
	Expected	179	52.8	232
Masculino	Observed	111	26	137
	Expected	106	31.2	137
Total	Observed	285	84	369
	Expected	285	84.0	369

χ^2 Tests

	Value	df	p
χ^2	1.78	1	0.183
N	369		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q15 - Motivos de uso Apps - Funcionalidade Offline		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	210	22	232
	Expected	206	26.4	232
Masculino	Observed	117	20	137
	Expected	121	15.6	137
Total	Observed	327	42	369
	Expected	327	42.0	369

χ^2 Tests

	Value	df	p
χ^2	2.23	1	0.135
N	369		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q15 - Motivos de uso Apps - Personalização		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	191	41	232
	Expected	185	46.5	232
Masculino	Observed	104	33	137
	Expected	110	27.5	137
Total	Observed	295	74	369
	Expected	295	74.0	369

χ^2 Tests

	Value	df	p
χ^2	2.21	1	0.137
N	369		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q15 - Motivos de uso Apps - Sempre informado		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	101	131	232
	Expected	106.3	125.7	232
Masculino	Observed	68	69	137
	Expected	62.7	74.3	137
Total	Observed	169	200	369
	Expected	169.0	200.0	369

χ^2 Tests

	Value	df	p
χ^2	1.29	1	0.256
N	369		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q15 - Motivos de uso Apps - Dimensão		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	190	42	232
	Expected	185	47.2	232
Masculino	Observed	104	33	137
	Expected	109	27.8	137
Total	Observed	294	75	369
	Expected	294	75.0	369

χ^2 Tests

	Value	df	p
χ^2	1.90	1	0.168
N	369		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q15 - Motivos de uso Apps - Nenhum dos anteriores		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	218	14	232
	Expected	215	17.0	232
Masculino	Observed	124	13	137
	Expected	127	10.0	137
Total	Observed	342	27	369
	Expected	342	27.0	369

χ^2 Tests

	Value	df	p
χ^2	1.52	1	0.218
N	369		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q15 - Motivos de uso Apps - Confiança		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	188	44	232
	Expected	180	51.6	232
Masculino	Observed	99	38	137
	Expected	107	30.4	137
Total	Observed	287	82	369
	Expected	287	82.0	369

χ^2 Tests

	Value	df	p
χ^2	3.83	1	0.050
N	369		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q16 - Motivos de uso Websites - Comodidade		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	145	202	347
	Expected	133.3	214	347
Masculino	Observed	57	122	179
	Expected	68.7	110	179
Total	Observed	202	324	526
	Expected	202.0	324	526

χ^2 Tests

	Value	df	p
χ^2	4.94	1	0.026
N	526		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q16 - Motivos de uso Websites - Memória		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	290	57	347
	Expected	290	56.7	347
Masculino	Observed	150	29	179
	Expected	150	29.3	179
Total	Observed	440	86	526
	Expected	440	86.0	526

χ^2 Tests

	Value	df	p
χ^2	0.00439	1	0.947
N	526		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q16 - Motivos de uso Websites - Personalização		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	303	44	347
	Expected	299	48.2	347
Masculino	Observed	150	29	179
	Expected	154	24.8	179
Total	Observed	453	73	526
	Expected	453	73.0	526

χ^2 Tests

	Value	df	p
χ^2	1.22	1	0.268
N	526		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q16 - Motivos de uso Websites - Sempre informado		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	244	103	347
	Expected	255	91.7	347
Masculino	Observed	143	36	179
	Expected	132	47.3	179
Total	Observed	387	139	526
	Expected	387	139.0	526

χ^2 Tests

	Value	df	p
χ^2	5.56	1	0.018
N	526		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q16 - Motivos de uso Websites - Interatividade		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	323	24	347
	Expected	314	33.0	347
Masculino	Observed	153	26	179
	Expected	162	17.0	179
Total	Observed	476	50	526
	Expected	476	50.0	526

χ^2 Tests

	Value	df	p
χ^2	7.95	1	0.005
N	526		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q16 - Motivos de uso Websites - Confiança		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	263	84	347
	Expected	261	86.4	347
Masculino	Observed	132	47	179
	Expected	134	44.6	179
Total	Observed	395	131	526
	Expected	395	131.0	526

χ^2 Tests

	Value	df	p
χ^2	0.265	1	0.607
N	526		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q16 - Motivos de uso Websites - Dimensão		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	273	74	347
	Expected	274	73.2	347
Masculino	Observed	142	37	179
	Expected	141	37.8	179
Total	Observed	415	111	526
	Expected	415	111.0	526

χ^2 Tests

	Value	df	p
χ^2	0.0305	1	0.861
N	526		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q16 - Motivos de uso Websites - Nenhum dos anteriores		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	313	34	347
	Expected	311	35.6	347
Masculino	Observed	159	20	179
	Expected	161	18.4	179
Total	Observed	472	54	526
	Expected	472	54.0	526

χ^2 Tests

	Value	df	p
χ^2	0.242	1	0.623
N	526		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q17 - Motivos de uso Agregadores de Áudio - Comodidade		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	115	55	170
	Expected	109.8	60.2	170
Masculino	Observed	62	42	104
	Expected	67.2	36.8	104
Total	Observed	177	97	274
	Expected	177.0	97.0	274

χ^2 Tests

	Value	df	p
χ^2	1.82	1	0.177
N	274		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q17 - Motivos de uso Agregadores de Áudio - Multi-Tasking		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	92	78	170
	Expected	86.2	83.8	170
Masculino	Observed	47	57	104
	Expected	52.8	51.2	104
Total	Observed	139	135	274
	Expected	139.0	135.0	274

χ^2 Tests

	Value	df	p
χ^2	2.06	1	0.152
N	274		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q17 - Motivos de uso Agregadores de Áudio - Funcionalidade Offline		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	136	34	170
	Expected	130.9	39.1	170
Masculino	Observed	75	29	104
	Expected	80.1	23.9	104
Total	Observed	211	63	274
	Expected	211.0	63.0	274

χ^2 Tests

	Value	df	p
χ^2	2.27	1	0.132
N	274		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q17 - Motivos de uso Agregadores de Áudio - Personalização		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	133	37	170
	Expected	129.1	40.9	170
Masculino	Observed	75	29	104
	Expected	78.9	25.1	104
Total	Observed	208	66	274
	Expected	208.0	66.0	274

χ^2 Tests

	Value	df	p
χ^2	1.32	1	0.250
N	274		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q17 - Motivos de uso Agregadores de Áudio - Sempre Informado		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	155	15	170
	Expected	156.4	13.65	170
Masculino	Observed	97	7	104
	Expected	95.6	8.35	104
Total	Observed	252	22	274
	Expected	252.0	22.00	274

χ^2 Tests

	Value	df	p
χ^2	0.383	1	0.536
N	274		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q17 - Motivos de uso Agregadores de Áudio - Confiança		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	153	17	170
	Expected	152.6	17.4	170
Masculino	Observed	93	11	104
	Expected	93.4	10.6	104
Total	Observed	246	28	274
	Expected	246.0	28.0	274

χ^2 Tests

	Value	df	p
χ^2	0.0234	1	0.878
N	274		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q17 - Motivos de uso Agregadores de Áudio - Dimensão		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	150	20	170
	Expected	149.5	20.5	170
Masculino	Observed	91	13	104
	Expected	91.5	12.5	104
Total	Observed	241	33	274
	Expected	241.0	33.0	274

χ^2 Tests

	Value	df	p
χ^2	0.0329	1	0.856
N	274		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q17 - Motivos de uso Agregadores de Áudio - Nenhum dos anteriores		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	131	39	170
	Expected	135.3	34.7	170
Masculino	Observed	87	17	104
	Expected	82.7	21.3	104
Total	Observed	218	56	274
	Expected	218.0	56.0	274

χ^2 Tests

	Value	df	p
χ^2	1.73	1	0.189
N	274		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q18 - Motivos de uso Agregadores de Notícias - Comodidade		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	94	168	262
	Expected	97.1	164.9	262
Masculino	Observed	52	80	132
	Expected	48.9	83.1	132
Total	Observed	146	248	394
	Expected	146.0	248.0	394

χ^2 Tests

	Value	df	p
χ^2	0.465	1	0.495
N	394		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q18 - Motivos de uso Agregadores de Notícias - Personalização		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	209	53	262
	Expected	201	60.5	262
Masculino	Observed	94	38	132
	Expected	102	30.5	132
Total	Observed	303	91	394
	Expected	303	91.0	394

χ^2 Tests

	Value	df	p
χ^2	3.62	1	0.057
N	394		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q18 - Motivos de uso Agregadores de Notícias - Nenhum dos anteriores		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	230	32	262
	Expected	224	37.9	262
Masculino	Observed	107	25	132
	Expected	113	19.1	132
Total	Observed	337	57	394
	Expected	337	57.0	394

χ^2 Tests

	Value	df	p
χ^2	3.21	1	0.073
N	394		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q19 - Motivos de uso Motores de Busca - Comodidade		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	103	243	346
	Expected	107.4	239	346
Masculino	Observed	55	108	163
	Expected	50.6	112	163
Total	Observed	158	351	509
	Expected	158.0	351	509

χ^2 Tests

	Value	df	p
χ^2	0.817	1	0.366
N	509		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q19 - Motivos de uso Motores de Busca - Diversidade		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	247	99	346
	Expected	237	109.4	346
Masculino	Observed	101	62	163
	Expected	111	51.6	163
Total	Observed	348	161	509
	Expected	348	161.0	509

χ^2 Tests

	Value	df	p
χ^2	4.55	1	0.033
N	509		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q19 - Motivos de uso Motores de Busca - Confiança		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	270	76	346
	Expected	275	71.4	346
Masculino	Observed	134	29	163
	Expected	129	33.6	163
Total	Observed	404	105	509
	Expected	404	105.0	509

χ^2 Tests

	Value	df	p
χ^2	1.18	1	0.278
N	509		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q19 - Motivos de uso Motores de Busca - Dimensão		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	304	42	346
	Expected	308	38.1	346
Masculino	Observed	149	14	163
	Expected	145	17.9	163
Total	Observed	453	56	509
	Expected	453	56.0	509

χ^2 Tests

	Value	df	p
χ^2	1.43	1	0.232
N	509		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q19 - Motivos de uso Motores de Busca - Nenhum dos anteriores		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	300	46	346
	Expected	297	48.9	346
Masculino	Observed	137	26	163
	Expected	140	23.1	163
Total	Observed	437	72	509
	Expected	437	72.0	509

χ^2 Tests

	Value	df	p
χ^2	0.644	1	0.422
N	509		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q21_1 - Interesse Notícias generalistas										
Q2 - Género		**0.5**	**1.0**	**1.5**	**2.0**	**2.5**	**3.0**	**3.5**	**4.0**	**4.5**	**5.0**	**Total**
Feminino	Observed	6	16	4	22	20	73	48	72	23	110	394
	Expected	8.00	15.33	3.33	24.0	18.00	78.0	45.3	77.3	21.3	103.3	394
Masculino	Observed	6	7	1	14	7	44	20	44	9	45	197
	Expected	4.00	7.67	1.67	12.0	9.00	39.0	22.7	38.7	10.7	51.7	197
Total	Observed	12	23	5	36	27	117	68	116	32	155	591
	Expected	12.00	23.00	5.00	36.0	27.00	117.0	68.0	116.0	32.0	155.0	591

χ^2 Tests

	Value	df	p
χ^2	7.37	9	0.599
N	591		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q21_2 - Interesse Jornalismo Explicativo											
Q2 - Género		**0.0**	**0.5**	**1.0**	**1.5**	**2.0**	**2.5**	**3.0**	**3.5**	**4.0**	**4.5**	**5.0**	**Total**
Feminino	Observed	1	7	9	4	18	28	66	49	97	22	93	394
	Expected	1.333	8.00	12.00	4.67	16.00	28.7	65.3	45.3	98.0	22.7	92.0	394
Masculino	Observed	1	5	9	3	6	15	32	19	50	12	45	197
	Expected	0.667	4.00	6.00	2.33	8.00	14.3	32.7	22.7	49.0	11.3	46.0	197
Total	Observed	2	12	18	7	24	43	98	68	147	34	138	591
	Expected	2.000	12.00	18.00	7.00	24.00	43.0	98.0	68.0	147.0	34.0	138.0	591

χ^2 Tests

	Value	df	p
χ^2	4.99	10	0.892
N	591		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q21_3 - Interesse Jornalismo Investigação											Total
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	
Feminino	Observed	1	18	32	19	37	31	70	33	65	23	65	394
	Expected	2.00	20.0	33.3	15.33	34.7	28.7	67.3	34.7	68.0	23.3	66.7	394
Masculino	Observed	2	12	18	4	15	12	31	19	37	12	35	197
	Expected	1.00	10.0	16.7	7.67	17.3	14.3	33.7	17.3	34.0	11.7	33.3	197
Total	Observed	3	30	50	23	52	43	101	52	102	35	100	591
	Expected	3.00	30.0	50.0	23.00	52.0	43.0	101.0	52.0	102.0	35.0	100.0	591

χ^2 Tests

	Value	df	p
χ^2	7.02	10	0.723
N	591		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q21_4 - Interesse Jornalismo Construtivo											Total
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	
Feminino	Observed	1	1	14	7	22	24	54	37	107	33	94	394
	Expected	0.667	2.67	18.67	6.00	20.0	18.67	53.3	35.3	107.3	32.7	98.7	394
Masculino	Observed	0	3	14	2	8	4	26	16	54	16	54	197
	Expected	0.333	1.33	9.33	3.00	10.0	9.33	26.7	17.7	53.7	16.3	49.3	197
Total	Observed	1	4	28	9	30	28	80	53	161	49	148	591
	Expected	1.000	4.00	28.00	9.00	30.0	28.00	80.0	53.0	161.0	49.0	148.0	591

χ^2 Tests

	Value	df	p
χ^2	13.7	10	0.186
N	591		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q21_5 - Interesse Jornalismo de Opinião											
Q2 - Género		**0.0**	**0.5**	**1.0**	**1.5**	**2.0**	**2.5**	**3.0**	**3.5**	**4.0**	**4.5**	**5.0**	**Total**
Feminino	Observed	4	21	37	22	35	30	86	38	66	15	40	394
	Expected	4.00	24.7	32.0	20.0	37.3	29.3	80.7	40.0	68.0	18.00	40.0	394
Masculino	Observed	2	16	11	8	21	14	35	22	36	12	20	197
	Expected	2.00	12.3	16.0	10.0	18.7	14.7	40.3	20.0	34.0	9.00	20.0	197
Total	Observed	6	37	48	30	56	44	121	60	102	27	60	591
	Expected	6.00	37.0	48.0	30.0	56.0	44.0	121.0	60.0	102.0	27.00	60.0	591

χ^2 Tests

	Value	df	p
χ^2	8.10	10	0.619
N	591		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q21_6 - Interesse Resumo de notícias										
Q2 - Género		**0.5**	**1.0**	**1.5**	**2.0**	**2.5**	**3.0**	**3.5**	**4.0**	**4.5**	**5.0**	**Total**
Feminino	Observed	4	3	4	9	13	31	29	81	47	173	394
	Expected	6.67	4.67	4.00	12.00	13.33	36.0	27.3	74.0	44.0	172.0	394
Masculino	Observed	6	4	2	9	7	23	12	30	19	85	197
	Expected	3.33	2.33	2.00	6.00	6.67	18.0	13.7	37.0	22.0	86.0	197
Total	Observed	10	7	6	18	20	54	41	111	66	258	591
	Expected	10.00	7.00	6.00	18.00	20.00	54.0	41.0	111.0	66.0	258.0	591

χ^2 Tests

	Value	df	p
χ^2	12.3	9	0.199
N	591		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_1 - Formato Noticias Generalistas - Video Horizontal		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	258	68	326
	Expected	249	76.8	326
Masculino	Observed	115	47	162
	Expected	124	38.2	162
Total	Observed	373	115	488
	Expected	373	115.0	488

χ^2 Tests

	Value	df	p
χ^2	3.99	1	0.046
N	488		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_1 - Formato Noticias Generalistas - Video Vertical		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	238	88	326
	Expected	228	98.2	326
Masculino	Observed	103	59	162
	Expected	113	48.8	162
Total	Observed	341	147	488
	Expected	341	147.0	488

χ^2 Tests

	Value	df	p
χ^2	4.57	1	0.033
N	488		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_1 - Formato Noticias Generalistas - Áudio		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	291	35	326
	Expected	291	34.7	326
Masculino	Observed	145	17	162
	Expected	145	17.3	162
Total	Observed	436	52	488
	Expected	436	52.0	488

χ^2 Tests

	Value	df	p
χ^2	0.00668	1	0.935
N	488		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_1 - Formato Noticias Generalistas - Imagem		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	183	143	326
	Expected	181.0	145.0	326
Masculino	Observed	88	74	162
	Expected	90.0	72.0	162
Total	Observed	271	217	488
	Expected	271.0	217.0	488

χ^2 Tests

	Value	df	p
χ^2	0.144	1	0.704
N	488		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_1 - Formato Noticias Generalistas - Texto		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	84	242	326
	Expected	82.8	243	326
Masculino	Observed	40	122	162
	Expected	41.2	121	162
Total	Observed	124	364	488
	Expected	124.0	364	488

χ^2 Tests

	Value	df	p
χ^2	0.0660	1	0.797
N	488		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_2 - Formato Jornalismo Explicativo - Video Horizontal		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	217	110	327
	Expected	208	118.7	327
Masculino	Observed	92	66	158
	Expected	101	57.3	158
Total	Observed	309	176	485
	Expected	309	176.0	485

χ^2 Tests

	Value	df	p
χ^2	3.05	1	0.081
N	485		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_2 - Formato Jornalismo Explicativo - Video Vertical		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	231	96	327
	Expected	227	100.5	327
Masculino	Observed	105	53	158
	Expected	109	48.5	158
Total	Observed	336	149	485
	Expected	336	149.0	485

χ^2 Tests

	Value	df	p
χ^2	0.877	1	0.349
N	485		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_2 - Formato Jornalismo Explicativo - Áudio		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	273	54	327
	Expected	266	61.4	327
Masculino	Observed	121	37	158
	Expected	128	29.6	158
Total	Observed	394	91	485
	Expected	394	91.0	485

χ^2 Tests

	Value	df	p
χ^2	3.33	1	0.068
N	485		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_2 - Formato Jornalismo Explicativo - Imagem		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	216	111	327
	Expected	212	114.6	327
Masculino	Observed	99	59	158
	Expected	103	55.4	158
Total	Observed	315	170	485
	Expected	315	170.0	485

χ^2 Tests

	Value	df	p
χ^2	0.540	1	0.462
N	485		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_2 - Formato Jornalismo Explicativo - Texto		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	94	233	327
	Expected	92.4	235	327
Masculino	Observed	43	115	158
	Expected	44.6	113	158
Total	Observed	137	348	485
	Expected	137.0	348	485

χ^2 Tests

	Value	df	p
χ^2	0.123	1	0.726
N	485		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_3 - Formato Jornalismo Investigação - Video Horizontal		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	157	99	256
	Expected	147.7	108.3	256
Masculino	Observed	68	66	134
	Expected	77.3	56.7	134
Total	Observed	225	165	390
	Expected	225.0	165.0	390

χ^2 Tests

	Value	df	p
χ^2	4.04	1	0.045
N	390		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_3 - Formato Jornalismo Investigação - Video Vertical		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	184	72	256
	Expected	179.9	76.1	256
Masculino	Observed	90	44	134
	Expected	94.1	39.9	134
Total	Observed	274	116	390
	Expected	274.0	116.0	390

χ^2 Tests

	Value	df	p
χ^2	0.934	1	0.334
N	390		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_3 - Formato Jornalismo Investigação - Áudio		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	213	43	256
	Expected	212	44.0	256
Masculino	Observed	110	24	134
	Expected	111	23.0	134
Total	Observed	323	67	390
	Expected	323	67.0	390

χ^2 Tests

	Value	df	p
χ^2	0.0767	1	0.782
N	390		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_3 - Formato Jornalismo Investigação - Imagem		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	156	100	256
	Expected	158.2	97.8	256
Masculino	Observed	85	49	134
	Expected	82.8	51.2	134
Total	Observed	241	149	390
	Expected	241.0	149.0	390

χ^2 Tests

	Value	df	p
χ^2	0.232	1	0.630
N	390		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_3 - Formato Jornalismo Investigação - Texto		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	98	158	256
	Expected	98.5	157.5	256
Masculino	Observed	52	82	134
	Expected	51.5	82.5	134
Total	Observed	150	240	390
	Expected	150.0	240.0	390

χ^2 Tests

	Value	df	p
χ^2	0.0102	1	0.919
N	390		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_4 - Formato Jornalismo Construtivo - Video Horizontal		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	218	107	325
	Expected	207	118.5	325
Masculino	Observed	94	72	166
	Expected	105	60.5	166
Total	Observed	312	179	491
	Expected	312	179.0	491

χ^2 Tests

	Value	df	p
χ^2	5.18	1	0.023
N	491		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_4 - Formato Jornalismo Construtivo - Video Vertical		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	229	96	325
	Expected	225	99.9	325
Masculino	Observed	111	55	166
	Expected	115	51.1	166
Total	Observed	340	151	491
	Expected	340	151.0	491

χ^2 Tests

	Value	df	p
χ^2	0.666	1	0.414
N	491		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_4 - Formato Jornalismo Construtivo - Áudio		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	270	55	325
	Expected	259	66.2	325
Masculino	Observed	121	45	166
	Expected	132	33.8	166
Total	Observed	391	100	491
	Expected	391	100.0	491

χ^2 Tests

	Value	df	p
χ^2	7.03	1	0.008
N	491		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_4 - Formato Jornalismo Construtivo - Imagem		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	198	127	325
	Expected	200	125.1	325
Masculino	Observed	104	62	166
	Expected	102	63.9	166
Total	Observed	302	189	491
	Expected	302	189.0	491

χ^2 Tests

	Value	df	p
χ^2	0.139	1	0.710
N	491		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_4 - Formato Jornalismo Construtivo - Texto		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	88	237	325
	Expected	89.4	236	325
Masculino	Observed	47	119	166
	Expected	45.6	120	166
Total	Observed	135	356	491
	Expected	135.0	356	491

χ^2 Tests

	Value	df	p
χ^2	0.0842	1	0.772
N	491		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_5 - Formato Jornalismo de Opinião - Video Horizontal		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	183	62	245
	Expected	172.2	72.8	245
Masculino	Observed	77	48	125
	Expected	87.8	37.2	125
Total	Observed	260	110	370
	Expected	260.0	110.0	370

χ^2 Tests

	Value	df	p
χ^2	6.79	1	0.009
N	370		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_5 - Formato Jornalismo de Opinião - Video Vertical		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	180	65	245
	Expected	175.5	69.5	245
Masculino	Observed	85	40	125
	Expected	89.5	35.5	125
Total	Observed	265	105	370
	Expected	265.0	105.0	370

χ^2 Tests

	Value	df	p
χ^2	1.22	1	0.270
N	370		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_5 - Formato Jornalismo de Opinião - Áudio		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	195	50	245
	Expected	184.1	60.9	245
Masculino	Observed	83	42	125
	Expected	93.9	31.1	125
Total	Observed	278	92	370
	Expected	278.0	92.0	370

χ^2 Tests

	Value	df	p
χ^2	7.71	1	0.005
N	370		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_5 - Formato Jornalismo de Opinião - Imagem		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	153	92	245
	Expected	155.6	89.4	245
Masculino	Observed	82	43	125
	Expected	79.4	45.6	125
Total	Observed	235	135	370
	Expected	235.0	135.0	370

χ^2 Tests

	Value	df	p
χ^2	0.355	1	0.552
N	370		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_5 - Formato Jornalismo de Opinião - Texto		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	71	174	245
	Expected	75.5	169.5	245
Masculino	Observed	43	82	125
	Expected	38.5	86.5	125
Total	Observed	114	256	370
	Expected	114.0	256.0	370

χ^2 Tests

	Value	df	p
χ^2	1.14	1	0.285
N	370		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_6 - Formato Resumo de notícias - Video Horizontal		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	275	86	361
	Expected	264	97.4	361
Masculino	Observed	112	57	169
	Expected	123	45.6	169
Total	Observed	387	143	530
	Expected	387	143.0	530

χ^2 Tests

	Value	df	p
χ^2	5.73	1	0.017
N	530		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_6 - Formato Resumo de notícias - Video Vertical		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	257	104	361
	Expected	251	109.7	361
Masculino	Observed	112	57	169
	Expected	118	51.3	169
Total	Observed	369	161	530
	Expected	369	161.0	530

χ^2 Tests

	Value	df	p
χ^2	1.32	1	0.251
N	530		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_6 - Formato Resumo de notícias - Áudio		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	314	47	361
	Expected	304	57.2	361
Masculino	Observed	132	37	169
	Expected	142	26.8	169
Total	Observed	446	84	530
	Expected	446	84.0	530

χ^2 Tests

	Value	df	p
χ^2	6.80	1	0.009
N	530		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_6 - Formato Resumo de notícias - Imagem		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	192	169	361
	Expected	192.1	168.9	361
Masculino	Observed	90	79	169
	Expected	89.9	79.1	169
Total	Observed	282	248	530
	Expected	282.0	248.0	530

χ^2 Tests

	Value	df	p
χ^2	2.19e-4	1	0.988
N	530		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_6 - Formato Resumo de notícias - Texto		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	97	264	361
	Expected	92.0	269	361
Masculino	Observed	38	131	169
	Expected	43.0	126	169
Total	Observed	135	395	530
	Expected	135.0	395	530

χ^2 Tests

	Value	df	p
χ^2	1.17	1	0.280
N	530		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q23_4 - Tecnologias - QR Codes											Total
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	
Feminino	Observed	6	35	41	13	27	16	53	18	61	20	93	383
	Expected	7.97	33.9	42.5	16.59	25.9	19.9	47.1	21.2	65.7	17.26	85.0	383
Masculino	Observed	6	16	23	12	12	14	18	14	38	6	35	194
	Expected	4.03	17.1	21.5	8.41	13.1	10.1	23.9	10.8	33.3	8.74	43.0	194
Total	Observed	12	51	64	25	39	30	71	32	99	26	128	577
	Expected	12.00	51.0	64.0	25.00	39.0	30.0	71.0	32.0	99.0	26.00	128.0	577

χ^2 Tests

	Value	df	p
χ^2	14.7	10	0.145
N	577		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q23_5 - Tecnologias - Realidade Virtual											Total
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	
Feminino	Observed	12	68	83	18	46	20	48	18	24	9	37	383
	Expected	10.06	65.1	81.2	20.8	40.9	21.5	53.7	16.77	26.8	9.39	36.9	383
Masculino	Observed	3	29	38	13	15	12	32	7	16	5	18	188
	Expected	4.94	31.9	39.8	10.2	20.1	10.5	26.3	8.23	13.2	4.61	18.1	188
Total	Observed	15	97	121	31	61	32	80	25	40	14	55	571
	Expected	15.00	97.0	121.0	31.0	61.0	32.0	80.0	25.00	40.0	14.00	55.0	571

χ^2 Tests

	Value	df	p
χ^2	8.07	10	0.622
N	571		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q23_6 - Tecnologias - Realidade Aumentada											Total
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	
Feminino	Observed	7	40	39	12	34	19	53	24	65	14	79	386
	Expected	6.70	39.5	36.9	12.06	30.8	21.4	52.9	28.8	67.0	16.08	73.7	386
Masculino	Observed	3	19	16	6	12	13	26	19	35	10	31	190
	Expected	3.30	19.5	18.1	5.94	15.2	10.6	26.1	14.2	33.0	7.92	36.3	190
Total	Observed	10	59	55	18	46	32	79	43	100	24	110	576
	Expected	10.00	59.0	55.0	18.00	46.0	32.0	79.0	43.0	100.0	24.00	110.0	576

χ^2 Tests

	Value	df	p
χ^2	6.86	10	0.739
N	576		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q24_1 - Funcionalidades nas Apps - Possibilidade de criar um Perfil Próprio											Total
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	
Feminino	Observed	6	29	35	14	40	21	71	28	66	10	65	385
	Expected	5.34	30.0	32.7	14.01	37.4	18.68	64.7	28.0	66.7	12.01	75.4	385
Masculino	Observed	2	16	14	7	16	7	26	14	34	8	48	192
	Expected	2.66	15.0	16.3	6.99	18.6	9.32	32.3	14.0	33.3	5.99	37.6	192
Total	Observed	8	45	49	21	56	28	97	42	100	18	113	577
	Expected	8.00	45.0	49.0	21.00	56.0	28.00	97.0	42.0	100.0	18.00	113.0	577

χ^2 Tests

	Value	df	p
χ^2	9.44	10	0.491
N	577		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q24_3 - Funcionalidades nas Apps - Notificações Personalizadas											Total
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	
Feminino	Observed	5	19	24	5	27	25	66	36	76	15	85	383
	Expected	3.98	21.9	24.6	8.63	22.6	24.6	65.1	31.9	78.3	17.92	83.6	383
Masculino	Observed	1	14	13	8	7	12	32	12	42	12	41	194
	Expected	2.02	11.1	12.4	4.37	11.4	12.4	32.9	16.1	39.7	9.08	42.4	194
Total	Observed	6	33	37	13	34	37	98	48	118	27	126	577
	Expected	6.00	33.0	37.0	13.00	34.0	37.0	98.0	48.0	118.0	27.00	126.0	577

χ^2 Tests

	Value	df	p
χ^2	12.4	10	0.257
N	577		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q24_2 - Funcionalidades nas Apps - Notificações e alertas											Total
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	
Feminino	Observed	3	17	16	12	33	22	76	30	75	21	82	387
	Expected	3.33	20.6	19.32	12.66	31.3	20.0	69.9	26.6	79.3	22.6	81.3	387
Masculino	Observed	2	14	13	7	14	8	29	10	44	13	40	194
	Expected	1.67	10.4	9.68	6.34	15.7	10.0	35.1	13.4	39.7	11.4	40.7	194
Total	Observed	5	31	29	19	47	30	105	40	119	34	122	581
	Expected	5.00	31.0	29.00	19.00	47.0	30.0	105.0	40.0	119.0	34.0	122.0	581

χ^2 Tests

	Value	df	p
χ^2	8.63	10	0.568
N	581		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q24_4 - Funcionalidades nas Apps - Funcionalidade Offline											Total
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	
Feminino	Observed	2	18	26	7	15	7	49	25	66	30	143	388
	Expected	2.00	19.33	26.7	8.00	21.3	9.33	50.7	26.7	68.0	25.3	130.7	388
Masculino	Observed	1	11	14	5	17	7	27	15	36	8	53	194
	Expected	1.00	9.67	13.3	4.00	10.7	4.67	25.3	13.3	34.0	12.7	65.3	194
Total	Observed	3	29	40	12	32	14	76	40	102	38	196	582
	Expected	3.00	29.00	40.0	12.00	32.0	14.00	76.0	40.0	102.0	38.0	196.0	582

χ^2 Tests

	Value	df	p
χ^2	14.8	10	0.139
N	582		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q18 - Motivos de uso Agregadores de Notícias - Sempre Informado		Total
		0	1	
Feminino	Observed	165	97	262
	Expected	167.6	94.4	262
Masculino	Observed	87	45	132
	Expected	84.4	47.6	132
Total	Observed	252	142	394
	Expected	252.0	142.0	394

χ^2 Tests

	Value	df	p
χ^2	0.327	1	0.567
N	394		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q18 - Motivos de uso Agregadores de Notícias - Confiança		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	219	43	262
	Expected	217	45.2	262
Masculino	Observed	107	25	132
	Expected	109	22.8	132
Total	Observed	326	68	394
	Expected	326	68.0	394

χ^2 Tests

	Value	df	p
χ^2	0.393	1	0.531
N	394		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

	Q18 - Motivos de uso Agregadores de Notícias - Dimensão		
Q2 - Género	**0**	**1**	**Total**
Feminino	225	37	262
Masculino	107	25	132
Total	332	62	394

χ^2 Tests

	Value	df	p
χ^2	1.54	1	0.215
N	394		

- Do not Reject the Null Hypothesis at a 0.05 significance level

References

[1] The jamovi project (2020). *jamovi*. (Version 1.6) [Computer Software]. Retrieved from https://www.jamovi.org.

[2] R Core Team (2020). *R: A Language and environment for statistical computing*. (Version 4.0) [Computer software]. Retrieved from https://cran.r-project.org. (R packages retrieved from MRAN snapshot 2020-08-24).

Results

Ho: Column Variable is Independent of Age

H1: Column Variable is not Independent of Age

Contingency Tables

Contingency Tables

		Q5 - Vê Notícias Online		
Q3 - Idade		**Não**	**Sim**	**Total**
menos de 18 anos	Observed	1	3	4
	Expected	0.1844	3.82	4.00
18-24	Observed	12	205	217
	Expected	10.0048	207.00	217.00
25-34	Observed	4	97	101
	Expected	4.6566	96.34	101.00
35-44	Observed	5	91	96
	Expected	4.4261	91.57	96.00
45-54	Observed	1	90	91
	Expected	4.1955	86.80	91.00
55-64	Observed	5	100	105
	Expected	4.8410	100.16	105.00
65-74	Observed	1	12	13
	Expected	0.5994	12.40	13.00
75+	Observed	0	2	2
	Expected	0.0922	1.91	2.00
Total	Observed	29	600	629
	Expected	29.0000	600.00	629.00

χ^2 Tests

	Value	df	p
χ^2	7.31	7	0.398
N	629		

- Do Not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q6_1 - Computador/Portátil - Frequência a aceder notícias online						Total
		Diariamente	2 ou + vezes por semana	1 vez por semana	1 vez por quinzena	1 vez por mês	Não utilizo	
menos de 18 anos	Observed	0	0	1	0	2	0	3
	Expected	0.1300	0.1250	0.330	0.575	1.470	0.370	3.00
18-24	Observed	11	12	28	47	89	18	205
	Expected	8.8833	8.5417	22.550	39.292	100.450	25.283	205.00
25-34	Observed	8	3	12	13	49	12	97
	Expected	4.2033	4.0417	10.670	18.592	47.530	11.963	97.00
35-44	Observed	4	3	12	12	46	14	91
	Expected	3.9433	3.7917	10.010	17.442	44.590	11.223	91.00
45-54	Observed	2	1	6	24	44	13	90
	Expected	3.9000	3.7500	9.900	17.250	44.100	11.100	90.00
55-64	Observed	1	5	4	18	56	16	100
	Expected	4.3333	4.1667	11.000	19.167	49.000	12.333	100.00
65-74	Observed	0	1	3	1	6	1	12
	Expected	0.5200	0.5000	1.320	2.300	5.880	1.480	12.00
75+	Observed	0	0	0	0	2	0	2
	Expected	0.0867	0.0833	0.220	0.383	0.980	0.247	2.00
Total	Observed	26	25	66	115	294	74	600
	Expected	26.0000	25.0000	66.000	115.000	294.000	74.000	600.00

χ^2 Tests

	Value	df	p
χ^2	42.4	35	0.182
N	600		

- Do Not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q6_2 - Smartphone - Frequência a aceder notícias online						Total
		Diariamente	2 ou + vezes por semana	1 vez por semana	1 vez por quinzena	1 vez por mês	Não utilizo	
menos de 18 anos	Observed	0	0	0	0	3	0	3
	Expected	0.0200	0.0200	0.0950	0.300	2.52	0.0450	3.00
18-24	Observed	2	2	8	26	166	1	205
	Expected	1.3667	1.3667	6.4917	20.500	172.20	3.0750	205.00
25-34	Observed	0	1	5	11	79	1	97
	Expected	0.6467	0.6467	3.0717	9.700	81.48	1.4550	97.00
35-44	Observed	0	0	3	7	80	1	91
	Expected	0.6067	0.6067	2.8817	9.100	76.44	1.3650	91.00
45-54	Observed	2	0	3	6	77	2	90
	Expected	0.6000	0.6000	2.8500	9.000	75.60	1.3500	90.00
55-64	Observed	0	1	0	9	87	3	100
	Expected	0.6667	0.6667	3.1667	10.000	84.00	1.5000	100.00
65-74	Observed	0	0	0	1	11	0	12
	Expected	0.0800	0.0800	0.3800	1.200	10.08	0.1800	12.00
75+	Observed	0	0	0	0	1	1	2
	Expected	0.0133	0.0133	0.0633	0.200	1.68	0.0300	2.00
Total	Observed	4	4	19	60	504	9	600
	Expected	4.0000	4.0000	19.0000	60.000	504.00	9.0000	600.00

χ^2 Tests

	Value	df	p
χ^2	52.7	35	0.028
N	600		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q6_3 - Tablet - Frequência a aceder notícias online						Total
		Diariamente	2 ou + vezes por semana	1 vez por semana	1 vez por quinzena	1 vez por mês	Não utilizo	
menos de 18 anos	Observed	1	0	0	1	1	0	3
	Expected	0.1050	0.0350	0.150	0.265	0.330	2.12	3.00
18-24	Observed	7	1	8	11	6	172	205
	Expected	7.1750	2.3917	10.250	18.108	22.550	144.53	205.00
25-34	Observed	1	3	7	6	2	78	97
	Expected	3.3950	1.1317	4.850	8.568	10.670	68.39	97.00
35-44	Observed	7	0	8	10	12	54	91
	Expected	3.1850	1.0617	4.550	8.038	10.010	64.16	91.00
45-54	Observed	2	1	5	11	17	54	90
	Expected	3.1500	1.0500	4.500	7.950	9.900	63.45	90.00
55-64	Observed	3	2	1	12	27	55	100
	Expected	3.5000	1.1667	5.000	8.833	11.000	70.50	100.00
65-74	Observed	0	0	1	2	1	8	12
	Expected	0.4200	0.1400	0.600	1.060	1.320	8.46	12.00
75+	Observed	0	0	0	0	0	2	2
	Expected	0.0700	0.0233	0.100	0.177	0.220	1.41	2.00
Total	Observed	21	7	30	53	66	423	600
	Expected	21.0000	7.0000	30.000	53.000	66.000	423.00	600.00

χ^2 Tests

	Value	df	p
χ^2	103	35	< .001
N	600		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q26 - Motivos não uso Smartphone - Ecrã pequeno		
		0	1	Total
menos de 18 anos	Observed	0	0	0
	Expected	0.000	0.000	0.00
18-24	Observed	1	0	1
	Expected	0.750	0.250	1.00
25-34	Observed	1	0	1
	Expected	0.750	0.250	1.00
35-44	Observed	0	0	0
	Expected	0.000	0.000	0.00
45-54	Observed	1	1	2
	Expected	1.500	0.500	2.00
55-64	Observed	2	1	3
	Expected	2.250	0.750	3.00
65-74	Observed	0	0	0
	Expected	0.000	0.000	0.00
75+	Observed	1	0	1
	Expected	0.750	0.250	1.00
Total	Observed	6	2	8
	Expected	6.000	2.000	8.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	8		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q26 - Motivos não uso Smartphone - Não tenho/utilizo pouco		
		0	1	Total
menos de 18 anos	Observed	0	0	0
	Expected	0.000	0.000	0.00
18-24	Observed	1	0	1
	Expected	0.750	0.250	1.00
25-34	Observed	1	0	1
	Expected	0.750	0.250	1.00
35-44	Observed	0	0	0
	Expected	0.000	0.000	0.00
45-54	Observed	1	1	2
	Expected	1.500	0.500	2.00
55-64	Observed	3	0	3
	Expected	2.250	0.750	3.00
65-74	Observed	0	0	0
	Expected	0.000	0.000	0.00
75+	Observed	0	1	1
	Expected	0.750	0.250	1.00
Total	Observed	6	2	8
	Expected	6.000	2.000	8.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	8		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q26 - Motivos não uso Smartphone - Prefiro interface do computador 0	1	Total
menos de 18 anos	Observed	0	0	0
	Expected	0.000	0.000	0.00
18-24	Observed	0	1	1
	Expected	0.375	0.625	1.00
25-34	Observed	0	1	1
	Expected	0.375	0.625	1.00
35-44	Observed	0	0	0
	Expected	0.000	0.000	0.00
45-54	Observed	2	0	2
	Expected	0.750	1.250	2.00
55-64	Observed	1	2	3
	Expected	1.125	1.875	3.00
65-74	Observed	0	0	0
	Expected	0.000	0.000	0.00
75+	Observed	0	1	1
	Expected	0.375	0.625	1.00
Total	Observed	3	5	8
	Expected	3.000	5.000	8.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	8		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q26 - Motivos não uso Smartphone - Outro 0	1	Total
menos de 18 anos	Observed	0	0	0
	Expected	0.000	0.000	0.00
18-24	Observed	1	0	1
	Expected	0.875	0.125	1.00
25-34	Observed	0	1	1
	Expected	0.875	0.125	1.00
35-44	Observed	0	0	0
	Expected	0.000	0.000	0.00
45-54	Observed	2	0	2
	Expected	1.750	0.250	2.00
55-64	Observed	3	0	3
	Expected	2.625	0.375	3.00
65-74	Observed	0	0	0
	Expected	0.000	0.000	0.00
75+	Observed	1	0	1
	Expected	0.875	0.125	1.00
Total	Observed	7	1	8
	Expected	7.000	1.000	8.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	8		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q7 - Dispositivos para aceder a notícias - TV 0	1	Total
menos de 18 anos	Observed	0	1	1
	Expected	0.138	0.862	1.00
18-24	Observed	1	11	12
	Expected	1.655	10.345	12.00
25-34	Observed	1	3	4
	Expected	0.552	3.448	4.00
35-44	Observed	0	5	5
	Expected	0.690	4.310	5.00
45-54	Observed	0	1	1
	Expected	0.138	0.862	1.00
55-64	Observed	2	3	5
	Expected	0.690	4.310	5.00
65-74	Observed	0	1	1
	Expected	0.138	0.862	1.00
75+	Observed	0	0	0
	Expected	0.000	0.000	0.00
Total	Observed	4	25	29
	Expected	4.000	25.000	29.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	29		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q7 - Dispositivos para aceder a notícias - Rádio 0	1	Total
menos de 18 anos	Observed	1	0	1
	Expected	0.897	0.103	1.00
18-24	Observed	11	1	12
	Expected	10.759	1.241	12.00
25-34	Observed	3	1	4
	Expected	3.586	0.414	4.00
35-44	Observed	5	0	5
	Expected	4.483	0.517	5.00
45-54	Observed	1	0	1
	Expected	0.897	0.103	1.00
55-64	Observed	4	1	5
	Expected	4.483	0.517	5.00
65-74	Observed	1	0	1
	Expected	0.897	0.103	1.00
75+	Observed	0	0	0
	Expected	0.000	0.000	0.00
Total	Observed	26	3	29
	Expected	26.000	3.000	29.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	29		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q7 - Dispositivos para aceder a notícias - Jornal de Papel		
		0	1	Total
menos de 18 anos	Observed	1	0	1
	Expected	0.966	0.0345	1.00
18-24	Observed	12	0	12
	Expected	11.586	0.4138	12.00
25-34	Observed	4	0	4
	Expected	3.862	0.1379	4.00
35-44	Observed	5	0	5
	Expected	4.828	0.1724	5.00
45-54	Observed	1	0	1
	Expected	0.966	0.0345	1.00
55-64	Observed	4	1	5
	Expected	4.828	0.1724	5.00
65-74	Observed	1	0	1
	Expected	0.966	0.0345	1.00
75+	Observed	0	0	0
	Expected	0.000	0.0000	0.00
Total	Observed	28	1	29
	Expected	28.000	1.0000	29.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	29		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q8 - Motivos uso dispositivos offline - Comodidade 0	1	Total
menos de 18 anos	Observed	1	0	1
	Expected	0.862	0.138	1.00
18-24	Observed	12	0	12
	Expected	10.345	1.655	12.00
25-34	Observed	1	3	4
	Expected	3.448	0.552	4.00
35-44	Observed	5	0	5
	Expected	4.310	0.690	5.00
45-54	Observed	1	0	1
	Expected	0.862	0.138	1.00
55-64	Observed	4	1	5
	Expected	4.310	0.690	5.00
65-74	Observed	1	0	1
	Expected	0.862	0.138	1.00
75+	Observed	0	0	0
	Expected	0.000	0.000	0.00
Total	Observed	25	4	29
	Expected	25.000	4.000	29.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	29		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q8 - Motivos uso dispositivos offline - não gosto que saibam o que leio/vejo na internet		
		0	1	Total
menos de 18 anos	Observed	1	0	1
	Expected	0.931	0.0690	1.00
18-24	Observed	11	1	12
	Expected	11.172	0.8276	12.00
25-34	Observed	3	1	4
	Expected	3.724	0.2759	4.00
35-44	Observed	5	0	5
	Expected	4.655	0.3448	5.00
45-54	Observed	1	0	1
	Expected	0.931	0.0690	1.00
55-64	Observed	5	0	5
	Expected	4.655	0.3448	5.00
65-74	Observed	1	0	1
	Expected	0.931	0.0690	1.00
75+	Observed	0	0	0
	Expected	0.000	0.0000	0.00
Total	Observed	27	2	29
	Expected	27.000	2.0000	29.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	29		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q8 - Motivos uso dispositivos offline - não gosto que saibam o que leio/vejo na internet		
		0	1	Total
menos de 18 anos	Observed	1	0	1
	Expected	0.931	0.0690	1.00
18-24	Observed	11	1	12
	Expected	11.172	0.8276	12.00
25-34	Observed	3	1	4
	Expected	3.724	0.2759	4.00
35-44	Observed	5	0	5
	Expected	4.655	0.3448	5.00
45-54	Observed	1	0	1
	Expected	0.931	0.0690	1.00
55-64	Observed	5	0	5
	Expected	4.655	0.3448	5.00
65-74	Observed	1	0	1
	Expected	0.931	0.0690	1.00
75+	Observed	0	0	0
	Expected	0.000	0.0000	0.00
Total	Observed	27	2	29
	Expected	27.000	2.0000	29.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	29		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q8 - Motivos uso dispositivos offline - Privacidade 0	1	Total
menos de 18 anos	Observed	1	0	1
	Expected	0.931	0.0690	1.00
18-24	Observed	11	1	12
	Expected	11.172	0.8276	12.00
25-34	Observed	3	1	4
	Expected	3.724	0.2759	4.00
35-44	Observed	5	0	5
	Expected	4.655	0.3448	5.00
45-54	Observed	1	0	1
	Expected	0.931	0.0690	1.00
55-64	Observed	5	0	5
	Expected	4.655	0.3448	5.00
65-74	Observed	1	0	1
	Expected	0.931	0.0690	1.00
75+	Observed	0	0	0
	Expected	0.000	0.0000	0.00
Total	Observed	27	2	29
	Expected	27.000	2.0000	29.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	29		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q8 - Motivos uso dispositivos offline - Confiança 0	1	Total
menos de 18 anos	Observed	1	0	1
	Expected	0.828	0.172	1.00
18-24	Observed	10	2	12
	Expected	9.931	2.069	12.00
25-34	Observed	3	1	4
	Expected	3.310	0.690	4.00
35-44	Observed	3	2	5
	Expected	4.138	0.862	5.00
45-54	Observed	1	0	1
	Expected	0.828	0.172	1.00
55-64	Observed	5	0	5
	Expected	4.138	0.862	5.00
65-74	Observed	1	0	1
	Expected	0.828	0.172	1.00
75+	Observed	0	0	0
	Expected	0.000	0.000	0.00
Total	Observed	24	5	29
	Expected	24.000	5.000	29.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	29		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q8 - Motivos uso dispositivos offline - Hábito 0	1	Total
menos de 18 anos	Observed	1	0	1
	Expected	0.414	0.586	1.00
18-24	Observed	4	8	12
	Expected	4.966	7.034	12.00
25-34	Observed	3	1	4
	Expected	1.655	2.345	4.00
35-44	Observed	3	2	5
	Expected	2.069	2.931	5.00
45-54	Observed	0	1	1
	Expected	0.414	0.586	1.00
55-64	Observed	1	4	5
	Expected	2.069	2.931	5.00
65-74	Observed	0	1	1
	Expected	0.414	0.586	1.00
75+	Observed	0	0	0
	Expected	0.000	0.000	0.00
Total	Observed	12	17	29
	Expected	12.000	17.000	29.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	29		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q8 - Motivos uso dispositivos offline - faz parte da minha rotina 0	1	Total
menos de 18 anos	Observed	1	0	1
	Expected	0.414	0.586	1.00
18-24	Observed	4	8	12
	Expected	4.966	7.034	12.00
25-34	Observed	3	1	4
	Expected	1.655	2.345	4.00
35-44	Observed	3	2	5
	Expected	2.069	2.931	5.00
45-54	Observed	0	1	1
	Expected	0.414	0.586	1.00
55-64	Observed	1	4	5
	Expected	2.069	2.931	5.00
65-74	Observed	0	1	1
	Expected	0.414	0.586	1.00
75+	Observed	0	0	0
	Expected	0.000	0.000	0.00
Total	Observed	12	17	29
	Expected	12.000	17.000	29.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	29		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q8 - Motivos uso dispositivos offline - penso ser uma fonte mais fidedigna 0	1	Total
menos de 18 anos	Observed	1	0	1
	Expected	0.828	0.172	1.00
18-24	Observed	10	2	12
	Expected	9.931	2.069	12.00
25-34	Observed	3	1	4
	Expected	3.310	0.690	4.00
35-44	Observed	3	2	5
	Expected	4.138	0.862	5.00
45-54	Observed	1	0	1
	Expected	0.828	0.172	1.00
55-64	Observed	5	0	5
	Expected	4.138	0.862	5.00
65-74	Observed	1	0	1
	Expected	0.828	0.172	1.00
75+	Observed	0	0	0
	Expected	0.000	0.000	0.00
Total	Observed	24	5	29
	Expected	24.000	5.000	29.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	29		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q8 - Motivos uso dispositivos offline - Nenhum dos anteriores 0	1	Total
menos de 18 anos	Observed	0	1	1
	Expected	0.793	0.207	1.00
18-24	Observed	9	3	12
	Expected	9.517	2.483	12.00
25-34	Observed	4	0	4
	Expected	3.172	0.828	4.00
35-44	Observed	3	2	5
	Expected	3.966	1.034	5.00
45-54	Observed	1	0	1
	Expected	0.793	0.207	1.00
55-64	Observed	5	0	5
	Expected	3.966	1.034	5.00
65-74	Observed	1	0	1
	Expected	0.793	0.207	1.00
75+	Observed	0	0	0
	Expected	0.000	0.000	0.00
Total	Observed	23	6	29
	Expected	23.000	6.000	29.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	29		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q10 - Formatos no smartphone - Video Horizontal 0	1	Total
menos de 18 anos	Observed	3	1	4
	Expected	2.09	1.908	4.00
18-24	Observed	110	107	217
	Expected	113.50	103.498	217.00
25-34	Observed	56	45	101
	Expected	52.83	48.172	101.00
35-44	Observed	54	42	96
	Expected	50.21	45.787	96.00
45-54	Observed	46	45	91
	Expected	47.60	43.402	91.00
55-64	Observed	52	53	105
	Expected	54.92	50.079	105.00
65-74	Observed	6	7	13
	Expected	6.80	6.200	13.00
75+	Observed	2	0	2
	Expected	1.05	0.954	2.00
Total	Observed	329	300	629
	Expected	329.00	300.000	629.00

χ^2 Tests

	Value	df	p
χ^2	4.51	7	0.720
N	629		

- Do Not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q10 - Formatos no smartphone - Video Vertical 0	1	Total
menos de 18 anos	Observed	2	2	4
	Expected	1.971	2.03	4.00
18-24	Observed	105	112	217
	Expected	106.948	110.05	217.00
25-34	Observed	56	45	101
	Expected	49.777	51.22	101.00
35-44	Observed	50	46	96
	Expected	47.313	48.69	96.00
45-54	Observed	37	54	91
	Expected	44.849	46.15	91.00
55-64	Observed	51	54	105
	Expected	51.749	53.25	105.00
65-74	Observed	7	6	13
	Expected	6.407	6.59	13.00
75+	Observed	2	0	2
	Expected	0.986	1.01	2.00
Total	Observed	310	319	629
	Expected	310.000	319.00	629.00

χ^2 Tests

	Value	df	p
χ^2	6.80	7	0.450
N	629		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q10 - Formatos no smartphone - Áudio 0	1	Total
menos de 18 anos	Observed	2	2	4
	Expected	2.49	1.507	4.00
18-24	Observed	142	75	217
	Expected	135.24	81.763	217.00
25-34	Observed	67	34	101
	Expected	62.94	38.056	101.00
35-44	Observed	63	33	96
	Expected	59.83	36.172	96.00
45-54	Observed	48	43	91
	Expected	56.71	34.288	91.00
55-64	Observed	59	46	105
	Expected	65.44	39.563	105.00
65-74	Observed	9	4	13
	Expected	8.10	4.898	13.00
75+	Observed	2	0	2
	Expected	1.25	0.754	2.00
Total	Observed	392	237	629
	Expected	392.00	237.000	629.00

χ^2 Tests

	Value	df	p
χ^2	9.00	7	0.252
N	629		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q10 - Formatos no smartphone - Imagem 0	1	Total
menos de 18 anos	Observed	1	3	4
	Expected	1.590	2.41	4.00
18-24	Observed	79	138	217
	Expected	86.248	130.75	217.00
25-34	Observed	49	52	101
	Expected	40.143	60.86	101.00
35-44	Observed	40	56	96
	Expected	38.156	57.84	96.00
45-54	Observed	35	56	91
	Expected	36.169	54.83	91.00
55-64	Observed	40	65	105
	Expected	41.733	63.27	105.00
65-74	Observed	5	8	13
	Expected	5.167	7.83	13.00
75+	Observed	1	1	2
	Expected	0.795	1.21	2.00
Total	Observed	250	379	629
	Expected	250.000	379.00	629.00

χ^2 Tests

	Value	df	p
χ^2	5.04	7	0.655
N	629		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q10 - Formatos no smartphone - Texto 0	1	Total
menos de 18 anos	Observed	2	2	4
	Expected	0.477	3.52	4.00
18-24	Observed	18	199	217
	Expected	25.874	191.13	217.00
25-34	Observed	11	90	101
	Expected	12.043	88.96	101.00
35-44	Observed	19	77	96
	Expected	11.447	84.55	96.00
45-54	Observed	11	80	91
	Expected	10.851	80.15	91.00
55-64	Observed	12	93	105
	Expected	12.520	92.48	105.00
65-74	Observed	1	12	13
	Expected	1.550	11.45	13.00
75+	Observed	1	1	2
	Expected	0.238	1.76	2.00
Total	Observed	75	554	629
	Expected	75.000	554.00	629.00

χ^2 Tests

	Value	df	p
χ^2	17.0	7	0.017
N	629		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q11_1 - Plataformas noticias - Redes sociais						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
menos de 18 anos	Observed	2	1	0	0	0	0	3
	Expected	1.980	0.421	0.1980	0.02538	0.02030	0.355	3.00
18-24	Observed	134	25	17	3	3	22	204
	Expected	134.619	28.650	13.4619	1.72589	1.38071	24.162	204.00
25-34	Observed	64	15	9	0	1	7	96
	Expected	63.350	13.482	6.3350	0.81218	0.64975	11.371	96.00
35-44	Observed	60	11	6	1	0	12	90
	Expected	59.391	12.640	5.9391	0.76142	0.60914	10.660	90.00
45-54	Observed	58	17	5	0	0	8	88
	Expected	58.071	12.359	5.8071	0.74450	0.59560	10.423	88.00
55-64	Observed	63	13	2	1	0	18	97
	Expected	64.010	13.623	6.4010	0.82064	0.65651	11.489	97.00
65-74	Observed	8	1	0	0	0	3	12
	Expected	7.919	1.685	0.7919	0.10152	0.08122	1.421	12.00
75+	Observed	1	0	0	0	0	0	1
	Expected	0.660	0.140	0.0660	0.00846	0.00677	0.118	1.00
Total	Observed	390	83	39	5	4	70	591
	Expected	390.000	83.000	39.0000	5.00000	4.00000	70.000	591.00

χ^2 Tests

	Value	df	p
χ^2	25.6	35	0.877
N	591		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q11_2 - Plataformas noticias - Apps						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
menos de 18 anos	Observed	1	0	1	0	0	1	3
	Expected	1.117	0.462	0.1624	0.0660	0.0660	1.127	3.00
18-24	Observed	75	30	11	4	2	82	204
	Expected	75.939	31.411	11.0457	4.4873	4.4873	76.629	204.00
25-34	Observed	32	15	4	2	2	41	96
	Expected	35.736	14.782	5.1980	2.1117	2.1117	36.061	96.00
35-44	Observed	34	15	4	2	1	34	90
	Expected	33.503	13.858	4.8731	1.9797	1.9797	33.807	90.00
45-54	Observed	32	16	4	2	3	31	88
	Expected	32.758	13.550	4.7648	1.9357	1.9357	33.056	88.00
55-64	Observed	42	13	6	3	5	28	97
	Expected	36.108	14.936	5.2521	2.1337	2.1337	36.437	97.00
65-74	Observed	4	1	2	0	0	5	12
	Expected	4.467	1.848	0.6497	0.2640	0.2640	4.508	12.00
75+	Observed	0	1	0	0	0	0	1
	Expected	0.372	0.154	0.0541	0.0220	0.0220	0.376	1.00
Total	Observed	220	91	32	13	13	222	591
	Expected	220.000	91.000	32.0000	13.0000	13.0000	222.000	591.00

χ^2 Tests

	Value	df	p
χ^2	27.0	35	0.831
N	591		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q11_3 - Plataformas noticias - Websites						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
menos de 18 anos	Observed	2	1	0	0	0	0	3
	Expected	1.472	0.726	0.320	0.0812	0.0711	0.330	3.00
18-24	Observed	81	56	25	6	7	29	204
	Expected	100.102	49.360	21.746	5.5228	4.8325	22.437	204.00
25-34	Observed	46	19	15	7	3	6	96
	Expected	47.107	23.228	10.234	2.5990	2.2741	10.558	96.00
35-44	Observed	56	15	9	0	1	9	90
	Expected	44.162	21.777	9.594	2.4365	2.1320	9.898	90.00
45-54	Observed	45	22	7	2	1	11	88
	Expected	43.181	21.293	9.381	2.3824	2.0846	9.679	88.00
55-64	Observed	53	27	6	1	1	9	97
	Expected	47.597	23.470	10.340	2.6261	2.2978	10.668	97.00
65-74	Observed	7	3	1	0	0	1	12
	Expected	5.888	2.904	1.279	0.3249	0.2843	1.320	12.00
75+	Observed	0	0	0	0	1	0	1
	Expected	0.491	0.242	0.107	0.0271	0.0237	0.110	1.00
Total	Observed	290	143	63	16	14	65	591
	Expected	290.000	143.000	63.000	16.0000	14.0000	65.000	591.00

χ^2 Tests

	Value	df	p
χ^2	78.8	35	< .001
N	591		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q11_4 - Plataformas noticias - Agregadores de Áudio/Podcasts (e.g. Spotify, Apple Podcasts)						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
menos de 18 anos	Observed	0	0	0	2	0	1	3
	Expected	0.2386	0.1472	0.2741	0.381	0.350	1.609	3.00
18-24	Observed	17	11	22	25	23	106	204
	Expected	16.2234	10.0102	18.6396	25.888	23.817	109.421	204.00
25-34	Observed	7	5	13	11	10	50	96
	Expected	7.6345	4.7107	8.7716	12.183	11.208	51.492	96.00
35-44	Observed	6	4	6	10	16	48	90
	Expected	7.1574	4.4162	8.2234	11.421	10.508	48.274	90.00
45-54	Observed	7	3	7	16	10	45	88
	Expected	6.9983	4.3181	8.0406	11.168	10.274	47.201	88.00
55-64	Observed	8	6	6	9	9	59	97
	Expected	7.7140	4.7597	8.8629	12.310	11.325	52.029	97.00
65-74	Observed	2	0	0	2	1	7	12
	Expected	0.9543	0.5888	1.0964	1.523	1.401	6.437	12.00
75+	Observed	0	0	0	0	0	1	1
	Expected	0.0795	0.0491	0.0914	0.127	0.117	0.536	1.00
Total	Observed	47	29	54	75	69	317	591
	Expected	47.0000	29.0000	54.0000	75.000	69.000	317.000	591.00

χ^2 Tests

	Value	df	p
χ^2	25.6	35	0.877
N	591		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q11_5 - Plataformas noticias - Agregadores de Notícias (e.g. Google News)						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
menos de 18 anos	Observed	0	0	0	1	2	0	3
	Expected	0.1168	0.0761	0.2081	0.492	1.107	1.000	3.00
18-24	Observed	12	8	16	34	49	85	204
	Expected	7.9391	5.1777	14.1523	33.482	75.249	68.000	204.00
25-34	Observed	4	4	12	12	28	36	96
	Expected	3.7360	2.4365	6.6599	15.756	35.411	32.000	96.00
35-44	Observed	2	1	2	11	42	32	90
	Expected	3.5025	2.2843	6.2437	14.772	33.198	30.000	90.00
45-54	Observed	3	1	4	16	45	19	88
	Expected	3.4247	2.2335	6.1049	14.443	32.460	29.333	88.00
55-64	Observed	1	1	7	21	46	21	97
	Expected	3.7750	2.4619	6.7293	15.920	35.780	32.333	97.00
65-74	Observed	1	0	0	1	6	4	12
	Expected	0.4670	0.3046	0.8325	1.970	4.426	4.000	12.00
75+	Observed	0	0	0	1	0	0	1
	Expected	0.0389	0.0254	0.0694	0.164	0.369	0.333	1.00
Total	Observed	23	15	41	97	218	197	591
	Expected	23.0000	15.0000	41.0000	97.000	218.000	197.000	591.00

χ^2 Tests

	Value	df	p
χ^2	65.3	35	0.001
N	591		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q11_6 - Plataformas noticias - Motor de Busca (e.g. Google, Yahoo)						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
menos de 18 anos	Observed	2	1	0	0	0	0	3
	Expected	1.320	0.650	0.305	0.1066	0.2030	0.416	3.00
18-24	Observed	60	53	32	10	16	33	204
	Expected	89.746	44.183	20.711	7.2487	13.8071	28.305	204.00
25-34	Observed	32	19	10	4	9	22	96
	Expected	42.234	20.792	9.746	3.4112	6.4975	13.320	96.00
35-44	Observed	54	14	3	3	4	12	90
	Expected	39.594	19.492	9.137	3.1980	6.0914	12.487	90.00
45-54	Observed	45	22	7	3	6	5	88
	Expected	38.714	19.059	8.934	3.1269	5.9560	12.210	88.00
55-64	Observed	61	17	6	1	4	8	97
	Expected	42.673	21.008	9.848	3.4467	6.5651	13.459	97.00
65-74	Observed	6	1	2	0	1	2	12
	Expected	5.279	2.599	1.218	0.4264	0.8122	1.665	12.00
75+	Observed	0	1	0	0	0	0	1
	Expected	0.440	0.217	0.102	0.0355	0.0677	0.139	1.00
Total	Observed	260	128	60	21	40	82	591
	Expected	260.000	128.000	60.000	21.0000	40.0000	82.000	591.00

χ^2 Tests

	Value	df	p
χ^2	69.5	35	< .001
N	591		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q12_1 - Redes Sociais de Noticias - Facebook						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
menos de 18 anos	Observed	2	0	0	0	0	1	3
	Expected	1.618	0.536	0.1843	0.0979	0.1036	0.461	3.00
18-24	Observed	69	32	14	8	15	44	182
	Expected	98.161	32.488	11.1785	5.9386	6.2879	27.946	182.00
25-34	Observed	40	18	10	3	2	16	89
	Expected	48.002	15.887	5.4664	2.9040	3.0749	13.666	89.00
35-44	Observed	54	14	2	2	0	6	78
	Expected	42.069	13.923	4.7908	2.5451	2.6948	11.977	78.00
45-54	Observed	53	14	4	1	1	7	80
	Expected	43.148	14.280	4.9136	2.6104	2.7639	12.284	80.00
55-64	Observed	56	13	2	3	0	5	79
	Expected	42.608	14.102	4.8522	2.5777	2.7294	12.131	79.00
65-74	Observed	6	2	0	0	0	1	9
	Expected	4.854	1.607	0.5528	0.2937	0.3109	1.382	9.00
75+	Observed	1	0	0	0	0	0	1
	Expected	0.539	0.179	0.0614	0.0326	0.0345	0.154	1.00
Total	Observed	281	93	32	17	18	80	521
	Expected	281.000	93.000	32.0000	17.0000	18.0000	80.000	521.00

χ^2 Tests

	Value	df	p
χ^2	72.3	35	< .001
N	521		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q12_2 - Redes Sociais de Noticias - Instagram						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
menos de 18 anos	Observed	3	0	0	0	0	0	3
	Expected	1.365	0.489	0.1670	0.0691	0.0633	0.846	3.00
18-24	Observed	94	35	11	5	2	35	182
	Expected	82.791	29.693	10.1305	4.1919	3.8426	51.351	182.00
25-34	Observed	52	13	5	3	0	16	89
	Expected	40.486	14.520	4.9539	2.0499	1.8791	25.111	89.00
35-44	Observed	32	14	1	1	1	29	78
	Expected	35.482	12.726	4.3417	1.7965	1.6468	22.008	78.00
45-54	Observed	20	15	7	1	6	31	80
	Expected	36.392	13.052	4.4530	1.8426	1.6891	22.572	80.00
55-64	Observed	33	6	5	2	2	31	79
	Expected	35.937	12.889	4.3973	1.8196	1.6679	22.290	79.00
65-74	Observed	3	1	0	0	0	5	9
	Expected	4.094	1.468	0.5010	0.2073	0.1900	2.539	9.00
75+	Observed	0	1	0	0	0	0	1
	Expected	0.455	0.163	0.0557	0.0230	0.0211	0.282	1.00
Total	Observed	237	85	29	12	11	147	521
	Expected	237.000	85.000	29.0000	12.0000	11.0000	147.000	521.00

χ^2 Tests

	Value	df	p
χ^2	67.3	35	< .001
N	521		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q12_3 - Redes Sociais de Noticias - LinkedIn						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
menos de 18 anos	Observed	0	0	0	0	0	3	3
	Expected	0.651	0.478	0.2131	0.1094	0.2246	1.324	3.00
18-24	Observed	54	37	17	10	12	52	182
	Expected	39.474	28.994	12.9251	6.6372	13.6238	80.345	182.00
25-34	Observed	28	22	5	3	5	26	89
	Expected	19.303	14.179	6.3205	3.2457	6.6622	39.290	89.00
35-44	Observed	14	9	4	1	7	43	78
	Expected	16.917	12.426	5.5393	2.8445	5.8388	34.434	78.00
45-54	Observed	11	10	6	2	4	47	80
	Expected	17.351	12.745	5.6814	2.9175	5.9885	35.317	80.00
55-64	Observed	5	5	5	3	8	53	79
	Expected	17.134	12.585	5.6104	2.8810	5.9136	34.875	79.00
65-74	Observed	1	0	0	0	2	6	9
	Expected	1.952	1.434	0.6392	0.3282	0.6737	3.973	9.00
75+	Observed	0	0	0	0	1	0	1
	Expected	0.217	0.159	0.0710	0.0365	0.0749	0.441	1.00
Total	Observed	113	83	37	19	39	230	521
	Expected	113.000	83.000	37.0000	19.0000	39.0000	230.000	521.00

χ^2 Tests

	Value	df	p
χ^2	93.4	35	< .001
N	521		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q12_4 - Redes Sociais de Noticias - Youtube						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
menos de 18 anos	Observed	3	0	0	0	0	0	3
	Expected	0.570	0.564	0.351	0.2476	0.2534	1.013	3.00
18-24	Observed	37	33	20	19	8	65	182
	Expected	34.583	34.234	21.309	15.0211	15.3704	61.482	182.00
25-34	Observed	13	15	11	6	11	33	89
	Expected	16.912	16.741	10.420	7.3455	7.5163	30.065	89.00
35-44	Observed	20	17	8	5	4	24	78
	Expected	14.821	14.672	9.132	6.4376	6.5873	26.349	78.00
45-54	Observed	8	13	13	4	13	29	80
	Expected	15.202	15.048	9.367	6.6027	6.7562	27.025	80.00
55-64	Observed	16	18	8	8	8	21	79
	Expected	15.012	14.860	9.250	6.5202	6.6718	26.687	79.00
65-74	Observed	1	2	1	1	0	4	9
	Expected	1.710	1.693	1.054	0.7428	0.7601	3.040	9.00
75+	Observed	1	0	0	0	0	0	1
	Expected	0.190	0.188	0.117	0.0825	0.0845	0.338	1.00
Total	Observed	99	98	61	43	44	176	521
	Expected	99.000	98.000	61.000	43.0000	44.0000	176.000	521.00

χ^2 Tests

	Value	df	p
χ^2	45.5	35	0.110
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q12_5 - Redes Sociais de Noticias - Twitter						Total
		Diariamente	2 ou + vezes por semana	1 vez por semana	1 vez por Quinzena	1 vez por mês	Não utilizo	
menos de 18 anos	Observed	2	0	0	0	0	1	3
	Expected	0.2764	0.0979	0.0864	0.01727	0.0806	2.441	3.00
18-24	Observed	26	10	7	1	6	141	191
	Expected	17.5969	6.2322	5.4990	1.09981	5.1324	155.440	191.00
25-34	Observed	9	3	3	0	0	72	87
	Expected	8.0154	2.8388	2.5048	0.50096	2.3378	70.802	87.00
35-44	Observed	4	1	3	0	2	70	80
	Expected	7.3704	2.6104	2.3033	0.46065	2.1497	65.106	80.00
45-54	Observed	3	1	0	0	2	69	75
	Expected	6.9098	2.4472	2.1593	0.43186	2.0154	61.036	75.00
55-64	Observed	4	1	2	2	2	65	76
	Expected	7.0019	2.4798	2.1881	0.43762	2.0422	61.850	76.00
65-74	Observed	0	1	0	0	1	6	8
	Expected	0.7370	0.2610	0.2303	0.04607	0.2150	6.511	8.00
75+	Observed	0	0	0	0	1	0	1
	Expected	0.0921	0.0326	0.0288	0.00576	0.0269	0.814	1.00
Total	Observed	48	17	15	3	14	424	521
	Expected	48.0000	17.0000	15.0000	3.00000	14.0000	424.000	521.00

χ^2 Tests

	Value	df	p
χ^2	83.6	35	< .001
N	521		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q13 - Interesse em novas plataformas - Plataformas Streaming 0	1	Total
menos de 18 anos	Observed	0	3	3
	Expected	1.273	1.727	3.00
18-24	Observed	78	104	182
	Expected	77.202	104.798	182.00
25-34	Observed	36	53	89
	Expected	37.752	51.248	89.00
35-44	Observed	33	45	78
	Expected	33.086	44.914	78.00
45-54	Observed	29	51	80
	Expected	33.935	46.065	80.00
55-64	Observed	39	40	79
	Expected	33.511	45.489	79.00
65-74	Observed	5	4	9
	Expected	3.818	5.182	9.00
75+	Observed	1	0	1
	Expected	0.424	0.576	1.00
Total	Observed	221	300	521
	Expected	221.000	300.000	521.00

χ^2 Tests

	Value	df	p
χ^2	7.17	7	0.412
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q13 - Interesse em novas plataformas - Snapchat 0	1	Total
menos de 18 anos	Observed	2	1	3
	Expected	2.948	0.0518	3.00
18-24	Observed	178	4	182
	Expected	178.856	3.1440	182.00
25-34	Observed	88	1	89
	Expected	87.463	1.5374	89.00
35-44	Observed	77	1	78
	Expected	76.653	1.3474	78.00
45-54	Observed	78	2	80
	Expected	78.618	1.3820	80.00
55-64	Observed	79	0	79
	Expected	77.635	1.3647	79.00
65-74	Observed	9	0	9
	Expected	8.845	0.1555	9.00
75+	Observed	1	0	1
	Expected	0.983	0.0173	1.00
Total	Observed	512	9	521
	Expected	512.000	9.0000	521.00

χ^2 Tests

	Value	df	p
χ^2	20.0	7	0.006
N	521		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q13 - Interesse em novas plataformas - Tiktok 0	1	Total
menos de 18 anos	Observed	1	2	3
	Expected	2.741	0.2591	3.00
18-24	Observed	159	23	182
	Expected	166.280	15.7198	182.00
25-34	Observed	76	13	89
	Expected	81.313	7.6871	89.00
35-44	Observed	74	4	78
	Expected	71.263	6.7370	78.00
45-54	Observed	78	2	80
	Expected	73.090	6.9098	80.00
55-64	Observed	78	1	79
	Expected	72.177	6.8234	79.00
65-74	Observed	9	0	9
	Expected	8.223	0.7774	9.00
75+	Observed	1	0	1
	Expected	0.914	0.0864	1.00
Total	Observed	476	45	521
	Expected	476.000	45.0000	521.00

χ^2 Tests

	Value	df	p
χ^2	31.9	7	< .001
N	521		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q13 - Interesse em novas plataformas - Nenhuma 0	1	Total
menos de 18 anos	Observed	3	0	3
	Expected	1.820	1.180	3.00
18-24	Observed	113	69	182
	Expected	110.388	71.612	182.00
25-34	Observed	55	34	89
	Expected	53.981	35.019	89.00
35-44	Observed	47	31	78
	Expected	47.309	30.691	78.00
45-54	Observed	53	27	80
	Expected	48.522	31.478	80.00
55-64	Observed	41	38	79
	Expected	47.916	31.084	79.00
65-74	Observed	4	5	9
	Expected	5.459	3.541	9.00
75+	Observed	0	1	1
	Expected	0.607	0.393	1.00
Total	Observed	316	205	521
	Expected	316.000	205.000	521.00

χ^2 Tests

	Value	df	p
χ^2	8.28	7	0.309
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q14 - Motivos de uso Redes Sociais - Comodidade 0	1	Total
menos de 18 anos	Observed	0	3	3
	Expected	0.662	2.338	3.00
18-24	Observed	21	161	182
	Expected	40.173	141.827	182.00
25-34	Observed	6	83	89
	Expected	19.645	69.355	89.00
35-44	Observed	35	43	78
	Expected	17.217	60.783	78.00
45-54	Observed	23	57	80
	Expected	17.658	62.342	80.00
55-64	Observed	25	54	79
	Expected	17.438	61.562	79.00
65-74	Observed	4	5	9
	Expected	1.987	7.013	9.00
75+	Observed	1	0	1
	Expected	0.221	0.779	1.00
Total	Observed	115	406	521
	Expected	115.000	406.000	521.00

χ^2 Tests

	Value	df	p
χ^2	60.8	7	< .001
N	521		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q14 - Motivos de uso Redes Sociais - Personalização 0	1	Total
menos de 18 anos	Observed	2	1	3
	Expected	1.877	1.123	3.00
18-24	Observed	102	80	182
	Expected	113.881	68.119	182.00
25-34	Observed	54	35	89
	Expected	55.689	33.311	89.00
35-44	Observed	55	23	78
	Expected	48.806	29.194	78.00
45-54	Observed	51	29	80
	Expected	50.058	29.942	80.00
55-64	Observed	53	26	79
	Expected	49.432	29.568	79.00
65-74	Observed	8	1	9
	Expected	5.631	3.369	9.00
75+	Observed	1	0	1
	Expected	0.626	0.374	1.00
Total	Observed	326	195	521
	Expected	326.000	195.000	521.00

χ^2 Tests

	Value	df	p
χ^2	9.57	7	0.215
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q14 - Motivos de uso Redes Sociais - Sempre informado 0	1	Total
menos de 18 anos	Observed	2	1	3
	Expected	1.940	1.060	3.00
18-24	Observed	116	66	182
	Expected	117.724	64.276	182.00
25-34	Observed	61	28	89
	Expected	57.568	31.432	89.00
35-44	Observed	51	27	78
	Expected	50.453	27.547	78.00
45-54	Observed	49	31	80
	Expected	51.747	28.253	80.00
55-64	Observed	52	27	79
	Expected	51.100	27.900	79.00
65-74	Observed	6	3	9
	Expected	5.821	3.179	9.00
75+	Observed	0	1	1
	Expected	0.647	0.353	1.00
Total	Observed	337	184	521
	Expected	337.000	184.000	521.00

χ^2 Tests

	Value	df	p
χ^2	2.98	7	0.887
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q14 - Motivos de uso Redes Sociais - Interatividade 0	1	Total
menos de 18 anos	Observed	3	0	3
	Expected	2.666	0.334	3.00
18-24	Observed	168	14	182
	Expected	161.739	20.261	182.00
25-34	Observed	81	8	89
	Expected	79.092	9.908	89.00
35-44	Observed	69	9	78
	Expected	69.317	8.683	78.00
45-54	Observed	69	11	80
	Expected	71.094	8.906	80.00
55-64	Observed	65	14	79
	Expected	70.205	8.795	79.00
65-74	Observed	7	2	9
	Expected	7.998	1.002	9.00
75+	Observed	1	0	1
	Expected	0.889	0.111	1.00
Total	Observed	463	58	521
	Expected	463.000	58.000	521.00

χ^2 Tests

	Value	df	p
χ^2	8.24	7	0.312
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q14 - Motivos de uso Redes Sociais - Confiança 0	1	Total
menos de 18 anos	Observed	3	0	3
	Expected	2.850	0.1497	3.00
18-24	Observed	172	10	182
	Expected	172.917	9.0825	182.00
25-34	Observed	85	4	89
	Expected	84.559	4.4415	89.00
35-44	Observed	76	2	78
	Expected	74.107	3.8925	78.00
45-54	Observed	77	3	80
	Expected	76.008	3.9923	80.00
55-64	Observed	73	6	79
	Expected	75.058	3.9424	79.00
65-74	Observed	8	1	9
	Expected	8.551	0.4491	9.00
75+	Observed	1	0	1
	Expected	0.950	0.0499	1.00
Total	Observed	495	26	521
	Expected	495.000	26.0000	521.00

χ^2 Tests

	Value	df	p
χ^2	3.42	7	0.843
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q14 - Motivos de uso Redes Sociais - Diversidade 0	1	Total
menos de 18 anos	Observed	3	0	3
	Expected	2.119	0.881	3.00
18-24	Observed	120	62	182
	Expected	128.553	53.447	182.00
25-34	Observed	57	32	89
	Expected	62.864	26.136	89.00
35-44	Observed	63	15	78
	Expected	55.094	22.906	78.00
45-54	Observed	62	18	80
	Expected	56.507	23.493	80.00
55-64	Observed	56	23	79
	Expected	55.800	23.200	79.00
65-74	Observed	6	3	9
	Expected	6.357	2.643	9.00
75+	Observed	1	0	1
	Expected	0.706	0.294	1.00
Total	Observed	368	153	521
	Expected	368.000	153.000	521.00

χ^2 Tests

	Value	df	p
χ^2	11.2	7	0.129
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q14 - Motivos de uso Redes Sociais - Formato 0	1	Total
menos de 18 anos	Observed	3	0	3
	Expected	1.353	1.647	3.00
18-24	Observed	59	123	182
	Expected	82.092	99.908	182.00
25-34	Observed	37	52	89
	Expected	40.144	48.856	89.00
35-44	Observed	39	39	78
	Expected	35.182	42.818	78.00
45-54	Observed	44	36	80
	Expected	36.084	43.916	80.00
55-64	Observed	46	33	79
	Expected	35.633	43.367	79.00
65-74	Observed	6	3	9
	Expected	4.060	4.940	9.00
75+	Observed	1	0	1
	Expected	0.451	0.549	1.00
Total	Observed	235	286	521
	Expected	235.000	286.000	521.00

χ^2 Tests

	Value	df	p
χ^2	28.3	7	< .001
N	521		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q14 - Motivos de uso Redes Sociais - Nenhum dos anteriores 0	1	Total
menos de 18 anos	Observed	3	0	3
	Expected	2.914	0.0864	3.00
18-24	Observed	180	2	182
	Expected	176.760	5.2399	182.00
25-34	Observed	89	0	89
	Expected	86.438	2.5624	89.00
35-44	Observed	72	6	78
	Expected	75.754	2.2457	78.00
45-54	Observed	76	4	80
	Expected	77.697	2.3033	80.00
55-64	Observed	76	3	79
	Expected	76.726	2.2745	79.00
65-74	Observed	9	0	9
	Expected	8.741	0.2591	9.00
75+	Observed	1	0	1
	Expected	0.971	0.0288	1.00
Total	Observed	506	15	521
	Expected	506.000	15.0000	521.00

χ^2 Tests

	Value	df	p
χ^2	13.1	7	0.070
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q15 - Motivos de uso Apps - Comodidade 0	1	Total
menos de 18 anos	Observed	0	2	2
	Expected	0.791	1.209	2.00
18-24	Observed	43	79	122
	Expected	48.271	73.729	122.00
25-34	Observed	17	38	55
	Expected	21.762	33.238	55.00
35-44	Observed	25	31	56
	Expected	22.157	33.843	56.00
45-54	Observed	25	32	57
	Expected	22.553	34.447	57.00
55-64	Observed	33	36	69
	Expected	27.301	41.699	69.00
65-74	Observed	2	5	7
	Expected	2.770	4.230	7.00
75+	Observed	1	0	1
	Expected	0.396	0.604	1.00
Total	Observed	146	223	369
	Expected	146.000	223.000	369.00

χ^2 Tests

	Value	df	p
χ^2	8.88	7	0.261
N	369		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q15 - Motivos de uso Apps - Guardar 0	1	Total
menos de 18 anos	Observed	2	0	2
	Expected	1.545	0.455	2.00
18-24	Observed	87	35	122
	Expected	94.228	27.772	122.00
25-34	Observed	40	15	55
	Expected	42.480	12.520	55.00
35-44	Observed	45	11	56
	Expected	43.252	12.748	56.00
45-54	Observed	48	9	57
	Expected	44.024	12.976	57.00
55-64	Observed	58	11	69
	Expected	53.293	15.707	69.00
65-74	Observed	4	3	7
	Expected	5.407	1.593	7.00
75+	Observed	1	0	1
	Expected	0.772	0.228	1.00
Total	Observed	285	84	369
	Expected	285.000	84.000	369.00

χ^2 Tests

	Value	df	p
χ^2	9.28	7	0.233
N	369		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q15 - Motivos de uso Apps - Funcionalidade Offline		
		0	1	Total
menos de 18 anos	Observed	2	0	2
	Expected	1.772	0.228	2.00
18-24	Observed	110	12	122
	Expected	108.114	13.886	122.00
25-34	Observed	49	6	55
	Expected	48.740	6.260	55.00
35-44	Observed	51	5	56
	Expected	49.626	6.374	56.00
45-54	Observed	48	9	57
	Expected	50.512	6.488	57.00
55-64	Observed	59	10	69
	Expected	61.146	7.854	69.00
65-74	Observed	7	0	7
	Expected	6.203	0.797	7.00
75+	Observed	1	0	1
	Expected	0.886	0.114	1.00
Total	Observed	327	42	369
	Expected	327.000	42.000	369.00

χ^2 Tests

	Value	df	p
χ^2	3.68	7	0.816
N	369		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q15 - Motivos de uso Apps - Personalização 0	1	Total
menos de 18 anos	Observed	2	0	2
	Expected	1.599	0.401	2.00
18-24	Observed	90	32	122
	Expected	97.534	24.466	122.00
25-34	Observed	45	10	55
	Expected	43.970	11.030	55.00
35-44	Observed	44	12	56
	Expected	44.770	11.230	56.00
45-54	Observed	45	12	57
	Expected	45.569	11.431	57.00
55-64	Observed	62	7	69
	Expected	55.163	13.837	69.00
65-74	Observed	6	1	7
	Expected	5.596	1.404	7.00
75+	Observed	1	0	1
	Expected	0.799	0.201	1.00
Total	Observed	295	74	369
	Expected	295.000	74.000	369.00

χ^2 Tests

	Value	df	p
χ^2	8.25	7	0.311
N	369		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q15 - Motivos de uso Apps - Sempre informado 0	1	Total
menos de 18 anos	Observed	2	0	2
	Expected	0.916	1.084	2.00
18-24	Observed	43	79	122
	Expected	55.875	66.125	122.00
25-34	Observed	23	32	55
	Expected	25.190	29.810	55.00
35-44	Observed	32	24	56
	Expected	25.648	30.352	56.00
45-54	Observed	23	34	57
	Expected	26.106	30.894	57.00
55-64	Observed	39	30	69
	Expected	31.602	37.398	69.00
65-74	Observed	7	0	7
	Expected	3.206	3.794	7.00
75+	Observed	0	1	1
	Expected	0.458	0.542	1.00
Total	Observed	169	200	369
	Expected	169.000	200.000	369.00

χ^2 Tests

	Value	df	p
χ^2	24.1	7	0.001
N	369		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q15 - Motivos de uso Apps - Dimensão 0	1	Total
menos de 18 anos	Observed	2	0	2
	Expected	1.593	0.407	2.00
18-24	Observed	93	29	122
	Expected	97.203	24.797	122.00
25-34	Observed	42	13	55
	Expected	43.821	11.179	55.00
35-44	Observed	38	18	56
	Expected	44.618	11.382	56.00
45-54	Observed	48	9	57
	Expected	45.415	11.585	57.00
55-64	Observed	64	5	69
	Expected	54.976	14.024	69.00
65-74	Observed	6	1	7
	Expected	5.577	1.423	7.00
75+	Observed	1	0	1
	Expected	0.797	0.203	1.00
Total	Observed	294	75	369
	Expected	294.000	75.000	369.00

χ^2 Tests

	Value	df	p
χ^2	15.0	7	0.036
N	369		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q15 - Motivos de uso Apps - Nenhum dos anteriores 0	1	Total
menos de 18 anos	Observed	2	0	2
	Expected	1.854	0.1463	2.00
18-24	Observed	117	5	122
	Expected	113.073	8.9268	122.00
25-34	Observed	51	4	55
	Expected	50.976	4.0244	55.00
35-44	Observed	52	4	56
	Expected	51.902	4.0976	56.00
45-54	Observed	52	5	57
	Expected	52.829	4.1707	57.00
55-64	Observed	60	9	69
	Expected	63.951	5.0488	69.00
65-74	Observed	7	0	7
	Expected	6.488	0.5122	7.00
75+	Observed	1	0	1
	Expected	0.927	0.0732	1.00
Total	Observed	342	27	369
	Expected	342.000	27.0000	369.00

χ^2 Tests

	Value	df	p
χ^2	6.17	7	0.520
N	369		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q15 - Motivos de uso Apps - Confiança 0	1	Total
menos de 18 anos	Observed	2	0	2
	Expected	1.556	0.444	2.00
18-24	Observed	71	51	122
	Expected	94.889	27.111	122.00
25-34	Observed	40	15	55
	Expected	42.778	12.222	55.00
35-44	Observed	53	3	56
	Expected	43.556	12.444	56.00
45-54	Observed	52	5	57
	Expected	44.333	12.667	57.00
55-64	Observed	61	8	69
	Expected	53.667	15.333	69.00
65-74	Observed	7	0	7
	Expected	5.444	1.556	7.00
75+	Observed	1	0	1
	Expected	0.778	0.222	1.00
Total	Observed	287	82	369
	Expected	287.000	82.000	369.00

χ^2 Tests

	Value	df	p
χ^2	50.4	7	< .001
N	369		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q16 - Motivos de uso Websites - Comodidade 0	1	Total
menos de 18 anos	Observed	1	2	3
	Expected	1.152	1.848	3.00
18-24	Observed	82	93	175
	Expected	67.205	107.795	175.00
25-34	Observed	30	60	90
	Expected	34.563	55.437	90.00
35-44	Observed	31	50	81
	Expected	31.106	49.894	81.00
45-54	Observed	26	51	77
	Expected	29.570	47.430	77.00
55-64	Observed	29	59	88
	Expected	33.795	54.205	88.00
65-74	Observed	2	9	11
	Expected	4.224	6.776	11.00
75+	Observed	1	0	1
	Expected	0.384	0.616	1.00
Total	Observed	202	324	526
	Expected	202.000	324.000	526.00

χ^2 Tests

	Value	df	p
χ^2	11.6	7	0.114
N	526		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q16 - Motivos de uso Websites - Memória 0	1	Total
menos de 18 anos	Observed	3	0	3
	Expected	2.510	0.490	3.00
18-24	Observed	148	27	175
	Expected	146.388	28.612	175.00
25-34	Observed	74	16	90
	Expected	75.285	14.715	90.00
35-44	Observed	69	12	81
	Expected	67.757	13.243	81.00
45-54	Observed	64	13	77
	Expected	64.411	12.589	77.00
55-64	Observed	73	15	88
	Expected	73.612	14.388	88.00
65-74	Observed	8	3	11
	Expected	9.202	1.798	11.00
75+	Observed	1	0	1
	Expected	0.837	0.163	1.00
Total	Observed	440	86	526
	Expected	440.000	86.000	526.00

χ^2 Tests

	Value	df	p
χ^2	2.17	7	0.950
N	526		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q16 - Motivos de uso Websites - Personalização 0	1	Total
menos de 18 anos	Observed	2	1	3
	Expected	2.584	0.416	3.00
18-24	Observed	154	21	175
	Expected	150.713	24.287	175.00
25-34	Observed	78	12	90
	Expected	77.510	12.490	90.00
35-44	Observed	69	12	81
	Expected	69.759	11.241	81.00
45-54	Observed	62	15	77
	Expected	66.314	10.686	77.00
55-64	Observed	78	10	88
	Expected	75.787	12.213	88.00
65-74	Observed	9	2	11
	Expected	9.473	1.527	11.00
75+	Observed	1	0	1
	Expected	0.861	0.139	1.00
Total	Observed	453	73	526
	Expected	453.000	73.000	526.00

χ^2 Tests

	Value	df	p
χ^2	4.37	7	0.737
N	526		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q16 - Motivos de uso Websites - Sempre informado 0	1	Total
menos de 18 anos	Observed	1	2	3
	Expected	2.207	0.793	3.00
18-24	Observed	147	28	175
	Expected	128.755	46.245	175.00
25-34	Observed	72	18	90
	Expected	66.217	23.783	90.00
35-44	Observed	53	28	81
	Expected	59.595	21.405	81.00
45-54	Observed	52	25	77
	Expected	56.652	20.348	77.00
55-64	Observed	55	33	88
	Expected	64.745	23.255	88.00
65-74	Observed	7	4	11
	Expected	8.093	2.907	11.00
75+	Observed	0	1	1
	Expected	0.736	0.264	1.00
Total	Observed	387	139	526
	Expected	387.000	139.000	526.00

χ^2 Tests

	Value	df	p
χ^2	27.3	7	< .001
N	526		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q16 - Motivos de uso Websites - Interatividade 0	1	Total
menos de 18 anos	Observed	3	0	3
	Expected	2.715	0.2852	3.00
18-24	Observed	161	14	175
	Expected	158.365	16.6350	175.00
25-34	Observed	84	6	90
	Expected	81.445	8.5551	90.00
35-44	Observed	76	5	81
	Expected	73.300	7.6996	81.00
45-54	Observed	69	8	77
	Expected	69.681	7.3194	77.00
55-64	Observed	74	14	88
	Expected	79.635	8.3650	88.00
65-74	Observed	8	3	11
	Expected	9.954	1.0456	11.00
75+	Observed	1	0	1
	Expected	0.905	0.0951	1.00
Total	Observed	476	50	526
	Expected	476.000	50.0000	526.00

χ^2 Tests

	Value	df	p
χ^2	11.1	7	0.136
N	526		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q16 - Motivos de uso Websites - Confiança 0	1	Total
menos de 18 anos	Observed	3	0	3
	Expected	2.253	0.747	3.00
18-24	Observed	99	76	175
	Expected	131.416	43.584	175.00
25-34	Observed	63	27	90
	Expected	67.586	22.414	90.00
35-44	Observed	71	10	81
	Expected	60.827	20.173	81.00
45-54	Observed	67	10	77
	Expected	57.823	19.177	77.00
55-64	Observed	81	7	88
	Expected	66.084	21.916	88.00
65-74	Observed	10	1	11
	Expected	8.260	2.740	11.00
75+	Observed	1	0	1
	Expected	0.751	0.249	1.00
Total	Observed	395	131	526
	Expected	395.000	131.000	526.00

χ^2 Tests

	Value	df	p
χ^2	62.4	7	< .001
N	526		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q16 - Motivos de uso Websites - Dimensão 0	1	Total
menos de 18 anos	Observed	3	0	3
	Expected	2.367	0.633	3.00
18-24	Observed	133	42	175
	Expected	138.070	36.930	175.00
25-34	Observed	66	24	90
	Expected	71.008	18.992	90.00
35-44	Observed	66	15	81
	Expected	63.907	17.093	81.00
45-54	Observed	62	15	77
	Expected	60.751	16.249	77.00
55-64	Observed	76	12	88
	Expected	69.430	18.570	88.00
65-74	Observed	8	3	11
	Expected	8.679	2.321	11.00
75+	Observed	1	0	1
	Expected	0.789	0.211	1.00
Total	Observed	415	111	526
	Expected	415.000	111.000	526.00

χ^2 Tests

	Value	df	p
χ^2	7.27	7	0.401
N	526		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q16 - Motivos de uso Websites - Nenhum dos anteriores 0	1	Total
menos de 18 anos	Observed	3	0	3
	Expected	2.692	0.308	3.00
18-24	Observed	151	24	175
	Expected	157.034	17.966	175.00
25-34	Observed	83	7	90
	Expected	80.760	9.240	90.00
35-44	Observed	75	6	81
	Expected	72.684	8.316	81.00
45-54	Observed	69	8	77
	Expected	69.095	7.905	77.00
55-64	Observed	79	9	88
	Expected	78.966	9.034	88.00
65-74	Observed	11	0	11
	Expected	9.871	1.129	11.00
75+	Observed	1	0	1
	Expected	0.897	0.103	1.00
Total	Observed	472	54	526
	Expected	472.000	54.000	526.00

χ^2 Tests

	Value	df	p
χ^2	5.30	7	0.623
N	526		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q17 - Motivos de uso Agregadores de Áudio - Comodidade 0	1	Total
menos de 18 anos	Observed	2	0	2
	Expected	1.29	0.708	2.00
18-24	Observed	63	35	98
	Expected	63.31	34.693	98.00
25-34	Observed	32	14	46
	Expected	29.72	16.285	46.00
35-44	Observed	24	18	42
	Expected	27.13	14.869	42.00
45-54	Observed	27	16	43
	Expected	27.78	15.223	43.00
55-64	Observed	25	13	38
	Expected	24.55	13.453	38.00
65-74	Observed	4	1	5
	Expected	3.23	1.770	5.00
75+	Observed	0	0	0
	Expected	0.00	0.000	0.00
Total	Observed	177	97	274
	Expected	177.00	97.000	274.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	274		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q17 - Motivos de uso Agregadores de Áudio - Multi-Tasking 0	1	Total
menos de 18 anos	Observed	1	1	2
	Expected	1.01	0.985	2.00
18-24	Observed	29	69	98
	Expected	49.72	48.285	98.00
25-34	Observed	19	27	46
	Expected	23.34	22.664	46.00
35-44	Observed	25	17	42
	Expected	21.31	20.693	42.00
45-54	Observed	34	9	43
	Expected	21.81	21.186	43.00
55-64	Observed	26	12	38
	Expected	19.28	18.723	38.00
65-74	Observed	5	0	5
	Expected	2.54	2.464	5.00
75+	Observed	0	0	0
	Expected	0.00	0.000	0.00
Total	Observed	139	135	274
	Expected	139.00	135.000	274.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	274		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q17 - Motivos de uso Agregadores de Áudio - Funcionalidade Offline		
		0	1	Total
menos de 18 anos	Observed	2	0	2
	Expected	1.54	0.460	2.00
18-24	Observed	70	28	98
	Expected	75.47	22.533	98.00
25-34	Observed	32	14	46
	Expected	35.42	10.577	46.00
35-44	Observed	34	8	42
	Expected	32.34	9.657	42.00
45-54	Observed	34	9	43
	Expected	33.11	9.887	43.00
55-64	Observed	35	3	38
	Expected	29.26	8.737	38.00
65-74	Observed	4	1	5
	Expected	3.85	1.150	5.00
75+	Observed	0	0	0
	Expected	0.00	0.000	0.00
Total	Observed	211	63	274
	Expected	211.00	63.000	274.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	274		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q17 - Motivos de uso Agregadores de Áudio - Personalização 0	1	Total
menos de 18 anos	Observed	2	0	2
	Expected	1.52	0.482	2.00
18-24	Observed	75	23	98
	Expected	74.39	23.606	98.00
25-34	Observed	36	10	46
	Expected	34.92	11.080	46.00
35-44	Observed	33	9	42
	Expected	31.88	10.117	42.00
45-54	Observed	30	13	43
	Expected	32.64	10.358	43.00
55-64	Observed	30	8	38
	Expected	28.85	9.153	38.00
65-74	Observed	2	3	5
	Expected	3.80	1.204	5.00
75+	Observed	0	0	0
	Expected	0.00	0.000	0.00
Total	Observed	208	66	274
	Expected	208.00	66.000	274.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	274		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q17 - Motivos de uso Agregadores de Áudio - Sempre Informado 0	1	Total
menos de 18 anos	Observed	2	0	2
	Expected	1.84	0.161	2.00
18-24	Observed	92	6	98
	Expected	90.13	7.869	98.00
25-34	Observed	43	3	46
	Expected	42.31	3.693	46.00
35-44	Observed	38	4	42
	Expected	38.63	3.372	42.00
45-54	Observed	39	4	43
	Expected	39.55	3.453	43.00
55-64	Observed	33	5	38
	Expected	34.95	3.051	38.00
65-74	Observed	5	0	5
	Expected	4.60	0.401	5.00
75+	Observed	0	0	0
	Expected	0.00	0.000	0.00
Total	Observed	252	22	274
	Expected	252.00	22.000	274.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	274		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q17 - Motivos de uso Agregadores de Áudio - Confiança 0	1	Total
menos de 18 anos	Observed	2	0	2
	Expected	1.80	0.204	2.00
18-24	Observed	80	18	98
	Expected	87.99	10.015	98.00
25-34	Observed	43	3	46
	Expected	41.30	4.701	46.00
35-44	Observed	38	4	42
	Expected	37.71	4.292	42.00
45-54	Observed	41	2	43
	Expected	38.61	4.394	43.00
55-64	Observed	38	0	38
	Expected	34.12	3.883	38.00
65-74	Observed	4	1	5
	Expected	4.49	0.511	5.00
75+	Observed	0	0	0
	Expected	0.00	0.000	0.00
Total	Observed	246	28	274
	Expected	246.00	28.000	274.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	274		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q17 - Motivos de uso Agregadores de Áudio - Dimensão 0	1	Total
menos de 18 anos	Observed	2	0	2
	Expected	1.76	0.241	2.00
18-24	Observed	78	20	98
	Expected	86.20	11.803	98.00
25-34	Observed	41	5	46
	Expected	40.46	5.540	46.00
35-44	Observed	41	1	42
	Expected	36.94	5.058	42.00
45-54	Observed	40	3	43
	Expected	37.82	5.179	43.00
55-64	Observed	35	3	38
	Expected	33.42	4.577	38.00
65-74	Observed	4	1	5
	Expected	4.40	0.602	5.00
75+	Observed	0	0	0
	Expected	0.00	0.000	0.00
Total	Observed	241	33	274
	Expected	241.00	33.000	274.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	274		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q17 - Motivos de uso Agregadores de Áudio - Nenhum dos anteriores 0	1	Total
menos de 18 anos	Observed	1	1	2
	Expected	1.59	0.409	2.00
18-24	Observed	84	14	98
	Expected	77.97	20.029	98.00
25-34	Observed	35	11	46
	Expected	36.60	9.401	46.00
35-44	Observed	35	7	42
	Expected	33.42	8.584	42.00
45-54	Observed	34	9	43
	Expected	34.21	8.788	43.00
55-64	Observed	25	13	38
	Expected	30.23	7.766	38.00
65-74	Observed	4	1	5
	Expected	3.98	1.022	5.00
75+	Observed	0	0	0
	Expected	0.00	0.000	0.00
Total	Observed	218	56	274
	Expected	218.00	56.000	274.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	274		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q18 - Motivos de uso Agregadores de Notícias - Comodidade 0	1	Total
menos de 18 anos	Observed	1	2	3
	Expected	1.112	1.888	3.00
18-24	Observed	45	74	119
	Expected	44.096	74.904	119.00
25-34	Observed	26	34	60
	Expected	22.234	37.766	60.00
35-44	Observed	23	35	58
	Expected	21.492	36.508	58.00
45-54	Observed	23	46	69
	Expected	25.569	43.431	69.00
55-64	Observed	25	51	76
	Expected	28.162	47.838	76.00
65-74	Observed	2	6	8
	Expected	2.964	5.036	8.00
75+	Observed	1	0	1
	Expected	0.371	0.629	1.00
Total	Observed	146	248	394
	Expected	146.000	248.000	394.00

χ^2 Tests

	Value	df	p
χ^2	4.40	7	0.733
N	394		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q18 - Motivos de uso Agregadores de Notícias - Personalização 0	1	Total
menos de 18 anos	Observed	2	1	3
	Expected	2.307	0.693	3.00
18-24	Observed	86	33	119
	Expected	91.515	27.485	119.00
25-34	Observed	42	18	60
	Expected	46.142	13.858	60.00
35-44	Observed	45	13	58
	Expected	44.604	13.396	58.00
45-54	Observed	54	15	69
	Expected	53.063	15.937	69.00
55-64	Observed	67	9	76
	Expected	58.447	17.553	76.00
65-74	Observed	6	2	8
	Expected	6.152	1.848	8.00
75+	Observed	1	0	1
	Expected	0.769	0.231	1.00
Total	Observed	303	91	394
	Expected	303.000	91.000	394.00

χ^2 Tests

	Value	df	p
χ^2	9.05	7	0.249
N	394		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q18 - Motivos de uso Agregadores de Notícias - Nenhum dos anteriores 0	1	Total
menos de 18 anos	Observed	3	0	3
	Expected	2.566	0.434	3.00
18-24	Observed	98	21	119
	Expected	101.784	17.216	119.00
25-34	Observed	50	10	60
	Expected	51.320	8.680	60.00
35-44	Observed	52	6	58
	Expected	49.609	8.391	58.00
45-54	Observed	61	8	69
	Expected	59.018	9.982	69.00
55-64	Observed	64	12	76
	Expected	65.005	10.995	76.00
65-74	Observed	8	0	8
	Expected	6.843	1.157	8.00
75+	Observed	1	0	1
	Expected	0.855	0.145	1.00
Total	Observed	337	57	394
	Expected	337.000	57.000	394.00

χ^2 Tests

	Value	df	p
χ^2	4.60	7	0.709
N	394		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q19 - Motivos de uso Motores de Busca - Comodidade 0	1	Total
menos de 18 anos	Observed	1	2	3
	Expected	0.931	2.069	3.00
18-24	Observed	64	107	171
	Expected	53.081	117.919	171.00
25-34	Observed	29	45	74
	Expected	22.971	51.029	74.00
35-44	Observed	22	56	78
	Expected	24.212	53.788	78.00
45-54	Observed	24	59	83
	Expected	25.764	57.236	83.00
55-64	Observed	17	72	89
	Expected	27.627	61.373	89.00
65-74	Observed	1	9	10
	Expected	3.104	6.896	10.00
75+	Observed	0	1	1
	Expected	0.310	0.690	1.00
Total	Observed	158	351	509
	Expected	158.000	351.000	509.00

χ^2 Tests

	Value	df	p
χ^2	14.5	7	0.043
N	509		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q19 - Motivos de uso Motores de Busca - Diversidade 0	1	Total
menos de 18 anos	Observed	2	1	3
	Expected	2.051	0.949	3.00
18-24	Observed	103	68	171
	Expected	116.912	54.088	171.00
25-34	Observed	45	29	74
	Expected	50.593	23.407	74.00
35-44	Observed	56	22	78
	Expected	53.328	24.672	78.00
45-54	Observed	64	19	83
	Expected	56.747	26.253	83.00
55-64	Observed	68	21	89
	Expected	60.849	28.151	89.00
65-74	Observed	9	1	10
	Expected	6.837	3.163	10.00
75+	Observed	1	0	1
	Expected	0.684	0.316	1.00
Total	Observed	348	161	509
	Expected	348.000	161.000	509.00

χ^2 Tests

	Value	df	p
χ^2	15.8	7	0.027
N	509		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q19 - Motivos de uso Motores de Busca - Confiança 0	1	Total
menos de 18 anos	Observed	2	1	3
	Expected	2.381	0.619	3.00
18-24	Observed	126	45	171
	Expected	135.725	35.275	171.00
25-34	Observed	61	13	74
	Expected	58.735	15.265	74.00
35-44	Observed	70	8	78
	Expected	61.910	16.090	78.00
45-54	Observed	62	21	83
	Expected	65.878	17.122	83.00
55-64	Observed	75	14	89
	Expected	70.640	18.360	89.00
65-74	Observed	7	3	10
	Expected	7.937	2.063	10.00
75+	Observed	1	0	1
	Expected	0.794	0.206	1.00
Total	Observed	404	105	509
	Expected	404.000	105.000	509.00

χ^2 Tests

	Value	df	p
χ^2	12.4	7	0.087
N	509		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q19 - Motivos de uso Motores de Busca - Dimensão 0	1	Total
menos de 18 anos	Observed	3	0	3
	Expected	2.670	0.330	3.00
18-24	Observed	154	17	171
	Expected	152.187	18.813	171.00
25-34	Observed	66	8	74
	Expected	65.859	8.141	74.00
35-44	Observed	71	7	78
	Expected	69.418	8.582	78.00
45-54	Observed	72	11	83
	Expected	73.868	9.132	83.00
55-64	Observed	78	11	89
	Expected	79.208	9.792	89.00
65-74	Observed	8	2	10
	Expected	8.900	1.100	10.00
75+	Observed	1	0	1
	Expected	0.890	0.110	1.00
Total	Observed	453	56	509
	Expected	453.000	56.000	509.00

χ^2 Tests

	Value	df	p
χ^2	2.45	7	0.931
N	509		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q19 - Motivos de uso Motores de Busca - Nenhum dos anteriores 0	1	Total
menos de 18 anos	Observed	2	1	3
	Expected	2.576	0.424	3.00
18-24	Observed	146	25	171
	Expected	146.811	24.189	171.00
25-34	Observed	56	18	74
	Expected	63.532	10.468	74.00
35-44	Observed	70	8	78
	Expected	66.967	11.033	78.00
45-54	Observed	70	13	83
	Expected	71.259	11.741	83.00
55-64	Observed	82	7	89
	Expected	76.411	12.589	89.00
65-74	Observed	10	0	10
	Expected	8.585	1.415	10.00
75+	Observed	1	0	1
	Expected	0.859	0.141	1.00
Total	Observed	437	72	509
	Expected	437.000	72.000	509.00

χ^2 Tests

	Value	df	p
χ^2	13.1	7	0.070
N	509		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q21_1 - Interesse Notícias generalistas										
		0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	Total
menos de 18 anos	Observed	0	0	0	0	0	1	1	0	0	1	3
	Expected	0.0609	0.1168	0.02538	0.1827	0.1371	0.594	0.345	0.589	0.1624	0.787	3.00
18-24	Observed	4	5	2	10	7	32	24	45	16	59	204
	Expected	4.1421	7.9391	1.72589	12.4264	9.3198	40.386	23.472	40.041	11.0457	53.503	204.00
25-34	Observed	1	1	1	6	4	23	12	13	6	29	96
	Expected	1.9492	3.7360	0.81218	5.8477	4.3858	19.005	11.046	18.843	5.1980	25.178	96.00
35-44	Observed	1	4	1	4	4	21	13	21	3	18	90
	Expected	1.8274	3.5025	0.76142	5.4822	4.1117	17.817	10.355	17.665	4.8731	23.604	90.00
45-54	Observed	3	1	1	9	5	16	4	21	3	25	88
	Expected	1.7868	3.4247	0.74450	5.3604	4.0203	17.421	10.125	17.272	4.7648	23.080	88.00
55-64	Observed	3	10	0	4	6	21	13	15	4	21	97
	Expected	1.9695	3.7750	0.82064	5.9086	4.4315	19.203	11.161	19.039	5.2521	25.440	97.00
65-74	Observed	0	1	0	3	1	3	1	1	0	2	12
	Expected	0.2437	0.4670	0.10152	0.7310	0.5482	2.376	1.381	2.355	0.6497	3.147	12.00
75+	Observed	0	1	0	0	0	0	0	0	0	0	1
	Expected	0.0203	0.0389	0.00846	0.0609	0.0457	0.198	0.115	0.196	0.0541	0.262	1.00
Total	Observed	12	23	5	36	27	117	68	116	32	155	591
	Expected	12.0000	23.0000	5.00000	36.0000	27.0000	117.000	68.000	116.000	32.0000	155.000	591.00

χ^2 Tests

	Value	df	p
χ^2	82.2	63	0.053
N	591		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q21_2 - Interesse Jornalismo Explicativo											Total
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	
menos de 18 anos	Observed	0	0	0	0	0	0	1	1	0	0	1	3
	Expected	0.01015	0.0609	0.0914	0.0355	0.1218	0.2183	0.497	0.345	0.746	0.1726	0.701	3.00
18-24	Observed	1	4	2	2	3	12	24	22	62	18	54	204
	Expected	0.69036	4.1421	6.2132	2.4162	8.2843	14.8426	33.827	23.472	50.741	11.7360	47.635	204.00
25-34	Observed	1	1	1	1	2	7	18	13	27	6	19	96
	Expected	0.32487	1.9492	2.9239	1.1371	3.8985	6.9848	15.919	11.046	23.878	5.5228	22.416	96.00
35-44	Observed	0	1	2	1	5	6	17	11	23	3	21	90
	Expected	0.30457	1.8274	2.7411	1.0660	3.6548	6.5482	14.924	10.355	22.386	5.1777	21.015	90.00
45-54	Observed	0	3	4	1	4	8	16	5	20	4	23	88
	Expected	0.29780	1.7868	2.6802	1.0423	3.5736	6.4027	14.592	10.125	21.888	5.0626	20.548	88.00
55-64	Observed	0	1	8	1	8	7	21	16	14	3	18	97
	Expected	0.32826	1.9695	2.9543	1.1489	3.9391	7.0575	16.085	11.161	24.127	5.5804	22.650	97.00
65-74	Observed	0	1	1	1	2	3	1	0	1	0	2	12
	Expected	0.04061	0.2437	0.3655	0.1421	0.4873	0.8731	1.990	1.381	2.985	0.6904	2.802	12.00
75+	Observed	0	1	0	0	0	0	0	0	0	0	0	1
	Expected	0.00338	0.0203	0.0305	0.0118	0.0406	0.0728	0.166	0.115	0.249	0.0575	0.234	1.00
Total	Observed	2	12	18	7	24	43	98	68	147	34	138	591
	Expected	2.00000	12.0000	18.0000	7.0000	24.0000	43.0000	98.000	68.000	147.000	34.0000	138.000	591.00

χ^2 Tests

	Value	df	p
χ^2	128	70	< .001
N	591		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q21_3 - Interesse Jornalismo Investigação											Total
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	
menos de 18 anos	Observed	0	0	0	0	0	0	1	0	1	0	1	3
	Expected	0.01523	0.1523	0.2538	0.1168	0.2640	0.2183	0.513	0.2640	0.518	0.1777	0.508	3.00
18-24	Observed	1	15	16	11	19	11	30	15	35	16	35	204
	Expected	1.03553	10.3553	17.2589	7.9391	17.9492	14.8426	34.863	17.9492	35.208	12.0812	34.518	204.00
25-34	Observed	2	3	7	4	11	8	16	6	15	7	17	96
	Expected	0.48731	4.8731	8.1218	3.7360	8.4467	6.9848	16.406	8.4467	16.569	5.6853	16.244	96.00
35-44	Observed	0	2	7	1	4	6	20	8	21	5	16	90
	Expected	0.45685	4.5685	7.6142	3.5025	7.9188	6.5482	15.381	7.9188	15.533	5.3299	15.228	90.00
45-54	Observed	0	6	9	2	8	9	16	10	12	2	14	88
	Expected	0.44670	4.4670	7.4450	3.4247	7.7428	6.4027	15.039	7.7428	15.188	5.2115	14.890	88.00
55-64	Observed	0	3	10	4	8	9	15	11	16	5	16	97
	Expected	0.49239	4.9239	8.2064	3.7750	8.5347	7.0575	16.577	8.5347	16.741	5.7445	16.413	97.00
65-74	Observed	0	1	1	1	2	0	3	2	1	0	1	12
	Expected	0.06091	0.6091	1.0152	0.4670	1.0558	0.8731	2.051	1.0558	2.071	0.7107	2.030	12.00
75+	Observed	0	0	0	0	0	0	0	0	1	0	0	1
	Expected	0.00508	0.0508	0.0846	0.0389	0.0880	0.0728	0.171	0.0880	0.173	0.0592	0.169	1.00
Total	Observed	3	30	50	23	52	43	101	52	102	35	100	591
	Expected	3.00000	30.0000	50.0000	23.0000	52.0000	43.0000	101.000	52.0000	102.000	35.0000	100.000	591.00

χ^2 Tests

	Value	df	p
χ^2	46.6	70	0.986
N	591		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q21_4 - Interesse Jornalismo Construtivo											Total
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	
menos de 18 anos	Observed	0	0	0	0	0	0	1	0	0	0	2	3
	Expected	0.00508	0.02030	0.1421	0.0457	0.1523	0.1421	0.406	0.2690	0.817	0.2487	0.751	3.00
18-24	Observed	1	1	8	4	6	11	23	16	61	20	53	204
	Expected	0.34518	1.38071	9.6650	3.1066	10.3553	9.6650	27.614	18.2944	55.574	16.9137	51.086	204.00
25-34	Observed	0	1	3	2	6	2	11	9	26	6	30	96
	Expected	0.16244	0.64975	4.5482	1.4619	4.8731	4.5482	12.995	8.6091	26.152	7.9594	24.041	96.00
35-44	Observed	0	0	4	0	4	4	20	5	31	8	14	90
	Expected	0.15228	0.60914	4.2640	1.3706	4.5685	4.2640	12.183	8.0711	24.518	7.4619	22.538	90.00
45-54	Observed	0	1	5	1	6	2	11	9	20	8	25	88
	Expected	0.14890	0.59560	4.1692	1.3401	4.4670	4.1692	11.912	7.8917	23.973	7.2961	22.037	88.00
55-64	Observed	0	1	7	2	7	9	13	10	19	7	22	97
	Expected	0.16413	0.65651	4.5956	1.4772	4.9239	4.5956	13.130	8.6988	26.425	8.0423	24.291	97.00
65-74	Observed	0	0	1	0	1	0	1	4	3	0	2	12
	Expected	0.02030	0.08122	0.5685	0.1827	0.6091	0.5685	1.624	1.0761	3.269	0.9949	3.005	12.00
75+	Observed	0	0	0	0	0	0	0	0	1	0	0	1
	Expected	0.00169	0.00677	0.0474	0.0152	0.0508	0.0474	0.135	0.0897	0.272	0.0829	0.250	1.00
Total	Observed	1	4	28	9	30	28	80	53	161	49	148	591
	Expected	1.00000	4.00000	28.0000	9.0000	30.0000	28.0000	80.000	53.0000	161.000	49.0000	148.000	591.00

χ^2 Tests

	Value	df	p
χ^2	56.2	70	0.884
N	591		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q21_5 - Interesse Jornalismo de Opinião											Total
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	
menos de 18 anos	Observed	0	0	0	0	1	1	0	1	0	0	0	3
	Expected	0.0305	0.1878	0.2437	0.1523	0.2843	0.2234	0.614	0.305	0.518	0.1371	0.305	3.00
18-24	Observed	1	15	15	16	16	17	32	25	37	9	21	204
	Expected	2.0711	12.7716	16.5685	10.3553	19.3299	15.1878	41.766	20.711	35.208	9.3198	20.711	204.00
25-34	Observed	2	6	5	6	13	10	20	9	15	3	7	96
	Expected	0.9746	6.0102	7.7970	4.8731	9.0964	7.1472	19.655	9.746	16.569	4.3858	9.746	96.00
35-44	Observed	3	4	9	2	8	4	22	4	22	4	8	90
	Expected	0.9137	5.6345	7.3096	4.5685	8.5279	6.7005	18.426	9.137	15.533	4.1117	9.137	90.00
45-54	Observed	0	5	10	1	8	4	23	11	10	3	13	88
	Expected	0.8934	5.5093	7.1472	4.4670	8.3384	6.5516	18.017	8.934	15.188	4.0203	8.934	88.00
55-64	Observed	0	7	7	4	9	7	20	8	17	7	11	97
	Expected	0.9848	6.0728	7.8782	4.9239	9.1912	7.2217	19.860	9.848	16.741	4.4315	9.848	97.00
65-74	Observed	0	0	2	1	1	1	3	2	1	1	0	12
	Expected	0.1218	0.7513	0.9746	0.6091	1.1371	0.8934	2.457	1.218	2.071	0.5482	1.218	12.00
75+	Observed	0	0	0	0	0	0	1	0	0	0	0	1
	Expected	0.0102	0.0626	0.0812	0.0508	0.0948	0.0745	0.205	0.102	0.173	0.0457	0.102	1.00
Total	Observed	6	37	48	30	56	44	121	60	102	27	60	591
	Expected	6.0000	37.0000	48.0000	30.0000	56.0000	44.0000	121.000	60.000	102.000	27.0000	60.000	591.00

χ^2 Tests

	Value	df	p
χ^2	61.5	70	0.756
N	591		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q21_6 - Interesse Resumo de notícias										
		0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	Total
menos de 18 anos	Observed	0	0	0	0	0	0	1	1	0	1	3
	Expected	0.0508	0.0355	0.0305	0.0914	0.1015	0.2741	0.2081	0.563	0.335	1.310	3.00
18-24	Observed	6	1	3	1	5	15	10	33	26	104	204
	Expected	3.4518	2.4162	2.0711	6.2132	6.9036	18.6396	14.1523	38.315	22.782	89.056	204.00
25-34	Observed	1	0	0	3	7	8	3	22	11	41	96
	Expected	1.6244	1.1371	0.9746	2.9239	3.2487	8.7716	6.6599	18.030	10.721	41.909	96.00
35-44	Observed	0	2	1	5	1	11	7	18	9	36	90
	Expected	1.5228	1.0660	0.9137	2.7411	3.0457	8.2234	6.2437	16.904	10.051	39.289	90.00
45-54	Observed	3	1	1	2	2	6	6	18	11	38	88
	Expected	1.4890	1.0423	0.8934	2.6802	2.9780	8.0406	6.1049	16.528	9.827	38.416	88.00
55-64	Observed	0	1	1	6	4	13	13	16	9	34	97
	Expected	1.6413	1.1489	0.9848	2.9543	3.2826	8.8629	6.7293	18.218	10.832	42.345	97.00
65-74	Observed	0	1	0	1	1	1	1	3	0	4	12
	Expected	0.2030	0.1421	0.1218	0.3655	0.4061	1.0964	0.8325	2.254	1.340	5.239	12.00
75+	Observed	0	1	0	0	0	0	0	0	0	0	1
	Expected	0.0169	0.0118	0.0102	0.0305	0.0338	0.0914	0.0694	0.188	0.112	0.437	1.00
Total	Observed	10	7	6	18	20	54	41	111	66	258	591
	Expected	10.0000	7.0000	6.0000	18.0000	20.0000	54.0000	41.0000	111.000	66.000	258.000	591.00

χ^2 Tests

	Value	df	p
χ^2	145	63	< .001
N	591		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_1 - Formato Noticias Generalistas - Video Horizontal 0	1	Total
menos de 18 anos	Observed	2	1	3
	Expected	2.29	0.707	3.00
18-24	Observed	138	38	176
	Expected	134.52	41.475	176.00
25-34	Observed	65	18	83
	Expected	63.44	19.559	83.00
35-44	Observed	58	18	76
	Expected	58.09	17.910	76.00
45-54	Observed	50	19	69
	Expected	52.74	16.260	69.00
55-64	Observed	54	20	74
	Expected	56.56	17.439	74.00
65-74	Observed	6	1	7
	Expected	5.35	1.650	7.00
75+	Observed	0	0	0
	Expected	0.00	0.000	0.00
Total	Observed	373	115	488
	Expected	373.00	115.000	488.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	488		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_1 - Formato Noticias Generalistas - Video Vertical		
		0	1	Total
menos de 18 anos	Observed	2	1	3
	Expected	2.10	0.904	3.00
18-24	Observed	125	51	176
	Expected	122.98	53.016	176.00
25-34	Observed	59	24	83
	Expected	58.00	25.002	83.00
35-44	Observed	49	27	76
	Expected	53.11	22.893	76.00
45-54	Observed	47	22	69
	Expected	48.22	20.785	69.00
55-64	Observed	55	19	74
	Expected	51.71	22.291	74.00
65-74	Observed	4	3	7
	Expected	4.89	2.109	7.00
75+	Observed	0	0	0
	Expected	0.00	0.000	0.00
Total	Observed	341	147	488
	Expected	341.00	147.000	488.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	488		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_1 - Formato Noticias Generalistas - Áudio 0	1	Total
menos de 18 anos	Observed	2	1	3
	Expected	2.68	0.320	3.00
18-24	Observed	157	19	176
	Expected	157.25	18.754	176.00
25-34	Observed	70	13	83
	Expected	74.16	8.844	83.00
35-44	Observed	69	7	76
	Expected	67.90	8.098	76.00
45-54	Observed	61	8	69
	Expected	61.65	7.352	69.00
55-64	Observed	70	4	74
	Expected	66.11	7.885	74.00
65-74	Observed	7	0	7
	Expected	6.25	0.746	7.00
75+	Observed	0	0	0
	Expected	0.00	0.000	0.00
Total	Observed	436	52	488
	Expected	436.00	52.000	488.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	488		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_1 - Formato Noticias Generalistas - Imagem 0	1	Total
menos de 18 anos	Observed	2	1	3
	Expected	1.67	1.33	3.00
18-24	Observed	89	87	176
	Expected	97.74	78.26	176.00
25-34	Observed	48	35	83
	Expected	46.09	36.91	83.00
35-44	Observed	40	36	76
	Expected	42.20	33.80	76.00
45-54	Observed	45	24	69
	Expected	38.32	30.68	69.00
55-64	Observed	44	30	74
	Expected	41.09	32.91	74.00
65-74	Observed	3	4	7
	Expected	3.89	3.11	7.00
75+	Observed	0	0	0
	Expected	0.00	0.00	0.00
Total	Observed	271	217	488
	Expected	271.00	217.00	488.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	488		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_1 - Formato Noticias Generalistas - Texto		
		0	1	Total
menos de 18 anos	Observed	2	1	3
	Expected	0.762	2.24	3.00
18-24	Observed	37	139	176
	Expected	44.721	131.28	176.00
25-34	Observed	16	67	83
	Expected	21.090	61.91	83.00
35-44	Observed	30	46	76
	Expected	19.311	56.69	76.00
45-54	Observed	22	47	69
	Expected	17.533	51.47	69.00
55-64	Observed	15	59	74
	Expected	18.803	55.20	74.00
65-74	Observed	2	5	7
	Expected	1.779	5.22	7.00
75+	Observed	0	0	0
	Expected	0.000	0.00	0.00
Total	Observed	124	364	488
	Expected	124.000	364.00	488.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	488		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_2 - Formato Jornalismo Explicativo - Video Horizontal		
		0	1	Total
menos de 18 anos	Observed	2	1	3
	Expected	1.91	1.09	3.00
18-24	Observed	99	81	180
	Expected	114.68	65.32	180.00
25-34	Observed	49	34	83
	Expected	52.88	30.12	83.00
35-44	Observed	53	22	75
	Expected	47.78	27.22	75.00
45-54	Observed	46	22	68
	Expected	43.32	24.68	68.00
55-64	Observed	57	15	72
	Expected	45.87	26.13	72.00
65-74	Observed	3	1	4
	Expected	2.55	1.45	4.00
75+	Observed	0	0	0
	Expected	0.00	0.00	0.00
Total	Observed	309	176	485
	Expected	309.00	176.00	485.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	485		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_2 - Formato Jornalismo Explicativo - Video Vertical		
		0	1	Total
menos de 18 anos	Observed	3	0	3
	Expected	2.08	0.922	3.00
18-24	Observed	123	57	180
	Expected	124.70	55.299	180.00
25-34	Observed	58	25	83
	Expected	57.50	25.499	83.00
35-44	Observed	46	29	75
	Expected	51.96	23.041	75.00
45-54	Observed	47	21	68
	Expected	47.11	20.891	68.00
55-64	Observed	58	14	72
	Expected	49.88	22.120	72.00
65-74	Observed	1	3	4
	Expected	2.77	1.229	4.00
75+	Observed	0	0	0
	Expected	0.00	0.000	0.00
Total	Observed	336	149	485
	Expected	336.00	149.000	485.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	485		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_2 - Formato Jornalismo Explicativo - Áudio 0	1	Total
menos de 18 anos	Observed	2	1	3
	Expected	2.44	0.563	3.00
18-24	Observed	142	38	180
	Expected	146.23	33.773	180.00
25-34	Observed	58	25	83
	Expected	67.43	15.573	83.00
35-44	Observed	66	9	75
	Expected	60.93	14.072	75.00
45-54	Observed	57	11	68
	Expected	55.24	12.759	68.00
55-64	Observed	67	5	72
	Expected	58.49	13.509	72.00
65-74	Observed	2	2	4
	Expected	3.25	0.751	4.00
75+	Observed	0	0	0
	Expected	0.00	0.000	0.00
Total	Observed	394	91	485
	Expected	394.00	91.000	485.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	485		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_2 - Formato Jornalismo Explicativo - Imagem 0	1	Total
menos de 18 anos	Observed	2	1	3
	Expected	1.95	1.05	3.00
18-24	Observed	121	59	180
	Expected	116.91	63.09	180.00
25-34	Observed	57	26	83
	Expected	53.91	29.09	83.00
35-44	Observed	47	28	75
	Expected	48.71	26.29	75.00
45-54	Observed	45	23	68
	Expected	44.16	23.84	68.00
55-64	Observed	42	30	72
	Expected	46.76	25.24	72.00
65-74	Observed	1	3	4
	Expected	2.60	1.40	4.00
75+	Observed	0	0	0
	Expected	0.00	0.00	0.00
Total	Observed	315	170	485
	Expected	315.00	170.00	485.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	485		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_2 - Formato Jornalismo Explicativo - Texto 0	1	Total
menos de 18 anos	Observed	1	2	3
	Expected	0.847	2.15	3.00
18-24	Observed	52	128	180
	Expected	50.845	129.15	180.00
25-34	Observed	21	62	83
	Expected	23.445	59.55	83.00
35-44	Observed	31	44	75
	Expected	21.186	53.81	75.00
45-54	Observed	22	46	68
	Expected	19.208	48.79	68.00
55-64	Observed	9	63	72
	Expected	20.338	51.66	72.00
65-74	Observed	1	3	4
	Expected	1.130	2.87	4.00
75+	Observed	0	0	0
	Expected	0.000	0.00	0.00
Total	Observed	137	348	485
	Expected	137.000	348.00	485.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	485		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_3 - Formato Jornalismo Investigação - Video Horizontal		
		0	1	Total
menos de 18 anos	Observed	2	1	3
	Expected	1.731	1.269	3.00
18-24	Observed	56	75	131
	Expected	75.577	55.423	131.00
25-34	Observed	28	33	61
	Expected	35.192	25.808	61.00
35-44	Observed	49	21	70
	Expected	40.385	29.615	70.00
45-54	Observed	38	16	54
	Expected	31.154	22.846	54.00
55-64	Observed	46	17	63
	Expected	36.346	26.654	63.00
65-74	Observed	5	2	7
	Expected	4.038	2.962	7.00
75+	Observed	1	0	1
	Expected	0.577	0.423	1.00
Total	Observed	225	165	390
	Expected	225.000	165.000	390.00

χ^2 Tests

	Value	df	p
χ^2	30.8	7	< .001
N	390		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_3 - Formato Jornalismo Investigação - Video Vertical		
		0	1	Total
menos de 18 anos	Observed	2	1	3
	Expected	2.108	0.892	3.00
18-24	Observed	96	35	131
	Expected	92.036	38.964	131.00
25-34	Observed	40	21	61
	Expected	42.856	18.144	61.00
35-44	Observed	45	25	70
	Expected	49.179	20.821	70.00
45-54	Observed	37	17	54
	Expected	37.938	16.062	54.00
55-64	Observed	47	16	63
	Expected	44.262	18.738	63.00
65-74	Observed	6	1	7
	Expected	4.918	2.082	7.00
75+	Observed	1	0	1
	Expected	0.703	0.297	1.00
Total	Observed	274	116	390
	Expected	274.000	116.000	390.00

χ^2 Tests

	Value	df	p
χ^2	4.30	7	0.745
N	390		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_3 - Formato Jornalismo Investigação - Áudio 0	1	Total
menos de 18 anos	Observed	2	1	3
	Expected	2.485	0.515	3.00
18-24	Observed	99	32	131
	Expected	108.495	22.505	131.00
25-34	Observed	46	15	61
	Expected	50.521	10.479	61.00
35-44	Observed	64	6	70
	Expected	57.974	12.026	70.00
45-54	Observed	46	8	54
	Expected	44.723	9.277	54.00
55-64	Observed	58	5	63
	Expected	52.177	10.823	63.00
65-74	Observed	7	0	7
	Expected	5.797	1.203	7.00
75+	Observed	1	0	1
	Expected	0.828	0.172	1.00
Total	Observed	323	67	390
	Expected	323.000	67.000	390.00

χ^2 Tests

	Value	df	p
χ^2	17.0	7	0.017
N	390		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_3 - Formato Jornalismo Investigação - Imagem 0	1	Total
menos de 18 anos	Observed	2	1	3
	Expected	1.854	1.146	3.00
18-24	Observed	80	51	131
	Expected	80.951	50.049	131.00
25-34	Observed	36	25	61
	Expected	37.695	23.305	61.00
35-44	Observed	42	28	70
	Expected	43.256	26.744	70.00
45-54	Observed	38	16	54
	Expected	33.369	20.631	54.00
55-64	Observed	39	24	63
	Expected	38.931	24.069	63.00
65-74	Observed	3	4	7
	Expected	4.326	2.674	7.00
75+	Observed	1	0	1
	Expected	0.618	0.382	1.00
Total	Observed	241	149	390
	Expected	241.000	149.000	390.00

χ^2 Tests

	Value	df	p
χ^2	3.72	7	0.812
N	390		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_3 - Formato Jornalismo Investigação - Texto 0	1	Total
menos de 18 anos	Observed	2	1	3
	Expected	1.154	1.846	3.00
18-24	Observed	55	76	131
	Expected	50.385	80.615	131.00
25-34	Observed	23	38	61
	Expected	23.462	37.538	61.00
35-44	Observed	32	38	70
	Expected	26.923	43.077	70.00
45-54	Observed	18	36	54
	Expected	20.769	33.231	54.00
55-64	Observed	18	45	63
	Expected	24.231	38.769	63.00
65-74	Observed	2	5	7
	Expected	2.692	4.308	7.00
75+	Observed	0	1	1
	Expected	0.385	0.615	1.00
Total	Observed	150	240	390
	Expected	150.000	240.000	390.00

χ^2 Tests

	Value	df	p
χ^2	7.38	7	0.390
N	390		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_4 - Formato Jornalismo Construtivo - Video Horizontal		
		0	1	Total
menos de 18 anos	Observed	1	2	3
	Expected	1.906	1.094	3.00
18-24	Observed	100	73	173
	Expected	109.931	63.069	173.00
25-34	Observed	48	34	82
	Expected	52.106	29.894	82.00
35-44	Observed	51	27	78
	Expected	49.564	28.436	78.00
45-54	Observed	51	22	73
	Expected	46.387	26.613	73.00
55-64	Observed	52	19	71
	Expected	45.116	25.884	71.00
65-74	Observed	8	2	10
	Expected	6.354	3.646	10.00
75+	Observed	1	0	1
	Expected	0.635	0.365	1.00
Total	Observed	312	179	491
	Expected	312.000	179.000	491.00

χ^2 Tests

	Value	df	p
χ^2	10.5	7	0.161
N	491		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_4 - Formato Jornalismo Construtivo - Video Vertical		
		0	1	Total
menos de 18 anos	Observed	3	0	3
	Expected	2.077	0.923	3.00
18-24	Observed	117	56	173
	Expected	119.796	53.204	173.00
25-34	Observed	55	27	82
	Expected	56.782	25.218	82.00
35-44	Observed	54	24	78
	Expected	54.012	23.988	78.00
45-54	Observed	47	26	73
	Expected	50.550	22.450	73.00
55-64	Observed	55	16	71
	Expected	49.165	21.835	71.00
65-74	Observed	8	2	10
	Expected	6.925	3.075	10.00
75+	Observed	1	0	1
	Expected	0.692	0.308	1.00
Total	Observed	340	151	491
	Expected	340.000	151.000	491.00

χ^2 Tests

	Value	df	p
χ^2	5.78	7	0.566
N	491		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_4 - Formato Jornalismo Construtivo - Áudio 0	1	Total
menos de 18 anos	Observed	2	1	3
	Expected	2.389	0.611	3.00
18-24	Observed	131	42	173
	Expected	137.766	35.234	173.00
25-34	Observed	52	30	82
	Expected	65.299	16.701	82.00
35-44	Observed	71	7	78
	Expected	62.114	15.886	78.00
45-54	Observed	63	10	73
	Expected	58.132	14.868	73.00
55-64	Observed	64	7	71
	Expected	56.540	14.460	71.00
65-74	Observed	7	3	10
	Expected	7.963	2.037	10.00
75+	Observed	1	0	1
	Expected	0.796	0.204	1.00
Total	Observed	391	100	491
	Expected	391.000	100.000	491.00

χ^2 Tests

	Value	df	p
χ^2	29.1	7	< .001
N	491		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_4 - Formato Jornalismo Construtivo - Imagem 0	1	Total
menos de 18 anos	Observed	1	2	3
	Expected	1.845	1.155	3.00
18-24	Observed	109	64	173
	Expected	106.407	66.593	173.00
25-34	Observed	52	30	82
	Expected	50.436	31.564	82.00
35-44	Observed	45	33	78
	Expected	47.976	30.024	78.00
45-54	Observed	48	25	73
	Expected	44.900	28.100	73.00
55-64	Observed	42	29	71
	Expected	43.670	27.330	71.00
65-74	Observed	4	6	10
	Expected	6.151	3.849	10.00
75+	Observed	1	0	1
	Expected	0.615	0.385	1.00
Total	Observed	302	189	491
	Expected	302.000	189.000	491.00

χ^2 Tests

	Value	df	p
χ^2	5.08	7	0.651
N	491		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_4 - Formato Jornalismo Construtivo - Texto 0	1	Total
menos de 18 anos	Observed	2	1	3
	Expected	0.825	2.175	3.00
18-24	Observed	45	128	173
	Expected	47.566	125.434	173.00
25-34	Observed	23	59	82
	Expected	22.546	59.454	82.00
35-44	Observed	30	48	78
	Expected	21.446	56.554	78.00
45-54	Observed	19	54	73
	Expected	20.071	52.929	73.00
55-64	Observed	15	56	71
	Expected	19.521	51.479	71.00
65-74	Observed	1	9	10
	Expected	2.749	7.251	10.00
75+	Observed	0	1	1
	Expected	0.275	0.725	1.00
Total	Observed	135	356	491
	Expected	135.000	356.000	491.00

χ^2 Tests

	Value	df	p
χ^2	10.7	7	0.154
N	491		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_5 - Formato Jornalismo de Opinião - Video Horizontal 0	1	Total
menos de 18 anos	Observed	1	0	1
	Expected	0.703	0.297	1.00
18-24	Observed	81	43	124
	Expected	87.135	36.865	124.00
25-34	Observed	32	22	54
	Expected	37.946	16.054	54.00
35-44	Observed	42	18	60
	Expected	42.162	17.838	60.00
45-54	Observed	45	15	60
	Expected	42.162	17.838	60.00
55-64	Observed	52	11	63
	Expected	44.270	18.730	63.00
65-74	Observed	6	1	7
	Expected	4.919	2.081	7.00
75+	Observed	1	0	1
	Expected	0.703	0.297	1.00
Total	Observed	260	110	370
	Expected	260.000	110.000	370.00

χ^2 Tests

	Value	df	p
χ^2	11.4	7	0.121
N	370		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_5 - Formato Jornalismo de Opinião - Video Vertical 0	1	Total
menos de 18 anos	Observed	0	1	1
	Expected	0.716	0.284	1.00
18-24	Observed	88	36	124
	Expected	88.811	35.189	124.00
25-34	Observed	41	13	54
	Expected	38.676	15.324	54.00
35-44	Observed	39	21	60
	Expected	42.973	17.027	60.00
45-54	Observed	41	19	60
	Expected	42.973	17.027	60.00
55-64	Observed	50	13	63
	Expected	45.122	17.878	63.00
65-74	Observed	5	2	7
	Expected	5.014	1.986	7.00
75+	Observed	1	0	1
	Expected	0.716	0.284	1.00
Total	Observed	265	105	370
	Expected	265.000	105.000	370.00

χ^2 Tests

	Value	df	p
χ^2	6.91	7	0.438
N	370		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_5 - Formato Jornalismo de Opinião - Áudio 0	1	Total
menos de 18 anos	Observed	1	0	1
	Expected	0.751	0.249	1.00
18-24	Observed	77	47	124
	Expected	93.168	30.832	124.00
25-34	Observed	34	20	54
	Expected	40.573	13.427	54.00
35-44	Observed	53	7	60
	Expected	45.081	14.919	60.00
45-54	Observed	51	9	60
	Expected	45.081	14.919	60.00
55-64	Observed	57	6	63
	Expected	47.335	15.665	63.00
65-74	Observed	4	3	7
	Expected	5.259	1.741	7.00
75+	Observed	1	0	1
	Expected	0.751	0.249	1.00
Total	Observed	278	92	370
	Expected	278.000	92.000	370.00

χ^2 Tests

	Value	df	p
χ^2	34.1	7	< .001
N	370		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_5 - Formato Jornalismo de Opinião - Imagem 0	1	Total
menos de 18 anos	Observed	1	0	1
	Expected	0.635	0.365	1.00
18-24	Observed	84	40	124
	Expected	78.757	45.243	124.00
25-34	Observed	33	21	54
	Expected	34.297	19.703	54.00
35-44	Observed	36	24	60
	Expected	38.108	21.892	60.00
45-54	Observed	35	25	60
	Expected	38.108	21.892	60.00
55-64	Observed	41	22	63
	Expected	40.014	22.986	63.00
65-74	Observed	4	3	7
	Expected	4.446	2.554	7.00
75+	Observed	1	0	1
	Expected	0.635	0.365	1.00
Total	Observed	235	135	370
	Expected	235.000	135.000	370.00

χ^2 Tests

	Value	df	p
χ^2	3.44	7	0.841
N	370		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_5 - Formato Jornalismo de Opinião - Texto 0	1	Total
menos de 18 anos	Observed	0	1	1
	Expected	0.308	0.692	1.00
18-24	Observed	37	87	124
	Expected	38.205	85.795	124.00
25-34	Observed	14	40	54
	Expected	16.638	37.362	54.00
35-44	Observed	30	30	60
	Expected	18.486	41.514	60.00
45-54	Observed	18	42	60
	Expected	18.486	41.514	60.00
55-64	Observed	14	49	63
	Expected	19.411	43.589	63.00
65-74	Observed	1	6	7
	Expected	2.157	4.843	7.00
75+	Observed	0	1	1
	Expected	0.308	0.692	1.00
Total	Observed	114	256	370
	Expected	114.000	256.000	370.00

χ^2 Tests

	Value	df	p
χ^2	15.0	7	0.036
N	370		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_6 - Formato Resumo de notícias - Video Horizontal		Total
		0	1	
menos de 18 anos	Observed	2	1	3
	Expected	2.19	0.809	3.00
18-24	Observed	119	69	188
	Expected	137.28	50.725	188.00
25-34	Observed	61	24	85
	Expected	62.07	22.934	85.00
35-44	Observed	61	20	81
	Expected	59.15	21.855	81.00
45-54	Observed	63	16	79
	Expected	57.68	21.315	79.00
55-64	Observed	73	12	85
	Expected	62.07	22.934	85.00
65-74	Observed	8	1	9
	Expected	6.57	2.428	9.00
75+	Observed	0	0	0
	Expected	0.00	0.000	0.00
Total	Observed	387	143	530
	Expected	387.00	143.000	530.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	530		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_6 - Formato Resumo de notícias - Video Vertical		
		0	1	Total
menos de 18 anos	Observed	2	1	3
	Expected	2.09	0.911	3.00
18-24	Observed	118	70	188
	Expected	130.89	57.109	188.00
25-34	Observed	64	21	85
	Expected	59.18	25.821	85.00
35-44	Observed	55	26	81
	Expected	56.39	24.606	81.00
45-54	Observed	56	23	79
	Expected	55.00	23.998	79.00
55-64	Observed	68	17	85
	Expected	59.18	25.821	85.00
65-74	Observed	6	3	9
	Expected	6.27	2.734	9.00
75+	Observed	0	0	0
	Expected	0.00	0.000	0.00
Total	Observed	369	161	530
	Expected	369.00	161.000	530.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	530		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_6 - Formato Resumo de notícias - Áudio 0	1	Total
menos de 18 anos	Observed	2	1	3
	Expected	2.52	0.475	3.00
18-24	Observed	148	40	188
	Expected	158.20	29.796	188.00
25-34	Observed	63	22	85
	Expected	71.53	13.472	85.00
35-44	Observed	75	6	81
	Expected	68.16	12.838	81.00
45-54	Observed	71	8	79
	Expected	66.48	12.521	79.00
55-64	Observed	79	6	85
	Expected	71.53	13.472	85.00
65-74	Observed	8	1	9
	Expected	7.57	1.426	9.00
75+	Observed	0	0	0
	Expected	0.00	0.000	0.00
Total	Observed	446	84	530
	Expected	446.00	84.000	530.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	530		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_6 - Formato Resumo de notícias - Imagem 0	1	Total
menos de 18 anos	Observed	2	1	3
	Expected	1.60	1.40	3.00
18-24	Observed	103	85	188
	Expected	100.03	87.97	188.00
25-34	Observed	41	44	85
	Expected	45.23	39.77	85.00
35-44	Observed	40	41	81
	Expected	43.10	37.90	81.00
45-54	Observed	45	34	79
	Expected	42.03	36.97	79.00
55-64	Observed	47	38	85
	Expected	45.23	39.77	85.00
65-74	Observed	4	5	9
	Expected	4.79	4.21	9.00
75+	Observed	0	0	0
	Expected	0.00	0.00	0.00
Total	Observed	282	248	530
	Expected	282.00	248.00	530.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	530		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_6 - Formato Resumo de notícias - Texto 0	1	Total
menos de 18 anos	Observed	2	1	3
	Expected	0.764	2.24	3.00
18-24	Observed	51	137	188
	Expected	47.887	140.11	188.00
25-34	Observed	16	69	85
	Expected	21.651	63.35	85.00
35-44	Observed	29	52	81
	Expected	20.632	60.37	81.00
45-54	Observed	19	60	79
	Expected	20.123	58.88	79.00
55-64	Observed	16	69	85
	Expected	21.651	63.35	85.00
65-74	Observed	2	7	9
	Expected	2.292	6.71	9.00
75+	Observed	0	0	0
	Expected	0.000	0.00	0.00
Total	Observed	135	395	530
	Expected	135.000	395.00	530.00

χ^2 Tests

	Value	df	p
χ^2	NaN	7	NaN
N	530		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q3 - Idade		Q23_4 - Tecnologias - QR Codes											Total
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	
menos de 18 anos	Observed	0	0	0	0	0	0	0	1	0	0	2	3
	Expected	0.0624	0.2652	0.333	0.1300	0.2028	0.1560	0.369	0.1664	0.515	0.1352	0.666	3.00
18-24	Observed	6	21	10	7	11	13	27	11	36	12	49	203
	Expected	4.2218	17.9428	22.516	8.7955	13.7210	10.5546	24.979	11.2582	34.830	9.1473	45.033	203.00
25-34	Observed	5	5	9	3	6	4	8	6	17	3	28	94
	Expected	1.9549	8.3085	10.426	4.0728	6.3536	4.8873	11.567	5.2132	16.128	4.2357	20.853	94.00
35-44	Observed	0	5	12	4	8	3	11	4	16	5	18	86
	Expected	1.7886	7.6014	9.539	3.7262	5.8128	4.4714	10.582	4.7695	14.756	3.8752	19.078	86.00
45-54	Observed	1	11	13	6	6	4	12	4	14	4	12	87
	Expected	1.8094	7.6898	9.650	3.7695	5.8804	4.5234	10.705	4.8250	14.927	3.9203	19.300	87.00
55-64	Observed	0	7	15	4	8	6	12	6	15	1	18	92
	Expected	1.9133	8.1317	10.205	3.9861	6.2184	4.7834	11.321	5.1023	15.785	4.1456	20.409	92.00
65-74	Observed	0	2	4	1	0	0	1	0	1	1	1	11
	Expected	0.2288	0.9723	1.220	0.4766	0.7435	0.5719	1.354	0.6101	1.887	0.4957	2.440	11.00
75+	Observed	0	0	1	0	0	0	0	0	0	0	0	1
	Expected	0.0208	0.0884	0.111	0.0433	0.0676	0.0520	0.123	0.0555	0.172	0.0451	0.222	1.00
Total	Observed	12	51	64	25	39	30	71	32	99	26	128	577
	Expected	12.0000	51.0000	64.000	25.0000	39.0000	30.0000	71.000	32.0000	99.000	26.0000	128.000	577.00

χ^2 Tests

	Value	df	p
χ^2	71.8	70	0.419
N	577		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q23_5 - Tecnologias - Realidade Virtual											Total
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	
menos de 18 anos	Observed	0	0	0	0	0	0	1	0	1	0	1	3
	Expected	0.0788	0.510	0.636	0.1629	0.320	0.1681	0.420	0.1313	0.2102	0.0736	0.2890	3.00
18-24	Observed	9	36	27	14	12	15	24	8	19	10	27	201
	Expected	5.2802	34.145	42.594	10.9124	21.473	11.2644	28.161	8.8004	14.0806	4.9282	19.3608	201.00
25-34	Observed	4	17	15	4	11	6	14	3	6	1	11	92
	Expected	2.4168	15.629	19.496	4.9947	9.828	5.1559	12.890	4.0280	6.4448	2.2557	8.8616	92.00
35-44	Observed	1	10	21	4	15	1	17	7	4	0	6	86
	Expected	2.2592	14.609	18.224	4.6690	9.187	4.8196	12.049	3.7653	6.0245	2.1086	8.2837	86.00
45-54	Observed	0	16	27	1	7	5	15	2	5	2	4	84
	Expected	2.2067	14.270	17.800	4.5604	8.974	4.7075	11.769	3.6778	5.8844	2.0595	8.0911	84.00
55-64	Observed	1	18	22	8	15	5	9	4	5	0	5	92
	Expected	2.4168	15.629	19.496	4.9947	9.828	5.1559	12.890	4.0280	6.4448	2.2557	8.8616	92.00
65-74	Observed	0	0	8	0	1	0	0	1	0	1	1	12
	Expected	0.3152	2.039	2.543	0.6515	1.282	0.6725	1.681	0.5254	0.8406	0.2942	1.1559	12.00
75+	Observed	0	0	1	0	0	0	0	0	0	0	0	1
	Expected	0.0263	0.170	0.212	0.0543	0.107	0.0560	0.140	0.0438	0.0701	0.0245	0.0963	1.00
Total	Observed	15	97	121	31	61	32	80	25	40	14	55	571
	Expected	15.0000	97.000	121.000	31.0000	61.000	32.0000	80.000	25.0000	40.0000	14.0000	55.0000	571.00

χ^2 Tests

	Value	df	p
χ^2	104	70	0.005
N	571		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q23_6 - Tecnologias - Realidade Aumentada											Total
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	
menos de 18 anos	Observed	0	0	0	0	0	0	0	1	0	0	2	3
	Expected	0.0521	0.307	0.2865	0.0938	0.2396	0.1667	0.411	0.2240	0.521	0.1250	0.573	3.00
18-24	Observed	6	22	15	4	10	12	18	19	37	13	46	202
	Expected	3.5069	20.691	19.2882	6.3125	16.1319	11.2222	27.705	15.0799	35.069	8.4167	38.576	202.00
25-34	Observed	2	9	7	4	9	6	14	4	13	1	23	92
	Expected	1.5972	9.424	8.7847	2.8750	7.3472	5.1111	12.618	6.8681	15.972	3.8333	17.569	92.00
35-44	Observed	1	3	5	2	10	4	21	7	16	2	16	87
	Expected	1.5104	8.911	8.3073	2.7188	6.9479	4.8333	11.932	6.4948	15.104	3.6250	16.615	87.00
45-54	Observed	0	12	9	1	9	4	16	4	13	4	13	85
	Expected	1.4757	8.707	8.1163	2.6563	6.7882	4.7222	11.658	6.3455	14.757	3.5417	16.233	85.00
55-64	Observed	1	12	14	7	7	4	10	7	21	3	8	94
	Expected	1.6319	9.628	8.9757	2.9375	7.5069	5.2222	12.892	7.0174	16.319	3.9167	17.951	94.00
65-74	Observed	0	1	5	0	1	1	0	1	0	1	2	12
	Expected	0.2083	1.229	1.1458	0.3750	0.9583	0.6667	1.646	0.8958	2.083	0.5000	2.292	12.00
75+	Observed	0	0	0	0	0	1	0	0	0	0	0	1
	Expected	0.0174	0.102	0.0955	0.0313	0.0799	0.0556	0.137	0.0747	0.174	0.0417	0.191	1.00
Total	Observed	10	59	55	18	46	32	79	43	100	24	110	576
	Expected	10.0000	59.000	55.0000	18.0000	46.0000	32.0000	79.000	43.0000	100.000	24.0000	110.000	576.00

χ^2 Tests

	Value	df	p
χ^2	105	70	0.004
N	576		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q24_1 - Funcionalidades nas Apps - Possibilidade de criar um Perfil Próprio											Total
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	
menos de 18 anos	Observed	0	0	0	0	0	1	0	2	0	0	0	3
	Expected	0.0416	0.2340	0.2548	0.1092	0.2912	0.1456	0.504	0.2184	0.520	0.0936	0.588	3.00
18-24	Observed	2	13	9	5	12	8	24	19	43	9	58	202
	Expected	2.8007	15.7539	17.1542	7.3518	19.6049	9.8024	33.958	14.7036	35.009	6.3016	39.560	202.00
25-34	Observed	5	9	5	1	10	6	14	4	16	5	20	95
	Expected	1.3172	7.4090	8.0676	3.4575	9.2201	4.6101	15.971	6.9151	16.464	2.9636	18.605	95.00
35-44	Observed	1	3	8	3	11	6	16	10	15	1	13	87
	Expected	1.2062	6.7851	7.3882	3.1664	8.4437	4.2218	14.626	6.3328	15.078	2.7140	17.038	87.00
45-54	Observed	0	8	11	5	10	6	19	1	14	1	11	86
	Expected	1.1924	6.7071	7.3033	3.1300	8.3466	4.1733	14.458	6.2600	14.905	2.6828	16.842	86.00
55-64	Observed	0	10	14	5	12	1	21	5	10	2	11	91
	Expected	1.2617	7.0971	7.7279	3.3120	8.8319	4.4159	15.298	6.6239	15.771	2.8388	17.821	91.00
65-74	Observed	0	2	2	1	1	0	3	1	2	0	0	12
	Expected	0.1664	0.9359	1.0191	0.4367	1.1646	0.5823	2.017	0.8735	2.080	0.3744	2.350	12.00
75+	Observed	0	0	0	1	0	0	0	0	0	0	0	1
	Expected	0.0139	0.0780	0.0849	0.0364	0.0971	0.0485	0.168	0.0728	0.173	0.0312	0.196	1.00
Total	Observed	8	45	49	21	56	28	97	42	100	18	113	577
	Expected	8.0000	45.0000	49.0000	21.0000	56.0000	28.0000	97.000	42.0000	100.000	18.0000	113.000	577.00

χ^2 Tests

	Value	df	p
χ^2	139	70	< .001
N	577		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q24_3 - Funcionalidades nas Apps - Notificações Personalizadas											Total
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	
menos de 18 anos	Observed	0	0	0	0	0	0	0	0	1	0	2	3
	Expected	0.0312	0.1716	0.1924	0.0676	0.1768	0.1924	0.510	0.2496	0.614	0.1404	0.655	3.00
18-24	Observed	3	13	6	3	7	15	33	18	40	12	52	202
	Expected	2.1005	11.5529	12.9532	4.5511	11.9029	12.9532	34.308	16.8042	41.310	9.4523	44.111	202.00
25-34	Observed	2	5	6	3	5	3	11	9	22	3	25	94
	Expected	0.9775	5.3761	6.0277	2.1179	5.5390	6.0277	15.965	7.8198	19.224	4.3986	20.527	94.00
35-44	Observed	0	3	6	0	8	4	17	6	22	2	17	85
	Expected	0.8839	4.8614	5.4506	1.9151	5.0087	5.4506	14.437	7.0711	17.383	3.9775	18.562	85.00
45-54	Observed	0	4	8	2	6	8	17	6	14	3	18	86
	Expected	0.8943	4.9185	5.5147	1.9376	5.0676	5.5147	14.607	7.1542	17.588	4.0243	18.780	86.00
55-64	Observed	1	7	9	4	7	6	18	9	17	6	10	94
	Expected	0.9775	5.3761	6.0277	2.1179	5.5390	6.0277	15.965	7.8198	19.224	4.3986	20.527	94.00
65-74	Observed	0	1	2	0	1	1	2	0	2	1	2	12
	Expected	0.1248	0.6863	0.7695	0.2704	0.7071	0.7695	2.038	0.9983	2.454	0.5615	2.620	12.00
75+	Observed	0	0	0	1	0	0	0	0	0	0	0	1
	Expected	0.0104	0.0572	0.0641	0.0225	0.0589	0.0641	0.170	0.0832	0.205	0.0468	0.218	1.00
Total	Observed	6	33	37	13	34	37	98	48	118	27	126	577
	Expected	6.0000	33.0000	37.0000	13.0000	34.0000	37.0000	98.000	48.0000	118.000	27.0000	126.000	577.00

χ^2 Tests

	Value	df	p
χ^2	92.9	70	0.035
N	577		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q24_2 - Funcionalidades nas Apps - Notificações e alertas											Total
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	
menos de 18 anos	Observed	0	0	0	0	0	0	0	1	0	0	2	3
	Expected	0.02582	0.1601	0.1497	0.0981	0.2427	0.1549	0.542	0.2065	0.614	0.1756	0.630	3.00
18-24	Observed	1	10	3	5	13	11	24	12	50	13	60	202
	Expected	1.73838	10.7780	10.0826	6.6059	16.3408	10.4303	36.506	13.9071	41.373	11.8210	42.417	202.00
25-34	Observed	2	6	3	5	9	5	13	8	17	5	23	96
	Expected	0.82616	5.1222	4.7917	3.1394	7.7659	4.9570	17.349	6.6093	19.663	5.6179	20.158	96.00
35-44	Observed	1	4	5	2	7	5	24	8	19	3	9	87
	Expected	0.74871	4.6420	4.3425	2.8451	7.0379	4.4923	15.723	5.9897	17.819	5.0912	18.269	87.00
45-54	Observed	1	5	6	1	9	4	16	2	16	7	18	85
	Expected	0.73150	4.5353	4.2427	2.7797	6.8761	4.3890	15.361	5.8520	17.410	4.9742	17.849	85.00
55-64	Observed	0	5	9	4	9	5	24	8	15	6	10	95
	Expected	0.81756	5.0688	4.7418	3.1067	7.6850	4.9053	17.169	6.5404	19.458	5.5594	19.948	95.00
65-74	Observed	0	1	3	1	0	0	4	1	2	0	0	12
	Expected	0.10327	0.6403	0.5990	0.3924	0.9707	0.6196	2.169	0.8262	2.458	0.7022	2.520	12.00
75+	Observed	0	0	0	1	0	0	0	0	0	0	0	1
	Expected	0.00861	0.0534	0.0499	0.0327	0.0809	0.0516	0.181	0.0688	0.205	0.0585	0.210	1.00
Total	Observed	5	31	29	19	47	30	105	40	119	34	122	581
	Expected	5.00000	31.0000	29.0000	19.0000	47.0000	30.0000	105.000	40.0000	119.000	34.0000	122.000	581.00

χ^2 Tests

	Value	df	p
χ^2	113	70	< .001
N	581		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q24_4 - Funcionalidades nas Apps - Funcionalidade Offline											Total
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	
menos de 18 anos	Observed	0	0	0	0	1	0	0	0	1	0	1	3
	Expected	0.01546	0.1495	0.2062	0.0619	0.1649	0.0722	0.392	0.2062	0.526	0.1959	1.010	3.00
18-24	Observed	1	9	11	2	13	7	18	8	34	12	87	202
	Expected	1.04124	10.0653	13.8832	4.1649	11.1065	4.8591	26.378	13.8832	35.402	13.1890	68.027	202.00
25-34	Observed	1	7	4	4	3	2	13	5	17	8	31	95
	Expected	0.48969	4.7337	6.5292	1.9588	5.2234	2.2852	12.405	6.5292	16.649	6.2027	31.993	95.00
35-44	Observed	0	4	6	0	5	2	19	6	18	5	23	88
	Expected	0.45361	4.3849	6.0481	1.8144	4.8385	2.1168	11.491	6.0481	15.423	5.7457	29.636	88.00
45-54	Observed	0	4	4	0	4	3	12	8	13	5	34	87
	Expected	0.44845	4.3351	5.9794	1.7938	4.7835	2.0928	11.361	5.9794	15.247	5.6804	29.299	87.00
55-64	Observed	1	4	11	4	5	0	13	13	17	7	19	94
	Expected	0.48454	4.6838	6.4605	1.9381	5.1684	2.2612	12.275	6.4605	16.474	6.1375	31.656	94.00
65-74	Observed	0	1	4	2	0	0	1	0	2	1	1	12
	Expected	0.06186	0.5979	0.8247	0.2474	0.6598	0.2887	1.567	0.8247	2.103	0.7835	4.041	12.00
75+	Observed	0	0	0	0	1	0	0	0	0	0	0	1
	Expected	0.00515	0.0498	0.0687	0.0206	0.0550	0.0241	0.131	0.0687	0.175	0.0653	0.337	1.00
Total	Observed	3	29	40	12	32	14	76	40	102	38	196	582
	Expected	3.00000	29.0000	40.0000	12.0000	32.0000	14.0000	76.000	40.0000	102.000	38.0000	196.000	582.00

χ^2 Tests

	Value	df	p
χ^2	108	70	0.003
N	582		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q18 - Motivos de uso Agregadores de Notícias - Sempre Informado 0	1	Total
menos de 18 anos	Observed	1	2	3
	Expected	1.919	1.081	3.00
18-24	Observed	79	40	119
	Expected	76.112	42.888	119.00
25-34	Observed	39	21	60
	Expected	38.376	21.624	60.00
35-44	Observed	36	22	58
	Expected	37.096	20.904	58.00
45-54	Observed	39	30	69
	Expected	44.132	24.868	69.00
55-64	Observed	53	23	76
	Expected	48.609	27.391	76.00
65-74	Observed	5	3	8
	Expected	5.117	2.883	8.00
75+	Observed	0	1	1
	Expected	0.640	0.360	1.00
Total	Observed	252	142	394
	Expected	252.000	142.000	394.00

χ^2 Tests

	Value	df	p
χ^2	6.18	7	0.519
N	394		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q18 - Motivos de uso Agregadores de Notícias - Confiança 0	1	Total
menos de 18 anos	Observed	3	0	3
	Expected	2.482	0.518	3.00
18-24	Observed	90	29	119
	Expected	98.462	20.538	119.00
25-34	Observed	49	11	60
	Expected	49.645	10.355	60.00
35-44	Observed	54	4	58
	Expected	47.990	10.010	58.00
45-54	Observed	60	9	69
	Expected	57.091	11.909	69.00
55-64	Observed	64	12	76
	Expected	62.883	13.117	76.00
65-74	Observed	5	3	8
	Expected	6.619	1.381	8.00
75+	Observed	1	0	1
	Expected	0.827	0.173	1.00
Total	Observed	326	68	394
	Expected	326.000	68.000	394.00

χ^2 Tests

	Value	df	p
χ^2	12.7	7	0.079
N	394		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q18 - Motivos de uso Agregadores de Notícias - Dimensão 0	1	Total
menos de 18 anos	Observed	3	0	3
	Expected	2.528	0.472	3.00
18-24	Observed	99	20	119
	Expected	100.274	18.726	119.00
25-34	Observed	48	12	60
	Expected	50.558	9.442	60.00
35-44	Observed	52	6	58
	Expected	48.873	9.127	58.00
45-54	Observed	59	10	69
	Expected	58.142	10.858	69.00
55-64	Observed	63	13	76
	Expected	64.041	11.959	76.00
65-74	Observed	7	1	8
	Expected	6.741	1.259	8.00
75+	Observed	1	0	1
	Expected	0.843	0.157	1.00
Total	Observed	332	62	394
	Expected	332.000	62.000	394.00

χ^2 Tests

	Value	df	p
χ^2	3.19	7	0.866
N	394		

- Do not Reject the Null Hypothesis at a 0.05 significance level

References

[1] The jamovi project (2020). *jamovi*. (Version 1.6) [Computer Software]. Retrieved from https://www.jamovi.org.

[2] R Core Team (2020). *R: A Language and environment for statistical computing*. (Version 4.0) [Computer software]. Retrieved from https://cran.r-project.org. (R packages retrieved from MRAN snapshot 2020-08-24).

Results

Ho: Column Variable is Independent of Academic Level

H1: Column Variable is not Independent of Academic Level

Contingency Tables

Contingency Tables

		Q5 - Vê Notícias Online		
Q4 - Grau Académico		**Não**	**Sim**	**Total**
3º Ciclo	Observed	1	3	4
	Expected	0.184	3.82	4.00
Secundário	Observed	7	85	92
	Expected	4.242	87.76	92.00
Curso Profissional	Observed	1	20	21
	Expected	0.968	20.03	21.00
Licenciatura	Observed	15	309	324
	Expected	14.938	309.06	324.00
Mestrado	Observed	5	171	176
	Expected	8.114	167.89	176.00
Doutoramento	Observed	0	12	12
	Expected	0.553	11.45	12.00
Total	Observed	29	600	629
	Expected	29.000	600.00	629.00

χ^2 Tests

	Value	**df**	**p**
χ^2	7.50	5	0.186
N	629		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q6_1 - Computador/Portátil - Frequência a aceder notícias online						Total
		Diariamente	2 ou + vezes por semana	1 vez por semana	1 vez por quinzena	1 vez por mês	Não utilizo	
3º Ciclo	Observed	0	0	1	0	2	0	3
	Expected	0.130	0.125	0.330	0.575	1.47	0.370	3.00
Secundário	Observed	3	5	9	20	39	9	85
	Expected	3.683	3.542	9.350	16.292	41.65	10.483	85.00
Curso Profissional	Observed	1	0	4	1	8	6	20
	Expected	0.867	0.833	2.200	3.833	9.80	2.467	20.00
Licenciatura	Observed	12	15	33	57	149	43	309
	Expected	13.390	12.875	33.990	59.225	151.41	38.110	309.00
Mestrado	Observed	10	5	19	35	86	16	171
	Expected	7.410	7.125	18.810	32.775	83.79	21.090	171.00
Doutoramento	Observed	0	0	0	2	10	0	12
	Expected	0.520	0.500	1.320	2.300	5.88	1.480	12.00
Total	Observed	26	25	66	115	294	74	600
	Expected	26.000	25.000	66.000	115.000	294.00	74.000	600.00

χ^2 Tests

	Value	df	p
χ^2	25.5	25	0.433
N	600		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q6_2 - Smartphone - Frequência a aceder notícias online						Total
		Diariamente	2 ou + vezes por semana	1 vez por semana	1 vez por quinzena	1 vez por mês	Não utilizo	
3º Ciclo	Observed	0	0	0	0	3	0	3
	Expected	0.0200	0.0200	0.0950	0.300	2.52	0.0450	3.00
Secundário	Observed	0	0	1	11	73	0	85
	Expected	0.5667	0.5667	2.6917	8.500	71.40	1.2750	85.00
Curso Profissional	Observed	0	0	2	2	15	1	20
	Expected	0.1333	0.1333	0.6333	2.000	16.80	0.3000	20.00
Licenciatura	Observed	1	2	11	36	253	6	309
	Expected	2.0600	2.0600	9.7850	30.900	259.56	4.6350	309.00
Mestrado	Observed	3	2	4	11	149	2	171
	Expected	1.1400	1.1400	5.4150	17.100	143.64	2.5650	171.00
Doutoramento	Observed	0	0	1	0	11	0	12
	Expected	0.0800	0.0800	0.3800	1.200	10.08	0.1800	12.00
Total	Observed	4	4	19	60	504	9	600
	Expected	4.0000	4.0000	19.0000	60.000	504.00	9.0000	600.00

χ^2 Tests

	Value	df	p
χ^2	21.2	25	0.684
N	600		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q6_3 - Tablet - Frequência a aceder notícias online						Total
		Diariamente	2 ou + vezes por semana	1 vez por semana	1 vez por quinzena	1 vez por mês	Não utilizo	
3º Ciclo	Observed	0	0	1	0	0	2	3
	Expected	0.105	0.0350	0.150	0.265	0.330	2.12	3.00
Secundário	Observed	3	0	1	12	9	60	85
	Expected	2.975	0.9917	4.250	7.508	9.350	59.92	85.00
Curso Profissional	Observed	0	0	0	2	4	14	20
	Expected	0.700	0.2333	1.000	1.767	2.200	14.10	20.00
Licenciatura	Observed	9	2	20	25	32	221	309
	Expected	10.815	3.6050	15.450	27.295	33.990	217.84	309.00
Mestrado	Observed	8	3	8	14	17	121	171
	Expected	5.985	1.9950	8.550	15.105	18.810	120.56	171.00
Doutoramento	Observed	1	2	0	0	4	5	12
	Expected	0.420	0.1400	0.600	1.060	1.320	8.46	12.00
Total	Observed	21	7	30	53	66	423	600
	Expected	21.000	7.0000	30.000	53.000	66.000	423.00	600.00

χ^2 Tests

	Value	df	p
χ^2	53.4	25	< .001
N	600		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q26 - Motivos não uso Smartphone - Ecrã pequeno 0	1	Total
3º Ciclo	Observed	0	0	0
	Expected	0.000	0.000	0.00
Secundário	Observed	0	0	0
	Expected	0.000	0.000	0.00
Curso Profissional	Observed	1	0	1
	Expected	0.750	0.250	1.00
Licenciatura	Observed	4	2	6
	Expected	4.500	1.500	6.00
Mestrado	Observed	1	0	1
	Expected	0.750	0.250	1.00
Doutoramento	Observed	0	0	0
	Expected	0.000	0.000	0.00
Total	Observed	6	2	8
	Expected	6.000	2.000	8.00

χ^2 Tests

	Value	df	p
χ^2	NaN	5	NaN
N	8		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q26 - Motivos não uso Smartphone - Não tenho/utilizo pouco 0	1	Total
3º Ciclo	Observed	0	0	0
	Expected	0.000	0.000	0.00
Secundário	Observed	0	0	0
	Expected	0.000	0.000	0.00
Curso Profissional	Observed	0	1	1
	Expected	0.750	0.250	1.00
Licenciatura	Observed	5	1	6
	Expected	4.500	1.500	6.00
Mestrado	Observed	1	0	1
	Expected	0.750	0.250	1.00
Doutoramento	Observed	0	0	0
	Expected	0.000	0.000	0.00
Total	Observed	6	2	8
	Expected	6.000	2.000	8.00

χ^2 Tests

	Value	df	p
χ^2	NaN	5	NaN
N	8		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

		Q26 - Motivos não uso Smartphone - Prefiro interface do computador		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	0	0	0
	Expected	0.000	0.000	0.00
Secundário	Observed	0	0	0
	Expected	0.000	0.000	0.00
Curso Profissional	Observed	0	1	1
	Expected	0.375	0.625	1.00
Licenciatura	Observed	3	3	6
	Expected	2.250	3.750	6.00
Mestrado	Observed	0	1	1
	Expected	0.375	0.625	1.00
Doutoramento	Observed	0	0	0
	Expected	0.000	0.000	0.00
Total	Observed	3	5	8
	Expected	3.000	5.000	8.00

χ^2 Tests

	Value	df	p
χ^2	NaN	5	NaN
N	8		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q26 - Motivos não uso Smartphone - Outro 0	1	Total
3º Ciclo	Observed	0	0	0
	Expected	0.000	0.000	0.00
Secundário	Observed	0	0	0
	Expected	0.000	0.000	0.00
Curso Profissional	Observed	1	0	1
	Expected	0.875	0.125	1.00
Licenciatura	Observed	5	1	6
	Expected	5.250	0.750	6.00
Mestrado	Observed	1	0	1
	Expected	0.875	0.125	1.00
Doutoramento	Observed	0	0	0
	Expected	0.000	0.000	0.00
Total	Observed	7	1	8
	Expected	7.000	1.000	8.00

χ^2 Tests

	Value	df	p
χ^2	NaN	5	NaN
N	8		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q7 - Dispositivos para aceder a notícias - TV 0	1	Total
3º Ciclo	Observed	0	1	1
	Expected	0.138	0.862	1.00
Secundário	Observed	2	5	7
	Expected	0.966	6.034	7.00
Curso Profissional	Observed	1	0	1
	Expected	0.138	0.862	1.00
Licenciatura	Observed	1	14	15
	Expected	2.069	12.931	15.00
Mestrado	Observed	0	5	5
	Expected	0.690	4.310	5.00
Doutoramento	Observed	0	0	0
	Expected	0.000	0.000	0.00
Total	Observed	4	25	29
	Expected	4.000	25.000	29.00

χ^2 Tests

	Value	df	p
χ^2	NaN	5	NaN
N	29		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

		Q7 - Dispositivos para aceder a notícias - Rádio		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	1	0	1
	Expected	0.897	0.103	1.00
Secundário	Observed	5	2	7
	Expected	6.276	0.724	7.00
Curso Profissional	Observed	0	1	1
	Expected	0.897	0.103	1.00
Licenciatura	Observed	15	0	15
	Expected	13.448	1.552	15.00
Mestrado	Observed	5	0	5
	Expected	4.483	0.517	5.00
Doutoramento	Observed	0	0	0
	Expected	0.000	0.000	0.00
Total	Observed	26	3	29
	Expected	26.000	3.000	29.00

χ^2 Tests

	Value	df	p
χ^2	NaN	5	NaN
N	29		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q7 - Dispositivos para aceder a notícias - Jornal de Papel		
		0	1	Total
3º Ciclo	Observed	1	0	1
	Expected	0.966	0.0345	1.00
Secundário	Observed	7	0	7
	Expected	6.759	0.2414	7.00
Curso Profissional	Observed	1	0	1
	Expected	0.966	0.0345	1.00
Licenciatura	Observed	14	1	15
	Expected	14.483	0.5172	15.00
Mestrado	Observed	5	0	5
	Expected	4.828	0.1724	5.00
Doutoramento	Observed	0	0	0
	Expected	0.000	0.0000	0.00
Total	Observed	28	1	29
	Expected	28.000	1.0000	29.00

χ^2 Tests

	Value	df	p
χ^2	NaN	5	NaN
N	29		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q8 - Motivos uso dispositivos offline - Comodidade		
		0	1	Total
3º Ciclo	Observed	1	0	1
	Expected	0.862	0.138	1.00
Secundário	Observed	7	0	7
	Expected	6.034	0.966	7.00
Curso Profissional	Observed	0	1	1
	Expected	0.862	0.138	1.00
Licenciatura	Observed	13	2	15
	Expected	12.931	2.069	15.00
Mestrado	Observed	4	1	5
	Expected	4.310	0.690	5.00
Doutoramento	Observed	0	0	0
	Expected	0.000	0.000	0.00
Total	Observed	25	4	29
	Expected	25.000	4.000	29.00

χ^2 Tests

	Value	df	p
χ^2	NaN	5	NaN
N	29		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

		Q8 - Motivos uso dispositivos offline - não gosto que saibam o que leio/vejo na internet		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	1	0	1
	Expected	0.931	0.0690	1.00
Secundário	Observed	7	0	7
	Expected	6.517	0.4828	7.00
Curso Profissional	Observed	1	0	1
	Expected	0.931	0.0690	1.00
Licenciatura	Observed	14	1	15
	Expected	13.966	1.0345	15.00
Mestrado	Observed	4	1	5
	Expected	4.655	0.3448	5.00
Doutoramento	Observed	0	0	0
	Expected	0.000	0.0000	0.00
Total	Observed	27	2	29
	Expected	27.000	2.0000	29.00

χ^2 Tests

	Value	df	p
χ^2	NaN	5	NaN
N	29		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q8 - Motivos uso dispositivos offline - não gosto que saibam o que leio/vejo na internet		
		0	1	Total
3º Ciclo	Observed	1	0	1
	Expected	0.931	0.0690	1.00
Secundário	Observed	7	0	7
	Expected	6.517	0.4828	7.00
Curso Profissional	Observed	1	0	1
	Expected	0.931	0.0690	1.00
Licenciatura	Observed	14	1	15
	Expected	13.966	1.0345	15.00
Mestrado	Observed	4	1	5
	Expected	4.655	0.3448	5.00
Doutoramento	Observed	0	0	0
	Expected	0.000	0.0000	0.00
Total	Observed	27	2	29
	Expected	27.000	2.0000	29.00

χ^2 Tests

	Value	df	p
χ^2	NaN	5	NaN
N	29		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q8 - Motivos uso dispositivos offline - Privacidade		
		0	1	Total
3º Ciclo	Observed	1	0	1
	Expected	0.931	0.0690	1.00
Secundário	Observed	7	0	7
	Expected	6.517	0.4828	7.00
Curso Profissional	Observed	1	0	1
	Expected	0.931	0.0690	1.00
Licenciatura	Observed	14	1	15
	Expected	13.966	1.0345	15.00
Mestrado	Observed	4	1	5
	Expected	4.655	0.3448	5.00
Doutoramento	Observed	0	0	0
	Expected	0.000	0.0000	0.00
Total	Observed	27	2	29
	Expected	27.000	2.0000	29.00

χ^2 Tests

	Value	df	p
χ^2	NaN	5	NaN
N	29		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

		Q8 - Motivos uso dispositivos offline - Confiança		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	1	0	1
	Expected	0.828	0.172	1.00
Secundário	Observed	6	1	7
	Expected	5.793	1.207	7.00
Curso Profissional	Observed	1	0	1
	Expected	0.828	0.172	1.00
Licenciatura	Observed	13	2	15
	Expected	12.414	2.586	15.00
Mestrado	Observed	3	2	5
	Expected	4.138	0.862	5.00
Doutoramento	Observed	0	0	0
	Expected	0.000	0.000	0.00
Total	Observed	24	5	29
	Expected	24.000	5.000	29.00

χ^2 Tests

	Value	df	p
χ^2	NaN	5	NaN
N	29		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q8 - Motivos uso dispositivos offline - Hábito 0	1	Total
3º Ciclo	Observed	1	0	1
	Expected	0.414	0.586	1.00
Secundário	Observed	3	4	7
	Expected	2.897	4.103	7.00
Curso Profissional	Observed	0	1	1
	Expected	0.414	0.586	1.00
Licenciatura	Observed	5	10	15
	Expected	6.207	8.793	15.00
Mestrado	Observed	3	2	5
	Expected	2.069	2.931	5.00
Doutoramento	Observed	0	0	0
	Expected	0.000	0.000	0.00
Total	Observed	12	17	29
	Expected	12.000	17.000	29.00

χ^2 Tests

	Value	df	p
χ^2	NaN	5	NaN
N	29		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q8 - Motivos uso dispositivos offline - faz parte da minha rotina 0	1	Total
3º Ciclo	Observed	1	0	1
	Expected	0.414	0.586	1.00
Secundário	Observed	3	4	7
	Expected	2.897	4.103	7.00
Curso Profissional	Observed	0	1	1
	Expected	0.414	0.586	1.00
Licenciatura	Observed	5	10	15
	Expected	6.207	8.793	15.00
Mestrado	Observed	3	2	5
	Expected	2.069	2.931	5.00
Doutoramento	Observed	0	0	0
	Expected	0.000	0.000	0.00
Total	Observed	12	17	29
	Expected	12.000	17.000	29.00

χ^2 Tests

	Value	df	p
χ^2	NaN	5	NaN
N	29		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

		Q8 - Motivos uso dispositivos offline - penso ser uma fonte mais fidedigna		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	1	0	1
	Expected	0.828	0.172	1.00
Secundário	Observed	6	1	7
	Expected	5.793	1.207	7.00
Curso Profissional	Observed	1	0	1
	Expected	0.828	0.172	1.00
Licenciatura	Observed	13	2	15
	Expected	12.414	2.586	15.00
Mestrado	Observed	3	2	5
	Expected	4.138	0.862	5.00
Doutoramento	Observed	0	0	0
	Expected	0.000	0.000	0.00
Total	Observed	24	5	29
	Expected	24.000	5.000	29.00

χ^2 Tests

	Value	df	p
χ^2	NaN	5	NaN
N	29		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q8 - Motivos uso dispositivos offline - Nenhum dos anteriores: 0	1	Total
3º Ciclo	Observed	0	1	1
	Expected	0.793	0.207	1.00
Secundário	Observed	4	3	7
	Expected	5.552	1.448	7.00
Curso Profissional	Observed	1	0	1
	Expected	0.793	0.207	1.00
Licenciatura	Observed	14	1	15
	Expected	11.897	3.103	15.00
Mestrado	Observed	4	1	5
	Expected	3.966	1.034	5.00
Doutoramento	Observed	0	0	0
	Expected	0.000	0.000	0.00
Total	Observed	23	6	29
	Expected	23.000	6.000	29.00

χ^2 Tests

	Value	df	p
χ^2	NaN	5	NaN
N	29		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q10 - Formatos no smartphone - Video Horizontal: 0	1	Total
3º Ciclo	Observed	4	0	4
	Expected	2.09	1.91	4.00
Secundário	Observed	50	42	92
	Expected	48.12	43.88	92.00
Curso Profissional	Observed	10	11	21
	Expected	10.98	10.02	21.00
Licenciatura	Observed	166	158	324
	Expected	169.47	154.53	324.00
Mestrado	Observed	93	83	176
	Expected	92.06	83.94	176.00
Doutoramento	Observed	6	6	12
	Expected	6.28	5.72	12.00
Total	Observed	329	300	629
	Expected	329.00	300.00	629.00

χ^2 Tests

	Value	df	p
χ^2	4.18	5	0.524
N	629		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q10 - Formatos no smartphone - Video Vertical		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	3	1	4
	Expected	1.97	2.03	4.00
Secundário	Observed	42	50	92
	Expected	45.34	46.66	92.00
Curso Profissional	Observed	12	9	21
	Expected	10.35	10.65	21.00
Licenciatura	Observed	149	175	324
	Expected	159.68	164.32	324.00
Mestrado	Observed	97	79	176
	Expected	86.74	89.26	176.00
Doutoramento	Observed	7	5	12
	Expected	5.91	6.09	12.00
Total	Observed	310	319	629
	Expected	310.00	319.00	629.00

χ^2 Tests

	Value	df	p
χ^2	6.26	5	0.282
N	629		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q10 - Formatos no smartphone - Áudio 0	1	Total
3º Ciclo	Observed	4	0	4
	Expected	2.49	1.51	4.00
Secundário	Observed	61	31	92
	Expected	57.34	34.66	92.00
Curso Profissional	Observed	8	13	21
	Expected	13.09	7.91	21.00
Licenciatura	Observed	196	128	324
	Expected	201.92	122.08	324.00
Mestrado	Observed	116	60	176
	Expected	109.69	66.31	176.00
Doutoramento	Observed	7	5	12
	Expected	7.48	4.52	12.00
Total	Observed	392	237	629
	Expected	392.00	237.00	629.00

χ^2 Tests

	Value	df	p
χ^2	9.80	5	0.081
N	629		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q10 - Formatos no smartphone - Imagem 0	1	Total
3º Ciclo	Observed	3	1	4
	Expected	1.59	2.41	4.00
Secundário	Observed	37	55	92
	Expected	36.57	55.43	92.00
Curso Profissional	Observed	9	12	21
	Expected	8.35	12.65	21.00
Licenciatura	Observed	115	209	324
	Expected	128.78	195.22	324.00
Mestrado	Observed	81	95	176
	Expected	69.95	106.05	176.00
Doutoramento	Observed	5	7	12
	Expected	4.77	7.23	12.00
Total	Observed	250	379	629
	Expected	250.00	379.00	629.00

χ^2 Tests

	Value	df	p
χ^2	7.53	5	0.184
N	629		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q10 - Formatos no smartphone - Texto		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	1	3	4
	Expected	0.477	3.52	4.00
Secundário	Observed	15	77	92
	Expected	10.970	81.03	92.00
Curso Profissional	Observed	5	16	21
	Expected	2.504	18.50	21.00
Licenciatura	Observed	32	292	324
	Expected	38.633	285.37	324.00
Mestrado	Observed	22	154	176
	Expected	20.986	155.01	176.00
Doutoramento	Observed	0	12	12
	Expected	1.431	10.57	12.00
Total	Observed	75	554	629
	Expected	75.000	554.00	629.00

χ^2 Tests

	Value	df	p
χ^2	8.13	5	0.149
N	629		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q11_1 - Plataformas noticias - Redes sociais						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
3º Ciclo	Observed	3	0	0	0	0	0	3
	Expected	1.98	0.421	0.198	0.0254	0.0203	0.355	3.00
Secundário	Observed	61	15	4	0	0	5	85
	Expected	56.09	11.937	5.609	0.7191	0.5753	10.068	85.00
Curso Profissional	Observed	13	3	2	0	0	1	19
	Expected	12.54	2.668	1.254	0.1607	0.1286	2.250	19.00
Licenciatura	Observed	196	47	19	3	3	35	303
	Expected	199.95	42.553	19.995	2.5635	2.0508	35.888	303.00
Mestrado	Observed	113	17	13	1	1	24	169
	Expected	111.52	23.734	11.152	1.4298	1.1438	20.017	169.00
Doutoramento	Observed	4	1	1	1	0	5	12
	Expected	7.92	1.685	0.792	0.1015	0.0812	1.421	12.00
Total	Observed	390	83	39	5	4	70	591
	Expected	390.00	83.000	39.000	5.0000	4.0000	70.000	591.00

χ^2 Tests

	Value	df	p
χ^2	32.2	25	0.153
N	591		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q11_2 - Plataformas noticias - Apps						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
3º Ciclo	Observed	1	1	1	0	0	0	3
	Expected	1.12	0.462	0.162	0.0660	0.0660	1.13	3.00
Secundário	Observed	30	11	8	1	1	34	85
	Expected	31.64	13.088	4.602	1.8697	1.8697	31.93	85.00
Curso Profissional	Observed	9	3	2	0	0	5	19
	Expected	7.07	2.926	1.029	0.4179	0.4179	7.14	19.00
Licenciatura	Observed	103	48	14	8	6	124	303
	Expected	112.79	46.655	16.406	6.6650	6.6650	113.82	303.00
Mestrado	Observed	73	27	7	2	5	55	169
	Expected	62.91	26.022	9.151	3.7174	3.7174	63.48	169.00
Doutoramento	Observed	4	1	0	2	1	4	12
	Expected	4.47	1.848	0.650	0.2640	0.2640	4.51	12.00
Total	Observed	220	91	32	13	13	222	591
	Expected	220.00	91.000	32.000	13.0000	13.0000	222.00	591.00

χ^2 Tests

	Value	df	p
χ^2	34.6	25	0.095
N	591		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q11_3 - Plataformas noticias - Websites						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
3º Ciclo	Observed	1	1	0	0	1	0	3
	Expected	1.47	0.726	0.320	0.0812	0.0711	0.330	3.00
Secundário	Observed	43	25	10	0	1	6	85
	Expected	41.71	20.567	9.061	2.3012	2.0135	9.349	85.00
Curso Profissional	Observed	10	5	3	0	0	1	19
	Expected	9.32	4.597	2.025	0.5144	0.4501	2.090	19.00
Licenciatura	Observed	147	78	29	9	7	33	303
	Expected	148.68	73.315	32.299	8.2030	7.1777	33.325	303.00
Mestrado	Observed	84	33	19	5	5	23	169
	Expected	82.93	40.892	18.015	4.5753	4.0034	18.587	169.00
Doutoramento	Observed	5	1	2	2	0	2	12
	Expected	5.89	2.904	1.279	0.3249	0.2843	1.320	12.00
Total	Observed	290	143	63	16	14	65	591
	Expected	290.00	143.000	63.000	16.0000	14.0000	65.000	591.00

χ^2 Tests

	Value	df	p
χ^2	35.0	25	0.087
N	591		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q11_4 - Plataformas noticias - Agregadores de Áudio/Podcasts (e.g. Spotify, Apple Podcasts)						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
3º Ciclo	Observed	0	0	0	0	1	2	3
	Expected	0.239	0.147	0.274	0.381	0.350	1.61	3.00
Secundário	Observed	8	3	8	8	9	49	85
	Expected	6.760	4.171	7.766	10.787	9.924	45.59	85.00
Curso Profissional	Observed	0	0	2	3	6	8	19
	Expected	1.511	0.932	1.736	2.411	2.218	10.19	19.00
Licenciatura	Observed	26	14	22	48	27	166	303
	Expected	24.096	14.868	27.685	38.452	35.376	162.52	303.00
Mestrado	Observed	12	12	22	14	25	84	169
	Expected	13.440	8.293	15.442	21.447	19.731	90.65	169.00
Doutoramento	Observed	1	0	0	2	1	8	12
	Expected	0.954	0.589	1.096	1.523	1.401	6.44	12.00
Total	Observed	47	29	54	75	69	317	591
	Expected	47.000	29.000	54.000	75.000	69.000	317.00	591.00

χ^2 Tests

	Value	df	p
χ^2	30.7	25	0.199
N	591		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q11_5 - Plataformas noticias - Agregadores de Notícias (e.g. Google News)						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
3º Ciclo	Observed	0	0	0	1	1	1	3
	Expected	0.117	0.0761	0.208	0.492	1.11	1.00	3.00
Secundário	Observed	3	4	4	20	31	23	85
	Expected	3.308	2.1574	5.897	13.951	31.35	28.33	85.00
Curso Profissional	Observed	0	0	1	4	11	3	19
	Expected	0.739	0.4822	1.318	3.118	7.01	6.33	19.00
Licenciatura	Observed	10	6	23	52	112	100	303
	Expected	11.792	7.6904	21.020	49.731	111.77	101.00	303.00
Mestrado	Observed	10	5	13	17	59	65	169
	Expected	6.577	4.2893	11.724	27.738	62.34	56.33	169.00
Doutoramento	Observed	0	0	0	3	4	5	12
	Expected	0.467	0.3046	0.832	1.970	4.43	4.00	12.00
Total	Observed	23	15	41	97	218	197	591
	Expected	23.000	15.0000	41.000	97.000	218.00	197.00	591.00

χ^2 Tests

	Value	df	p
χ^2	23.4	25	0.552
N	591		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q11_6 - Plataformas noticias - Motor de Busca (e.g. Google, Yahoo)						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
3º Ciclo	Observed	1	1	1	0	0	0	3
	Expected	1.32	0.650	0.305	0.107	0.203	0.416	3.00
Secundário	Observed	48	14	8	1	5	9	85
	Expected	37.39	18.409	8.629	3.020	5.753	11.794	85.00
Curso Profissional	Observed	14	3	0	0	0	2	19
	Expected	8.36	4.115	1.929	0.675	1.286	2.636	19.00
Licenciatura	Observed	134	70	30	11	20	38	303
	Expected	133.30	65.624	30.761	10.766	20.508	42.041	303.00
Mestrado	Observed	59	38	20	9	15	28	169
	Expected	74.35	36.602	17.157	6.005	11.438	23.448	169.00
Doutoramento	Observed	4	2	1	0	0	5	12
	Expected	5.28	2.599	1.218	0.426	0.812	1.665	12.00
Total	Observed	260	128	60	21	40	82	591
	Expected	260.00	128.000	60.000	21.000	40.000	82.000	591.00

χ^2 Tests

	Value	df	p
χ^2	33.3	25	0.125
N	591		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q12_1 - Redes Sociais de Noticias - Facebook						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
3º Ciclo	Observed	3	0	0	0	0	0	3
	Expected	1.62	0.536	0.184	0.0979	0.104	0.461	3.00
Secundário	Observed	45	11	2	1	4	17	80
	Expected	43.15	14.280	4.914	2.6104	2.764	12.284	80.00
Curso Profissional	Observed	12	4	1	0	1	0	18
	Expected	9.71	3.213	1.106	0.5873	0.622	2.764	18.00
Licenciatura	Observed	146	54	20	10	9	29	268
	Expected	144.55	47.839	16.461	8.7447	9.259	41.152	268.00
Mestrado	Observed	72	22	8	5	4	34	145
	Expected	78.21	25.883	8.906	4.7313	5.010	22.265	145.00
Doutoramento	Observed	3	2	1	1	0	0	7
	Expected	3.78	1.250	0.430	0.2284	0.242	1.075	7.00
Total	Observed	281	93	32	17	18	80	521
	Expected	281.00	93.000	32.000	17.0000	18.000	80.000	521.00

χ^2 Tests

	Value	df	p
χ^2	31.0	25	0.189
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

contTables

Contingency Tables

Q4 - Grau Académico		Q12_2 - Redes Sociais de Noticias - Instagram						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
3º Ciclo	Observed	1	2	0	0	0	0	3
	Expected	1.36	0.489	0.167	0.0691	0.0633	0.846	3.00
Secundário	Observed	33	19	5	1	0	22	80
	Expected	36.39	13.052	4.453	1.8426	1.6891	22.572	80.00
Curso Profissional	Observed	11	3	0	0	0	4	18
	Expected	8.19	2.937	1.002	0.4146	0.3800	5.079	18.00
Licenciatura	Observed	113	41	19	7	8	80	268
	Expected	121.91	43.724	14.917	6.1727	5.6583	75.616	268.00
Mestrado	Observed	77	19	5	4	2	38	145
	Expected	65.96	23.656	8.071	3.3397	3.0614	40.912	145.00
Doutoramento	Observed	2	1	0	0	1	3	7
	Expected	3.18	1.142	0.390	0.1612	0.1478	1.975	7.00
Total	Observed	237	85	29	12	11	147	521
	Expected	237.00	85.000	29.000	12.0000	11.0000	147.000	521.00

χ^2 Tests

	Value	df	p
χ^2	28.4	25	0.288
N	521		

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q12_3 - Redes Sociais de Noticias - LinkedIn						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
3º Ciclo	Observed	1	0	0	0	1	1	3
	Expected	0.651	0.478	0.213	0.109	0.225	1.32	3.00
Secundário	Observed	14	4	4	2	4	52	80
	Expected	17.351	12.745	5.681	2.917	5.988	35.32	80.00
Curso Profissional	Observed	0	1	2	0	2	13	18
	Expected	3.904	2.868	1.278	0.656	1.347	7.95	18.00
Licenciatura	Observed	45	47	20	11	19	126	268
	Expected	58.127	42.695	19.033	9.774	20.061	118.31	268.00
Mestrado	Observed	52	31	10	4	11	37	145
	Expected	31.449	23.100	10.298	5.288	10.854	64.01	145.00
Doutoramento	Observed	1	0	1	2	2	1	7
	Expected	1.518	1.115	0.497	0.255	0.524	3.09	7.00
Total	Observed	113	83	37	19	39	230	521
	Expected	113.000	83.000	37.000	19.000	39.000	230.00	521.00

χ^2 Tests

	Value	df	p
χ^2	80.7	25	< .001
N	521		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q12_4 - Redes Sociais de Noticias - Youtube						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
3º Ciclo	Observed	2	0	0	0	0	1	3
	Expected	0.570	0.564	0.351	0.248	0.253	1.01	3.00
Secundário	Observed	18	22	12	3	9	16	80
	Expected	15.202	15.048	9.367	6.603	6.756	27.02	80.00
Curso Profissional	Observed	5	4	1	1	1	6	18
	Expected	3.420	3.386	2.107	1.486	1.520	6.08	18.00
Licenciatura	Observed	45	43	33	26	18	103	268
	Expected	50.925	50.411	31.378	22.119	22.633	90.53	268.00
Mestrado	Observed	27	29	15	12	15	47	145
	Expected	27.553	27.274	16.977	11.967	12.246	48.98	145.00
Doutoramento	Observed	2	0	0	1	1	3	7
	Expected	1.330	1.317	0.820	0.578	0.591	2.36	7.00
Total	Observed	99	98	61	43	44	176	521
	Expected	99.000	98.000	61.000	43.000	44.000	176.00	521.00

χ^2 Tests

	Value	df	p
χ^2	27.9	25	0.311
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q12_5 - Redes Sociais de Noticias - Twitter						Total
		Diariamente	2 ou + vezes por semana	1 vez por semana	1 vez por Quinzena	1 vez por mês	Não utilizo	
3º Ciclo	Observed	0	0	0	0	1	2	3
	Expected	0.276	0.0979	0.0864	0.0173	0.0806	2.44	3.00
Secundário	Observed	11	4	3	0	3	59	80
	Expected	7.370	2.6104	2.3033	0.4607	2.1497	65.11	80.00
Curso Profissional	Observed	2	1	1	0	2	11	17
	Expected	1.566	0.5547	0.4894	0.0979	0.4568	13.83	17.00
Licenciatura	Observed	24	7	9	3	5	222	270
	Expected	24.875	8.8100	7.7735	1.5547	7.2553	219.73	270.00
Mestrado	Observed	11	5	2	0	1	125	144
	Expected	13.267	4.6987	4.1459	0.8292	3.8695	117.19	144.00
Doutoramento	Observed	0	0	0	0	2	5	7
	Expected	0.645	0.2284	0.2015	0.0403	0.1881	5.70	7.00
Total	Observed	48	17	15	3	14	424	521
	Expected	48.000	17.0000	15.0000	3.0000	14.0000	424.00	521.00

χ^2 Tests

	Value	df	p
χ^2	48.4	25	0.003
N	521		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q13 - Interesse em novas plataformas - Plataformas Streaming		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	3	0	3
	Expected	1.27	1.73	3.00
Secundário	Observed	30	50	80
	Expected	33.93	46.07	80.00
Curso Profissional	Observed	7	11	18
	Expected	7.64	10.36	18.00
Licenciatura	Observed	118	150	268
	Expected	113.68	154.32	268.00
Mestrado	Observed	59	86	145
	Expected	61.51	83.49	145.00
Doutoramento	Observed	4	3	7
	Expected	2.97	4.03	7.00
Total	Observed	221	300	521
	Expected	221.00	300.00	521.00

χ^2 Tests

	Value	df	p
χ^2	6.04	5	0.302
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q13 - Interesse em novas plataformas - Snapchat 0	1	Total
3º Ciclo	Observed	3	0	3
	Expected	2.95	0.0518	3.00
Secundário	Observed	75	5	80
	Expected	78.62	1.3820	80.00
Curso Profissional	Observed	17	1	18
	Expected	17.69	0.3109	18.00
Licenciatura	Observed	266	2	268
	Expected	263.37	4.6296	268.00
Mestrado	Observed	144	1	145
	Expected	142.50	2.5048	145.00
Doutoramento	Observed	7	0	7
	Expected	6.88	0.1209	7.00
Total	Observed	512	9	521
	Expected	512.00	9.0000	521.00

χ^2 Tests

	Value	df	p
χ^2	13.8	5	0.017
N	521		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q13 - Interesse em novas plataformas - Tiktok 0	1	Total
3º Ciclo	Observed	3	0	3
	Expected	2.74	0.259	3.00
Secundário	Observed	71	9	80
	Expected	73.09	6.910	80.00
Curso Profissional	Observed	16	2	18
	Expected	16.45	1.555	18.00
Licenciatura	Observed	252	16	268
	Expected	244.85	23.148	268.00
Mestrado	Observed	127	18	145
	Expected	132.48	12.524	145.00
Doutoramento	Observed	7	0	7
	Expected	6.40	0.605	7.00
Total	Observed	476	45	521
	Expected	476.00	45.000	521.00

χ^2 Tests

	Value	df	p
χ^2	6.81	5	0.235
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q13 - Interesse em novas plataformas - Nenhuma		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	0	3	3
	Expected	1.82	1.18	3.00
Secundário	Observed	53	27	80
	Expected	48.52	31.48	80.00
Curso Profissional	Observed	12	6	18
	Expected	10.92	7.08	18.00
Licenciatura	Observed	157	111	268
	Expected	162.55	105.45	268.00
Mestrado	Observed	91	54	145
	Expected	87.95	57.05	145.00
Doutoramento	Observed	3	4	7
	Expected	4.25	2.75	7.00
Total	Observed	316	205	521
	Expected	316.00	205.00	521.00

χ^2 Tests

	Value	df	p
χ^2	7.63	5	0.178
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q14 - Motivos de uso Redes Sociais - Comodidade 0	1	Total
3º Ciclo	Observed	2	1	3
	Expected	0.662	2.34	3.00
Secundário	Observed	25	55	80
	Expected	17.658	62.34	80.00
Curso Profissional	Observed	7	11	18
	Expected	3.973	14.03	18.00
Licenciatura	Observed	55	213	268
	Expected	59.155	208.84	268.00
Mestrado	Observed	24	121	145
	Expected	32.006	112.99	145.00
Doutoramento	Observed	2	5	7
	Expected	1.545	5.45	7.00
Total	Observed	115	406	521
	Expected	115.000	406.00	521.00

χ^2 Tests

	Value	df	p
χ^2	13.5	5	0.019
N	521		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q14 - Motivos de uso Redes Sociais - Personalização 0	1	Total
3º Ciclo	Observed	3	0	3
	Expected	1.88	1.12	3.00
Secundário	Observed	52	28	80
	Expected	50.06	29.94	80.00
Curso Profissional	Observed	12	6	18
	Expected	11.26	6.74	18.00
Licenciatura	Observed	163	105	268
	Expected	167.69	100.31	268.00
Mestrado	Observed	92	53	145
	Expected	90.73	54.27	145.00
Doutoramento	Observed	4	3	7
	Expected	4.38	2.62	7.00
Total	Observed	326	195	521
	Expected	326.00	195.00	521.00

χ^2 Tests

	Value	df	p
χ^2	2.61	5	0.760
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q14 - Motivos de uso Redes Sociais - Sempre informado		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	2	1	3
	Expected	1.94	1.06	3.00
Secundário	Observed	49	31	80
	Expected	51.75	28.25	80.00
Curso Profissional	Observed	12	6	18
	Expected	11.64	6.36	18.00
Licenciatura	Observed	170	98	268
	Expected	173.35	94.65	268.00
Mestrado	Observed	99	46	145
	Expected	93.79	51.21	145.00
Doutoramento	Observed	5	2	7
	Expected	4.53	2.47	7.00
Total	Observed	337	184	521
	Expected	337.00	184.00	521.00

χ^2 Tests

	Value	df	p
χ^2	1.59	5	0.902
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q14 - Motivos de uso Redes Sociais - Interatividade 0	1	Total
3º Ciclo	Observed	2	1	3
	Expected	2.67	0.334	3.00
Secundário	Observed	70	10	80
	Expected	71.09	8.906	80.00
Curso Profissional	Observed	13	5	18
	Expected	16.00	2.004	18.00
Licenciatura	Observed	238	30	268
	Expected	238.17	29.835	268.00
Mestrado	Observed	136	9	145
	Expected	128.86	16.142	145.00
Doutoramento	Observed	4	3	7
	Expected	6.22	0.779	7.00
Total	Observed	463	58	521
	Expected	463.00	58.000	521.00

χ^2 Tests

	Value	df	p
χ^2	17.4	5	0.004
N	521		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q14 - Motivos de uso Redes Sociais - Confiança 0	1	Total
3º Ciclo	Observed	3	0	3
	Expected	2.85	0.150	3.00
Secundário	Observed	77	3	80
	Expected	76.01	3.992	80.00
Curso Profissional	Observed	17	1	18
	Expected	17.10	0.898	18.00
Licenciatura	Observed	251	17	268
	Expected	254.63	13.374	268.00
Mestrado	Observed	140	5	145
	Expected	137.76	7.236	145.00
Doutoramento	Observed	7	0	7
	Expected	6.65	0.349	7.00
Total	Observed	495	26	521
	Expected	495.00	26.000	521.00

χ^2 Tests

	Value	df	p
χ^2	2.56	5	0.768
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q14 - Motivos de uso Redes Sociais - Diversidade		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	3	0	3
	Expected	2.12	0.881	3.00
Secundário	Observed	59	21	80
	Expected	56.51	23.493	80.00
Curso Profissional	Observed	12	6	18
	Expected	12.71	5.286	18.00
Licenciatura	Observed	187	81	268
	Expected	189.30	78.702	268.00
Mestrado	Observed	102	43	145
	Expected	102.42	42.582	145.00
Doutoramento	Observed	5	2	7
	Expected	4.94	2.056	7.00
Total	Observed	368	153	521
	Expected	368.00	153.000	521.00

χ^2 Tests

	Value	df	p
χ^2	1.86	5	0.868
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q14 - Motivos de uso Redes Sociais - Formato 0	1	Total
3º Ciclo	Observed	3	0	3
	Expected	1.35	1.65	3.00
Secundário	Observed	47	33	80
	Expected	36.08	43.92	80.00
Curso Profissional	Observed	11	7	18
	Expected	8.12	9.88	18.00
Licenciatura	Observed	103	165	268
	Expected	120.88	147.12	268.00
Mestrado	Observed	68	77	145
	Expected	65.40	79.60	145.00
Doutoramento	Observed	3	4	7
	Expected	3.16	3.84	7.00
Total	Observed	235	286	521
	Expected	235.00	286.00	521.00

χ^2 Tests

	Value	df	p
χ^2	16.5	5	0.005
N	521		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q14 - Motivos de uso Redes Sociais - Nenhum dos anteriores 0	1	Total
3º Ciclo	Observed	3	0	3
	Expected	2.91	0.0864	3.00
Secundário	Observed	76	4	80
	Expected	77.70	2.3033	80.00
Curso Profissional	Observed	18	0	18
	Expected	17.48	0.5182	18.00
Licenciatura	Observed	262	6	268
	Expected	260.28	7.7159	268.00
Mestrado	Observed	140	5	145
	Expected	140.83	4.1747	145.00
Doutoramento	Observed	7	0	7
	Expected	6.80	0.2015	7.00
Total	Observed	506	15	521
	Expected	506.00	15.0000	521.00

χ^2 Tests

	Value	df	p
χ^2	2.68	5	0.749
N	521		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q15 - Motivos de uso Apps - Comodidade		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	2	1	3
	Expected	1.19	1.81	3.00
Secundário	Observed	18	33	51
	Expected	20.18	30.82	51.00
Curso Profissional	Observed	8	6	14
	Expected	5.54	8.46	14.00
Licenciatura	Observed	72	107	179
	Expected	70.82	108.18	179.00
Mestrado	Observed	44	70	114
	Expected	45.11	68.89	114.00
Doutoramento	Observed	2	6	8
	Expected	3.17	4.83	8.00
Total	Observed	146	223	369
	Expected	146.00	223.00	369.00

χ^2 Tests

	Value	df	p
χ^2	3.91	5	0.563
N	369		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q15 - Motivos de uso Apps - Guardar 0	1	Total
3º Ciclo	Observed	2	1	3
	Expected	2.32	0.683	3.00
Secundário	Observed	36	15	51
	Expected	39.39	11.610	51.00
Curso Profissional	Observed	10	4	14
	Expected	10.81	3.187	14.00
Licenciatura	Observed	137	42	179
	Expected	138.25	40.748	179.00
Mestrado	Observed	93	21	114
	Expected	88.05	25.951	114.00
Doutoramento	Observed	7	1	8
	Expected	6.18	1.821	8.00
Total	Observed	285	84	369
	Expected	285.00	84.000	369.00

χ^2 Tests

	Value	df	p
χ^2	3.49	5	0.624
N	369		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q15 - Motivos de uso Apps - Funcionalidade Offline 0	1	Total
3º Ciclo	Observed	3	0	3
	Expected	2.66	0.341	3.00
Secundário	Observed	44	7	51
	Expected	45.20	5.805	51.00
Curso Profissional	Observed	12	2	14
	Expected	12.41	1.593	14.00
Licenciatura	Observed	159	20	179
	Expected	158.63	20.374	179.00
Mestrado	Observed	102	12	114
	Expected	101.02	12.976	114.00
Doutoramento	Observed	7	1	8
	Expected	7.09	0.911	8.00
Total	Observed	327	42	369
	Expected	327.00	42.000	369.00

χ^2 Tests

	Value	df	p
χ^2	0.880	5	0.972
N	369		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q15 - Motivos de uso Apps - Personalização		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	3	0	3
	Expected	2.40	0.602	3.00
Secundário	Observed	41	10	51
	Expected	40.77	10.228	51.00
Curso Profissional	Observed	11	3	14
	Expected	11.19	2.808	14.00
Licenciatura	Observed	136	43	179
	Expected	143.10	35.897	179.00
Mestrado	Observed	98	16	114
	Expected	91.14	22.862	114.00
Doutoramento	Observed	6	2	8
	Expected	6.40	1.604	8.00
Total	Observed	295	74	369
	Expected	295.00	74.000	369.00

χ^2 Tests

	Value	df	p
χ^2	5.23	5	0.388
N	369		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q15 - Motivos de uso Apps - Sempre informado 0	1	Total
3º Ciclo	Observed	2	1	3
	Expected	1.37	1.63	3.00
Secundário	Observed	24	27	51
	Expected	23.36	27.64	51.00
Curso Profissional	Observed	4	10	14
	Expected	6.41	7.59	14.00
Licenciatura	Observed	88	91	179
	Expected	81.98	97.02	179.00
Mestrado	Observed	48	66	114
	Expected	52.21	61.79	114.00
Doutoramento	Observed	3	5	8
	Expected	3.66	4.34	8.00
Total	Observed	169	200	369
	Expected	169.00	200.00	369.00

χ^2 Tests

	Value	df	p
χ^2	3.90	5	0.564
N	369		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q15 - Motivos de uso Apps - Dimensão 0	1	Total
3º Ciclo	Observed	3	0	3
	Expected	2.39	0.610	3.00
Secundário	Observed	40	11	51
	Expected	40.63	10.366	51.00
Curso Profissional	Observed	11	3	14
	Expected	11.15	2.846	14.00
Licenciatura	Observed	145	34	179
	Expected	142.62	36.382	179.00
Mestrado	Observed	88	26	114
	Expected	90.83	23.171	114.00
Doutoramento	Observed	7	1	8
	Expected	6.37	1.626	8.00
Total	Observed	294	75	369
	Expected	294.00	75.000	369.00

χ^2 Tests

	Value	df	p
χ^2	1.76	5	0.882
N	369		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q15 - Motivos de uso Apps - Nenhum dos anteriores		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	2	1	3
	Expected	2.78	0.220	3.00
Secundário	Observed	49	2	51
	Expected	47.27	3.732	51.00
Curso Profissional	Observed	12	2	14
	Expected	12.98	1.024	14.00
Licenciatura	Observed	164	15	179
	Expected	165.90	13.098	179.00
Mestrado	Observed	108	6	114
	Expected	105.66	8.341	114.00
Doutoramento	Observed	7	1	8
	Expected	7.41	0.585	8.00
Total	Observed	342	27	369
	Expected	342.00	27.000	369.00

χ^2 Tests

	Value	df	p
χ^2	6.19	5	0.288
N	369		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q15 - Motivos de uso Apps - Confiança 0	1	Total
3º Ciclo	Observed	3	0	3
	Expected	2.33	0.667	3.00
Secundário	Observed	39	12	51
	Expected	39.67	11.333	51.00
Curso Profissional	Observed	11	3	14
	Expected	10.89	3.111	14.00
Licenciatura	Observed	144	35	179
	Expected	139.22	39.778	179.00
Mestrado	Observed	83	31	114
	Expected	88.67	25.333	114.00
Doutoramento	Observed	7	1	8
	Expected	6.22	1.778	8.00
Total	Observed	287	82	369
	Expected	287.00	82.000	369.00

χ^2 Tests

	Value	df	p
χ^2	3.72	5	0.591
N	369		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q16 - Motivos de uso Websites - Comodidade 0	1	Total
3º Ciclo	Observed	2	1	3
	Expected	1.15	1.85	3.00
Secundário	Observed	31	48	79
	Expected	30.34	48.66	79.00
Curso Profissional	Observed	10	8	18
	Expected	6.91	11.09	18.00
Licenciatura	Observed	99	171	270
	Expected	103.69	166.31	270.00
Mestrado	Observed	56	90	146
	Expected	56.07	89.93	146.00
Doutoramento	Observed	4	6	10
	Expected	3.84	6.16	10.00
Total	Observed	202	324	526
	Expected	202.00	324.00	526.00

χ^2 Tests

	Value	df	p
χ^2	3.63	5	0.604
N	526		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q16 - Motivos de uso Websites - Memória		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	3	0	3
	Expected	2.51	0.490	3.00
Secundário	Observed	66	13	79
	Expected	66.08	12.916	79.00
Curso Profissional	Observed	15	3	18
	Expected	15.06	2.943	18.00
Licenciatura	Observed	227	43	270
	Expected	225.86	44.144	270.00
Mestrado	Observed	120	26	146
	Expected	122.13	23.871	146.00
Doutoramento	Observed	9	1	10
	Expected	8.37	1.635	10.00
Total	Observed	440	86	526
	Expected	440.00	86.000	526.00

χ^2 Tests

	Value	df	p
χ^2	1.15	5	0.950
N	526		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q16 - Motivos de uso Websites - Personalização 0	1	Total
3º Ciclo	Observed	3	0	3
	Expected	2.58	0.416	3.00
Secundário	Observed	66	13	79
	Expected	68.04	10.964	79.00
Curso Profissional	Observed	16	2	18
	Expected	15.50	2.498	18.00
Licenciatura	Observed	226	44	270
	Expected	232.53	37.471	270.00
Mestrado	Observed	132	14	146
	Expected	125.74	20.262	146.00
Doutoramento	Observed	10	0	10
	Expected	8.61	1.388	10.00
Total	Observed	453	73	526
	Expected	453.00	73.000	526.00

χ^2 Tests

	Value	df	p
χ^2	6.22	5	0.286
N	526		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q16 - Motivos de uso Websites - Sempre informado 0	1	Total
3º Ciclo	Observed	1	2	3
	Expected	2.21	0.793	3.00
Secundário	Observed	50	29	79
	Expected	58.12	20.876	79.00
Curso Profissional	Observed	10	8	18
	Expected	13.24	4.757	18.00
Licenciatura	Observed	205	65	270
	Expected	198.65	71.350	270.00
Mestrado	Observed	114	32	146
	Expected	107.42	38.582	146.00
Doutoramento	Observed	7	3	10
	Expected	7.36	2.643	10.00
Total	Observed	387	139	526
	Expected	387.00	139.000	526.00

χ^2 Tests

	Value	df	p
χ^2	12.2	5	0.033
N	526		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q16 - Motivos de uso Websites - Interatividade		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	3	0	3
	Expected	2.71	0.285	3.00
Secundário	Observed	66	13	79
	Expected	71.49	7.510	79.00
Curso Profissional	Observed	13	5	18
	Expected	16.29	1.711	18.00
Licenciatura	Observed	249	21	270
	Expected	244.33	25.665	270.00
Mestrado	Observed	136	10	146
	Expected	132.12	13.878	146.00
Doutoramento	Observed	9	1	10
	Expected	9.05	0.951	10.00
Total	Observed	476	50	526
	Expected	476.00	50.000	526.00

χ^2 Tests

	Value	df	p
χ^2	13.9	5	0.016
N	526		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q16 - Motivos de uso Websites - Confiança 0	1	Total
3º Ciclo	Observed	3	0	3
	Expected	2.25	0.747	3.00
Secundário	Observed	63	16	79
	Expected	59.33	19.675	79.00
Curso Profissional	Observed	15	3	18
	Expected	13.52	4.483	18.00
Licenciatura	Observed	203	67	270
	Expected	202.76	67.243	270.00
Mestrado	Observed	102	44	146
	Expected	109.64	36.361	146.00
Doutoramento	Observed	9	1	10
	Expected	7.51	2.490	10.00
Total	Observed	395	131	526
	Expected	395.00	131.000	526.00

χ^2 Tests

	Value	df	p
χ^2	5.89	5	0.317
N	526		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q16 - Motivos de uso Websites - Dimensão 0	1	Total
3º Ciclo	Observed	3	0	3
	Expected	2.37	0.633	3.00
Secundário	Observed	65	14	79
	Expected	62.33	16.671	79.00
Curso Profissional	Observed	15	3	18
	Expected	14.20	3.798	18.00
Licenciatura	Observed	213	57	270
	Expected	213.02	56.977	270.00
Mestrado	Observed	111	35	146
	Expected	115.19	30.810	146.00
Doutoramento	Observed	8	2	10
	Expected	7.89	2.110	10.00
Total	Observed	415	111	526
	Expected	415.00	111.000	526.00

χ^2 Tests

	Value	df	p
χ^2	2.29	5	0.808
N	526		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q16 - Motivos de uso Websites - Nenhum dos anteriores		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	2	1	3
	Expected	2.69	0.308	3.00
Secundário	Observed	71	8	79
	Expected	70.89	8.110	79.00
Curso Profissional	Observed	15	3	18
	Expected	16.15	1.848	18.00
Licenciatura	Observed	242	28	270
	Expected	242.28	27.719	270.00
Mestrado	Observed	134	12	146
	Expected	131.01	14.989	146.00
Doutoramento	Observed	8	2	10
	Expected	8.97	1.027	10.00
Total	Observed	472	54	526
	Expected	472.00	54.000	526.00

χ^2 Tests

	Value	df	p
χ^2	4.23	5	0.517
N	526		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q17 - Motivos de uso Agregadores de Áudio - Comodidade 0	1	Total
3º Ciclo	Observed	1	0	1
	Expected	0.646	0.354	1.00
Secundário	Observed	26	10	36
	Expected	23.255	12.745	36.00
Curso Profissional	Observed	6	5	11
	Expected	7.106	3.894	11.00
Licenciatura	Observed	89	48	137
	Expected	88.500	48.500	137.00
Mestrado	Observed	54	31	85
	Expected	54.909	30.091	85.00
Doutoramento	Observed	1	3	4
	Expected	2.584	1.416	4.00
Total	Observed	177	97	274
	Expected	177.000	97.000	274.00

χ^2 Tests

	Value	df	p
χ^2	4.74	5	0.448
N	274		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q17 - Motivos de uso Agregadores de Áudio - Multi-Tasking 0	1	Total
3º Ciclo	Observed	1	0	1
	Expected	0.507	0.493	1.00
Secundário	Observed	20	16	36
	Expected	18.263	17.737	36.00
Curso Profissional	Observed	4	7	11
	Expected	5.580	5.420	11.00
Licenciatura	Observed	73	64	137
	Expected	69.500	67.500	137.00
Mestrado	Observed	38	47	85
	Expected	43.120	41.880	85.00
Doutoramento	Observed	3	1	4
	Expected	2.029	1.971	4.00
Total	Observed	139	135	274
	Expected	139.000	135.000	274.00

χ^2 Tests

	Value	df	p
χ^2	4.75	5	0.447
N	274		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q17 - Motivos de uso Agregadores de Áudio - Funcionalidade Offline		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	1	0	1
	Expected	0.770	0.230	1.00
Secundário	Observed	27	9	36
	Expected	27.723	8.277	36.00
Curso Profissional	Observed	10	1	11
	Expected	8.471	2.529	11.00
Licenciatura	Observed	105	32	137
	Expected	105.500	31.500	137.00
Mestrado	Observed	66	19	85
	Expected	65.456	19.544	85.00
Doutoramento	Observed	2	2	4
	Expected	3.080	0.920	4.00
Total	Observed	211	63	274
	Expected	211.000	63.000	274.00

χ^2 Tests

	Value	df	p
χ^2	3.26	5	0.660
N	274		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q17 - Motivos de uso Agregadores de Áudio - Personalização 0	1	Total
3º Ciclo	Observed	1	0	1
	Expected	0.759	0.241	1.00
Secundário	Observed	25	11	36
	Expected	27.328	8.672	36.00
Curso Profissional	Observed	8	3	11
	Expected	8.350	2.650	11.00
Licenciatura	Observed	100	37	137
	Expected	104.000	33.000	137.00
Mestrado	Observed	70	15	85
	Expected	64.526	20.474	85.00
Doutoramento	Observed	4	0	4
	Expected	3.036	0.964	4.00
Total	Observed	208	66	274
	Expected	208.000	66.000	274.00

χ^2 Tests

	Value	df	p
χ^2	5.04	5	0.411
N	274		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q17 - Motivos de uso Agregadores de Áudio - Sempre Informado 0	1	Total
3º Ciclo	Observed	1	0	1
	Expected	0.920	0.0803	1.00
Secundário	Observed	35	1	36
	Expected	33.109	2.8905	36.00
Curso Profissional	Observed	8	3	11
	Expected	10.117	0.8832	11.00
Licenciatura	Observed	128	9	137
	Expected	126.000	11.0000	137.00
Mestrado	Observed	77	8	85
	Expected	78.175	6.8248	85.00
Doutoramento	Observed	3	1	4
	Expected	3.679	0.3212	4.00
Total	Observed	252	22	274
	Expected	252.000	22.0000	274.00

χ^2 Tests

	Value	df	p
χ^2	9.12	5	0.104
N	274		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q17 - Motivos de uso Agregadores de Áudio - Confiança		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	1	0	1
	Expected	0.898	0.102	1.00
Secundário	Observed	35	1	36
	Expected	32.321	3.679	36.00
Curso Profissional	Observed	10	1	11
	Expected	9.876	1.124	11.00
Licenciatura	Observed	120	17	137
	Expected	123.000	14.000	137.00
Mestrado	Observed	76	9	85
	Expected	76.314	8.686	85.00
Doutoramento	Observed	4	0	4
	Expected	3.591	0.409	4.00
Total	Observed	246	28	274
	Expected	246.000	28.000	274.00

χ^2 Tests

	Value	df	p
χ^2	3.49	5	0.626
N	274		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q17 - Motivos de uso Agregadores de Áudio - Dimensão 0	1	Total
3º Ciclo	Observed	1	0	1
	Expected	0.880	0.120	1.00
Secundário	Observed	32	4	36
	Expected	31.664	4.336	36.00
Curso Profissional	Observed	9	2	11
	Expected	9.675	1.325	11.00
Licenciatura	Observed	121	16	137
	Expected	120.500	16.500	137.00
Mestrado	Observed	74	11	85
	Expected	74.763	10.237	85.00
Doutoramento	Observed	4	0	4
	Expected	3.518	0.482	4.00
Total	Observed	241	33	274
	Expected	241.000	33.000	274.00

χ^2 Tests

	Value	df	p
χ^2	1.19	5	0.946
N	274		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q17 - Motivos de uso Agregadores de Áudio - Nenhum dos anteriores 0	1	Total
3º Ciclo	Observed	0	1	1
	Expected	0.796	0.204	1.00
Secundário	Observed	28	8	36
	Expected	28.642	7.358	36.00
Curso Profissional	Observed	11	0	11
	Expected	8.752	2.248	11.00
Licenciatura	Observed	109	28	137
	Expected	109.000	28.000	137.00
Mestrado	Observed	67	18	85
	Expected	67.628	17.372	85.00
Doutoramento	Observed	3	1	4
	Expected	3.182	0.818	4.00
Total	Observed	218	56	274
	Expected	218.000	56.000	274.00

χ^2 Tests

	Value	df	p
χ^2	6.87	5	0.231
N	274		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q18 - Motivos de uso Agregadores de Notícias - Comodidade		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	2	0	2
	Expected	0.741	1.26	2.00
Secundário	Observed	25	37	62
	Expected	22.975	39.03	62.00
Curso Profissional	Observed	8	8	16
	Expected	5.929	10.07	16.00
Licenciatura	Observed	68	135	203
	Expected	75.223	127.78	203.00
Mestrado	Observed	42	62	104
	Expected	38.538	65.46	104.00
Doutoramento	Observed	1	6	7
	Expected	2.594	4.41	7.00
Total	Observed	146	248	394
	Expected	146.000	248.00	394.00

χ^2 Tests

	Value	df	p
χ^2	7.98	5	0.157
N	394		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q18 - Motivos de uso Agregadores de Notícias - Personalização 0	1	Total
3º Ciclo	Observed	2	0	2
	Expected	1.54	0.462	2.00
Secundário	Observed	51	11	62
	Expected	47.68	14.320	62.00
Curso Profissional	Observed	12	4	16
	Expected	12.30	3.695	16.00
Licenciatura	Observed	156	47	203
	Expected	156.11	46.886	203.00
Mestrado	Observed	76	28	104
	Expected	79.98	24.020	104.00
Doutoramento	Observed	6	1	7
	Expected	5.38	1.617	7.00
Total	Observed	303	91	394
	Expected	303.00	91.000	394.00

χ^2 Tests

	Value	df	p
χ^2	2.80	5	0.731
N	394		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q18 - Motivos de uso Agregadores de Notícias - Nenhum dos anteriores 0	1	Total
3º Ciclo	Observed	1	1	2
	Expected	1.71	0.289	2.00
Secundário	Observed	54	8	62
	Expected	53.03	8.970	62.00
Curso Profissional	Observed	14	2	16
	Expected	13.69	2.315	16.00
Licenciatura	Observed	170	33	203
	Expected	173.63	29.368	203.00
Mestrado	Observed	92	12	104
	Expected	88.95	15.046	104.00
Doutoramento	Observed	6	1	7
	Expected	5.99	1.013	7.00
Total	Observed	337	57	394
	Expected	337.00	57.000	394.00

χ^2 Tests

	Value	df	p
χ^2	3.46	5	0.630
N	394		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q19 - Motivos de uso Motores de Busca - Comodidade		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	1	2	3
	Expected	0.931	2.07	3.00
Secundário	Observed	17	59	76
	Expected	23.591	52.41	76.00
Curso Profissional	Observed	5	12	17
	Expected	5.277	11.72	17.00
Licenciatura	Observed	78	187	265
	Expected	82.259	182.74	265.00
Mestrado	Observed	57	84	141
	Expected	43.768	97.23	141.00
Doutoramento	Observed	0	7	7
	Expected	2.173	4.83	7.00
Total	Observed	158	351	509
	Expected	158.000	351.00	509.00

χ^2 Tests

	Value	df	p
χ^2	12.0	5	0.035
N	509		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q19 - Motivos de uso Motores de Busca - Diversidade 0	1	Total
3º Ciclo	Observed	3	0	3
	Expected	2.05	0.949	3.00
Secundário	Observed	52	24	76
	Expected	51.96	24.039	76.00
Curso Profissional	Observed	11	6	17
	Expected	11.62	5.377	17.00
Licenciatura	Observed	191	74	265
	Expected	181.18	83.821	265.00
Mestrado	Observed	87	54	141
	Expected	96.40	44.599	141.00
Doutoramento	Observed	4	3	7
	Expected	4.79	2.214	7.00
Total	Observed	348	161	509
	Expected	348.00	161.000	509.00

χ^2 Tests

	Value	df	p
χ^2	6.48	5	0.262
N	509		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q19 - Motivos de uso Motores de Busca - Confiança 0	1	Total
3º Ciclo	Observed	3	0	3
	Expected	2.38	0.619	3.00
Secundário	Observed	59	17	76
	Expected	60.32	15.678	76.00
Curso Profissional	Observed	14	3	17
	Expected	13.49	3.507	17.00
Licenciatura	Observed	205	60	265
	Expected	210.33	54.666	265.00
Mestrado	Observed	117	24	141
	Expected	111.91	29.086	141.00
Doutoramento	Observed	6	1	7
	Expected	5.56	1.444	7.00
Total	Observed	404	105	509
	Expected	404.00	105.000	509.00

χ^2 Tests

	Value	df	p
χ^2	2.96	5	0.706
N	509		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q19 - Motivos de uso Motores de Busca - Dimensão		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	3	0	3
	Expected	2.67	0.330	3.00
Secundário	Observed	62	14	76
	Expected	67.64	8.361	76.00
Curso Profissional	Observed	16	1	17
	Expected	15.13	1.870	17.00
Licenciatura	Observed	239	26	265
	Expected	235.84	29.155	265.00
Mestrado	Observed	127	14	141
	Expected	125.49	15.513	141.00
Doutoramento	Observed	6	1	7
	Expected	6.23	0.770	7.00
Total	Observed	453	56	509
	Expected	453.00	56.000	509.00

χ^2 Tests

	Value	df	p
χ^2	5.72	5	0.334
N	509		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q19 - Motivos de uso Motores de Busca - Nenhum dos anteriores 0	1	Total
3º Ciclo	Observed	2	1	3
	Expected	2.58	0.424	3.00
Secundário	Observed	68	8	76
	Expected	65.25	10.750	76.00
Curso Profissional	Observed	16	1	17
	Expected	14.60	2.405	17.00
Licenciatura	Observed	227	38	265
	Expected	227.51	37.485	265.00
Mestrado	Observed	117	24	141
	Expected	121.06	19.945	141.00
Doutoramento	Observed	7	0	7
	Expected	6.01	0.990	7.00
Total	Observed	437	72	509
	Expected	437.00	72.000	509.00

χ^2 Tests

	Value	df	p
χ^2	4.81	5	0.440
N	509		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q21_1 - Interesse Notícias generalistas 0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	Total
3º Ciclo	Observed	0	1	0	0	0	0	0	1	0	1	3
	Expected	0.0609	0.117	0.0254	0.183	0.137	0.594	0.345	0.589	0.162	0.787	3.00
Secundário	Observed	3	3	1	4	4	15	11	22	4	18	85
	Expected	1.7259	3.308	0.7191	5.178	3.883	16.827	9.780	16.684	4.602	22.293	85.00
Curso Profissional	Observed	1	3	0	0	1	7	2	2	1	2	19
	Expected	0.3858	0.739	0.1607	1.157	0.868	3.761	2.186	3.729	1.029	4.983	19.00
Licenciatura	Observed	4	12	2	19	16	62	34	60	15	79	303
	Expected	6.1523	11.792	2.5635	18.457	13.843	59.985	34.863	59.472	16.406	79.467	303.00
Mestrado	Observed	3	4	2	10	6	33	19	29	11	52	169
	Expected	3.4315	6.577	1.4298	10.294	7.721	33.457	19.445	33.171	9.151	44.323	169.00
Doutoramento	Observed	1	0	0	3	0	0	2	2	1	3	12
	Expected	0.2437	0.467	0.1015	0.731	0.548	2.376	1.381	2.355	0.650	3.147	12.00
Total	Observed	12	23	5	36	27	117	68	116	32	155	591
	Expected	12.0000	23.000	5.0000	36.000	27.000	117.000	68.000	116.000	32.000	155.000	591.00

χ^2 Tests

	Value	df	p
χ^2	46.2	45	0.421
N	591		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q21_2 - Interesse Jornalismo Explicativo											Total
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	
3º Ciclo	Observed	0	1	1	0	0	1	0	0	0	0	0	3
	Expected	0.0102	0.0609	0.0914	0.0355	0.122	0.218	0.497	0.345	0.746	0.173	0.701	3.00
Secundário	Observed	0	1	6	1	3	6	12	8	20	6	22	85
	Expected	0.2876	1.7259	2.5888	1.0068	3.452	6.184	14.095	9.780	21.142	4.890	19.848	85.00
Curso Profissional	Observed	0	2	1	1	1	2	6	4	0	1	1	19
	Expected	0.0643	0.3858	0.5787	0.2250	0.772	1.382	3.151	2.186	4.726	1.093	4.437	19.00
Licenciatura	Observed	1	4	7	2	13	18	50	34	80	20	74	303
	Expected	1.0254	6.1523	9.2284	3.5888	12.305	22.046	50.244	34.863	75.365	17.431	70.751	303.00
Mestrado	Observed	1	3	3	3	5	14	27	20	47	7	39	169
	Expected	0.5719	3.4315	5.1472	2.0017	6.863	12.296	28.024	19.445	42.036	9.723	39.462	169.00
Doutoramento	Observed	0	1	0	0	2	2	3	2	0	0	2	12
	Expected	0.0406	0.2437	0.3655	0.1421	0.487	0.873	1.990	1.381	2.985	0.690	2.802	12.00
Total	Observed	2	12	18	7	24	43	98	68	147	34	138	591
	Expected	2.0000	12.0000	18.0000	7.0000	24.000	43.000	98.000	68.000	147.000	34.000	138.000	591.00

χ^2 Tests

	Value	df	p
χ^2	78.2	50	0.007
N	591		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q21_3 - Interesse Jornalismo Investigação											Total
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	
3º Ciclo	Observed	0	0	0	0	1	0	1	0	1	0	0	3
	Expected	0.0152	0.152	0.254	0.117	0.264	0.218	0.513	0.264	0.518	0.178	0.508	3.00
Secundário	Observed	0	2	6	1	5	5	15	4	16	6	25	85
	Expected	0.4315	4.315	7.191	3.308	7.479	6.184	14.526	7.479	14.670	5.034	14.382	85.00
Curso Profissional	Observed	0	0	3	1	0	0	4	2	1	4	4	19
	Expected	0.0964	0.964	1.607	0.739	1.672	1.382	3.247	1.672	3.279	1.125	3.215	19.00
Licenciatura	Observed	2	15	24	16	25	21	45	33	54	18	50	303
	Expected	1.5381	15.381	25.635	11.792	26.660	22.046	51.782	26.660	52.294	17.944	51.269	303.00
Mestrado	Observed	1	12	15	5	20	17	32	13	28	6	20	169
	Expected	0.8579	8.579	14.298	6.577	14.870	12.296	28.882	14.870	29.168	10.008	28.596	169.00
Doutoramento	Observed	0	1	2	0	1	0	4	0	2	1	1	12
	Expected	0.0609	0.609	1.015	0.467	1.056	0.873	2.051	1.056	2.071	0.711	2.030	12.00
Total	Observed	3	30	50	23	52	43	101	52	102	35	100	591
	Expected	3.0000	30.000	50.000	23.000	52.000	43.000	101.000	52.000	102.000	35.000	100.000	591.00

χ^2 Tests

	Value	df	p
χ^2	54.5	50	0.308
N	591		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q21_4 - Interesse Jornalismo Construtivo											Total
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	
3º Ciclo	Observed	0	0	0	0	0	0	0	2	1	0	0	3
	Expected	0.00508	0.0203	0.142	0.0457	0.152	0.142	0.406	0.269	0.817	0.249	0.751	3.00
Secundário	Observed	0	0	6	1	2	3	15	10	19	7	22	85
	Expected	0.14382	0.5753	4.027	1.2944	4.315	4.027	11.506	7.623	23.156	7.047	21.286	85.00
Curso Profissional	Observed	0	0	3	0	1	0	3	2	4	3	3	19
	Expected	0.03215	0.1286	0.900	0.2893	0.964	0.900	2.572	1.704	5.176	1.575	4.758	19.00
Licenciatura	Observed	1	2	12	6	16	14	41	27	79	27	78	303
	Expected	0.51269	2.0508	14.355	4.6142	15.381	14.355	41.015	27.173	82.543	25.122	75.878	303.00
Mestrado	Observed	0	1	7	2	9	11	18	12	56	11	42	169
	Expected	0.28596	1.1438	8.007	2.5736	8.579	8.007	22.876	15.156	46.039	14.012	42.321	169.00
Doutoramento	Observed	0	1	0	0	2	0	3	0	2	1	3	12
	Expected	0.02030	0.0812	0.569	0.1827	0.609	0.569	1.624	1.076	3.269	0.995	3.005	12.00
Total	Observed	1	4	28	9	30	28	80	53	161	49	148	591
	Expected	1.00000	4.0000	28.000	9.0000	30.000	28.000	80.000	53.000	161.000	49.000	148.000	591.00

χ^2 Tests

	Value	df	p
χ^2	53.0	50	0.359
N	591		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q21_5 - Interesse Jornalismo de Opinião											Total
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	
3º Ciclo	Observed	0	1	0	0	0	1	1	0	0	0	0	3
	Expected	0.0305	0.188	0.244	0.152	0.284	0.223	0.614	0.305	0.518	0.137	0.305	3.00
Secundário	Observed	1	6	5	5	9	6	18	8	13	2	12	85
	Expected	0.8629	5.321	6.904	4.315	8.054	6.328	17.403	8.629	14.670	3.883	8.629	85.00
Curso Profissional	Observed	0	1	1	2	2	1	4	1	5	2	0	19
	Expected	0.1929	1.190	1.543	0.964	1.800	1.415	3.890	1.929	3.279	0.868	1.929	19.00
Licenciatura	Observed	4	17	29	17	25	21	63	31	56	11	29	303
	Expected	3.0761	18.970	24.609	15.381	28.711	22.558	62.036	30.761	52.294	13.843	30.761	303.00
Mestrado	Observed	1	11	10	6	19	14	34	18	28	10	18	169
	Expected	1.7157	10.580	13.726	8.579	16.014	12.582	34.601	17.157	29.168	7.721	17.157	169.00
Doutoramento	Observed	0	1	3	0	1	1	1	2	0	2	1	12
	Expected	0.1218	0.751	0.975	0.609	1.137	0.893	2.457	1.218	2.071	0.548	1.218	12.00
Total	Observed	6	37	48	30	56	44	121	60	102	27	60	591
	Expected	6.0000	37.000	48.000	30.000	56.000	44.000	121.000	60.000	102.000	27.000	60.000	591.00

χ^2 Tests

	Value	df	p
χ^2	37.2	50	0.910
N	591		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q21_6 - Interesse Resumo de notícias										Total
		0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	
3º Ciclo	Observed	0	1	0	0	0	1	0	0	0	1	3
	Expected	0.0508	0.0355	0.0305	0.0914	0.102	0.274	0.208	0.563	0.335	1.31	3.00
Secundário	Observed	0	1	2	4	3	10	7	16	12	30	85
	Expected	1.4382	1.0068	0.8629	2.5888	2.876	7.766	5.897	15.964	9.492	37.11	85.00
Curso Profissional	Observed	0	1	0	1	1	1	1	4	5	5	19
	Expected	0.3215	0.2250	0.1929	0.5787	0.643	1.736	1.318	3.569	2.122	8.29	19.00
Licenciatura	Observed	7	2	3	5	8	25	23	58	33	139	303
	Expected	5.1269	3.5888	3.0761	9.2284	10.254	27.685	21.020	56.909	33.838	132.27	303.00
Mestrado	Observed	2	2	1	7	7	15	10	30	15	80	169
	Expected	2.8596	2.0017	1.7157	5.1472	5.719	15.442	11.724	31.741	18.873	73.78	169.00
Doutoramento	Observed	1	0	0	1	1	2	0	3	1	3	12
	Expected	0.2030	0.1421	0.1218	0.3655	0.406	1.096	0.832	2.254	1.340	5.24	12.00
Total	Observed	10	7	6	18	20	54	41	111	66	258	591
	Expected	10.0000	7.0000	6.0000	18.0000	20.000	54.000	41.000	111.000	66.000	258.00	591.00

χ^2 Tests

	Value	df	p
χ^2	61.6	45	0.051
N	591		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_1 - Formato Noticias Generalistas - Video Horizontal		Total
		0	1	
3º Ciclo	Observed	2	0	2
	Expected	1.53	0.471	2.00
Secundário	Observed	49	21	70
	Expected	53.50	16.496	70.00
Curso Profissional	Observed	8	6	14
	Expected	10.70	3.299	14.00
Licenciatura	Observed	199	51	250
	Expected	191.09	58.914	250.00
Mestrado	Observed	110	34	144
	Expected	110.07	33.934	144.00
Doutoramento	Observed	5	3	8
	Expected	6.11	1.885	8.00
Total	Observed	373	115	488
	Expected	373.00	115.000	488.00

χ^2 Tests

	Value	df	p
χ^2	7.37	5	0.194
N	488		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_1 - Formato Noticias Generalistas - Video Vertical		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	2	0	2
	Expected	1.40	0.602	2.00
Secundário	Observed	51	19	70
	Expected	48.91	21.086	70.00
Curso Profissional	Observed	7	7	14
	Expected	9.78	4.217	14.00
Licenciatura	Observed	180	70	250
	Expected	174.69	75.307	250.00
Mestrado	Observed	94	50	144
	Expected	100.62	43.377	144.00
Doutoramento	Observed	7	1	8
	Expected	5.59	2.410	8.00
Total	Observed	341	147	488
	Expected	341.00	147.000	488.00

χ^2 Tests

	Value	df	p
χ^2	6.95	5	0.225
N	488		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_1 - Formato Noticias Generalistas - Áudio 0	1	Total
3º Ciclo	Observed	2	0	2
	Expected	1.79	0.213	2.00
Secundário	Observed	64	6	70
	Expected	62.54	7.459	70.00
Curso Profissional	Observed	12	2	14
	Expected	12.51	1.492	14.00
Licenciatura	Observed	229	21	250
	Expected	223.36	26.639	250.00
Mestrado	Observed	123	21	144
	Expected	128.66	15.344	144.00
Doutoramento	Observed	6	2	8
	Expected	7.15	0.852	8.00
Total	Observed	436	52	488
	Expected	436.00	52.000	488.00

χ^2 Tests

	Value	df	p
χ^2	6.15	5	0.292
N	488		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_1 - Formato Noticias Generalistas - Imagem 0	1	Total
3º Ciclo	Observed	1	1	2
	Expected	1.11	0.889	2.00
Secundário	Observed	43	27	70
	Expected	38.87	31.127	70.00
Curso Profissional	Observed	7	7	14
	Expected	7.77	6.225	14.00
Licenciatura	Observed	138	112	250
	Expected	138.83	111.168	250.00
Mestrado	Observed	78	66	144
	Expected	79.97	64.033	144.00
Doutoramento	Observed	4	4	8
	Expected	4.44	3.557	8.00
Total	Observed	271	217	488
	Expected	271.00	217.000	488.00

χ^2 Tests

	Value	df	p
χ^2	1.40	5	0.924
N	488		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_1 - Formato Noticias Generalistas - Texto		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	0	2	2
	Expected	0.508	1.49	2.00
Secundário	Observed	25	45	70
	Expected	17.787	52.21	70.00
Curso Profissional	Observed	4	10	14
	Expected	3.557	10.44	14.00
Licenciatura	Observed	58	192	250
	Expected	63.525	186.48	250.00
Mestrado	Observed	36	108	144
	Expected	36.590	107.41	144.00
Doutoramento	Observed	1	7	8
	Expected	2.033	5.97	8.00
Total	Observed	124	364	488
	Expected	124.000	364.00	488.00

χ^2 Tests

	Value	df	p
χ^2	6.04	5	0.303
N	488		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_2 - Formato Jornalismo Explicativo - Video Horizontal		
		0	1	Total
3º Ciclo	Observed	0	0	0
	Expected	0.00	0.00	0.00
Secundário	Observed	38	30	68
	Expected	43.32	24.68	68.00
Curso Profissional	Observed	9	3	12
	Expected	7.65	4.35	12.00
Licenciatura	Observed	170	88	258
	Expected	164.38	93.62	258.00
Mestrado	Observed	88	52	140
	Expected	89.20	50.80	140.00
Doutoramento	Observed	4	3	7
	Expected	4.46	2.54	7.00
Total	Observed	309	176	485
	Expected	309.00	176.00	485.00

χ^2 Tests

	Value	df	p
χ^2	NaN	5	NaN
N	485		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_2 - Formato Jornalismo Explicativo - Video Vertical		
		0	1	Total
3º Ciclo	Observed	0	0	0
	Expected	0.00	0.00	0.00
Secundário	Observed	45	23	68
	Expected	47.11	20.89	68.00
Curso Profissional	Observed	7	5	12
	Expected	8.31	3.69	12.00
Licenciatura	Observed	185	73	258
	Expected	178.74	79.26	258.00
Mestrado	Observed	93	47	140
	Expected	96.99	43.01	140.00
Doutoramento	Observed	6	1	7
	Expected	4.85	2.15	7.00
Total	Observed	336	149	485
	Expected	336.00	149.00	485.00

χ^2 Tests

	Value	df	p
χ^2	NaN	5	NaN
N	485		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

		Q 22_2 - Formato Jornalismo Explicativo - Áudio		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	0	0	0
	Expected	0.00	0.00	0.00
Secundário	Observed	55	13	68
	Expected	55.24	12.76	68.00
Curso Profissional	Observed	9	3	12
	Expected	9.75	2.25	12.00
Licenciatura	Observed	215	43	258
	Expected	209.59	48.41	258.00
Mestrado	Observed	109	31	140
	Expected	113.73	26.27	140.00
Doutoramento	Observed	6	1	7
	Expected	5.69	1.31	7.00
Total	Observed	394	91	485
	Expected	394.00	91.00	485.00

χ^2 Tests

	Value	df	p
χ^2	NaN	5	NaN
N	485		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_2 - Formato Jornalismo Explicativo - Imagem 0	1	Total
3º Ciclo	Observed	0	0	0
	Expected	0.00	0.00	0.00
Secundário	Observed	42	26	68
	Expected	44.16	23.84	68.00
Curso Profissional	Observed	6	6	12
	Expected	7.79	4.21	12.00
Licenciatura	Observed	167	91	258
	Expected	167.57	90.43	258.00
Mestrado	Observed	96	44	140
	Expected	90.93	49.07	140.00
Doutoramento	Observed	4	3	7
	Expected	4.55	2.45	7.00
Total	Observed	315	170	485
	Expected	315.00	170.00	485.00

χ^2 Tests

	Value	df	p
χ^2	NaN	5	NaN
N	485		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_2 - Formato Jornalismo Explicativo - Texto 0	1	Total
3º Ciclo	Observed	0	0	0
	Expected	0.00	0.00	0.00
Secundário	Observed	23	45	68
	Expected	19.21	48.79	68.00
Curso Profissional	Observed	5	7	12
	Expected	3.39	8.61	12.00
Licenciatura	Observed	67	191	258
	Expected	72.88	185.12	258.00
Mestrado	Observed	42	98	140
	Expected	39.55	100.45	140.00
Doutoramento	Observed	0	7	7
	Expected	1.98	5.02	7.00
Total	Observed	137	348	485
	Expected	137.00	348.00	485.00

χ^2 Tests

	Value	df	p
χ^2	NaN	5	NaN
N	485		

- No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

		Q 22_3 - Formato Jornalismo Investigação - Video Horizontal		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	2	0	2
	Expected	1.15	0.846	2.00
Secundário	Observed	34	32	66
	Expected	38.08	27.923	66.00
Curso Profissional	Observed	11	4	15
	Expected	8.65	6.346	15.00
Licenciatura	Observed	117	83	200
	Expected	115.38	84.615	200.00
Mestrado	Observed	57	42	99
	Expected	57.12	41.885	99.00
Doutoramento	Observed	4	4	8
	Expected	4.62	3.385	8.00
Total	Observed	225	165	390
	Expected	225.00	165.000	390.00

χ^2 Tests

	Value	df	p
χ^2	4.25	5	0.514
N	390		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_3 - Formato Jornalismo Investigação - Video Vertical 0	1	Total
3º Ciclo	Observed	2	0	2
	Expected	1.41	0.595	2.00
Secundário	Observed	42	24	66
	Expected	46.37	19.631	66.00
Curso Profissional	Observed	9	6	15
	Expected	10.54	4.462	15.00
Licenciatura	Observed	148	52	200
	Expected	140.51	59.487	200.00
Mestrado	Observed	65	34	99
	Expected	69.55	29.446	99.00
Doutoramento	Observed	8	0	8
	Expected	5.62	2.379	8.00
Total	Observed	274	116	390
	Expected	274.00	116.000	390.00

χ^2 Tests

	Value	df	p
χ^2	8.72	5	0.121
N	390		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_3 - Formato Jornalismo Investigação - Áudio 0	1	Total
3º Ciclo	Observed	2	0	2
	Expected	1.66	0.344	2.00
Secundário	Observed	55	11	66
	Expected	54.66	11.338	66.00
Curso Profissional	Observed	14	1	15
	Expected	12.42	2.577	15.00
Licenciatura	Observed	168	32	200
	Expected	165.64	34.359	200.00
Mestrado	Observed	77	22	99
	Expected	81.99	17.008	99.00
Doutoramento	Observed	7	1	8
	Expected	6.63	1.374	8.00
Total	Observed	323	67	390
	Expected	323.00	67.000	390.00

χ^2 Tests

	Value	df	p
χ^2	3.68	5	0.596
N	390		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_3 - Formato Jornalismo Investigação - Imagem		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	1	1	2
	Expected	1.24	0.764	2.00
Secundário	Observed	35	31	66
	Expected	40.78	25.215	66.00
Curso Profissional	Observed	7	8	15
	Expected	9.27	5.731	15.00
Licenciatura	Observed	128	72	200
	Expected	123.59	76.410	200.00
Mestrado	Observed	64	35	99
	Expected	61.18	37.823	99.00
Doutoramento	Observed	6	2	8
	Expected	4.94	3.056	8.00
Total	Observed	241	149	390
	Expected	241.00	149.000	390.00

χ^2 Tests

	Value	df	p
χ^2	5.06	5	0.408
N	390		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_3 - Formato Jornalismo Investigação - Texto 0	1	Total
3º Ciclo	Observed	0	2	2
	Expected	0.769	1.23	2.00
Secundário	Observed	30	36	66
	Expected	25.385	40.62	66.00
Curso Profissional	Observed	6	9	15
	Expected	5.769	9.23	15.00
Licenciatura	Observed	73	127	200
	Expected	76.923	123.08	200.00
Mestrado	Observed	40	59	99
	Expected	38.077	60.92	99.00
Doutoramento	Observed	1	7	8
	Expected	3.077	4.92	8.00
Total	Observed	150	240	390
	Expected	150.000	240.00	390.00

χ^2 Tests

	Value	df	p
χ^2	5.39	5	0.370
N	390		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_4 - Formato Jornalismo Construtivo - Video Horizontal 0	1	Total
3º Ciclo	Observed	3	0	3
	Expected	1.91	1.09	3.00
Secundário	Observed	44	29	73
	Expected	46.39	26.61	73.00
Curso Profissional	Observed	9	6	15
	Expected	9.53	5.47	15.00
Licenciatura	Observed	167	85	252
	Expected	160.13	91.87	252.00
Mestrado	Observed	84	55	139
	Expected	88.33	50.67	139.00
Doutoramento	Observed	5	4	9
	Expected	5.72	3.28	9.00
Total	Observed	312	179	491
	Expected	312.00	179.00	491.00

χ^2 Tests

	Value	df	p
χ^2	3.78	5	0.582
N	491		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_4 - Formato Jornalismo Construtivo - Video Vertical		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	3	0	3
	Expected	2.08	0.923	3.00
Secundário	Observed	50	23	73
	Expected	50.55	22.450	73.00
Curso Profissional	Observed	9	6	15
	Expected	10.39	4.613	15.00
Licenciatura	Observed	179	73	252
	Expected	174.50	77.499	252.00
Mestrado	Observed	92	47	139
	Expected	96.25	42.747	139.00
Doutoramento	Observed	7	2	9
	Expected	6.23	2.768	9.00
Total	Observed	340	151	491
	Expected	340.00	151.000	491.00

χ^2 Tests

	Value	df	p
χ^2	3.25	5	0.662
N	491		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_4 - Formato Jornalismo Construtivo - Áudio 0	1	Total
3º Ciclo	Observed	3	0	3
	Expected	2.39	0.611	3.00
Secundário	Observed	58	15	73
	Expected	58.13	14.868	73.00
Curso Profissional	Observed	12	3	15
	Expected	11.95	3.055	15.00
Licenciatura	Observed	206	46	252
	Expected	200.68	51.324	252.00
Mestrado	Observed	105	34	139
	Expected	110.69	28.310	139.00
Doutoramento	Observed	7	2	9
	Expected	7.17	1.833	9.00
Total	Observed	391	100	491
	Expected	391.00	100.000	491.00

χ^2 Tests

	Value	df	p
χ^2	2.92	5	0.712
N	491		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_4 - Formato Jornalismo Construtivo - Imagem 0	1	Total
3º Ciclo	Observed	2	1	3
	Expected	1.85	1.15	3.00
Secundário	Observed	50	23	73
	Expected	44.90	28.10	73.00
Curso Profissional	Observed	8	7	15
	Expected	9.23	5.77	15.00
Licenciatura	Observed	149	103	252
	Expected	155.00	97.00	252.00
Mestrado	Observed	90	49	139
	Expected	85.49	53.51	139.00
Doutoramento	Observed	3	6	9
	Expected	5.54	3.46	9.00
Total	Observed	302	189	491
	Expected	302.00	189.00	491.00

χ^2 Tests

	Value	df	p
χ^2	6.20	5	0.287
N	491		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_4 - Formato Jornalismo Construtivo - Texto		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	0	3	3
	Expected	0.825	2.18	3.00
Secundário	Observed	25	48	73
	Expected	20.071	52.93	73.00
Curso Profissional	Observed	6	9	15
	Expected	4.124	10.88	15.00
Licenciatura	Observed	63	189	252
	Expected	69.287	182.71	252.00
Mestrado	Observed	39	100	139
	Expected	38.218	100.78	139.00
Doutoramento	Observed	2	7	9
	Expected	2.475	6.53	9.00
Total	Observed	135	356	491
	Expected	135.000	356.00	491.00

χ^2 Tests

	Value	df	p
χ^2	4.92	5	0.426
N	491		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_5 - Formato Jornalismo de Opinião - Video Horizontal 0	1	Total
3º Ciclo	Observed	1	0	1
	Expected	0.703	0.297	1.00
Secundário	Observed	32	21	53
	Expected	37.243	15.757	53.00
Curso Profissional	Observed	7	5	12
	Expected	8.432	3.568	12.00
Licenciatura	Observed	142	48	190
	Expected	133.514	56.486	190.00
Mestrado	Observed	75	33	108
	Expected	75.892	32.108	108.00
Doutoramento	Observed	3	3	6
	Expected	4.216	1.784	6.00
Total	Observed	260	110	370
	Expected	260.000	110.000	370.00

χ^2 Tests

	Value	df	p
χ^2	6.75	5	0.240
N	370		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_5 - Formato Jornalismo de Opinião - Video Vertical 0	1	Total
3º Ciclo	Observed	1	0	1
	Expected	0.716	0.284	1.00
Secundário	Observed	38	15	53
	Expected	37.959	15.041	53.00
Curso Profissional	Observed	8	4	12
	Expected	8.595	3.405	12.00
Licenciatura	Observed	137	53	190
	Expected	136.081	53.919	190.00
Mestrado	Observed	77	31	108
	Expected	77.351	30.649	108.00
Doutoramento	Observed	4	2	6
	Expected	4.297	1.703	6.00
Total	Observed	265	105	370
	Expected	265.000	105.000	370.00

χ^2 Tests

	Value	df	p
χ^2	0.641	5	0.986
N	370		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_5 - Formato Jornalismo de Opinião - Áudio		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	1	0	1
	Expected	0.751	0.249	1.00
Secundário	Observed	39	14	53
	Expected	39.822	13.178	53.00
Curso Profissional	Observed	9	3	12
	Expected	9.016	2.984	12.00
Licenciatura	Observed	150	40	190
	Expected	142.757	47.243	190.00
Mestrado	Observed	74	34	108
	Expected	81.146	26.854	108.00
Doutoramento	Observed	5	1	6
	Expected	4.508	1.492	6.00
Total	Observed	278	92	370
	Expected	278.000	92.000	370.00

χ^2 Tests

	Value	df	p
χ^2	4.62	5	0.463
N	370		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_5 - Formato Jornalismo de Opinião - Imagem 0	1	Total
3º Ciclo	Observed	1	0	1
	Expected	0.635	0.365	1.00
Secundário	Observed	33	20	53
	Expected	33.662	19.338	53.00
Curso Profissional	Observed	7	5	12
	Expected	7.622	4.378	12.00
Licenciatura	Observed	118	72	190
	Expected	120.676	69.324	190.00
Mestrado	Observed	75	33	108
	Expected	68.595	39.405	108.00
Doutoramento	Observed	1	5	6
	Expected	3.811	2.189	6.00
Total	Observed	235	135	370
	Expected	235.000	135.000	370.00

χ^2 Tests

	Value	df	p
χ^2	8.23	5	0.144
N	370		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_5 - Formato Jornalismo de Opinião - Texto 0	1	Total
3º Ciclo	Observed	0	1	1
	Expected	0.308	0.692	1.00
Secundário	Observed	20	33	53
	Expected	16.330	36.670	53.00
Curso Profissional	Observed	6	6	12
	Expected	3.697	8.303	12.00
Licenciatura	Observed	59	131	190
	Expected	58.541	131.459	190.00
Mestrado	Observed	28	80	108
	Expected	33.276	74.724	108.00
Doutoramento	Observed	1	5	6
	Expected	1.849	4.151	6.00
Total	Observed	114	256	370
	Expected	114.000	256.000	370.00

χ^2 Tests

	Value	df	p
χ^2	5.49	5	0.359
N	370		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_6 - Formato Resumo de notícias - Video Horizontal		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	2	0	2
	Expected	1.46	0.540	2.00
Secundário	Observed	46	29	75
	Expected	54.76	20.236	75.00
Curso Profissional	Observed	12	4	16
	Expected	11.68	4.317	16.00
Licenciatura	Observed	213	65	278
	Expected	202.99	75.008	278.00
Mestrado	Observed	109	41	150
	Expected	109.53	40.472	150.00
Doutoramento	Observed	5	4	9
	Expected	6.57	2.428	9.00
Total	Observed	387	143	530
	Expected	387.00	143.000	530.00

χ^2 Tests

	Value	df	p
χ^2	9.20	5	0.101
N	530		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_6 - Formato Resumo de notícias - Vídeo Vertical		
		0	1	Total
3º Ciclo	Observed	2	0	2
	Expected	1.39	0.608	2.00
Secundário	Observed	51	24	75
	Expected	52.22	22.783	75.00
Curso Profissional	Observed	9	7	16
	Expected	11.14	4.860	16.00
Licenciatura	Observed	197	81	278
	Expected	193.55	84.449	278.00
Mestrado	Observed	102	48	150
	Expected	104.43	45.566	150.00
Doutoramento	Observed	8	1	9
	Expected	6.27	2.734	9.00
Total	Observed	369	161	530
	Expected	369.00	161.000	530.00

χ^2 Tests

	Value	df	p
χ^2	4.29	5	0.509
N	530		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_6 - Formato Resumo de notícias - Áudio		
		0	1	Total
3º Ciclo	Observed	2	0	2
	Expected	1.68	0.317	2.00
Secundário	Observed	66	9	75
	Expected	63.11	11.887	75.00
Curso Profissional	Observed	14	2	16
	Expected	13.46	2.536	16.00
Licenciatura	Observed	237	41	278
	Expected	233.94	44.060	278.00
Mestrado	Observed	119	31	150
	Expected	126.23	23.774	150.00
Doutoramento	Observed	8	1	9
	Expected	7.57	1.426	9.00
Total	Observed	446	84	530
	Expected	446.00	84.000	530.00

χ^2 Tests

	Value	df	p
χ^2	4.36	5	0.499
N	530		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_6 - Formato Resumo de notícias - Imagem		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	1	1	2
	Expected	1.06	0.936	2.00
Secundário	Observed	43	32	75
	Expected	39.91	35.094	75.00
Curso Profissional	Observed	8	8	16
	Expected	8.51	7.487	16.00
Licenciatura	Observed	146	132	278
	Expected	147.92	130.083	278.00
Mestrado	Observed	80	70	150
	Expected	79.81	70.189	150.00
Doutoramento	Observed	4	5	9
	Expected	4.79	4.211	9.00
Total	Observed	282	248	530
	Expected	282.00	248.000	530.00

χ^2 Tests

	Value	df	p
χ^2	0.919	5	0.969
N	530		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_6 - Formato Resumo de notícias - Texto 0	1	Total
3º Ciclo	Observed	0	2	2
	Expected	0.509	1.49	2.00
Secundário	Observed	24	51	75
	Expected	19.104	55.90	75.00
Curso Profissional	Observed	4	12	16
	Expected	4.075	11.92	16.00
Licenciatura	Observed	66	212	278
	Expected	70.811	207.19	278.00
Mestrado	Observed	39	111	150
	Expected	38.208	111.79	150.00
Doutoramento	Observed	2	7	9
	Expected	2.292	6.71	9.00
Total	Observed	135	395	530
	Expected	135.000	395.00	530.00

χ^2 Tests

	Value	df	p
χ^2	2.88	5	0.718
N	530		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q23_4 - Tecnologias - QR Codes 0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	Total
3º Ciclo	Observed	0	1	1	0	0	0	0	0	0	0	1	3
	Expected	0.0624	0.265	0.333	0.130	0.203	0.156	0.369	0.166	0.515	0.135	0.666	3.00
Secundário	Observed	1	4	8	4	3	2	13	5	16	6	19	81
	Expected	1.6846	7.159	8.984	3.510	5.475	4.211	9.967	4.492	13.898	3.650	17.969	81.00
Curso Profissional	Observed	0	2	1	1	2	0	2	2	2	2	3	17
	Expected	0.3536	1.503	1.886	0.737	1.149	0.884	2.092	0.943	2.917	0.766	3.771	17.00
Licenciatura	Observed	8	23	27	11	25	17	39	18	54	14	61	297
	Expected	6.1768	26.251	32.943	12.868	20.075	15.442	36.546	16.471	50.958	13.383	65.886	297.00
Mestrado	Observed	3	20	23	9	9	11	16	7	24	4	42	168
	Expected	3.4939	14.849	18.634	7.279	11.355	8.735	20.672	9.317	28.825	7.570	37.269	168.00
Doutoramento	Observed	0	1	4	0	0	0	1	0	3	0	2	11
	Expected	0.2288	0.972	1.220	0.477	0.744	0.572	1.354	0.610	1.887	0.496	2.440	11.00
Total	Observed	12	51	64	25	39	30	71	32	99	26	128	577
	Expected	12.0000	51.000	64.000	25.000	39.000	30.000	71.000	32.000	99.000	26.000	128.000	577.00

χ^2 Tests

	Value	df	p
χ^2	42.3	50	0.771
N	577		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q23_5 - Tecnologias - Realidade Virtual											Total
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	
3º Ciclo	Observed	0	0	2	0	1	0	0	0	0	0	0	3
	Expected	0.0788	0.510	0.636	0.163	0.320	0.168	0.420	0.131	0.210	0.0736	0.289	3.00
Secundário	Observed	2	11	12	2	9	3	16	3	9	2	13	82
	Expected	2.1541	13.930	17.377	4.452	8.760	4.595	11.489	3.590	5.744	2.0105	7.898	82.00
Curso Profissional	Observed	0	5	3	3	3	1	0	1	1	0	1	18
	Expected	0.4729	3.058	3.814	0.977	1.923	1.009	2.522	0.788	1.261	0.4413	1.734	18.00
Licenciatura	Observed	7	43	67	18	30	21	38	16	18	7	25	290
	Expected	7.6182	49.264	61.454	15.744	30.981	16.252	40.630	12.697	20.315	7.1103	27.933	290.00
Mestrado	Observed	5	35	32	8	18	7	26	4	11	5	15	166
	Expected	4.3608	28.200	35.177	9.012	17.734	9.303	23.257	7.268	11.629	4.0701	15.989	166.00
Doutoramento	Observed	1	3	5	0	0	0	0	1	1	0	1	12
	Expected	0.3152	2.039	2.543	0.651	1.282	0.673	1.681	0.525	0.841	0.2942	1.156	12.00
Total	Observed	15	97	121	31	61	32	80	25	40	14	55	571
	Expected	15.0000	97.000	121.000	31.000	61.000	32.000	80.000	25.000	40.000	14.0000	55.000	571.00

χ^2 Tests

	Value	df	p
χ^2	46.6	50	0.612
N	571		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q23_6 - Tecnologias - Realidade Aumentada											
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	Total
3º Ciclo	Observed	0	0	1	0	0	2	0	0	0	0	0	3
	Expected	0.0521	0.307	0.286	0.0938	0.240	0.167	0.411	0.224	0.521	0.125	0.573	3.00
Secundário	Observed	2	4	7	0	5	2	12	7	18	3	24	84
	Expected	1.4583	8.604	8.021	2.6250	6.708	4.667	11.521	6.271	14.583	3.500	16.042	84.00
Curso Profissional	Observed	0	5	0	2	2	1	0	0	2	1	5	18
	Expected	0.3125	1.844	1.719	0.5625	1.438	1.000	2.469	1.344	3.125	0.750	3.438	18.00
Licenciatura	Observed	4	28	25	10	24	18	44	25	52	15	47	292
	Expected	5.0694	29.910	27.882	9.1250	23.319	16.222	40.049	21.799	50.694	12.167	55.764	292.00
Mestrado	Observed	3	20	18	5	14	9	22	11	27	4	34	167
	Expected	2.8993	17.106	15.946	5.2188	13.337	9.278	22.905	12.467	28.993	6.958	31.892	167.00
Doutoramento	Observed	1	2	4	1	1	0	1	0	1	1	0	12
	Expected	0.2083	1.229	1.146	0.3750	0.958	0.667	1.646	0.896	2.083	0.500	2.292	12.00
Total	Observed	10	59	55	18	46	32	79	43	100	24	110	576
	Expected	10.0000	59.000	55.000	18.0000	46.000	32.000	79.000	43.000	100.000	24.000	110.000	576.00

χ^2 Tests

	Value	df	p
χ^2	76.4	50	0.010
N	576		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q24_1 - Funcionalidades nas Apps - Possibilidade de criar um Perfil Próprio											
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	Total
3º Ciclo	Observed	0	0	1	1	1	0	0	0	0	0	0	3
	Expected	0.0416	0.234	0.255	0.109	0.291	0.146	0.504	0.218	0.520	0.0936	0.588	3.00
Secundário	Observed	0	4	11	3	9	3	13	10	11	1	18	83
	Expected	1.1508	6.473	7.049	3.021	8.055	4.028	13.953	6.042	14.385	2.5893	16.255	83.00
Curso Profissional	Observed	0	3	0	2	1	0	4	2	1	2	3	18
	Expected	0.2496	1.404	1.529	0.655	1.747	0.873	3.026	1.310	3.120	0.5615	3.525	18.00
Licenciatura	Observed	4	16	22	9	22	15	57	20	60	7	63	295
	Expected	4.0901	23.007	25.052	10.737	28.631	14.315	49.593	21.473	51.127	9.2028	57.773	295.00
Mestrado	Observed	4	19	15	5	21	10	21	10	27	8	27	167
	Expected	2.3154	13.024	14.182	6.078	16.208	8.104	28.075	12.156	28.943	5.2097	32.705	167.00
Doutoramento	Observed	0	3	0	1	2	0	2	0	1	0	2	11
	Expected	0.1525	0.858	0.934	0.400	1.068	0.534	1.849	0.801	1.906	0.3432	2.154	11.00
Total	Observed	8	45	49	21	56	28	97	42	100	18	113	577
	Expected	8.0000	45.000	49.000	21.000	56.000	28.000	97.000	42.000	100.000	18.0000	113.000	577.00

χ^2 Tests

	Value	df	p
χ^2	65.5	50	0.070
N	577		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q24_3 - Funcionalidades nas Apps - Notificações Personalizadas											Total
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	
3º Ciclo	Observed	0	0	1	1	1	0	0	0	0	0	0	3
	Expected	0.0312	0.172	0.192	0.0676	0.177	0.192	0.510	0.250	0.614	0.140	0.655	3.00
Secundário	Observed	1	5	3	1	3	3	15	8	18	6	20	83
	Expected	0.8631	4.747	5.322	1.8700	4.891	5.322	14.097	6.905	16.974	3.884	18.125	83.00
Curso Profissional	Observed	0	2	1	0	2	0	4	3	2	2	3	19
	Expected	0.1976	1.087	1.218	0.4281	1.120	1.218	3.227	1.581	3.886	0.889	4.149	19.00
Licenciatura	Observed	3	17	12	6	14	20	53	24	66	15	66	296
	Expected	3.0780	16.929	18.981	6.6690	17.442	18.981	50.274	24.624	60.534	13.851	64.638	296.00
Mestrado	Observed	2	8	17	5	11	13	26	13	31	4	35	165
	Expected	1.7158	9.437	10.581	3.7175	9.723	10.581	28.024	13.726	33.744	7.721	36.031	165.00
Doutoramento	Observed	0	1	3	0	3	1	0	0	1	0	2	11
	Expected	0.1144	0.629	0.705	0.2478	0.648	0.705	1.868	0.915	2.250	0.515	2.402	11.00
Total	Observed	6	33	37	13	34	37	98	48	118	27	126	577
	Expected	6.0000	33.000	37.000	13.0000	34.000	37.000	98.000	48.000	118.000	27.000	126.000	577.00

χ^2 Tests

	Value	df	p
χ^2	67.4	50	0.051
N	577		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q24_2 - Funcionalidades nas Apps - Notificações e alertas											Total
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	
3º Ciclo	Observed	0	0	1	2	0	0	0	0	0	0	0	3
	Expected	0.0258	0.160	0.150	0.0981	0.243	0.155	0.542	0.207	0.614	0.176	0.630	3.00
Secundário	Observed	0	3	6	1	6	1	16	5	18	5	22	83
	Expected	0.7143	4.429	4.143	2.7143	6.714	4.286	15.000	5.714	17.000	4.857	17.429	83.00
Curso Profissional	Observed	0	1	1	0	1	1	5	2	3	2	2	18
	Expected	0.1549	0.960	0.898	0.5886	1.456	0.929	3.253	1.239	3.687	1.053	3.780	18.00
Licenciatura	Observed	3	14	13	10	26	17	53	18	66	18	60	298
	Expected	2.5645	15.900	14.874	9.7453	24.107	15.387	53.855	20.516	61.036	17.439	62.575	298.00
Mestrado	Observed	2	11	5	6	13	11	30	15	31	9	35	168
	Expected	1.4458	8.964	8.386	5.4940	13.590	8.675	30.361	11.566	34.410	9.831	35.277	168.00
Doutoramento	Observed	0	2	3	0	1	0	1	0	1	0	3	11
	Expected	0.0947	0.587	0.549	0.3597	0.890	0.568	1.988	0.757	2.253	0.644	2.310	11.00
Total	Observed	5	31	29	19	47	30	105	40	119	34	122	581
	Expected	5.0000	31.000	29.000	19.0000	47.000	30.000	105.000	40.000	119.000	34.000	122.000	581.00

χ^2 Tests

	Value	df	p
χ^2	79.7	50	0.005
N	581		

- Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q24_4 - Funcionalidades nas Apps - Funcionalidade Offline											Total
		0.0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	
3º Ciclo	Observed	0	0	0	1	1	0	0	0	0	0	1	3
	Expected	0.0155	0.149	0.206	0.0619	0.165	0.0722	0.392	0.206	0.526	0.196	1.01	3.00
Secundário	Observed	0	6	6	1	8	0	9	3	16	5	30	84
	Expected	0.4330	4.186	5.773	1.7320	4.619	2.0206	10.969	5.773	14.722	5.485	28.29	84.00
Curso Profissional	Observed	0	1	1	0	2	0	4	4	1	1	5	19
	Expected	0.0979	0.947	1.306	0.3918	1.045	0.4570	2.481	1.306	3.330	1.241	6.40	19.00
Licenciatura	Observed	2	9	19	6	11	8	40	21	51	19	111	297
	Expected	1.5309	14.799	20.412	6.1237	16.330	7.1443	38.784	20.412	52.052	19.392	100.02	297.00
Mestrado	Observed	1	12	12	4	10	6	21	12	31	12	47	168
	Expected	0.8660	8.371	11.546	3.4639	9.237	4.0412	21.938	11.546	29.443	10.969	56.58	168.00
Doutoramento	Observed	0	1	2	0	0	0	2	0	3	1	2	11
	Expected	0.0567	0.548	0.756	0.2268	0.605	0.2646	1.436	0.756	1.928	0.718	3.70	11.00
Total	Observed	3	29	40	12	32	14	76	40	102	38	196	582
	Expected	3.0000	29.000	40.000	12.0000	32.000	14.0000	76.000	40.000	102.000	38.000	196.00	582.00

χ^2 Tests

	Value	df	p
χ^2	54.8	50	0.297
N	582		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q18 - Motivos de uso Agregadores de Notícias - Sempre Informado		
Q4 - Grau Académico		**0**	**1**	**Total**
3º Ciclo	Observed	1	1	2
	Expected	1.28	0.721	2.00
Secundário	Observed	37	25	62
	Expected	39.65	22.345	62.00
Curso Profissional	Observed	9	7	16
	Expected	10.23	5.766	16.00
Licenciatura	Observed	134	69	203
	Expected	129.84	73.162	203.00
Mestrado	Observed	64	40	104
	Expected	66.52	37.482	104.00
Doutoramento	Observed	7	0	7
	Expected	4.48	2.523	7.00
Total	Observed	252	142	394
	Expected	252.00	142.000	394.00

χ^2 Tests

	Value	df	p
χ^2	5.65	5	0.341
N	394		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q18 - Motivos de uso Agregadores de Notícias - Confiança 0	1	Total
3º Ciclo	Observed	2	0	2
	Expected	1.65	0.345	2.00
Secundário	Observed	51	11	62
	Expected	51.30	10.701	62.00
Curso Profissional	Observed	12	4	16
	Expected	13.24	2.761	16.00
Licenciatura	Observed	170	33	203
	Expected	167.96	35.036	203.00
Mestrado	Observed	84	20	104
	Expected	86.05	17.949	104.00
Doutoramento	Observed	7	0	7
	Expected	5.79	1.208	7.00
Total	Observed	326	68	394
	Expected	326.00	68.000	394.00

χ^2 Tests

	Value	df	p
χ^2	2.98	5	0.702
N	394		

- Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q18 - Motivos de uso Agregadores de Notícias - Dimensão 0	1	Total
3º Ciclo	Observed	2	0	2
	Expected	1.69	0.315	2.00
Secundário	Observed	52	10	62
	Expected	52.24	9.756	62.00
Curso Profissional	Observed	15	1	16
	Expected	13.48	2.518	16.00
Licenciatura	Observed	169	34	203
	Expected	171.06	31.944	203.00
Mestrado	Observed	89	15	104
	Expected	87.63	16.365	104.00
Doutoramento	Observed	5	2	7
	Expected	5.90	1.102	7.00
Total	Observed	332	62	394
	Expected	332.00	62.000	394.00

χ^2 Tests

	Value	df	p
χ^2	2.63	5	0.757
N	394		

- Do not Reject the Null Hypothesis at a 0.05 significance level

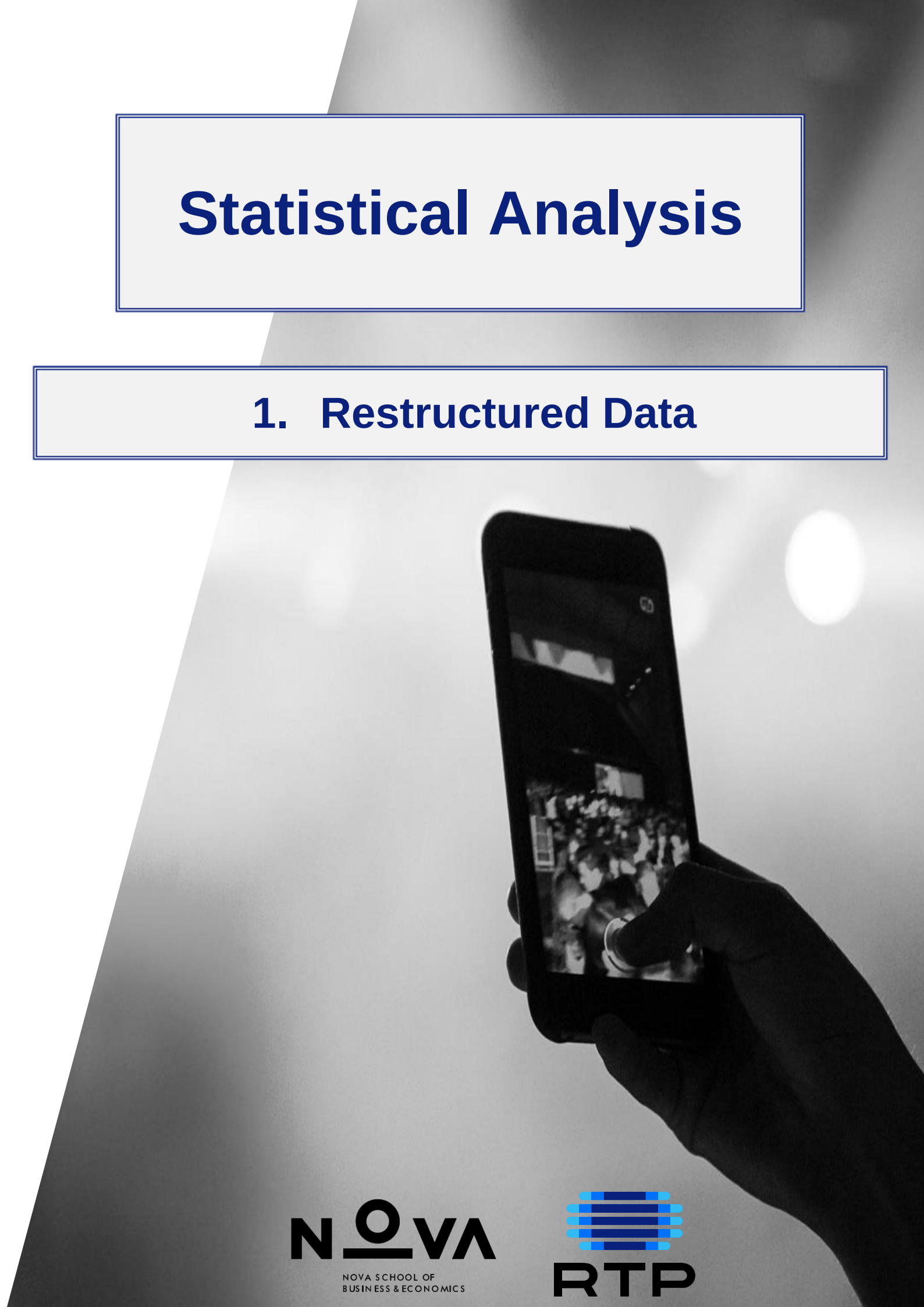
References

[1] The jamovi project (2020). *jamovi*. (Version 1.6) [Computer Software]. Retrieved from https://www.jamovi.org.

[2] R Core Team (2020). *R: A Language and environment for statistical computing*. (Version 4.0) [Computer software]. Retrieved from https://cran.r-project.org. (R packages retrieved from MRAN snapshot 2020-08-24).

Statistical Analysis

1. Restructured Data



NOVA SCHOOL OF BUSINESS & ECONOMICS

RTP

Results

Descriptives

Descriptives

	Q2 - Género	Q3 - Idade	Q4 - Grau Académico	Q5 - Vê Notícias Online	Q6_2 - Smartphone - Frequência a aceder notícias online
N	520	520	520	520	498
Missing	0	0	0	0	22
Mean					
Median					
Standard deviation					
Minimum					
Maximum					

Frequencies

Frequencies of Q2 - Género

Levels	Counts	% of Total	Cumulative %
Feminino	356	68.5 %	68.5 %
Masculino	164	31.5 %	100.0 %

Frequencies of Q3 - Idade

Levels	Counts	% of Total	Cumulative %
- 24	112	21.5 %	21.5 %
25-34	101	19.4 %	41.0 %
35-44	96	18.5 %	59.4 %
45-54	91	17.5 %	76.9 %
55+	120	23.1 %	100.0 %

Frequencies of Q4 - Grau Académico

Levels	Counts	% of Total	Cumulative %
Menos Que Licenciatura	97	18.7 %	18.7 %
Licenciatura	256	49.2 %	67.9 %
Mais Que Licenciatura	167	32.1 %	100.0 %

Frequencies of Q5 - Vê Notícias Online

Levels	Counts	% of Total	Cumulative %
Não	22	4.2 %	4.2 %
Sim	498	95.8 %	100.0 %

Frequencies of Q6_2 - Smartphone - Frequência a aceder notícias online

Levels	Counts	% of Total	Cumulative %
Diariamente	417	83.7 %	83.7 %
2 ou + vezes por semana	52	10.4 %	94.2 %
1 vez por semana	14	2.8 %	97.0 %
1 vez por quinzena	2	0.4 %	97.4 %
1 vez por mês	4	0.8 %	98.2 %
Não utilizo	9	1.8 %	100.0 %

Ho: Column Variable is Independent of Gender
H1: Column Variable is not Independent of Gender

Contingency Tables

Contingency Tables

		Q5 - Vê Notícias Online		
Q2 - Género		Não	Sim	Total
Feminino	Observed	20	336	356
	Expected	15.06	341	356
Masculino	Observed	2	162	164
	Expected	6.94	157	164
Total	Observed	22	498	520
	Expected	22.00	498	520

χ^2 Tests

	Value	df	p
χ^2	5.36	1	0.021
N	520		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q6_1 - Computador/Portátil - Frequência a aceder notícias online						Total
		Diariamente	2 ou + vezes por semana	1 vez por semana	1 vez por quinzena	1 vez por mês	Não utilizo	
Feminino	Observed	16	11	39	59	149	62	336
	Expected	13.49	12.14	38.5	60.0	166.7	45.2	336
Masculino	Observed	4	7	18	30	98	5	162
	Expected	6.51	5.86	18.5	29.0	80.3	21.8	162
Total	Observed	20	18	57	89	247	67	498
	Expected	20.00	18.00	57.0	89.0	247.0	67.0	498

χ^2 Tests

	Value	df	p
χ^2	26.8	5	< .001
N	498		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q6_2 - Smartphone - Frequência a aceder notícias online						Total
		Diariamente	2 ou + vezes por semana	1 vez por semana	1 vez por quinzena	1 vez por mês	Não utilizo	
Feminino	Observed	3	2	11	40	272	8	336
	Expected	2.70	1.349	9.45	35.1	281	6.07	336
Masculino	Observed	1	0	3	12	145	1	162
	Expected	1.30	0.651	4.55	16.9	136	2.93	162
Total	Observed	4	2	14	52	417	9	498
	Expected	4.00	2.000	14.00	52.0	417	9.00	498

χ^2 Tests

	Value	df	p
χ^2	6.81	5	0.235
N	498		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q6_3 - Tablet - Frequência a aceder notícias online						Total
		Diariamente	2 ou + vezes por semana	1 vez por semana	1 vez por quinzena	1 vez por mês	Não utilizo	
Feminino	Observed	10	3	13	28	46	236	336
	Expected	12.14	4.05	16.87	31.0	41.2	231	336
Masculino	Observed	8	3	12	18	15	106	162
	Expected	5.86	1.95	8.13	15.0	19.8	111	162
Total	Observed	18	6	25	46	61	342	498
	Expected	18.00	6.00	25.00	46.0	61.0	342	498

χ^2 Tests

	Value	df	p
χ^2	7.76	5	0.170
N	498		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q26_1 - Motivos não uso Smartphone - Ecrã pequeno		Total
		0	1	
Feminino	Observed	5	2	7
	Expected	5.250	1.750	7.00
Masculino	Observed	1	0	1
	Expected	0.750	0.250	1.00
Total	Observed	6	2	8
	Expected	6.000	2.000	8.00

χ^2 Tests

	Value	df	p
χ^2	0.381	1	0.537
N	8		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q26_2 - Motivos não uso Smartphone - Não tenho/utilizo pouco 0	1	Total
Feminino	Observed	6	1	7
	Expected	5.250	1.750	7.00
Masculino	Observed	0	1	1
	Expected	0.750	0.250	1.00
Total	Observed	6	2	8
	Expected	6.000	2.000	8.00

χ^2 Tests

	Value	df	p
χ^2	3.43	1	0.064
N	8		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q26_3 - Motivos não uso Smartphone - Prefiro interface do computador 0	1	Total
Feminino	Observed	3	4	7
	Expected	2.625	4.375	7.00
Masculino	Observed	0	1	1
	Expected	0.375	0.625	1.00
Total	Observed	3	5	8
	Expected	3.000	5.000	8.00

χ^2 Tests

	Value	df	p
χ^2	0.686	1	0.408
N	8		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q26_4 - Motivos não uso Smartphone - Outro		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	6	1	7
	Expected	6.125	0.875	7.00
Masculino	Observed	1	0	1
	Expected	0.875	0.125	1.00
Total	Observed	7	1	8
	Expected	7.000	1.000	8.00

χ^2 Tests

	Value	**df**	**p**
χ^2	0.163	1	0.686
N	8		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q7_1 - Dispositivos para aceder a notícias - TV		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	3	17	20
	Expected	3.636	16.36	20.00
Masculino	Observed	1	1	2
	Expected	0.364	1.64	2.00
Total	Observed	4	18	22
	Expected	4.000	18.00	22.00

χ^2 Tests

	Value	**df**	**p**
χ^2	1.50	1	0.221
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q7_2 - Dispositivos para aceder a notícias - Rádio 0	1	Total
Feminino	Observed	18	2	20
	Expected	17.27	2.727	20.00
Masculino	Observed	1	1	2
	Expected	1.73	0.273	2.00
Total	Observed	19	3	22
	Expected	19.00	3.000	22.00

χ^2 Tests

	Value	df	p
χ^2	2.47	1	0.116
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q7_3 - Dispositivos para aceder a notícias - Jornal de Papel 0	1	Total
Feminino	Observed	19	1	20
	Expected	19.09	0.9091	20.00
Masculino	Observed	2	0	2
	Expected	1.91	0.0909	2.00
Total	Observed	21	1	22
	Expected	21.00	1.0000	22.00

χ^2 Tests

	Value	df	p
χ^2	0.105	1	0.746
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q8_1 - Motivos uso dispositivos offline - Comodidade 0	1	Total
Feminino	Observed	18	2	20
	Expected	16.36	3.636	20.00
Masculino	Observed	0	2	2
	Expected	1.64	0.364	2.00
Total	Observed	18	4	22
	Expected	18.00	4.000	22.00

χ^2 Tests

	Value	df	p
χ^2	9.90	1	0.002
N	22		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q8_2 - Motivos uso dispositivos offline - não gosto que saibam o que leio/vejo na internet 0	1	Total
Feminino	Observed	18	2	20
	Expected	18.18	1.818	20.00
Masculino	Observed	2	0	2
	Expected	1.82	0.182	2.00
Total	Observed	20	2	22
	Expected	20.00	2.000	22.00

χ^2 Tests

	Value	df	p
χ^2	0.220	1	0.639
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q8_3 - Motivos uso dispositivos offline - Privacidade		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	18	2	20
	Expected	18.18	1.818	20.00
Masculino	Observed	2	0	2
	Expected	1.82	0.182	2.00
Total	Observed	20	2	22
	Expected	20.00	2.000	22.00

χ^2 Tests

	Value	**df**	**p**
χ^2	0.220	1	0.639
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q8_4 - Motivos uso dispositivos offline - Confiança		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	16	4	20
	Expected	16.36	3.636	20.00
Masculino	Observed	2	0	2
	Expected	1.64	0.364	2.00
Total	Observed	18	4	22
	Expected	18.00	4.000	22.00

χ^2 Tests

	Value	**df**	**p**
χ^2	0.489	1	0.484
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q8_5 - Motivos uso dispositivos offline - Hábito		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	10	10	20
	Expected	10.00	10.00	20.00
Masculino	Observed	1	1	2
	Expected	1.00	1.00	2.00
Total	Observed	11	11	22
	Expected	11.00	11.00	22.00

χ^2 Tests

	Value	**df**	**p**
χ^2	0.00	1	1.000
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q8_6 - Motivos uso dispositivos offline - faz parte da minha rotina		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	10	10	20
	Expected	10.00	10.00	20.00
Masculino	Observed	1	1	2
	Expected	1.00	1.00	2.00
Total	Observed	11	11	22
	Expected	11.00	11.00	22.00

χ^2 Tests

	Value	**df**	**p**
χ^2	0.00	1	1.000
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q8_7 - Motivos uso dispositivos offline - penso ser uma fonte mais fidedigna		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	16	4	20
	Expected	16.36	3.636	20.00
Masculino	Observed	2	0	2
	Expected	1.64	0.364	2.00
Total	Observed	18	4	22
	Expected	18.00	4.000	22.00

χ^2 Tests

	Value	**df**	**p**
χ^2	0.489	1	0.484
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q8_8 - Motivos uso dispositivos offline - Nenhum dos anteriores		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	15	5	20
	Expected	15.45	4.545	20.00
Masculino	Observed	2	0	2
	Expected	1.55	0.455	2.00
Total	Observed	17	5	22
	Expected	17.00	5.000	22.00

χ^2 Tests

	Value	**df**	**p**
χ^2	0.647	1	0.421
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q10_1 - Formatos no smartphone - Video Horizontal		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	204	152	356
	Expected	186.9	169.1	356
Masculino	Observed	69	95	164
	Expected	86.1	77.9	164
Total	Observed	273	247	520
	Expected	273.0	247.0	520

χ^2 Tests

	Value	**df**	**p**
χ^2	10.4	1	0.001
N	520		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q10_2 - Formatos no smartphone - Video Vertical		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	181	175	356
	Expected	175.9	180.1	356
Masculino	Observed	76	88	164
	Expected	81.1	82.9	164
Total	Observed	257	263	520
	Expected	257.0	263.0	520

χ^2 Tests

	Value	**df**	**p**
χ^2	0.910	1	0.340
N	520		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q10_3 - Formatos no smartphone - Áudio 0	1	Total
Feminino	Observed	232	124	356
	Expected	222	134.2	356
Masculino	Observed	92	72	164
	Expected	102	61.8	164
Total	Observed	324	196	520
	Expected	324	196.0	520

χ^2 Tests

	Value	df	p
χ^2	3.93	1	0.047
N	520		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q10_4 - Formatos no smartphone - Imagem 0	1	Total
Feminino	Observed	150	206	356
	Expected	144.5	211.5	356
Masculino	Observed	61	103	164
	Expected	66.5	97.5	164
Total	Observed	211	309	520
	Expected	211.0	309.0	520

χ^2 Tests

	Value	df	p
χ^2	1.14	1	0.286
N	520		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q10_5 - Formatos no smartphone - Texto 0	1	Total
Feminino	Observed	54	302	356
	Expected	45.9	310	356
Masculino	Observed	13	151	164
	Expected	21.1	143	164
Total	Observed	67	453	520
	Expected	67.0	453	520

χ^2 Tests

	Value	df	p
χ^2	5.25	1	0.022
N	520		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q11_1 - Plataformas noticias - Redes sociais Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	Total
Feminino	Observed	218	47	27	3	2	31	328
	Expected	219	43.6	20.12	2.68	1.342	41.6	328
Masculino	Observed	108	18	3	1	0	31	161
	Expected	107	21.4	9.88	1.32	0.658	20.4	161
Total	Observed	326	65	30	4	2	62	489
	Expected	326	65.0	30.00	4.00	2.000	62.0	489

χ^2 Tests

	Value	df	p
χ^2	17.2	5	0.004
N	489		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q11_2 - Plataformas noticias - Apps						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
Feminino	Observed	113	46	23	8	5	133	328
	Expected	122.7	51.6	18.11	6.71	7.38	121.4	328
Masculino	Observed	70	31	4	2	6	48	161
	Expected	60.3	25.4	8.89	3.29	3.62	59.6	161
Total	Observed	183	77	27	10	11	181	489
	Expected	183.0	77.0	27.00	10.00	11.00	181.0	489

χ^2 Tests

	Value	df	p
χ^2	14.7	5	0.012
N	489		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q11_3 - Plataformas noticias - Websites						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
Feminino	Observed	159	82	38	7	7	35	328
	Expected	169.0	75.8	34.9	9.39	8.05	30.9	328
Masculino	Observed	93	31	14	7	5	11	161
	Expected	83.0	37.2	17.1	4.61	3.95	15.1	161
Total	Observed	252	113	52	14	12	46	489
	Expected	252.0	113.0	52.0	14.00	12.00	46.0	489

χ^2 Tests

	Value	df	p
χ^2	8.15	5	0.148
N	489		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q11_4 - Plataformas noticias - Agregadores de Áudio/Podcasts (e.g. Spotify, Apple Podcasts)						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
Feminino	Observed	28	18	23	35	35	189	328
	Expected	24.8	15.43	28.8	39.6	39.6	179.8	328
Masculino	Observed	9	5	20	24	24	79	161
	Expected	12.2	7.57	14.2	19.4	19.4	88.2	161
Total	Observed	37	23	43	59	59	268	489
	Expected	37.0	23.00	43.0	59.0	59.0	268.0	489

χ^2 Tests

	Value	df	p
χ^2	10.8	5	0.056
N	489		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q11_5 - Plataformas noticias - Agregadores de Notícias (e.g. Google News)						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
Feminino	Observed	10	7	20	59	129	103	328
	Expected	10.73	6.71	20.8	54.3	130.8	104.6	328
Masculino	Observed	6	3	11	22	66	53	161
	Expected	5.27	3.29	10.2	26.7	64.2	51.4	161
Total	Observed	16	10	31	81	195	156	489
	Expected	16.00	10.00	31.0	81.0	195.0	156.0	489

χ^2 Tests

	Value	df	p
χ^2	1.65	5	0.895
N	489		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q11_6 - Plataformas noticias - Motor de Busca (e.g. Google, Yahoo)						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
Feminino	Observed	158	79	26	11	21	33	328
	Expected	152.9	70.4	30.2	10.06	22.8	41.6	328
Masculino	Observed	70	26	19	4	13	29	161
	Expected	75.1	34.6	14.8	4.94	11.2	20.4	161
Total	Observed	228	105	45	15	34	62	489
	Expected	228.0	105.0	45.0	15.00	34.0	62.0	489

χ^2 Tests

	Value	df	p
χ^2	11.5	5	0.042
N	489		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q12_1 - Redes Sociais de Noticias - Facebook						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
Feminino	Observed	175	52	17	12	10	31	297
	Expected	170.4	50.8	17.39	10.43	9.74	38.3	297
Masculino	Observed	70	21	8	3	4	24	130
	Expected	74.6	22.2	7.61	4.57	4.26	16.7	130
Total	Observed	245	73	25	15	14	55	427
	Expected	245.0	73.0	25.00	15.00	14.00	55.0	427

χ^2 Tests

	Value	df	p
χ^2	5.85	5	0.321
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q12_2 - Redes Sociais de Noticias - Instagram						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
Feminino	Observed	140	49	17	8	7	76	297
	Expected	133.5	45.2	17.39	6.26	6.96	87.6	297
Masculino	Observed	52	16	8	1	3	50	130
	Expected	58.5	19.8	7.61	2.74	3.04	38.4	130
Total	Observed	192	65	25	9	10	126	427
	Expected	192.0	65.0	25.00	9.00	10.00	126.0	427

χ^2 Tests

	Value	df	p
χ^2	8.76	5	0.119
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q12_3 - Redes Sociais de Noticias - LinkedIn						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
Feminino	Observed	46	44	17	5	25	160	297
	Expected	59.1	43.8	23.0	7.65	23.0	140.5	297
Masculino	Observed	39	19	16	6	8	42	130
	Expected	25.9	19.2	10.0	3.35	10.0	61.5	130
Total	Observed	85	63	33	11	33	202	427
	Expected	85.0	63.0	33.0	11.00	33.0	202.0	427

χ^2 Tests

	Value	df	p
χ^2	27.1	5	< .001
N	427		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q12_4 - Redes Sociais de Noticias - Youtube						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
Feminino	Observed	44	50	34	29	31	109	297
	Expected	54.9	55.6	36.9	23.6	27.8	98.1	297
Masculino	Observed	35	30	19	5	9	32	130
	Expected	24.1	24.4	16.1	10.4	12.2	42.9	130
Total	Observed	79	80	53	34	40	141	427
	Expected	79.0	80.0	53.0	34.0	40.0	141.0	427

χ^2 Tests

	Value	df	p
χ^2	18.9	5	0.002
N	427		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q12_5 - Redes Sociais de Noticias - Twitter						Total
		Diariamente	2 ou + vezes por Semana	1 vez por semana	1 vez por Quinzena	1 vez por mês	Não utilizo	
Feminino	Observed	13	6	12	2	5	255	293
	Expected	25.6	8.29	8.29	2.073	6.91	242	293
Masculino	Observed	24	6	0	1	5	95	131
	Expected	11.4	3.71	3.71	0.927	3.09	108	131
Total	Observed	37	12	12	3	10	350	424
	Expected	37.0	12.00	12.00	3.000	10.00	350	424

χ^2 Tests

	Value	df	p
χ^2	31.4	5	< .001
N	424		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q13_1 - Interesse em novas plataformas - Plataformas Streaming 0	1	Total
Feminino	Observed	126	171	297
	Expected	125.9	171.1	297
Masculino	Observed	55	75	130
	Expected	55.1	74.9	130
Total	Observed	181	246	427
	Expected	181.0	246.0	427

χ^2 Tests

	Value	df	p
χ^2	5.03e-4	1	0.982
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q13_2 - Interesse em novas plataformas - Snapchat 0	1	Total
Feminino	Observed	291	6	297
	Expected	291	5.56	297
Masculino	Observed	128	2	130
	Expected	128	2.44	130
Total	Observed	419	8	427
	Expected	419	8.00	427

χ^2 Tests

	Value	df	p
χ^2	0.114	1	0.735
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q13_3 - Interesse em novas plataformas - Tiktok 0	1	Total
Feminino	Observed	272	25	297
	Expected	271	26.4	297
Masculino	Observed	117	13	130
	Expected	118	11.6	130
Total	Observed	389	38	427
	Expected	389	38.0	427

χ^2 Tests

	Value	df	p
χ^2	0.279	1	0.597
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q13_4 - Interesse em novas plataformas - Nenhuma 0	1	Total
Feminino	Observed	180	117	297
	Expected	180.1	116.9	297
Masculino	Observed	79	51	130
	Expected	78.9	51.1	130
Total	Observed	259	168	427
	Expected	259.0	168.0	427

χ^2 Tests

	Value	df	p
χ^2	0.00101	1	0.975
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q14_1 - Motivos de uso Redes Sociais - Comodidade 0	1	Total
Feminino	Observed	78	219	297
	Expected	69.6	227.4	297
Masculino	Observed	22	108	130
	Expected	30.4	99.6	130
Total	Observed	100	327	427
	Expected	100.0	327.0	427

χ^2 Tests

	Value	df	p
χ^2	4.40	1	0.036
N	427		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q14_2 - Motivos de uso Redes Sociais - Personalização 0	1	Total
Feminino	Observed	199	98	297
	Expected	187.8	109.2	297
Masculino	Observed	71	59	130
	Expected	82.2	47.8	130
Total	Observed	270	157	427
	Expected	270.0	157.0	427

χ^2 Tests

	Value	df	p
χ^2	5.97	1	0.015
N	427		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q14_3 - Motivos de uso Redes Sociais - Sempre informado 0	1	Total
Feminino	Observed	195	102	297
	Expected	192.0	105.0	297
Masculino	Observed	81	49	130
	Expected	84.0	46.0	130
Total	Observed	276	151	427
	Expected	276.0	151.0	427

χ^2 Tests

	Value	df	p
χ^2	0.444	1	0.505
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q14_4 - Motivos de uso Redes Sociais - Interatividade 0	1	Total
Feminino	Observed	269	28	297
	Expected	261	36.2	297
Masculino	Observed	106	24	130
	Expected	114	15.8	130
Total	Observed	375	52	427
	Expected	375	52.0	427

χ^2 Tests

	Value	df	p
χ^2	6.90	1	0.009
N	427		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q14_5 - Motivos de uso Redes Sociais - Confiança		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	281	16	297
	Expected	281	16.00	297
Masculino	Observed	123	7	130
	Expected	123	7.00	130
Total	Observed	404	23	427
	Expected	404	23.00	427

χ^2 Tests

	Value	**df**	**p**
χ^2	1.19e-6	1	0.999
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q14_6 - Motivos de uso Redes Sociais - Diversidade		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	215	82	297
	Expected	212.8	84.2	297
Masculino	Observed	91	39	130
	Expected	93.2	36.8	130
Total	Observed	306	121	427
	Expected	306.0	121.0	427

χ^2 Tests

	Value	**df**	**p**
χ^2	0.254	1	0.614
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q14_7 - Motivos de uso Redes Sociais - Formato		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	137	160	297
	Expected	141.2	155.8	297
Masculino	Observed	66	64	130
	Expected	61.8	68.2	130
Total	Observed	203	224	427
	Expected	203.0	224.0	427

χ^2 Tests

	Value	**df**	**p**
χ^2	0.781	1	0.377
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q14_8 - Motivos de uso Redes Sociais - Nenhum dos anteriores		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	290	7	297
	Expected	288	9.04	297
Masculino	Observed	124	6	130
	Expected	126	3.96	130
Total	Observed	414	13	427
	Expected	414	13.00	427

χ^2 Tests

	Value	**df**	**p**
χ^2	1.56	1	0.211
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q15_9 - Motivos de uso Apps - Comodidade 0	1	Total
Feminino	Observed	83	112	195
	Expected	76.0	119.0	195
Masculino	Observed	37	76	113
	Expected	44.0	69.0	113
Total	Observed	120	188	308
	Expected	120.0	188.0	308

χ^2 Tests

	Value	df	p
χ^2	2.90	1	0.089
N	308		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q15_10 - Motivos de uso Apps - Guardar 0	1	Total
Feminino	Observed	148	47	195
	Expected	153.2	41.8	195
Masculino	Observed	94	19	113
	Expected	88.8	24.2	113
Total	Observed	242	66	308
	Expected	242.0	66.0	308

χ^2 Tests

	Value	df	p
χ^2	2.26	1	0.133
N	308		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q15_11 - Motivos de uso Apps - Funcionalidade Offline: 0	1	Total
Feminino	Observed	177	18	195
	Expected	173	21.5	195
Masculino	Observed	97	16	113
	Expected	101	12.5	113
Total	Observed	274	34	308
	Expected	274	34.0	308

χ^2 Tests

	Value	df	p
χ^2	1.77	1	0.183
N	308		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q15_12 - Motivos de uso Apps - Personalização: 0	1	Total
Feminino	Observed	160	35	195
	Expected	156.4	38.6	195
Masculino	Observed	87	26	113
	Expected	90.6	22.4	113
Total	Observed	247	61	308
	Expected	247.0	61.0	308

χ^2 Tests

	Value	df	p
χ^2	1.15	1	0.283
N	308		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q15_13 - Motivos de uso Apps - Sempre informado 0	1	Total
Feminino	Observed	90	105	195
	Expected	93.7	101.3	195
Masculino	Observed	58	55	113
	Expected	54.3	58.7	113
Total	Observed	148	160	308
	Expected	148.0	160.0	308

χ^2 Tests

	Value	df	p
χ^2	0.767	1	0.381
N	308		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q15_14 - Motivos de uso Apps - Confiança 0	1	Total
Feminino	Observed	166	29	195
	Expected	158.3	36.7	195
Masculino	Observed	84	29	113
	Expected	91.7	21.3	113
Total	Observed	250	58	308
	Expected	250.0	58.0	308

χ^2 Tests

	Value	df	p
χ^2	5.45	1	0.020
N	308		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q15_15 - Motivos de uso Apps - Dimensão 0	1	Total
Feminino	Observed	162	33	195
	Expected	158.3	36.7	195
Masculino	Observed	88	25	113
	Expected	91.7	21.3	113
Total	Observed	250	58	308
	Expected	250.0	58.0	308

χ^2 Tests

	Value	df	p
χ^2	1.27	1	0.261
N	308		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q15_16 - Motivos de uso Apps - Nenhum dos anteriores 0	1	Total
Feminino	Observed	182	13	195
	Expected	180	15.19	195
Masculino	Observed	102	11	113
	Expected	104	8.81	113
Total	Observed	284	24	308
	Expected	284	24.00	308

χ^2 Tests

	Value	df	p
χ^2	0.937	1	0.333
N	308		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q16_1 - Motivos de uso Websites - Comodidade 0	1	Total
Feminino	Observed	112	181	293
	Expected	106.5	186.5	293
Masculino	Observed	49	101	150
	Expected	54.5	95.5	150
Total	Observed	161	282	443
	Expected	161.0	282.0	443

χ^2 Tests

	Value	df	p
χ^2	1.33	1	0.250
N	443		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q16_2 - Motivos de uso Websites - Memória 0	1	Total
Feminino	Observed	244	49	293
	Expected	248	45.0	293
Masculino	Observed	131	19	150
	Expected	127	23.0	150
Total	Observed	375	68	443
	Expected	375	68.0	443

χ^2 Tests

	Value	df	p
χ^2	1.26	1	0.262
N	443		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q16_3 - Motivos de uso Websites - Personalização		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	254	39	293
	Expected	252	41.0	293
Masculino	Observed	127	23	150
	Expected	129	21.0	150
Total	Observed	381	62	443
	Expected	381	62.0	443

χ^2 Tests

	Value	df	p
χ^2	0.337	1	0.561
N	443		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q16_4 - Motivos de uso Websites - Sempre informado		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	198	95	293
	Expected	209	84.0	293
Masculino	Observed	118	32	150
	Expected	107	43.0	150
Total	Observed	316	127	443
	Expected	316	127.0	443

χ^2 Tests

	Value	df	p
χ^2	5.97	1	0.015
N	443		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q16_5 - Motivos de uso Websites - Interatividade 0	1	Total
Feminino	Observed	272	21	293
	Expected	263	29.8	293
Masculino	Observed	126	24	150
	Expected	135	15.2	150
Total	Observed	398	45	443
	Expected	398	45.0	443

χ^2 Tests

	Value	df	p
χ^2	8.48	1	0.004
N	443		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q16_6 - Motivos de uso Websites - Confiança 0	1	Total
Feminino	Observed	231	62	293
	Expected	228	64.8	293
Masculino	Observed	114	36	150
	Expected	117	33.2	150
Total	Observed	345	98	443
	Expected	345	98.0	443

χ^2 Tests

	Value	df	p
χ^2	0.464	1	0.496
N	443		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q16_7 - Motivos de uso Websites - Dimensão 0	1	Total
Feminino	Observed	233	60	293
	Expected	236	56.9	293
Masculino	Observed	124	26	150
	Expected	121	29.1	150
Total	Observed	357	86	443
	Expected	357	86.0	443

χ^2 Tests

	Value	df	p
χ^2	0.627	1	0.428
N	443		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q16_8 - Motivos de uso Websites - Nenhum dos anteriores 0	1	Total
Feminino	Observed	269	24	293
	Expected	265	28.4	293
Masculino	Observed	131	19	150
	Expected	135	14.6	150
Total	Observed	400	43	443
	Expected	400	43.0	443

χ^2 Tests

	Value	df	p
χ^2	2.27	1	0.132
N	443		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q17_1 - Motivos de uso Agregadores de Áudio - Comodidade 0	1	Total
Feminino	Observed	92	47	139
	Expected	89.3	49.7	139.0
Masculino	Observed	50	32	82
	Expected	52.7	29.3	82.0
Total	Observed	142	79	221
	Expected	142.0	79.0	221.0

χ^2 Tests

	Value	df	p
χ^2	0.610	1	0.435
N	221		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q17_2 - Motivos de uso Agregadores de Áudio - Multi-Tasking 0	1	Total
Feminino	Observed	80	59	139
	Expected	77.4	61.6	139.0
Masculino	Observed	43	39	82
	Expected	45.6	36.4	82.0
Total	Observed	123	98	221
	Expected	123.0	98.0	221.0

χ^2 Tests

	Value	df	p
χ^2	0.547	1	0.460
N	221		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q17_3 - Motivos de uso Agregadores de Áudio - Funcionalidade Offline: 0	1	Total
Feminino	Observed	112	27	139
	Expected	109.4	29.6	139.0
Masculino	Observed	62	20	82
	Expected	64.6	17.4	82.0
Total	Observed	174	47	221
	Expected	174.0	47.0	221.0

χ^2 Tests

	Value	df	p
χ^2	0.760	1	0.383
N	221		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q17_4 - Motivos de uso Agregadores de Áudio - Personalização: 0	1	Total
Feminino	Observed	105	34	139
	Expected	106.3	32.7	139.0
Masculino	Observed	64	18	82
	Expected	62.7	19.3	82.0
Total	Observed	169	52	221
	Expected	169.0	52.0	221.0

χ^2 Tests

	Value	df	p
χ^2	0.180	1	0.671
N	221		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q17_5 - Motivos de uso Agregadores de Áudio - Sempre Informado 0	1	Total
Feminino	Observed	125	14	139
	Expected	126.4	12.58	139.0
Masculino	Observed	76	6	82
	Expected	74.6	7.42	82.0
Total	Observed	201	20	221
	Expected	201.0	20.00	221.0

χ^2 Tests

	Value	df	p
χ^2	0.476	1	0.490
N	221		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q17_6 - Motivos de uso Agregadores de Áudio - Confiança 0	1	Total
Feminino	Observed	129	10	139
	Expected	127.0	11.95	139.0
Masculino	Observed	73	9	82
	Expected	75.0	7.05	82.0
Total	Observed	202	19	221
	Expected	202.0	19.00	221.0

χ^2 Tests

	Value	df	p
χ^2	0.938	1	0.333
N	221		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q17_7 - Motivos de uso Agregadores de Áudio - Dimensão		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	126	13	139
	Expected	125.8	13.21	139.0
Masculino	Observed	74	8	82
	Expected	74.2	7.79	82.0
Total	Observed	200	21	221
	Expected	200.0	21.00	221.0

χ^2 Tests

	Value	**df**	**p**
χ^2	0.00977	1	0.921
N	221		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q17_8 - Motivos de uso Agregadores de Áudio - Nenhum dos anteriores		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	107	32	139
	Expected	109.4	29.6	139.0
Masculino	Observed	67	15	82
	Expected	64.6	17.4	82.0
Total	Observed	174	47	221
	Expected	174.0	47.0	221.0

χ^2 Tests

	Value	**df**	**p**
χ^2	0.689	1	0.407
N	221		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q18_1 - Motivos de uso Agregadores de Notícias - Comodidade 0	1	Total
Feminino	Observed	78	147	225
	Expected	83.1	141.9	225
Masculino	Observed	45	63	108
	Expected	39.9	68.1	108
Total	Observed	123	210	333
	Expected	123.0	210.0	333

χ^2 Tests

	Value	df	p
χ^2	1.54	1	0.215
N	333		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q18_2 - Motivos de uso Agregadores de Notícias - Personalização 0	1	Total
Feminino	Observed	182	43	225
	Expected	176.4	48.6	225
Masculino	Observed	79	29	108
	Expected	84.6	23.4	108
Total	Observed	261	72	333
	Expected	261.0	72.0	333

χ^2 Tests

	Value	df	p
χ^2	2.58	1	0.108
N	333		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q18_3 - Motivos de uso Agregadores de Notícias - Sempre Informado 0	1	Total
Feminino	Observed	141	84	225
	Expected	143.2	81.8	225
Masculino	Observed	71	37	108
	Expected	68.8	39.2	108
Total	Observed	212	121	333
	Expected	212.0	121.0	333

χ^2 Tests

	Value	df	p
χ^2	0.298	1	0.585
N	333		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q18_4 - Motivos de uso Agregadores de Notícias - Confiança 0	1	Total
Feminino	Observed	188	37	225
	Expected	187.2	37.8	225
Masculino	Observed	89	19	108
	Expected	89.8	18.2	108
Total	Observed	277	56	333
	Expected	277.0	56.0	333

χ^2 Tests

	Value	df	p
χ^2	0.0688	1	0.793
N	333		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q18_5 - Motivos de uso Agregadores de Notícias - Dimensão 0	1	Total
Feminino	Observed	195	30	225
	Expected	192.6	32.4	225
Masculino	Observed	90	18	108
	Expected	92.4	15.6	108
Total	Observed	285	48	333
	Expected	285.0	48.0	333

χ^2 Tests

	Value	df	p
χ^2	0.657	1	0.418
N	333		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q18_6 - Motivos de uso Agregadores de Notícias - Nenhum dos anteriores 0	1	Total
Feminino	Observed	200	25	225
	Expected	193.9	31.1	225
Masculino	Observed	87	21	108
	Expected	93.1	14.9	108
Total	Observed	287	46	333
	Expected	287.0	46.0	333

χ^2 Tests

	Value	df	p
χ^2	4.26	1	0.039
N	333		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q19_1 - Motivos de uso Motores de Busca - Comodidade 0	1	Total
Feminino	Observed	83	212	295
	Expected	87.0	208.0	295
Masculino	Observed	43	89	132
	Expected	39.0	93.0	132
Total	Observed	126	301	427
	Expected	126.0	301.0	427

χ^2 Tests

	Value	df	p
χ^2	0.864	1	0.353
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q19_2 - Motivos de uso Motores de Busca - Diversidade 0	1	Total
Feminino	Observed	215	80	295
	Expected	208.6	86.4	295
Masculino	Observed	87	45	132
	Expected	93.4	38.6	132
Total	Observed	302	125	427
	Expected	302.0	125.0	427

χ^2 Tests

	Value	df	p
χ^2	2.14	1	0.143
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q19_3 - Motivos de uso Motores de Busca - Confiança		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	230	65	295
	Expected	237	58.0	295
Masculino	Observed	113	19	132
	Expected	106	26.0	132
Total	Observed	343	84	427
	Expected	343	84.0	427

χ^2 Tests

	Value	**df**	**p**
χ^2	3.37	1	0.066
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q19_4 - Motivos de uso Motores de Busca - Dimensão		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	260	35	295
	Expected	265	30.4	295
Masculino	Observed	123	9	132
	Expected	118	13.6	132
Total	Observed	383	44	427
	Expected	383	44.0	427

χ^2 Tests

	Value	**df**	**p**
χ^2	2.51	1	0.113
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q19_5 - Motivos de uso Motores de Busca - Nenhum dos anteriores 0	1	Total
Feminino	Observed	256	39	295
	Expected	253	42.1	295
Masculino	Observed	110	22	132
	Expected	113	18.9	132
Total	Observed	366	61	427
	Expected	366	61.0	427

χ^2 Tests

	Value	df	p
χ^2	0.885	1	0.347
N	427		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q21_1 - Interesse Notícias generalistas Desinteressado	Interessado	Total
Feminino	Observed	59	269	328
	Expected	59.0	269	328
Masculino	Observed	29	132	161
	Expected	29.0	132	161
Total	Observed	88	401	489
	Expected	88.0	401	489

χ^2 Tests

	Value	df	p
χ^2	4.43e-5	1	0.995
N	489		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q21_2 - Interesse Jornalismo Explicativo: Desinteressado	Interessado	Total
Feminino	Observed	62	266	328
	Expected	66.4	262	328
Masculino	Observed	37	124	161
	Expected	32.6	128	161
Total	Observed	99	390	489
	Expected	99.0	390	489

χ^2 Tests

	Value	df	p
χ^2	1.11	1	0.291
N	489		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q21_3 - Interesse Jornalismo Investigação: Desinteressado	Interessado	Total
Feminino	Observed	114	214	328
	Expected	113.4	215	328
Masculino	Observed	55	106	161
	Expected	55.6	105	161
Total	Observed	169	320	489
	Expected	169.0	320	489

χ^2 Tests

	Value	df	p
χ^2	0.0169	1	0.897
N	489		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q21_4 - Interesse Jornalismo Construtivo: Desinteressado	Interessado	Total
Feminino	Observed	58	270	328
	Expected	57.7	270	328
Masculino	Observed	28	133	161
	Expected	28.3	133	161
Total	Observed	86	403	489
	Expected	86.0	403	489

χ^2 Tests

	Value	df	p
χ^2	0.00634	1	0.937
N	489		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q21_5 - Interesse Jornalismo de Opinião: Desinteressado	Interessado	Total
Feminino	Observed	129	199	328
	Expected	129.5	198.5	328
Masculino	Observed	64	97	161
	Expected	63.5	97.5	161
Total	Observed	193	296	489
	Expected	193.0	296.0	489

χ^2 Tests

	Value	df	p
χ^2	0.00806	1	0.928
N	489		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q21_6 - Interesse Resumo de notícias		
Q2 - Género		**Desinteressado**	**Interessado**	**Total**
Feminino	Observed	28	300	328
	Expected	34.2	294	328
Masculino	Observed	23	138	161
	Expected	16.8	144	161
Total	Observed	51	438	489
	Expected	51.0	438	489

χ^2 Tests

	Value	**df**	**p**
χ^2	3.82	1	0.051
N	489		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_1_1 - Formato Noticias Generalistas - Video Horizontal		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	212	57	269
	Expected	203.3	65.7	269
Masculino	Observed	91	41	132
	Expected	99.7	32.3	132
Total	Observed	303	98	401
	Expected	303.0	98.0	401

χ^2 Tests

	Value	**df**	**p**
χ^2	4.67	1	0.031
N	401		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_1_2 - Formato Noticias Generalistas - Video Vertical		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	194	75	269
	Expected	185.1	83.9	269
Masculino	Observed	82	50	132
	Expected	90.9	41.1	132
Total	Observed	276	125	401
	Expected	276.0	125.0	401

χ^2 Tests

	Value	**df**	**p**
χ^2	4.13	1	0.042
N	401		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_1_3 - Formato Noticias Generalistas - Áudio		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	242	27	269
	Expected	241	28.2	269
Masculino	Observed	117	15	132
	Expected	118	13.8	132
Total	Observed	359	42	401
	Expected	359	42.0	401

χ^2 Tests

	Value	**df**	**p**
χ^2	0.166	1	0.684
N	401		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_1_4 - Formato Noticias Generalistas - Imagem		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	156	113	269
	Expected	152.9	116.1	269
Masculino	Observed	72	60	132
	Expected	75.1	56.9	132
Total	Observed	228	173	401
	Expected	228.0	173.0	401

χ^2 Tests

	Value	**df**	**p**
χ^2	0.429	1	0.513
N	401		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_1_5 - Formato Noticias Generalistas - Texto		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	75	194	269
	Expected	73.8	195.2	269
Masculino	Observed	35	97	132
	Expected	36.2	95.8	132
Total	Observed	110	291	401
	Expected	110.0	291.0	401

χ^2 Tests

	Value	**df**	**p**
χ^2	0.0830	1	0.773
N	401		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q 22_2_1 - Formato Jornalismo Explicativo - Video Horizontal		
		0	1	Total
Feminino	Observed	179	87	266
	Expected	172.6	93.4	266
Masculino	Observed	74	50	124
	Expected	80.4	43.6	124
Total	Observed	253	137	390
	Expected	253.0	137.0	390

χ^2 Tests

	Value	df	p
χ^2	2.15	1	0.142
N	390		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q 22_2_2 - Formato Jornalismo Explicativo - Video Vertical		
		0	1	Total
Feminino	Observed	190	76	266
	Expected	184.8	81.2	266
Masculino	Observed	81	43	124
	Expected	86.2	37.8	124
Total	Observed	271	119	390
	Expected	271.0	119.0	390

χ^2 Tests

	Value	df	p
χ^2	1.49	1	0.223
N	390		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_2_3 - Formato Jornalismo Explicativo - Áudio		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	226	40	266
	Expected	219	47.1	266
Masculino	Observed	95	29	124
	Expected	102	21.9	124
Total	Observed	321	69	390
	Expected	321	69.0	390

χ^2 Tests

	Value	**df**	**p**
χ^2	4.05	1	0.044
N	390		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_2_4 - Formato Jornalismo Explicativo - Imagem		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	176	90	266
	Expected	174.6	91.4	266
Masculino	Observed	80	44	124
	Expected	81.4	42.6	124
Total	Observed	256	134	390
	Expected	256.0	134.0	390

χ^2 Tests

	Value	**df**	**p**
χ^2	0.102	1	0.749
N	390		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q 22_2_5 - Formato Jornalismo Explicativo - Texto 0	1	Total
Feminino	Observed	75	191	266
	Expected	74.3	191.7	266
Masculino	Observed	34	90	124
	Expected	34.7	89.3	124
Total	Observed	109	281	390
	Expected	109.0	281.0	390

χ^2 Tests

	Value	df	p
χ^2	0.0253	1	0.874
N	390		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q 22_3_1 - Formato Jornalismo Investigação - Video Horizontal 0	1	Total
Feminino	Observed	139	75	214
	Expected	129.1	84.9	214
Masculino	Observed	54	52	106
	Expected	63.9	42.1	106
Total	Observed	193	127	320
	Expected	193.0	127.0	320

χ^2 Tests

	Value	df	p
χ^2	5.81	1	0.016
N	320		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_3_2 - Formato Jornalismo Investigação - Video Vertical		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	150	64	214
	Expected	146.5	67.5	214
Masculino	Observed	69	37	106
	Expected	72.5	33.5	106
Total	Observed	219	101	320
	Expected	219.0	101.0	320

χ^2 Tests

	Value	**df**	**p**
χ^2	0.820	1	0.365
N	320		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_3_3 - Formato Jornalismo Investigação - Áudio		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	180	34	214
	Expected	180.6	33.4	214
Masculino	Observed	90	16	106
	Expected	89.4	16.6	106
Total	Observed	270	50	320
	Expected	270.0	50.0	320

χ^2 Tests

	Value	**df**	**p**
χ^2	0.0339	1	0.854
N	320		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q 22_3_4 - Formato Jornalismo Investigação - Imagem 0	1	Total
Feminino	Observed	130	84	214
	Expected	131.7	82.3	214
Masculino	Observed	67	39	106
	Expected	65.3	40.7	106
Total	Observed	197	123	320
	Expected	197.0	123.0	320

χ^2 Tests

	Value	df	p
χ^2	0.181	1	0.670
N	320		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q 22_3_5 - Formato Jornalismo Investigação - Texto 0	1	Total
Feminino	Observed	80	134	214
	Expected	81.6	132.4	214
Masculino	Observed	42	64	106
	Expected	40.4	65.6	106
Total	Observed	122	198	320
	Expected	122.0	198.0	320

χ^2 Tests

	Value	df	p
χ^2	0.151	1	0.698
N	320		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q 22_4_1 - Formato Jornalismo Construtivo - Video Horizontal		
		0	1	Total
Feminino	Observed	182	88	270
	Expected	173.5	96.5	270
Masculino	Observed	77	56	133
	Expected	85.5	47.5	133
Total	Observed	259	144	403
	Expected	259.0	144.0	403

χ^2 Tests

	Value	df	p
χ^2	3.51	1	0.061
N	403		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q 22_4_2 - Formato Jornalismo Construtivo - Video Vertical		
		0	1	Total
Feminino	Observed	192	78	270
	Expected	186.3	83.7	270
Masculino	Observed	86	47	133
	Expected	91.7	41.3	133
Total	Observed	278	125	403
	Expected	278.0	125.0	403

χ^2 Tests

	Value	df	p
χ^2	1.73	1	0.188
N	403		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q 22_4_3 - Formato Jornalismo Construtivo - Áudio 0	1	Total
Feminino	Observed	224	46	270
	Expected	217	52.9	270
Masculino	Observed	100	33	133
	Expected	107	26.1	133
Total	Observed	324	79	403
	Expected	324	79.0	403

χ^2 Tests

	Value	df	p
χ^2	3.42	1	0.064
N	403		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q 22_4_4 - Formato Jornalismo Construtivo - Imagem 0	1	Total
Feminino	Observed	166	104	270
	Expected	166.2	103.8	270
Masculino	Observed	82	51	133
	Expected	81.8	51.2	133
Total	Observed	248	155	403
	Expected	248.0	155.0	403

χ^2 Tests

	Value	df	p
χ^2	0.00112	1	0.973
N	403		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q 22_4_5 - Formato Jornalismo Construtivo - Texto 0	1	Total
Feminino	Observed	71	199	270
	Expected	72.4	197.6	270
Masculino	Observed	37	96	133
	Expected	35.6	97.4	133
Total	Observed	108	295	403
	Expected	108.0	295.0	403

χ^2 Tests

	Value	df	p
χ^2	0.105	1	0.745
N	403		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q 22_5_1 - Formato Jornalismo de Opinião - Video Horizontal 0	1	Total
Feminino	Observed	150	49	199
	Expected	141.9	57.1	199.0
Masculino	Observed	61	36	97
	Expected	69.1	27.9	97.0
Total	Observed	211	85	296
	Expected	211.0	85.0	296.0

χ^2 Tests

	Value	df	p
χ^2	4.97	1	0.026
N	296		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_5_2 - Formato Jornalismo de Opinião - Video Vertical		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	146	53	199
	Expected	142.5	56.5	199.0
Masculino	Observed	66	31	97
	Expected	69.5	27.5	97.0
Total	Observed	212	84	296
	Expected	212.0	84.0	296.0

χ^2 Tests

	Value	**df**	**p**
χ^2	0.910	1	0.340
N	296		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_5_3 - Formato Jornalismo de Opinião - Áudio		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	164	35	199
	Expected	155.3	43.7	199.0
Masculino	Observed	67	30	97
	Expected	75.7	21.3	97.0
Total	Observed	231	65	296
	Expected	231.0	65.0	296.0

χ^2 Tests

	Value	**df**	**p**
χ^2	6.77	1	0.009
N	296		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_5_4 - Formato Jornalismo de Opinião - Imagem		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	121	78	199
	Expected	125.7	73.3	199.0
Masculino	Observed	66	31	97
	Expected	61.3	35.7	97.0
Total	Observed	187	109	296
	Expected	187.0	109.0	296.0

χ^2 Tests

	Value	**df**	**p**
χ^2	1.47	1	0.226
N	296		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_5_5 - Formato Jornalismo de Opinião - Texto		
Q2 - Género		**0**	**1**	**Total**
Feminino	Observed	56	143	199
	Expected	61.9	137.1	199.0
Masculino	Observed	36	61	97
	Expected	30.1	66.9	97.0
Total	Observed	92	204	296
	Expected	92.0	204.0	296.0

χ^2 Tests

	Value	**df**	**p**
χ^2	2.45	1	0.117
N	296		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q 22_6_1 - Formato Resumo de notícias - Video Horizontal 0	1	Total
Feminino	Observed	236	64	300
	Expected	227	72.6	300
Masculino	Observed	96	42	138
	Expected	105	33.4	138
Total	Observed	332	106	438
	Expected	332	106.0	438

χ^2 Tests

	Value	df	p
χ^2	4.27	1	0.039
N	438		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q 22_6_2 - Formato Resumo de notícias - Video Vertical 0	1	Total
Feminino	Observed	216	84	300
	Expected	213.0	87.0	300
Masculino	Observed	95	43	138
	Expected	98.0	40.0	138
Total	Observed	311	127	438
	Expected	311.0	127.0	438

χ^2 Tests

	Value	df	p
χ^2	0.458	1	0.498
N	438		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q 22_6_3 - Formato Resumo de notícias - Áudio 0	1	Total
Feminino	Observed	264	36	300
	Expected	258	42.5	300
Masculino	Observed	112	26	138
	Expected	118	19.5	138
Total	Observed	376	62	438
	Expected	376	62.0	438

χ^2 Tests

	Value	df	p
χ^2	3.64	1	0.056
N	438		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q 22_6_4 - Formato Resumo de notícias - Imagem 0	1	Total
Feminino	Observed	161	139	300
	Expected	158.2	141.8	300
Masculino	Observed	70	68	138
	Expected	72.8	65.2	138
Total	Observed	231	207	438
	Expected	231.0	207.0	438

χ^2 Tests

	Value	df	p
χ^2	0.328	1	0.567
N	438		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q 22_6_5 - Formato Resumo de notícias - Texto 0	1	Total
Feminino	Observed	78	222	300
	Expected	73.3	227	300
Masculino	Observed	29	109	138
	Expected	33.7	104	138
Total	Observed	107	331	438
	Expected	107.0	331	438

χ^2 Tests

	Value	df	p
χ^2	1.27	1	0.259
N	438		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q23_1 - Tecnologias - QR Codes Desinteressado	Interessado	Total
Feminino	Observed	119	199	318
	Expected	127.6	190.4	318
Masculino	Observed	72	86	158
	Expected	63.4	94.6	158
Total	Observed	191	285	476
	Expected	191.0	285.0	476

χ^2 Tests

	Value	df	p
χ^2	2.92	1	0.088
N	476		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q23_2 - Tecnologias - Realidade Virtual: Desinteressado	Interessado	Total
Feminino	Observed	211	108	319
	Expected	204.5	114.5	319
Masculino	Observed	91	61	152
	Expected	97.5	54.5	152
Total	Observed	302	169	471
	Expected	302.0	169.0	471

χ^2 Tests

	Value	df	p
χ^2	1.76	1	0.184
N	471		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q23_3 - Tecnologias - Realidade Aumentada: Desinteressado	Interessado	Total
Feminino	Observed	125	196	321
	Expected	126.4	194.6	321
Masculino	Observed	62	92	154
	Expected	60.6	93.4	154
Total	Observed	187	288	475
	Expected	187.0	288.0	475

χ^2 Tests

	Value	df	p
χ^2	0.0758	1	0.783
N	475		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q24_1 - Funcionalidades nas Apps - Possibilidade de criar um Perfil Próprio: Desinteressado	Interessado	Total
Feminino	Observed	128	192	320
	Expected	123.0	197.0	320
Masculino	Observed	55	101	156
	Expected	60.0	96.0	156
Total	Observed	183	293	476
	Expected	183.0	293.0	476

χ^2 Tests

	Value	df	p
χ^2	0.997	1	0.318
N	476		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q2 - Género		Q24_2 - Funcionalidades nas Apps - Notificações e alertas: Desinteressado	Interessado	Total
Feminino	Observed	88	234	322
	Expected	91.9	230	322
Masculino	Observed	49	109	158
	Expected	45.1	113	158
Total	Observed	137	343	480
	Expected	137.0	343	480

χ^2 Tests

	Value	df	p
χ^2	0.705	1	0.401
N	480		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q24_3 - Funcionalidades nas Apps - Notificações Personalizadas		
Q2 - Género		**Desinteressado**	**Interessado**	**Total**
Feminino	Observed	90	228	318
	Expected	92.2	226	318
Masculino	Observed	48	110	158
	Expected	45.8	112	158
Total	Observed	138	338	476
	Expected	138.0	338	476

χ^2 Tests

	Value	**df**	**p**
χ^2	0.221	1	0.638
N	476		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q24_4 - Funcionalidades nas Apps - Funcionalidade Offline		
Q2 - Género		**Desinteressado**	**Interessado**	**Total**
Feminino	Observed	64	258	322
	Expected	75.1	247	322
Masculino	Observed	48	110	158
	Expected	36.9	121	158
Total	Observed	112	368	480
	Expected	112.0	368	480

χ^2 Tests

	Value	**df**	**p**
χ^2	6.54	1	0.011
N	480		

Reject the Null Hypothesis at a 0.05 significance level

References

[1] The jamovi project (2020). *jamovi*. (Version 1.6) [Computer Software]. Retrieved from https://www.jamovi.org.

[2] R Core Team (2020). *R: A Language and environment for statistical computing*. (Version 4.0) [Computer software]. Retrieved from https://cran.r-project.org. (R packages retrieved from MRAN snapshot 2020-08-24).

Results

Ho: Column Variable is Independent of Age
H1: Column Variable is not Independent of Age

Contingency Tables

Contingency Tables

		Q5 - Vê Notícias Online		
Q3 - Idade		**Não**	**Sim**	**Total**
- 24	Observed	6	106	112
	Expected	4.74	107.3	112.0
25-34	Observed	4	97	101
	Expected	4.27	96.7	101.0
35-44	Observed	5	91	96
	Expected	4.06	91.9	96.0
45-54	Observed	1	90	91
	Expected	3.85	87.2	91.0
55+	Observed	6	114	120
	Expected	5.08	114.9	120.0
Total	Observed	22	498	520
	Expected	22.00	498.0	520.0

χ^2 Tests

	Value	**df**	**p**
χ^2	2.97	4	0.562
N	520		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q6_1 - Computador/Portátil - Frequência a aceder notícias online						Total
		Diariamente	2 ou + vezes por semana	1 vez por semana	1 vez por quinzena	1 vez por mês	Não utilizo	
- 24	Observed	5	5	20	21	44	11	106
	Expected	4.26	3.83	12.1	18.9	52.6	14.3	106.0
25-34	Observed	8	3	12	13	49	12	97
	Expected	3.90	3.51	11.1	17.3	48.1	13.1	97.0
35-44	Observed	4	3	12	12	46	14	91
	Expected	3.65	3.29	10.4	16.3	45.1	12.2	91.0
45-54	Observed	2	1	6	24	44	13	90
	Expected	3.61	3.25	10.3	16.1	44.6	12.1	90.0
55+	Observed	1	6	7	19	64	17	114
	Expected	4.58	4.12	13.0	20.4	56.5	15.3	114.0
Total	Observed	20	18	57	89	247	67	498
	Expected	20.00	18.00	57.0	89.0	247.0	67.0	498.0

χ^2 Tests

	Value	df	p
χ^2	31.1	20	0.054
N	498		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q6_2 - Smartphone - Frequência a aceder notícias online						Total
		Diariamente	2 ou + vezes por semana	1 vez por semana	1 vez por quinzena	1 vez por mês	Não utilizo	
- 24	Observed	2	0	3	18	82	1	106
	Expected	0.851	0.426	2.98	11.07	88.8	1.92	106.0
25-34	Observed	0	1	5	11	79	1	97
	Expected	0.779	0.390	2.73	10.13	81.2	1.75	97.0
35-44	Observed	0	0	3	7	80	1	91
	Expected	0.731	0.365	2.56	9.50	76.2	1.64	91.0
45-54	Observed	2	0	3	6	77	2	90
	Expected	0.723	0.361	2.53	9.40	75.4	1.63	90.0
55+	Observed	0	1	0	10	99	4	114
	Expected	0.916	0.458	3.20	11.90	95.5	2.06	114.0
Total	Observed	4	2	14	52	417	9	498
	Expected	4.000	2.000	14.00	52.00	417.0	9.00	498.0

χ^2 Tests

	Value	df	p
χ^2	24.7	20	0.213
N	498		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q6_3 - Tablet - Frequência a aceder notícias online						
Q3 - Idade		**Diariamente**	**2 ou + vezes por semana**	**1 vez por semana**	**1 vez por quinzena**	**1 vez por mês**	**Não utilizo**	**Total**
- 24	Observed	5	0	3	5	2	91	106
	Expected	3.83	1.28	5.32	9.79	13.0	72.8	106.0
25-34	Observed	1	3	7	6	2	78	97
	Expected	3.51	1.17	4.87	8.96	11.9	66.6	97.0
35-44	Observed	7	0	8	10	12	54	91
	Expected	3.29	1.10	4.57	8.41	11.1	62.5	91.0
45-54	Observed	2	1	5	11	17	54	90
	Expected	3.25	1.08	4.52	8.31	11.0	61.8	90.0
55+	Observed	3	2	2	14	28	65	114
	Expected	4.12	1.37	5.72	10.53	14.0	78.3	114.0
Total	Observed	18	6	25	46	61	342	498
	Expected	18.00	6.00	25.00	46.00	61.0	342.0	498.0

χ^2 Tests

	Value	df	p
χ^2	71.1	20	< .001
N	498		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q26_1 - Motivos não uso Smartphone - Ecrã pequeno		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	1	0	1
	Expected	0.750	0.250	1.00
25-34	Observed	1	0	1
	Expected	0.750	0.250	1.00
35-44	Observed	0	0	0
	Expected	0.000	0.000	0.00
45-54	Observed	1	1	2
	Expected	1.500	0.500	2.00
55+	Observed	3	1	4
	Expected	3.000	1.000	4.00
Total	Observed	6	2	8
	Expected	6.000	2.000	8.00

χ^2 Tests

	Value	**df**	**p**
χ^2	NaN	4	NaN
N	8		

No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

		Q26_2 - Motivos não uso Smartphone - Não tenho/utilizo pouco		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	1	0	1
	Expected	0.750	0.250	1.00
25-34	Observed	1	0	1
	Expected	0.750	0.250	1.00
35-44	Observed	0	0	0
	Expected	0.000	0.000	0.00
45-54	Observed	1	1	2
	Expected	1.500	0.500	2.00
55+	Observed	3	1	4
	Expected	3.000	1.000	4.00
Total	Observed	6	2	8
	Expected	6.000	2.000	8.00

χ^2 Tests

	Value	df	p
χ^2	NaN	4	NaN
N	8		

No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

		Q26_3 - Motivos não uso Smartphone - Prefiro interface do computador		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	0	1	1
	Expected	0.375	0.625	1.00
25-34	Observed	0	1	1
	Expected	0.375	0.625	1.00
35-44	Observed	0	0	0
	Expected	0.000	0.000	0.00
45-54	Observed	2	0	2
	Expected	0.750	1.250	2.00
55+	Observed	1	3	4
	Expected	1.500	2.500	4.00
Total	Observed	3	5	8
	Expected	3.000	5.000	8.00

χ^2 Tests

	Value	df	p
χ^2	NaN	4	NaN
N	8		

No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

		Q26_4 - Motivos não uso Smartphone - Outro		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	1	0	1
	Expected	0.875	0.125	1.00
25-34	Observed	0	1	1
	Expected	0.875	0.125	1.00
35-44	Observed	0	0	0
	Expected	0.000	0.000	0.00
45-54	Observed	2	0	2
	Expected	1.750	0.250	2.00
55+	Observed	4	0	4
	Expected	3.500	0.500	4.00
Total	Observed	7	1	8
	Expected	7.000	1.000	8.00

χ^2 Tests

	Value	**df**	**p**
χ^2	NaN	4	NaN
N	8		

No conclusion can be achieved due to the lack of volume of data

Contingency Tables

Contingency Tables

		Q7_1 - Dispositivos para aceder a notícias - TV		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	1	5	6
	Expected	1.091	4.909	6.00
25-34	Observed	1	3	4
	Expected	0.727	3.273	4.00
35-44	Observed	0	5	5
	Expected	0.909	4.091	5.00
45-54	Observed	0	1	1
	Expected	0.182	0.818	1.00
55+	Observed	2	4	6
	Expected	1.091	4.909	6.00
Total	Observed	4	18	22
	Expected	4.000	18.000	22.00

χ^2 Tests

	Value	df	p
χ^2	2.39	4	0.664
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q7_2 - Dispositivos para aceder a notícias - Rádio		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	5	1	6
	Expected	5.182	0.818	6.00
25-34	Observed	3	1	4
	Expected	3.455	0.545	4.00
35-44	Observed	5	0	5
	Expected	4.318	0.682	5.00
45-54	Observed	1	0	1
	Expected	0.864	0.136	1.00
55+	Observed	5	1	6
	Expected	5.182	0.818	6.00
Total	Observed	19	3	22
	Expected	19.000	3.000	22.00

χ^2 Tests

	Value	df	p
χ^2	1.48	4	0.830
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q7_3 - Dispositivos para aceder a notícias - Jornal de Papel: 0	1	Total
- 24	Observed	6	0	6
	Expected	5.727	0.2727	6.00
25-34	Observed	4	0	4
	Expected	3.818	0.1818	4.00
35-44	Observed	5	0	5
	Expected	4.773	0.2273	5.00
45-54	Observed	1	0	1
	Expected	0.955	0.0455	1.00
55+	Observed	5	1	6
	Expected	5.727	0.2727	6.00
Total	Observed	21	1	22
	Expected	21.000	1.0000	22.00

χ^2 Tests

	Value	df	p
χ^2	2.79	4	0.593
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q8_1 - Motivos uso dispositivos offline - Comodidade: 0	1	Total
- 24	Observed	6	0	6
	Expected	4.909	1.091	6.00
25-34	Observed	1	3	4
	Expected	3.273	0.727	4.00
35-44	Observed	5	0	5
	Expected	4.091	0.909	5.00
45-54	Observed	1	0	1
	Expected	0.818	0.182	1.00
55+	Observed	5	1	6
	Expected	4.909	1.091	6.00
Total	Observed	18	4	22
	Expected	18.000	4.000	22.00

χ^2 Tests

	Value	df	p
χ^2	11.4	4	0.023
N	22		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q8_2 - Motivos uso dispositivos offline - não gosto que saibam o que leio/vejo na internet		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	5	1	6
	Expected	5.455	0.5455	6.00
25-34	Observed	3	1	4
	Expected	3.636	0.3636	4.00
35-44	Observed	5	0	5
	Expected	4.545	0.4545	5.00
45-54	Observed	1	0	1
	Expected	0.909	0.0909	1.00
55+	Observed	6	0	6
	Expected	5.455	0.5455	6.00
Total	Observed	20	2	22
	Expected	20.000	2.0000	22.00

χ^2 Tests

	Value	df	p
χ^2	2.84	4	0.585
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q8_3 - Motivos uso dispositivos offline - Privacidade		
		0	1	Total
- 24	Observed	5	1	6
	Expected	5.455	0.5455	6.00
25-34	Observed	3	1	4
	Expected	3.636	0.3636	4.00
35-44	Observed	5	0	5
	Expected	4.545	0.4545	5.00
45-54	Observed	1	0	1
	Expected	0.909	0.0909	1.00
55+	Observed	6	0	6
	Expected	5.455	0.5455	6.00
Total	Observed	20	2	22
	Expected	20.000	2.0000	22.00

χ^2 Tests

	Value	df	p
χ^2	2.84	4	0.585
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q8_4 - Motivos uso dispositivos offline - Confiança		
		0	1	Total
- 24	Observed	5	1	6
	Expected	4.909	1.091	6.00
25-34	Observed	3	1	4
	Expected	3.273	0.727	4.00
35-44	Observed	3	2	5
	Expected	4.091	0.909	5.00
45-54	Observed	1	0	1
	Expected	0.818	0.182	1.00
55+	Observed	6	0	6
	Expected	4.909	1.091	6.00
Total	Observed	18	4	22
	Expected	18.000	4.000	22.00

χ^2 Tests

	Value	df	p
χ^2	3.29	4	0.511
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q8_5 - Motivos uso dispositivos offline - Hábito		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	4	2	6
	Expected	3.000	3.000	6.00
25-34	Observed	3	1	4
	Expected	2.000	2.000	4.00
35-44	Observed	3	2	5
	Expected	2.500	2.500	5.00
45-54	Observed	0	1	1
	Expected	0.500	0.500	1.00
55+	Observed	1	5	6
	Expected	3.000	3.000	6.00
Total	Observed	11	11	22
	Expected	11.000	11.000	22.00

χ^2 Tests

	Value	df	p
χ^2	5.53	4	0.237
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q8_6 - Motivos uso dispositivos offline - faz parte da minha rotina 0	1	Total
- 24	Observed	4	2	6
	Expected	3.000	3.000	6.00
25-34	Observed	3	1	4
	Expected	2.000	2.000	4.00
35-44	Observed	3	2	5
	Expected	2.500	2.500	5.00
45-54	Observed	0	1	1
	Expected	0.500	0.500	1.00
55+	Observed	1	5	6
	Expected	3.000	3.000	6.00
Total	Observed	11	11	22
	Expected	11.000	11.000	22.00

χ^2 Tests

	Value	df	p
χ^2	5.53	4	0.237
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q8_7 - Motivos uso dispositivos offline - penso ser uma fonte mais fidedigna 0	1	Total
- 24	Observed	5	1	6
	Expected	4.909	1.091	6.00
25-34	Observed	3	1	4
	Expected	3.273	0.727	4.00
35-44	Observed	3	2	5
	Expected	4.091	0.909	5.00
45-54	Observed	1	0	1
	Expected	0.818	0.182	1.00
55+	Observed	6	0	6
	Expected	4.909	1.091	6.00
Total	Observed	18	4	22
	Expected	18.000	4.000	22.00

χ^2 Tests

	Value	df	p
χ^2	3.29	4	0.511
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q8_8 - Motivos uso dispositivos offline - Nenhum dos anteriores		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	3	3	6
	Expected	4.636	1.364	6.00
25-34	Observed	4	0	4
	Expected	3.091	0.909	4.00
35-44	Observed	3	2	5
	Expected	3.864	1.136	5.00
45-54	Observed	1	0	1
	Expected	0.773	0.227	1.00
55+	Observed	6	0	6
	Expected	4.636	1.364	6.00
Total	Observed	17	5	22
	Expected	17.000	5.000	22.00

χ^2 Tests

	Value	df	p
χ^2	6.63	4	0.157
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q10_1 - Formatos no smartphone - Video Horizontal		
		0	1	Total
- 24	Observed	57	55	112
	Expected	58.8	53.2	112.0
25-34	Observed	56	45	101
	Expected	53.0	48.0	101.0
35-44	Observed	54	42	96
	Expected	50.4	45.6	96.0
45-54	Observed	46	45	91
	Expected	47.8	43.2	91.0
55+	Observed	60	60	120
	Expected	63.0	57.0	120.0
Total	Observed	273	247	520
	Expected	273.0	247.0	520.0

χ^2 Tests

	Value	df	p
χ^2	1.45	4	0.836
N	520		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q10_2 - Formatos no smartphone - Video Vertical		
		0	1	Total
- 24	Observed	54	58	112
	Expected	55.4	56.6	112.0
25-34	Observed	56	45	101
	Expected	49.9	51.1	101.0
35-44	Observed	50	46	96
	Expected	47.4	48.6	96.0
45-54	Observed	37	54	91
	Expected	45.0	46.0	91.0
55+	Observed	60	60	120
	Expected	59.3	60.7	120.0
Total	Observed	257	263	520
	Expected	257.0	263.0	520.0

χ^2 Tests

	Value	df	p
χ^2	4.61	4	0.329
N	520		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q10_3 - Formatos no smartphone - Áudio		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	76	36	112
	Expected	69.8	42.2	112.0
25-34	Observed	67	34	101
	Expected	62.9	38.1	101.0
35-44	Observed	63	33	96
	Expected	59.8	36.2	96.0
45-54	Observed	48	43	91
	Expected	56.7	34.3	91.0
55+	Observed	70	50	120
	Expected	74.8	45.2	120.0
Total	Observed	324	196	520
	Expected	324.0	196.0	520.0

χ^2 Tests

	Value	df	p
χ^2	6.97	4	0.138
N	520		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q10_4 - Formatos no smartphone - Imagem 0	1	Total
- 24	Observed	41	71	112
	Expected	45.4	66.6	112.0
25-34	Observed	49	52	101
	Expected	41.0	60.0	101.0
35-44	Observed	40	56	96
	Expected	39.0	57.0	96.0
45-54	Observed	35	56	91
	Expected	36.9	54.1	91.0
55+	Observed	46	74	120
	Expected	48.7	71.3	120.0
Total	Observed	211	309	520
	Expected	211.0	309.0	520.0

χ^2 Tests

	Value	df	p
χ^2	3.84	4	0.428
N	520		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q10_5 - Formatos no smartphone - Texto 0	1	Total
- 24	Observed	12	100	112
	Expected	14.4	97.6	112.0
25-34	Observed	11	90	101
	Expected	13.0	88.0	101.0
35-44	Observed	19	77	96
	Expected	12.4	83.6	96.0
45-54	Observed	11	80	91
	Expected	11.7	79.3	91.0
55+	Observed	14	106	120
	Expected	15.5	104.5	120.0
Total	Observed	67	453	520
	Expected	67.0	453.0	520.0

χ^2 Tests

	Value	df	p
χ^2	5.12	4	0.275
N	520		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q11_1 - Plataformas noticias - Redes sociais						
Q3 - Idade		**Diariamente**	**2 ou + vezes por Semana**	**1 vez por Semana**	**1 vez por Quinzena**	**1 vez por Mês**	**Não utilizo**	**Total**
- 24	Observed	72	8	8	2	1	14	105
	Expected	70.0	14.0	6.44	0.859	0.429	13.3	105.0
25-34	Observed	64	15	9	0	1	7	96
	Expected	64.0	12.8	5.89	0.785	0.393	12.2	96.0
35-44	Observed	60	11	6	1	0	12	90
	Expected	60.0	12.0	5.52	0.736	0.368	11.4	90.0
45-54	Observed	58	17	5	0	0	8	88
	Expected	58.7	11.7	5.40	0.720	0.360	11.2	88.0
55+	Observed	72	14	2	1	0	21	110
	Expected	73.3	14.6	6.75	0.900	0.450	13.9	110.0
Total	Observed	326	65	30	4	2	62	489
	Expected	326.0	65.0	30.00	4.000	2.000	62.0	489.0

χ^2 Tests

	Value	df	p
χ^2	23.7	20	0.256
N	489		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q11_2 - Plataformas noticias - Apps						
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	Total
- 24	Observed	39	16	7	1	0	42	105
	Expected	39.3	16.5	5.80	2.15	2.36	38.9	105.0
25-34	Observed	32	15	4	2	2	41	96
	Expected	35.9	15.1	5.30	1.96	2.16	35.5	96.0
35-44	Observed	34	15	4	2	1	34	90
	Expected	33.7	14.2	4.97	1.84	2.02	33.3	90.0
45-54	Observed	32	16	4	2	3	31	88
	Expected	32.9	13.9	4.86	1.80	1.98	32.6	88.0
55+	Observed	46	15	8	3	5	33	110
	Expected	41.2	17.3	6.07	2.25	2.47	40.7	110.0
Total	Observed	183	77	27	10	11	181	489
	Expected	183.0	77.0	27.00	10.00	11.00	181.0	489.0

χ^2 Tests

	Value	df	p
χ^2	12.8	20	0.886
N	489		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q11_3 - Plataformas noticias - Websites						
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	Total
- 24	Observed	45	27	14	4	5	10	105
	Expected	54.1	24.3	11.17	3.01	2.58	9.88	105.0
25-34	Observed	46	19	15	7	3	6	96
	Expected	49.5	22.2	10.21	2.75	2.36	9.03	96.0
35-44	Observed	56	15	9	0	1	9	90
	Expected	46.4	20.8	9.57	2.58	2.21	8.47	90.0
45-54	Observed	45	22	7	2	1	11	88
	Expected	45.3	20.3	9.36	2.52	2.16	8.28	88.0
55+	Observed	60	30	7	1	2	10	110
	Expected	56.7	25.4	11.70	3.15	2.70	10.35	110.0
Total	Observed	252	113	52	14	12	46	489
	Expected	252.0	113.0	52.00	14.00	12.00	46.00	489.0

χ^2 Tests

	Value	df	p
χ^2	29.7	20	0.074
N	489		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q11_4 - Plataformas noticias - Agregadores de Áudio/Podcasts (e.g. Spotify, Apple Podcasts)						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
- 24	Observed	7	5	11	11	13	58	105
	Expected	7.94	4.94	9.23	12.7	12.7	57.5	105.0
25-34	Observed	7	5	13	11	10	50	96
	Expected	7.26	4.52	8.44	11.6	11.6	52.6	96.0
35-44	Observed	6	4	6	10	16	48	90
	Expected	6.81	4.23	7.91	10.9	10.9	49.3	90.0
45-54	Observed	7	3	7	16	10	45	88
	Expected	6.66	4.14	7.74	10.6	10.6	48.2	88.0
55+	Observed	10	6	6	11	10	67	110
	Expected	8.32	5.17	9.67	13.3	13.3	60.3	110.0
Total	Observed	37	23	43	59	59	268	489
	Expected	37.00	23.00	43.00	59.0	59.0	268.0	489.0

χ^2 Tests

	Value	df	p
χ^2	13.9	20	0.836
N	489		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q11_5 - Plataformas noticias - Agregadores de Notícias (e.g. Google News)						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
- 24	Observed	5	3	6	19	28	44	105
	Expected	3.44	2.15	6.66	17.4	41.9	33.5	105.0
25-34	Observed	4	4	12	12	28	36	96
	Expected	3.14	1.96	6.09	15.9	38.3	30.6	96.0
35-44	Observed	2	1	2	11	42	32	90
	Expected	2.94	1.84	5.71	14.9	35.9	28.7	90.0
45-54	Observed	3	1	4	16	45	19	88
	Expected	2.88	1.80	5.58	14.6	35.1	28.1	88.0
55+	Observed	2	1	7	23	52	25	110
	Expected	3.60	2.25	6.97	18.2	43.9	35.1	110.0
Total	Observed	16	10	31	81	195	156	489
	Expected	16.00	10.00	31.00	81.0	195.0	156.0	489.0

χ^2 Tests

	Value	df	p
χ^2	41.2	20	0.004
N	489		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q11_6 - Plataformas noticias - Motor de Busca (e.g. Google, Yahoo)						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
- 24	Observed	30	31	17	4	10	13	105
	Expected	49.0	22.5	9.66	3.22	7.30	13.3	105.0
25-34	Observed	32	19	10	4	9	22	96
	Expected	44.8	20.6	8.83	2.94	6.67	12.2	96.0
35-44	Observed	54	14	3	3	4	12	90
	Expected	42.0	19.3	8.28	2.76	6.26	11.4	90.0
45-54	Observed	45	22	7	3	6	5	88
	Expected	41.0	18.9	8.10	2.70	6.12	11.2	88.0
55+	Observed	67	19	8	1	5	10	110
	Expected	51.3	23.6	10.12	3.37	7.65	13.9	110.0
Total	Observed	228	105	45	15	34	62	489
	Expected	228.0	105.0	45.00	15.00	34.00	62.0	489.0

χ^2 Tests

	Value	df	p
χ^2	53.8	20	< .001
N	489		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q12_1 - Redes Sociais de Noticias - Facebook						
Q3 - Idade		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	Total
- 24	Observed	35	12	7	6	11	20	91
	Expected	52.2	15.6	5.33	3.20	2.98	11.7	91.0
25-34	Observed	40	18	10	3	2	16	89
	Expected	51.1	15.2	5.21	3.13	2.92	11.5	89.0
35-44	Observed	54	14	2	2	0	6	78
	Expected	44.8	13.3	4.57	2.74	2.56	10.0	78.0
45-54	Observed	53	14	4	1	1	7	80
	Expected	45.9	13.7	4.68	2.81	2.62	10.3	80.0
55+	Observed	63	15	2	3	0	6	89
	Expected	51.1	15.2	5.21	3.13	2.92	11.5	89.0
Total	Observed	245	73	25	15	14	55	427
	Expected	245.0	73.0	25.00	15.00	14.00	55.0	427.0

χ^2 Tests

	Value	df	p
χ^2	68.8	20	< .001
N	427		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q12_2 - Redes Sociais de Noticias - Instagram						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
- 24	Observed	52	15	7	2	1	14	91
	Expected	40.9	13.9	5.33	1.92	2.13	26.9	91.0
25-34	Observed	52	13	5	3	0	16	89
	Expected	40.0	13.5	5.21	1.88	2.08	26.3	89.0
35-44	Observed	32	14	1	1	1	29	78
	Expected	35.1	11.9	4.57	1.64	1.83	23.0	78.0
45-54	Observed	20	15	7	1	6	31	80
	Expected	36.0	12.2	4.68	1.69	1.87	23.6	80.0
55+	Observed	36	8	5	2	2	36	89
	Expected	40.0	13.5	5.21	1.88	2.08	26.3	89.0
Total	Observed	192	65	25	9	10	126	427
	Expected	192.0	65.0	25.00	9.00	10.00	126.0	427.0

χ^2 Tests

	Value	df	p
χ^2	53.3	20	< .001
N	427		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q12_3 - Redes Sociais de Noticias - LinkedIn						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
- 24	Observed	26	17	13	2	6	27	91
	Expected	18.1	13.4	7.03	2.34	7.03	43.0	91.0
25-34	Observed	28	22	5	3	5	26	89
	Expected	17.7	13.1	6.88	2.29	6.88	42.1	89.0
35-44	Observed	14	9	4	1	7	43	78
	Expected	15.5	11.5	6.03	2.01	6.03	36.9	78.0
45-54	Observed	11	10	6	2	4	47	80
	Expected	15.9	11.8	6.18	2.06	6.18	37.8	80.0
55+	Observed	6	5	5	3	11	59	89
	Expected	17.7	13.1	6.88	2.29	6.88	42.1	89.0
Total	Observed	85	63	33	11	33	202	427
	Expected	85.0	63.0	33.00	11.00	33.00	202.0	427.0

χ^2 Tests

	Value	df	p
χ^2	65.6	20	< .001
N	427		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q12_4 - Redes Sociais de Noticias - Youtube						
Q3 - Idade		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	Total
- 24	Observed	20	15	12	10	4	30	91
	Expected	16.8	17.0	11.30	7.25	8.52	30.0	91.0
25-34	Observed	13	15	11	6	11	33	89
	Expected	16.5	16.7	11.05	7.09	8.34	29.4	89.0
35-44	Observed	20	17	8	5	4	24	78
	Expected	14.4	14.6	9.68	6.21	7.31	25.8	78.0
45-54	Observed	8	13	13	4	13	29	80
	Expected	14.8	15.0	9.93	6.37	7.49	26.4	80.0
55+	Observed	18	20	9	9	8	25	89
	Expected	16.5	16.7	11.05	7.09	8.34	29.4	89.0
Total	Observed	79	80	53	34	40	141	427
	Expected	79.0	80.0	53.00	34.00	40.00	141.0	427.0

χ^2 Tests

	Value	df	p
χ^2	23.3	20	0.276
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q12_5 - Redes Sociais de Noticias - Twitter						Total
		Diariamente	2 ou + vezes por Semana	1 vez por semana	1 vez por Quinzena	1 vez por mês	Não utilizo	
- 24	Observed	17	5	4	1	2	68	97
	Expected	8.46	2.75	2.75	0.686	2.29	80.1	97.0
25-34	Observed	9	3	3	0	0	72	87
	Expected	7.59	2.46	2.46	0.616	2.05	71.8	87.0
35-44	Observed	4	1	3	0	2	70	80
	Expected	6.98	2.26	2.26	0.566	1.89	66.0	80.0
45-54	Observed	3	1	0	0	2	69	75
	Expected	6.54	2.12	2.12	0.531	1.77	61.9	75.0
55+	Observed	4	2	2	2	4	71	85
	Expected	7.42	2.41	2.41	0.601	2.00	70.2	85.0
Total	Observed	37	12	12	3	10	350	424
	Expected	37.00	12.00	12.00	3.000	10.00	350.0	424.0

χ^2 Tests

	Value	df	p
χ^2	32.2	20	0.041
N	424		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q13_1 - Interesse em novas plataformas - Plataformas Streaming		Total
		0	1	
- 24	Observed	38	53	91
	Expected	38.6	52.4	91.0
25-34	Observed	36	53	89
	Expected	37.7	51.3	89.0
35-44	Observed	33	45	78
	Expected	33.1	44.9	78.0
45-54	Observed	29	51	80
	Expected	33.9	46.1	80.0
55+	Observed	45	44	89
	Expected	37.7	51.3	89.0
Total	Observed	181	246	427
	Expected	181.0	246.0	427.0

χ^2 Tests

	Value	df	p
χ^2	3.82	4	0.431
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q13_2 - Interesse em novas plataformas - Snapchat		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	87	4	91
	Expected	89.3	1.70	91.0
25-34	Observed	88	1	89
	Expected	87.3	1.67	89.0
35-44	Observed	77	1	78
	Expected	76.5	1.46	78.0
45-54	Observed	78	2	80
	Expected	78.5	1.50	80.0
55+	Observed	89	0	89
	Expected	87.3	1.67	89.0
Total	Observed	419	8	427
	Expected	419.0	8.00	427.0

χ^2 Tests

	Value	df	p
χ^2	5.44	4	0.245
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q13_3 - Interesse em novas plataformas - Tiktok 0	1	Total
- 24	Observed	73	18	91
	Expected	82.9	8.10	91.0
25-34	Observed	76	13	89
	Expected	81.1	7.92	89.0
35-44	Observed	74	4	78
	Expected	71.1	6.94	78.0
45-54	Observed	78	2	80
	Expected	72.9	7.12	80.0
55+	Observed	88	1	89
	Expected	81.1	7.92	89.0
Total	Observed	389	38	427
	Expected	389.0	38.00	427.0

χ^2 Tests

	Value	df	p
χ^2	28.9	4	< .001
N	427		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q13_4 - Interesse em novas plataformas - Nenhuma 0	1	Total
- 24	Observed	59	32	91
	Expected	55.2	35.8	91.0
25-34	Observed	55	34	89
	Expected	54.0	35.0	89.0
35-44	Observed	47	31	78
	Expected	47.3	30.7	78.0
45-54	Observed	53	27	80
	Expected	48.5	31.5	80.0
55+	Observed	45	44	89
	Expected	54.0	35.0	89.0
Total	Observed	259	168	427
	Expected	259.0	168.0	427.0

χ^2 Tests

	Value	df	p
χ^2	5.57	4	0.234
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q14_1 - Motivos de uso Redes Sociais - Comodidade		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	6	85	91
	Expected	21.3	69.7	91.0
25-34	Observed	6	83	89
	Expected	20.8	68.2	89.0
35-44	Observed	35	43	78
	Expected	18.3	59.7	78.0
45-54	Observed	23	57	80
	Expected	18.7	61.3	80.0
55+	Observed	30	59	89
	Expected	20.8	68.2	89.0
Total	Observed	100	327	427
	Expected	100.0	327.0	427.0

χ^2 Tests

	Value	df	p
χ^2	54.7	4	< .001
N	427		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q14_2 - Motivos de uso Redes Sociais - Personalização 0	1	Total
- 24	Observed	48	43	91
	Expected	57.5	33.5	91.0
25-34	Observed	54	35	89
	Expected	56.3	32.7	89.0
35-44	Observed	55	23	78
	Expected	49.3	28.7	78.0
45-54	Observed	51	29	80
	Expected	50.6	29.4	80.0
55+	Observed	62	27	89
	Expected	56.3	32.7	89.0
Total	Observed	270	157	427
	Expected	270.0	157.0	427.0

χ^2 Tests

	Value	df	p
χ^2	7.92	4	0.094
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q14_3 - Motivos de uso Redes Sociais - Sempre informado 0	1	Total
- 24	Observed	57	34	91
	Expected	58.8	32.2	91.0
25-34	Observed	61	28	89
	Expected	57.5	31.5	89.0
35-44	Observed	51	27	78
	Expected	50.4	27.6	78.0
45-54	Observed	49	31	80
	Expected	51.7	28.3	80.0
55+	Observed	58	31	89
	Expected	57.5	31.5	89.0
Total	Observed	276	151	427
	Expected	276.0	151.0	427.0

χ^2 Tests

	Value	df	p
χ^2	1.18	4	0.881
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q14_4 - Motivos de uso Redes Sociais - Interatividade		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	83	8	91
	Expected	79.9	11.08	91.0
25-34	Observed	81	8	89
	Expected	78.2	10.84	89.0
35-44	Observed	69	9	78
	Expected	68.5	9.50	78.0
45-54	Observed	69	11	80
	Expected	70.3	9.74	80.0
55+	Observed	73	16	89
	Expected	78.2	10.84	89.0
Total	Observed	375	52	427
	Expected	375.0	52.00	427.0

χ^2 Tests

	Value	df	p
χ^2	4.84	4	0.305
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q14_5 - Motivos de uso Redes Sociais - Confiança 0	1	Total
- 24	Observed	84	7	91
	Expected	86.1	4.90	91.0
25-34	Observed	85	4	89
	Expected	84.2	4.79	89.0
35-44	Observed	76	2	78
	Expected	73.8	4.20	78.0
45-54	Observed	77	3	80
	Expected	75.7	4.31	80.0
55+	Observed	82	7	89
	Expected	84.2	4.79	89.0
Total	Observed	404	23	427
	Expected	404.0	23.00	427.0

χ^2 Tests

	Value	df	p
χ^2	3.80	4	0.434
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q14_6 - Motivos de uso Redes Sociais - Diversidade 0	1	Total
- 24	Observed	61	30	91
	Expected	65.2	25.8	91.0
25-34	Observed	57	32	89
	Expected	63.8	25.2	89.0
35-44	Observed	63	15	78
	Expected	55.9	22.1	78.0
45-54	Observed	62	18	80
	Expected	57.3	22.7	80.0
55+	Observed	63	26	89
	Expected	63.8	25.2	89.0
Total	Observed	306	121	427
	Expected	306.0	121.0	427.0

χ^2 Tests

	Value	df	p
χ^2	8.07	4	0.089
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q14_7 - Motivos de uso Redes Sociais - Formato		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	30	61	91
	Expected	43.3	47.7	91.0
25-34	Observed	37	52	89
	Expected	42.3	46.7	89.0
35-44	Observed	39	39	78
	Expected	37.1	40.9	78.0
45-54	Observed	44	36	80
	Expected	38.0	42.0	80.0
55+	Observed	53	36	89
	Expected	42.3	46.7	89.0
Total	Observed	203	224	427
	Expected	203.0	224.0	427.0

χ^2 Tests

	Value	df	p
χ^2	16.1	4	0.003
N	427		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q14_8 - Motivos de uso Redes Sociais - Nenhum dos anteriores 0	1	Total
- 24	Observed	91	0	91
	Expected	88.2	2.77	91.0
25-34	Observed	89	0	89
	Expected	86.3	2.71	89.0
35-44	Observed	72	6	78
	Expected	75.6	2.37	78.0
45-54	Observed	76	4	80
	Expected	77.6	2.44	80.0
55+	Observed	86	3	89
	Expected	86.3	2.71	89.0
Total	Observed	414	13	427
	Expected	414.0	13.00	427.0

χ^2 Tests

	Value	df	p
χ^2	12.4	4	0.014
N	427		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q15_9 - Motivos de uso Apps - Comodidade 0	1	Total
- 24	Observed	17	46	63
	Expected	24.5	38.5	63.0
25-34	Observed	17	38	55
	Expected	21.4	33.6	55.0
35-44	Observed	25	31	56
	Expected	21.8	34.2	56.0
45-54	Observed	25	32	57
	Expected	22.2	34.8	57.0
55+	Observed	36	41	77
	Expected	30.0	47.0	77.0
Total	Observed	120	188	308
	Expected	120.0	188.0	308.0

χ^2 Tests

	Value	df	p
χ^2	8.60	4	0.072
N	308		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q15_10 - Motivos de uso Apps - Guardar		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	46	17	63
	Expected	49.5	13.5	63.0
25-34	Observed	40	15	55
	Expected	43.2	11.8	55.0
35-44	Observed	45	11	56
	Expected	44.0	12.0	56.0
45-54	Observed	48	9	57
	Expected	44.8	12.2	57.0
55+	Observed	63	14	77
	Expected	60.5	16.5	77.0
Total	Observed	242	66	308
	Expected	242.0	66.0	308.0

χ^2 Tests

	Value	df	p
χ^2	3.94	4	0.415
N	308		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q15_11 - Motivos de uso Apps - Funcionalidade Offline		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	59	4	63
	Expected	56.0	6.95	63.0
25-34	Observed	49	6	55
	Expected	48.9	6.07	55.0
35-44	Observed	51	5	56
	Expected	49.8	6.18	56.0
45-54	Observed	48	9	57
	Expected	50.7	6.29	57.0
55+	Observed	67	10	77
	Expected	68.5	8.50	77.0
Total	Observed	274	34	308
	Expected	274.0	34.00	308.0

χ^2 Tests

	Value	df	p
χ^2	3.27	4	0.513
N	308		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q15_12 - Motivos de uso Apps - Personalização		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	44	19	63
	Expected	50.5	12.5	63.0
25-34	Observed	45	10	55
	Expected	44.1	10.9	55.0
35-44	Observed	44	12	56
	Expected	44.9	11.1	56.0
45-54	Observed	45	12	57
	Expected	45.7	11.3	57.0
55+	Observed	69	8	77
	Expected	61.8	15.3	77.0
Total	Observed	247	61	308
	Expected	247.0	61.0	308.0

χ^2 Tests

	Value	df	p
χ^2	8.79	4	0.067
N	308		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q15_13 - Motivos de uso Apps - Sempre informado		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	24	39	63
	Expected	30.3	32.7	63.0
25-34	Observed	23	32	55
	Expected	26.4	28.6	55.0
35-44	Observed	32	24	56
	Expected	26.9	29.1	56.0
45-54	Observed	23	34	57
	Expected	27.4	29.6	57.0
55+	Observed	46	31	77
	Expected	37.0	40.0	77.0
Total	Observed	148	160	308
	Expected	148.0	160.0	308.0

χ^2 Tests

	Value	df	p
χ^2	10.8	4	0.029
N	308		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q15_14 - Motivos de uso Apps - Confiança 0	1	Total
- 24	Observed	36	27	63
	Expected	51.1	11.9	63.0
25-34	Observed	40	15	55
	Expected	44.6	10.4	55.0
35-44	Observed	53	3	56
	Expected	45.5	10.5	56.0
45-54	Observed	52	5	57
	Expected	46.3	10.7	57.0
55+	Observed	69	8	77
	Expected	62.5	14.5	77.0
Total	Observed	250	58	308
	Expected	250.0	58.0	308.0

χ^2 Tests

	Value	df	p
χ^2	40.4	4	< .001
N	308		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q15_15 - Motivos de uso Apps - Dimensão 0	1	Total
- 24	Observed	51	12	63
	Expected	51.1	11.9	63.0
25-34	Observed	42	13	55
	Expected	44.6	10.4	55.0
35-44	Observed	38	18	56
	Expected	45.5	10.5	56.0
45-54	Observed	48	9	57
	Expected	46.3	10.7	57.0
55+	Observed	71	6	77
	Expected	62.5	14.5	77.0
Total	Observed	250	58	308
	Expected	250.0	58.0	308.0

χ^2 Tests

	Value	df	p
χ^2	13.8	4	0.008
N	308		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q15_16 - Motivos de uso Apps - Nenhum dos anteriores		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	61	2	63
	Expected	58.1	4.91	63.0
25-34	Observed	51	4	55
	Expected	50.7	4.29	55.0
35-44	Observed	52	4	56
	Expected	51.6	4.36	56.0
45-54	Observed	52	5	57
	Expected	52.6	4.44	57.0
55+	Observed	68	9	77
	Expected	71.0	6.00	77.0
Total	Observed	284	24	308
	Expected	284.0	24.00	308.0

χ^2 Tests

	Value	df	p
χ^2	3.63	4	0.459
N	308		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q16_1 - Motivos de uso Websites - Comodidade 0	1	Total
- 24	Observed	42	53	95
	Expected	34.5	60.5	95.0
25-34	Observed	30	60	90
	Expected	32.7	57.3	90.0
35-44	Observed	31	50	81
	Expected	29.4	51.6	81.0
45-54	Observed	26	51	77
	Expected	28.0	49.0	77.0
55+	Observed	32	68	100
	Expected	36.3	63.7	100.0
Total	Observed	161	282	443
	Expected	161.0	282.0	443.0

χ^2 Tests

	Value	df	p
χ^2	4.06	4	0.398
N	443		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q16_2 - Motivos de uso Websites - Memória 0	1	Total
- 24	Observed	86	9	95
	Expected	80.4	14.6	95.0
25-34	Observed	74	16	90
	Expected	76.2	13.8	90.0
35-44	Observed	69	12	81
	Expected	68.6	12.4	81.0
45-54	Observed	64	13	77
	Expected	65.2	11.8	77.0
55+	Observed	82	18	100
	Expected	84.7	15.3	100.0
Total	Observed	375	68	443
	Expected	375.0	68.0	443.0

χ^2 Tests

	Value	df	p
χ^2	3.63	4	0.458
N	443		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q16_3 - Motivos de uso Websites - Personalização		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	84	11	95
	Expected	81.7	13.3	95.0
25-34	Observed	78	12	90
	Expected	77.4	12.6	90.0
35-44	Observed	69	12	81
	Expected	69.7	11.3	81.0
45-54	Observed	62	15	77
	Expected	66.2	10.8	77.0
55+	Observed	88	12	100
	Expected	86.0	14.0	100.0
Total	Observed	381	62	443
	Expected	381.0	62.0	443.0

χ^2 Tests

	Value	df	p
χ^2	2.79	4	0.593
N	443		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q16_4 - Motivos de uso Websites - Sempre informado		
		0	1	Total
- 24	Observed	77	18	95
	Expected	67.8	27.2	95.0
25-34	Observed	72	18	90
	Expected	64.2	25.8	90.0
35-44	Observed	53	28	81
	Expected	57.8	23.2	81.0
45-54	Observed	52	25	77
	Expected	54.9	22.1	77.0
55+	Observed	62	38	100
	Expected	71.3	28.7	100.0
Total	Observed	316	127	443
	Expected	316.0	127.0	443.0

χ^2 Tests

	Value	df	p
χ^2	13.9	4	0.008
N	443		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q16_5 - Motivos de uso Websites - Interatividade		
		0	1	Total
- 24	Observed	86	9	95
	Expected	85.3	9.65	95.0
25-34	Observed	84	6	90
	Expected	80.9	9.14	90.0
35-44	Observed	76	5	81
	Expected	72.8	8.23	81.0
45-54	Observed	69	8	77
	Expected	69.2	7.82	77.0
55+	Observed	83	17	100
	Expected	89.8	10.16	100.0
Total	Observed	398	45	443
	Expected	398.0	45.00	443.0

χ^2 Tests

	Value	df	p
χ^2	7.79	4	0.099
N	443		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q16_6 - Motivos de uso Websites - Confiança		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	52	43	95
	Expected	74.0	21.0	95.0
25-34	Observed	63	27	90
	Expected	70.1	19.9	90.0
35-44	Observed	71	10	81
	Expected	63.1	17.9	81.0
45-54	Observed	67	10	77
	Expected	60.0	17.0	77.0
55+	Observed	92	8	100
	Expected	77.9	22.1	100.0
Total	Observed	345	98	443
	Expected	345.0	98.0	443.0

χ^2 Tests

	Value	df	p
χ^2	52.6	4	< .001
N	443		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q16_7 - Motivos de uso Websites - Dimensão 0	1	Total
- 24	Observed	78	17	95
	Expected	76.6	18.4	95.0
25-34	Observed	66	24	90
	Expected	72.5	17.5	90.0
35-44	Observed	66	15	81
	Expected	65.3	15.7	81.0
45-54	Observed	62	15	77
	Expected	62.1	14.9	77.0
55+	Observed	85	15	100
	Expected	80.6	19.4	100.0
Total	Observed	357	86	443
	Expected	357.0	86.0	443.0

χ^2 Tests

	Value	df	p
χ^2	4.45	4	0.348
N	443		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q16_8 - Motivos de uso Websites - Nenhum dos anteriores 0	1	Total
- 24	Observed	82	13	95
	Expected	85.8	9.22	95.0
25-34	Observed	83	7	90
	Expected	81.3	8.74	90.0
35-44	Observed	75	6	81
	Expected	73.1	7.86	81.0
45-54	Observed	69	8	77
	Expected	69.5	7.47	77.0
55+	Observed	91	9	100
	Expected	90.3	9.71	100.0
Total	Observed	400	43	443
	Expected	400.0	43.00	443.0

χ^2 Tests

	Value	df	p
χ^2	2.68	4	0.612
N	443		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q17_1 - Motivos de uso Agregadores de Áudio - Comodidade		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	30	17	47
	Expected	30.2	16.8	47.0
25-34	Observed	32	14	46
	Expected	29.6	16.4	46.0
35-44	Observed	24	18	42
	Expected	27.0	15.0	42.0
45-54	Observed	27	16	43
	Expected	27.6	15.4	43.0
55+	Observed	29	14	43
	Expected	27.6	15.4	43.0
Total	Observed	142	79	221
	Expected	142.0	79.0	221.0

χ^2 Tests

	Value	df	p
χ^2	1.72	4	0.786
N	221		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q17_2 - Motivos de uso Agregadores de Áudio - Multi-Tasking 0	1	Total
- 24	Observed	14	33	47
	Expected	26.2	20.8	47.0
25-34	Observed	19	27	46
	Expected	25.6	20.4	46.0
35-44	Observed	25	17	42
	Expected	23.4	18.6	42.0
45-54	Observed	34	9	43
	Expected	23.9	19.1	43.0
55+	Observed	31	12	43
	Expected	23.9	19.1	43.0
Total	Observed	123	98	221
	Expected	123.0	98.0	221.0

χ^2 Tests

	Value	df	p
χ^2	31.1	4	< .001
N	221		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q17_3 - Motivos de uso Agregadores de Áudio - Funcionalidade Offline 0	1	Total
- 24	Observed	35	12	47
	Expected	37.0	10.00	47.0
25-34	Observed	32	14	46
	Expected	36.2	9.78	46.0
35-44	Observed	34	8	42
	Expected	33.1	8.93	42.0
45-54	Observed	34	9	43
	Expected	33.9	9.14	43.0
55+	Observed	39	4	43
	Expected	33.9	9.14	43.0
Total	Observed	174	47	221
	Expected	174.0	47.00	221.0

χ^2 Tests

	Value	df	p
χ^2	6.62	4	0.157
N	221		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q17_4 - Motivos de uso Agregadores de Áudio - Personalização		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	38	9	47
	Expected	35.9	11.06	47.0
25-34	Observed	36	10	46
	Expected	35.2	10.82	46.0
35-44	Observed	33	9	42
	Expected	32.1	9.88	42.0
45-54	Observed	30	13	43
	Expected	32.9	10.12	43.0
55+	Observed	32	11	43
	Expected	32.9	10.12	43.0
Total	Observed	169	52	221
	Expected	169.0	52.00	221.0

χ^2 Tests

	Value	df	p
χ^2	1.86	4	0.761
N	221		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q17_5 - Motivos de uso Agregadores de Áudio - Sempre Informado 0	1	Total
- 24	Observed	43	4	47
	Expected	42.7	4.25	47.0
25-34	Observed	43	3	46
	Expected	41.8	4.16	46.0
35-44	Observed	38	4	42
	Expected	38.2	3.80	42.0
45-54	Observed	39	4	43
	Expected	39.1	3.89	43.0
55+	Observed	38	5	43
	Expected	39.1	3.89	43.0
Total	Observed	201	20	221
	Expected	201.0	20.00	221.0

χ^2 Tests

	Value	df	p
χ^2	0.736	4	0.947
N	221		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q17_6 - Motivos de uso Agregadores de Áudio - Confiança 0	1	Total
- 24	Observed	38	9	47
	Expected	43.0	4.04	47.0
25-34	Observed	43	3	46
	Expected	42.0	3.95	46.0
35-44	Observed	38	4	42
	Expected	38.4	3.61	42.0
45-54	Observed	41	2	43
	Expected	39.3	3.70	43.0
55+	Observed	42	1	43
	Expected	39.3	3.70	43.0
Total	Observed	202	19	221
	Expected	202.0	19.00	221.0

χ^2 Tests

	Value	df	p
χ^2	9.96	4	0.041
N	221		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q17_7 - Motivos de uso Agregadores de Áudio - Dimensão		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	39	8	47
	Expected	42.5	4.47	47.0
25-34	Observed	41	5	46
	Expected	41.6	4.37	46.0
35-44	Observed	41	1	42
	Expected	38.0	3.99	42.0
45-54	Observed	40	3	43
	Expected	38.9	4.09	43.0
55+	Observed	39	4	43
	Expected	38.9	4.09	43.0
Total	Observed	200	21	221
	Expected	200.0	21.00	221.0

χ^2 Tests

	Value	df	p
χ^2	5.99	4	0.200
N	221		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q17_8 - Motivos de uso Agregadores de Áudio - Nenhum dos anteriores		Total
		0	1	
- 24	Observed	41	6	47
	Expected	37.0	10.00	47.0
25-34	Observed	35	11	46
	Expected	36.2	9.78	46.0
35-44	Observed	35	7	42
	Expected	33.1	8.93	42.0
45-54	Observed	34	9	43
	Expected	33.9	9.14	43.0
55+	Observed	29	14	43
	Expected	33.9	9.14	43.0
Total	Observed	174	47	221
	Expected	174.0	47.00	221.0

χ^2 Tests

	Value	df	p
χ^2	6.03	4	0.197
N	221		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q18_1 - Motivos de uso Agregadores de Notícias - Comodidade		Total
		0	1	
- 24	Observed	23	38	61
	Expected	22.5	38.5	61.0
25-34	Observed	26	34	60
	Expected	22.2	37.8	60.0
35-44	Observed	23	35	58
	Expected	21.4	36.6	58.0
45-54	Observed	23	46	69
	Expected	25.5	43.5	69.0
55+	Observed	28	57	85
	Expected	31.4	53.6	85.0
Total	Observed	123	210	333
	Expected	123.0	210.0	333.0

χ^2 Tests

	Value	df	p
χ^2	2.22	4	0.695
N	333		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q18_2 - Motivos de uso Agregadores de Notícias - Personalização		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	46	15	61
	Expected	47.8	13.2	61.0
25-34	Observed	42	18	60
	Expected	47.0	13.0	60.0
35-44	Observed	45	13	58
	Expected	45.5	12.5	58.0
45-54	Observed	54	15	69
	Expected	54.1	14.9	69.0
55+	Observed	74	11	85
	Expected	66.6	18.4	85.0
Total	Observed	261	72	333
	Expected	261.0	72.0	333.0

χ^2 Tests

	Value	df	p
χ^2	6.60	4	0.158
N	333		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q18_3 - Motivos de uso Agregadores de Notícias - Sempre Informado 0	1	Total
- 24	Observed	40	21	61
	Expected	38.8	22.2	61.0
25-34	Observed	39	21	60
	Expected	38.2	21.8	60.0
35-44	Observed	36	22	58
	Expected	36.9	21.1	58.0
45-54	Observed	39	30	69
	Expected	43.9	25.1	69.0
55+	Observed	58	27	85
	Expected	54.1	30.9	85.0
Total	Observed	212	121	333
	Expected	212.0	121.0	333.0

χ^2 Tests

	Value	df	p
χ^2	2.50	4	0.645
N	333		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q18_4 - Motivos de uso Agregadores de Notícias - Confiança 0	1	Total
- 24	Observed	44	17	61
	Expected	50.7	10.26	61.0
25-34	Observed	49	11	60
	Expected	49.9	10.09	60.0
35-44	Observed	54	4	58
	Expected	48.2	9.75	58.0
45-54	Observed	60	9	69
	Expected	57.4	11.60	69.0
55+	Observed	70	15	85
	Expected	70.7	14.29	85.0
Total	Observed	277	56	333
	Expected	277.0	56.00	333.0

χ^2 Tests

	Value	df	p
χ^2	10.2	4	0.036
N	333		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q18_5 - Motivos de uso Agregadores de Notícias - Dimensão		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	55	6	61
	Expected	52.2	8.79	61.0
25-34	Observed	48	12	60
	Expected	51.4	8.65	60.0
35-44	Observed	52	6	58
	Expected	49.6	8.36	58.0
45-54	Observed	59	10	69
	Expected	59.1	9.95	69.0
55+	Observed	71	14	85
	Expected	72.7	12.25	85.0
Total	Observed	285	48	333
	Expected	285.0	48.00	333.0

χ^2 Tests

	Value	df	p
χ^2	3.62	4	0.459
N	333		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q18_6 - Motivos de uso Agregadores de Notícias - Nenhum dos anteriores		Total
		0	1	
- 24	Observed	51	10	61
	Expected	52.6	8.43	61.0
25-34	Observed	50	10	60
	Expected	51.7	8.29	60.0
35-44	Observed	52	6	58
	Expected	50.0	8.01	58.0
45-54	Observed	61	8	69
	Expected	59.5	9.53	69.0
55+	Observed	73	12	85
	Expected	73.3	11.74	85.0
Total	Observed	287	46	333
	Expected	287.0	46.00	333.0

χ^2 Tests

	Value	df	p
χ^2	1.63	4	0.803
N	333		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q19_1 - Motivos de uso Motores de Busca - Comodidade		Total
		0	1	
- 24	Observed	33	59	92
	Expected	27.1	64.9	92.0
25-34	Observed	29	45	74
	Expected	21.8	52.2	74.0
35-44	Observed	22	56	78
	Expected	23.0	55.0	78.0
45-54	Observed	24	59	83
	Expected	24.5	58.5	83.0
55+	Observed	18	82	100
	Expected	29.5	70.5	100.0
Total	Observed	126	301	427
	Expected	126.0	301.0	427.0

χ^2 Tests

	Value	df	p
χ^2	11.6	4	0.021
N	427		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q19_2 - Motivos de uso Motores de Busca - Diversidade		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	59	33	92
	Expected	65.1	26.9	92.0
25-34	Observed	45	29	74
	Expected	52.3	21.7	74.0
35-44	Observed	56	22	78
	Expected	55.2	22.8	78.0
45-54	Observed	64	19	83
	Expected	58.7	24.3	83.0
55+	Observed	78	22	100
	Expected	70.7	29.3	100.0
Total	Observed	302	125	427
	Expected	302.0	125.0	427.0

χ^2 Tests

	Value	df	p
χ^2	9.68	4	0.046
N	427		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q19_3 - Motivos de uso Motores de Busca - Confiança 0	1	Total
- 24	Observed	67	25	92
	Expected	73.9	18.1	92.0
25-34	Observed	61	13	74
	Expected	59.4	14.6	74.0
35-44	Observed	70	8	78
	Expected	62.7	15.3	78.0
45-54	Observed	62	21	83
	Expected	66.7	16.3	83.0
55+	Observed	83	17	100
	Expected	80.3	19.7	100.0
Total	Observed	343	84	427
	Expected	343.0	84.0	427.0

χ^2 Tests

	Value	df	p
χ^2	9.98	4	0.041
N	427		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q19_4 - Motivos de uso Motores de Busca - Dimensão 0	1	Total
- 24	Observed	87	5	92
	Expected	82.5	9.48	92.0
25-34	Observed	66	8	74
	Expected	66.4	7.63	74.0
35-44	Observed	71	7	78
	Expected	70.0	8.04	78.0
45-54	Observed	72	11	83
	Expected	74.4	8.55	83.0
55+	Observed	87	13	100
	Expected	89.7	10.30	100.0
Total	Observed	383	44	427
	Expected	383.0	44.00	427.0

χ^2 Tests

	Value	df	p
χ^2	4.10	4	0.393
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q19_5 - Motivos de uso Motores de Busca - Nenhum dos anteriores		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	77	15	92
	Expected	78.9	13.1	92.0
25-34	Observed	56	18	74
	Expected	63.4	10.6	74.0
35-44	Observed	70	8	78
	Expected	66.9	11.1	78.0
45-54	Observed	70	13	83
	Expected	71.1	11.9	83.0
55+	Observed	93	7	100
	Expected	85.7	14.3	100.0
Total	Observed	366	61	427
	Expected	366.0	61.0	427.0

χ^2 Tests

	Value	df	p
χ^2	11.9	4	0.018
N	427		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q21_1 - Interesse Notícias generalistas		
Q3 - Idade		**Desinteressado**	**Interessado**	**Total**
- 24	Observed	13	92	105
	Expected	18.9	86.1	105.0
25-34	Observed	13	83	96
	Expected	17.3	78.7	96.0
35-44	Observed	14	76	90
	Expected	16.2	73.8	90.0
45-54	Observed	19	69	88
	Expected	15.8	72.2	88.0
55+	Observed	29	81	110
	Expected	19.8	90.2	110.0
Total	Observed	88	401	489
	Expected	88.0	401.0	489.0

χ^2 Tests

	Value	**df**	**p**
χ^2	9.89	4	0.042
N	489		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q21_2 - Interesse Jornalismo Explicativo		
Q3 - Idade		**Desinteressado**	**Interessado**	**Total**
- 24	Observed	17	88	105
	Expected	21.3	83.7	105.0
25-34	Observed	13	83	96
	Expected	19.4	76.6	96.0
35-44	Observed	15	75	90
	Expected	18.2	71.8	90.0
45-54	Observed	20	68	88
	Expected	17.8	70.2	88.0
55+	Observed	34	76	110
	Expected	22.3	87.7	110.0
Total	Observed	99	390	489
	Expected	99.0	390.0	489.0

χ^2 Tests

	Value	df	p
χ^2	12.5	4	0.014
N	489		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q21_3 - Interesse Jornalismo Investigação		
Q3 - Idade		**Desinteressado**	**Interessado**	**Total**
- 24	Observed	41	64	105
	Expected	36.3	68.7	105.0
25-34	Observed	35	61	96
	Expected	33.2	62.8	96.0
35-44	Observed	20	70	90
	Expected	31.1	58.9	90.0
45-54	Observed	34	54	88
	Expected	30.4	57.6	88.0
55+	Observed	39	71	110
	Expected	38.0	72.0	110.0
Total	Observed	169	320	489
	Expected	169.0	320.0	489.0

χ^2 Tests

	Value	df	p
χ^2	7.83	4	0.098
N	489		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q21_4 - Interesse Jornalismo Construtivo: Desinteressado	Interessado	Total
- 24	Observed	17	88	105
	Expected	18.5	86.5	105.0
25-34	Observed	14	82	96
	Expected	16.9	79.1	96.0
35-44	Observed	12	78	90
	Expected	15.8	74.2	90.0
45-54	Observed	15	73	88
	Expected	15.5	72.5	88.0
55+	Observed	28	82	110
	Expected	19.3	90.7	110.0
Total	Observed	86	403	489
	Expected	86.0	403.0	489.0

χ^2 Tests

	Value	df	p
χ^2	6.58	4	0.160
N	489		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q21_5 - Interesse Jornalismo de Opinião: Desinteressado	Interessado	Total
- 24	Observed	54	51	105
	Expected	41.4	63.6	105.0
25-34	Observed	42	54	96
	Expected	37.9	58.1	96.0
35-44	Observed	30	60	90
	Expected	35.5	54.5	90.0
45-54	Observed	28	60	88
	Expected	34.7	53.3	88.0
55+	Observed	39	71	110
	Expected	43.4	66.6	110.0
Total	Observed	193	296	489
	Expected	193.0	296.0	489.0

χ^2 Tests

	Value	df	p
χ^2	11.3	4	0.023
N	489		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q21_6 - Interesse Resumo de notícias		
Q3 - Idade		**Desinteressado**	**Interessado**	**Total**
- 24	Observed	6	99	105
	Expected	10.95	94.0	105.0
25-34	Observed	11	85	96
	Expected	10.01	86.0	96.0
35-44	Observed	9	81	90
	Expected	9.39	80.6	90.0
45-54	Observed	9	79	88
	Expected	9.18	78.8	88.0
55+	Observed	16	94	110
	Expected	11.47	98.5	110.0
Total	Observed	51	438	489
	Expected	51.00	438.0	489.0

χ^2 Tests

	Value	df	p
χ^2	4.62	4	0.328
N	489		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_1_1 - Formato Noticias Generalistas - Video Horizontal		
		0	1	Total
- 24	Observed	70	22	92
	Expected	69.5	22.5	92.0
25-34	Observed	65	18	83
	Expected	62.7	20.3	83.0
35-44	Observed	58	18	76
	Expected	57.4	18.6	76.0
45-54	Observed	50	19	69
	Expected	52.1	16.9	69.0
55+	Observed	60	21	81
	Expected	61.2	19.8	81.0
Total	Observed	303	98	401
	Expected	303.0	98.0	401.0

χ^2 Tests

	Value	df	p
χ^2	0.833	4	0.934
N	401		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_1_2 - Formato Noticias Generalistas - Video Vertical		
		0	1	Total
- 24	Observed	62	30	92
	Expected	63.3	28.7	92.0
25-34	Observed	59	24	83
	Expected	57.1	25.9	83.0
35-44	Observed	49	27	76
	Expected	52.3	23.7	76.0
45-54	Observed	47	22	69
	Expected	47.5	21.5	69.0
55+	Observed	59	22	81
	Expected	55.8	25.2	81.0
Total	Observed	276	125	401
	Expected	276.0	125.0	401.0

χ^2 Tests

	Value	df	p
χ^2	1.58	4	0.812
N	401		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_1_3 - Formato Noticias Generalistas - Áudio		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	82	10	92
	Expected	82.4	9.64	92.0
25-34	Observed	70	13	83
	Expected	74.3	8.69	83.0
35-44	Observed	69	7	76
	Expected	68.0	7.96	76.0
45-54	Observed	61	8	69
	Expected	61.8	7.23	69.0
55+	Observed	77	4	81
	Expected	72.5	8.48	81.0
Total	Observed	359	42	401
	Expected	359.0	42.00	401.0

χ^2 Tests

	Value	df	p
χ^2	5.27	4	0.261
N	401		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_1_4 - Formato Noticias Generalistas - Imagem 0	1	Total
- 24	Observed	48	44	92
	Expected	52.3	39.7	92.0
25-34	Observed	48	35	83
	Expected	47.2	35.8	83.0
35-44	Observed	40	36	76
	Expected	43.2	32.8	76.0
45-54	Observed	45	24	69
	Expected	39.2	29.8	69.0
55+	Observed	47	34	81
	Expected	46.1	34.9	81.0
Total	Observed	228	173	401
	Expected	228.0	173.0	401.0

χ^2 Tests

	Value	df	p
χ^2	3.42	4	0.490
N	401		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_1_5 - Formato Noticias Generalistas - Texto 0	1	Total
- 24	Observed	25	67	92
	Expected	25.2	66.8	92.0
25-34	Observed	16	67	83
	Expected	22.8	60.2	83.0
35-44	Observed	30	46	76
	Expected	20.8	55.2	76.0
45-54	Observed	22	47	69
	Expected	18.9	50.1	69.0
55+	Observed	17	64	81
	Expected	22.2	58.8	81.0
Total	Observed	110	291	401
	Expected	110.0	291.0	401.0

χ^2 Tests

	Value	df	p
χ^2	10.7	4	0.030
N	401		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_2_1 - Formato Jornalismo Explicativo - Video Horizontal		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	45	43	88
	Expected	57.1	30.9	88.0
25-34	Observed	49	34	83
	Expected	53.8	29.2	83.0
35-44	Observed	53	22	75
	Expected	48.7	26.3	75.0
45-54	Observed	46	22	68
	Expected	44.1	23.9	68.0
55+	Observed	60	16	76
	Expected	49.3	26.7	76.0
Total	Observed	253	137	390
	Expected	253.0	137.0	390.0

χ^2 Tests

	Value	df	p
χ^2	16.5	4	0.002
N	390		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_2_2 - Formato Jornalismo Explicativo - Video Vertical		
		0	1	Total
- 24	Observed	61	27	88
	Expected	61.1	26.9	88.0
25-34	Observed	58	25	83
	Expected	57.7	25.3	83.0
35-44	Observed	46	29	75
	Expected	52.1	22.9	75.0
45-54	Observed	47	21	68
	Expected	47.3	20.7	68.0
55+	Observed	59	17	76
	Expected	52.8	23.2	76.0
Total	Observed	271	119	390
	Expected	271.0	119.0	390.0

χ^2 Tests

	Value	df	p
χ^2	4.74	4	0.315
N	390		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_2_3 - Formato Jornalismo Explicativo - Áudio		
		0	1	Total
- 24	Observed	71	17	88
	Expected	72.4	15.6	88.0
25-34	Observed	58	25	83
	Expected	68.3	14.7	83.0
35-44	Observed	66	9	75
	Expected	61.7	13.3	75.0
45-54	Observed	57	11	68
	Expected	56.0	12.0	68.0
55+	Observed	69	7	76
	Expected	62.6	13.4	76.0
Total	Observed	321	69	390
	Expected	321.0	69.0	390.0

χ^2 Tests

	Value	df	p
χ^2	14.5	4	0.006
N	390		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_2_4 - Formato Jornalismo Explicativo - Imagem		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	64	24	88
	Expected	57.8	30.2	88.0
25-34	Observed	57	26	83
	Expected	54.5	28.5	83.0
35-44	Observed	47	28	75
	Expected	49.2	25.8	75.0
45-54	Observed	45	23	68
	Expected	44.6	23.4	68.0
55+	Observed	43	33	76
	Expected	49.9	26.1	76.0
Total	Observed	256	134	390
	Expected	256.0	134.0	390.0

χ^2 Tests

	Value	df	p
χ^2	5.37	4	0.252
N	390		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_2_5 - Formato Jornalismo Explicativo - Texto 0	1	Total
- 24	Observed	25	63	88
	Expected	24.6	63.4	88.0
25-34	Observed	21	62	83
	Expected	23.2	59.8	83.0
35-44	Observed	31	44	75
	Expected	21.0	54.0	75.0
45-54	Observed	22	46	68
	Expected	19.0	49.0	68.0
55+	Observed	10	66	76
	Expected	21.2	54.8	76.0
Total	Observed	109	281	390
	Expected	109.0	281.0	390.0

χ^2 Tests

	Value	df	p
χ^2	15.9	4	0.003
N	390		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_3_1 - Formato Jornalismo Investigação - Video Horizontal 0	1	Total
- 24	Observed	26	38	64
	Expected	38.6	25.4	64.0
25-34	Observed	28	33	61
	Expected	36.8	24.2	61.0
35-44	Observed	49	21	70
	Expected	42.2	27.8	70.0
45-54	Observed	38	16	54
	Expected	32.6	21.4	54.0
55+	Observed	52	19	71
	Expected	42.8	28.2	71.0
Total	Observed	193	127	320
	Expected	193.0	127.0	320.0

χ^2 Tests

	Value	df	p
χ^2	25.6	4	< .001
N	320		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_3_2 - Formato Jornalismo Investigação - Video Vertical		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	43	21	64
	Expected	43.8	20.2	64.0
25-34	Observed	40	21	61
	Expected	41.7	19.3	61.0
35-44	Observed	45	25	70
	Expected	47.9	22.1	70.0
45-54	Observed	37	17	54
	Expected	37.0	17.0	54.0
55+	Observed	54	17	71
	Expected	48.6	22.4	71.0
Total	Observed	219	101	320
	Expected	219.0	101.0	320.0

χ^2 Tests

	Value	df	p
χ^2	2.74	4	0.601
N	320		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_3_3 - Formato Jornalismo Investigação - Áudio		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	48	16	64
	Expected	54.0	10.00	64.0
25-34	Observed	46	15	61
	Expected	51.5	9.53	61.0
35-44	Observed	64	6	70
	Expected	59.1	10.94	70.0
45-54	Observed	46	8	54
	Expected	45.6	8.44	54.0
55+	Observed	66	5	71
	Expected	59.9	11.09	71.0
Total	Observed	270	50	320
	Expected	270.0	50.00	320.0

χ^2 Tests

	Value	**df**	**p**
χ^2	14.6	4	0.006
N	320		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_3_4 - Formato Jornalismo Investigação - Imagem		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	38	26	64
	Expected	39.4	24.6	64.0
25-34	Observed	36	25	61
	Expected	37.6	23.4	61.0
35-44	Observed	42	28	70
	Expected	43.1	26.9	70.0
45-54	Observed	38	16	54
	Expected	33.2	20.8	54.0
55+	Observed	43	28	71
	Expected	43.7	27.3	71.0
Total	Observed	197	123	320
	Expected	197.0	123.0	320.0

χ^2 Tests

	Value	df	p
χ^2	2.17	4	0.705
N	320		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_3_5 - Formato Jornalismo Investigação - Texto		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	29	35	64
	Expected	24.4	39.6	64.0
25-34	Observed	23	38	61
	Expected	23.3	37.7	61.0
35-44	Observed	32	38	70
	Expected	26.7	43.3	70.0
45-54	Observed	18	36	54
	Expected	20.6	33.4	54.0
55+	Observed	20	51	71
	Expected	27.1	43.9	71.0
Total	Observed	122	198	320
	Expected	122.0	198.0	320.0

χ^2 Tests

	Value	df	p
χ^2	6.62	4	0.157
N	320		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_4_1 - Formato Jornalismo Construtivo - Video Horizontal 0	1	Total
- 24	Observed	48	40	88
	Expected	56.6	31.4	88.0
25-34	Observed	48	34	82
	Expected	52.7	29.3	82.0
35-44	Observed	51	27	78
	Expected	50.1	27.9	78.0
45-54	Observed	51	22	73
	Expected	46.9	26.1	73.0
55+	Observed	61	21	82
	Expected	52.7	29.3	82.0
Total	Observed	259	144	403
	Expected	259.0	144.0	403.0

χ^2 Tests

	Value	df	p
χ^2	9.49	4	0.050
N	403		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_4_2 - Formato Jornalismo Construtivo - Video Vertical 0	1	Total
- 24	Observed	58	30	88
	Expected	60.7	27.3	88.0
25-34	Observed	55	27	82
	Expected	56.6	25.4	82.0
35-44	Observed	54	24	78
	Expected	53.8	24.2	78.0
45-54	Observed	47	26	73
	Expected	50.4	22.6	73.0
55+	Observed	64	18	82
	Expected	56.6	25.4	82.0
Total	Observed	278	125	403
	Expected	278.0	125.0	403.0

χ^2 Tests

	Value	df	p
χ^2	4.40	4	0.354
N	403		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_4_3 - Formato Jornalismo Construtivo - Áudio		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	66	22	88
	Expected	70.7	17.3	88.0
25-34	Observed	52	30	82
	Expected	65.9	16.1	82.0
35-44	Observed	71	7	78
	Expected	62.7	15.3	78.0
45-54	Observed	63	10	73
	Expected	58.7	14.3	73.0
55+	Observed	72	10	82
	Expected	65.9	16.1	82.0
Total	Observed	324	79	403
	Expected	324.0	79.0	403.0

χ^2 Tests

	Value	df	p
χ^2	26.7	4	< .001
N	403		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_4_4 - Formato Jornalismo Construtivo - Imagem 0	1	Total
- 24	Observed	56	32	88
	Expected	54.2	33.8	88.0
25-34	Observed	52	30	82
	Expected	50.5	31.5	82.0
35-44	Observed	45	33	78
	Expected	48.0	30.0	78.0
45-54	Observed	48	25	73
	Expected	44.9	28.1	73.0
55+	Observed	47	35	82
	Expected	50.5	31.5	82.0
Total	Observed	248	155	403
	Expected	248.0	155.0	403.0

χ^2 Tests

	Value	df	p
χ^2	1.94	4	0.747
N	403		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_4_5 - Formato Jornalismo Construtivo - Texto 0	1	Total
- 24	Observed	20	68	88
	Expected	23.6	64.4	88.0
25-34	Observed	23	59	82
	Expected	22.0	60.0	82.0
35-44	Observed	30	48	78
	Expected	20.9	57.1	78.0
45-54	Observed	19	54	73
	Expected	19.6	53.4	73.0
55+	Observed	16	66	82
	Expected	22.0	60.0	82.0
Total	Observed	108	295	403
	Expected	108.0	295.0	403.0

χ^2 Tests

	Value	df	p
χ^2	8.46	4	0.076
N	403		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_5_1 - Formato Jornalismo de Opinião - Video Horizontal		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	33	18	51
	Expected	36.4	14.6	51.0
25-34	Observed	32	22	54
	Expected	38.5	15.5	54.0
35-44	Observed	42	18	60
	Expected	42.8	17.2	60.0
45-54	Observed	45	15	60
	Expected	42.8	17.2	60.0
55+	Observed	59	12	71
	Expected	50.6	20.4	71.0
Total	Observed	211	85	296
	Expected	211.0	85.0	296.0

χ^2 Tests

	Value	df	p
χ^2	10.2	4	0.037
N	296		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_5_2 - Formato Jornalismo de Opinião - Video Vertical		
		0	1	Total
- 24	Observed	35	16	51
	Expected	36.5	14.5	51.0
25-34	Observed	41	13	54
	Expected	38.7	15.3	54.0
35-44	Observed	39	21	60
	Expected	43.0	17.0	60.0
45-54	Observed	41	19	60
	Expected	43.0	17.0	60.0
55+	Observed	56	15	71
	Expected	50.9	20.1	71.0
Total	Observed	212	84	296
	Expected	212.0	84.0	296.0

χ^2 Tests

	Value	df	p
χ^2	4.17	4	0.384
N	296		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_5_3 - Formato Jornalismo de Opinião - Áudio		
		0	1	Total
- 24	Observed	31	20	51
	Expected	39.8	11.2	51.0
25-34	Observed	34	20	54
	Expected	42.1	11.9	54.0
35-44	Observed	53	7	60
	Expected	46.8	13.2	60.0
45-54	Observed	51	9	60
	Expected	46.8	13.2	60.0
55+	Observed	62	9	71
	Expected	55.4	15.6	71.0
Total	Observed	231	65	296
	Expected	231.0	65.0	296.0

χ^2 Tests

	Value	df	p
χ^2	25.0	4	< .001
N	296		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_5_4 - Formato Jornalismo de Opinião - Imagem		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	37	14	51
	Expected	32.2	18.8	51.0
25-34	Observed	33	21	54
	Expected	34.1	19.9	54.0
35-44	Observed	36	24	60
	Expected	37.9	22.1	60.0
45-54	Observed	35	25	60
	Expected	37.9	22.1	60.0
55+	Observed	46	25	71
	Expected	44.9	26.1	71.0
Total	Observed	187	109	296
	Expected	187.0	109.0	296.0

χ^2 Tests

	Value	df	p
χ^2	2.97	4	0.563
N	296		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_5_5 - Formato Jornalismo de Opinião - Texto		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	15	36	51
	Expected	15.9	35.1	51.0
25-34	Observed	14	40	54
	Expected	16.8	37.2	54.0
35-44	Observed	30	30	60
	Expected	18.6	41.4	60.0
45-54	Observed	18	42	60
	Expected	18.6	41.4	60.0
55+	Observed	15	56	71
	Expected	22.1	48.9	71.0
Total	Observed	92	204	296
	Expected	92.0	204.0	296.0

χ^2 Tests

	Value	**df**	**p**
χ^2	14.1	4	0.007
N	296		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_6_1 - Formato Resumo de notícias - Video Horizontal		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	66	33	99
	Expected	75.0	24.0	99.0
25-34	Observed	61	24	85
	Expected	64.4	20.6	85.0
35-44	Observed	61	20	81
	Expected	61.4	19.6	81.0
45-54	Observed	63	16	79
	Expected	59.9	19.1	79.0
55+	Observed	81	13	94
	Expected	71.3	22.7	94.0
Total	Observed	332	106	438
	Expected	332.0	106.0	438.0

χ^2 Tests

	Value	df	p
χ^2	11.4	4	0.022
N	438		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_6_2 - Formato Resumo de notícias - Video Vertical		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	62	37	99
	Expected	70.3	28.7	99.0
25-34	Observed	64	21	85
	Expected	60.4	24.6	85.0
35-44	Observed	55	26	81
	Expected	57.5	23.5	81.0
45-54	Observed	56	23	79
	Expected	56.1	22.9	79.0
55+	Observed	74	20	94
	Expected	66.7	27.3	94.0
Total	Observed	311	127	438
	Expected	311.0	127.0	438.0

χ^2 Tests

	Value	df	p
χ^2	7.23	4	0.124
N	438		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_6_3 - Formato Resumo de notícias - Áudio 0	1	Total
- 24	Observed	80	19	99
	Expected	85.0	14.0	99.0
25-34	Observed	63	22	85
	Expected	73.0	12.0	85.0
35-44	Observed	75	6	81
	Expected	69.5	11.5	81.0
45-54	Observed	71	8	79
	Expected	67.8	11.2	79.0
55+	Observed	87	7	94
	Expected	80.7	13.3	94.0
Total	Observed	376	62	438
	Expected	376.0	62.0	438.0

χ^2 Tests

	Value	df	p
χ^2	19.3	4	< .001
N	438		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q 22_6_4 - Formato Resumo de notícias - Imagem 0	1	Total
- 24	Observed	54	45	99
	Expected	52.2	46.8	99.0
25-34	Observed	41	44	85
	Expected	44.8	40.2	85.0
35-44	Observed	40	41	81
	Expected	42.7	38.3	81.0
45-54	Observed	45	34	79
	Expected	41.7	37.3	79.0
55+	Observed	51	43	94
	Expected	49.6	44.4	94.0
Total	Observed	231	207	438
	Expected	231.0	207.0	438.0

χ^2 Tests

	Value	df	p
χ^2	1.84	4	0.765
N	438		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_6_5 - Formato Resumo de notícias - Texto		
Q3 - Idade		**0**	**1**	**Total**
- 24	Observed	25	74	99
	Expected	24.2	74.8	99.0
25-34	Observed	16	69	85
	Expected	20.8	64.2	85.0
35-44	Observed	29	52	81
	Expected	19.8	61.2	81.0
45-54	Observed	19	60	79
	Expected	19.3	59.7	79.0
55+	Observed	18	76	94
	Expected	23.0	71.0	94.0
Total	Observed	107	331	438
	Expected	107.0	331.0	438.0

χ^2 Tests

	Value	df	p
χ^2	8.58	4	0.072
N	438		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q23_1 - Tecnologias - QR Codes		
Q3 - Idade		**Desinteressado**	**Interessado**	**Total**
- 24	Observed	38	67	105
	Expected	42.1	62.9	105.0
25-34	Observed	32	62	94
	Expected	37.7	56.3	94.0
35-44	Observed	32	54	86
	Expected	34.5	51.5	86.0
45-54	Observed	41	46	87
	Expected	34.9	52.1	87.0
55+	Observed	48	56	104
	Expected	41.7	62.3	104.0
Total	Observed	191	285	476
	Expected	191.0	285.0	476.0

χ^2 Tests

	Value	**df**	**p**
χ^2	5.78	4	0.216
N	476		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q23_2 - Tecnologias - Realidade Virtual		
Q3 - Idade		**Desinteressado**	**Interessado**	**Total**
- 24	Observed	58	46	104
	Expected	66.7	37.3	104.0
25-34	Observed	57	35	92
	Expected	59.0	33.0	92.0
35-44	Observed	52	34	86
	Expected	55.1	30.9	86.0
45-54	Observed	56	28	84
	Expected	53.9	30.1	84.0
55+	Observed	79	26	105
	Expected	67.3	37.7	105.0
Total	Observed	302	169	471
	Expected	302.0	169.0	471.0

χ^2 Tests

	Value	df	p
χ^2	9.72	4	0.045
N	471		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q23_3 - Tecnologias - Realidade Aumentada		
Q3 - Idade		**Desinteressado**	**Interessado**	**Total**
- 24	Observed	36	68	104
	Expected	40.9	63.1	104.0
25-34	Observed	37	55	92
	Expected	36.2	55.8	92.0
35-44	Observed	25	62	87
	Expected	34.3	52.7	87.0
45-54	Observed	35	50	85
	Expected	33.5	51.5	85.0
55+	Observed	54	53	107
	Expected	42.1	64.9	107.0
Total	Observed	187	288	475
	Expected	187.0	288.0	475.0

χ^2 Tests

	Value	df	p
χ^2	10.8	4	0.029
N	475		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q24_1 - Funcionalidades nas Apps - Possibilidade de criar um Perfil Próprio: Desinteressado	Interessado	Total
- 24	Observed	26	78	104
	Expected	40.0	64.0	104.0
25-34	Observed	36	59	95
	Expected	36.5	58.5	95.0
35-44	Observed	32	55	87
	Expected	33.4	53.6	87.0
45-54	Observed	40	46	86
	Expected	33.1	52.9	86.0
55+	Observed	49	55	104
	Expected	40.0	64.0	104.0
Total	Observed	183	293	476
	Expected	183.0	293.0	476.0

χ^2 Tests

	Value	df	p
χ^2	13.7	4	0.008
N	476		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q3 - Idade		Q24_2 - Funcionalidades nas Apps - Notificações e alertas: Desinteressado	Interessado	Total
- 24	Observed	19	85	104
	Expected	29.7	74.3	104.0
25-34	Observed	30	66	96
	Expected	27.4	68.6	96.0
35-44	Observed	24	63	87
	Expected	24.8	62.2	87.0
45-54	Observed	26	59	85
	Expected	24.3	60.7	85.0
55+	Observed	38	70	108
	Expected	30.8	77.2	108.0
Total	Observed	137	343	480
	Expected	137.0	343.0	480.0

χ^2 Tests

	Value	df	p
χ^2	8.28	4	0.082
N	480		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q24_3 - Funcionalidades nas Apps - Notificações Personalizadas		
Q3 - Idade		**Desinteressado**	**Interessado**	**Total**
- 24	Observed	25	79	104
	Expected	30.2	73.8	104.0
25-34	Observed	24	70	94
	Expected	27.3	66.7	94.0
35-44	Observed	21	64	85
	Expected	24.6	60.4	85.0
45-54	Observed	28	58	86
	Expected	24.9	61.1	86.0
55+	Observed	40	67	107
	Expected	31.0	76.0	107.0
Total	Observed	138	338	476
	Expected	138.0	338.0	476.0

χ^2 Tests

	Value	df	p
χ^2	6.74	4	0.151
N	476		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q24_4 - Funcionalidades nas Apps - Funcionalidade Offline		
Q3 - Idade		**Desinteressado**	**Interessado**	**Total**
- 24	Observed	26	77	103
	Expected	24.0	79.0	103.0
25-34	Observed	21	74	95
	Expected	22.2	72.8	95.0
35-44	Observed	17	71	88
	Expected	20.5	67.5	88.0
45-54	Observed	15	72	87
	Expected	20.3	66.7	87.0
55+	Observed	33	74	107
	Expected	25.0	82.0	107.0
Total	Observed	112	368	480
	Expected	112.0	368.0	480.0

χ^2 Tests

	Value	**df**	**p**
χ^2	6.26	4	0.181
N	480		

Do not Reject the Null Hypothesis at a 0.05 significance level

References

[1] The jamovi project (2020). *jamovi*. (Version 1.6) [Computer Software]. Retrieved from https://www.jamovi.org.

[2] R Core Team (2020). *R: A Language and environment for statistical computing*. (Version 4.0) [Computer software]. Retrieved from https://cran.r-project.org. (R packages retrieved from MRAN snapshot 2020-08-24).

Results

Ho: Column Variable is Independent of Academic Level
H1: Column Variable is not Independent of Academic Level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q5 - Vê Notícias Online		
		Não	Sim	Total
Menos Que Licenciatura	Observed	6	91	97
	Expected	4.10	92.9	97.0
Licenciatura	Observed	11	245	256
	Expected	10.83	245.2	256.0
Mais Que Licenciatura	Observed	5	162	167
	Expected	7.07	159.9	167.0
Total	Observed	22	498	520
	Expected	22.00	498.0	520.0

χ^2 Tests

	Value	df	p
χ^2	1.55	2	0.461
N	520		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q6_1 - Computador/Portátil - Frequência a aceder notícias online						
		Diariamente	2 ou + vezes por semana	1 vez por semana	1 vez por quinzena	1 vez por mês	Não utilizo	Total
Menos Que Licenciatura	Observed	2	4	14	13	44	14	91
	Expected	3.65	3.29	10.4	16.3	45.1	12.2	91.0
Licenciatura	Observed	9	10	27	45	115	39	245
	Expected	9.84	8.86	28.0	43.8	121.5	33.0	245.0
Mais Que Licenciatura	Observed	9	4	16	31	88	14	162
	Expected	6.51	5.86	18.5	29.0	80.3	21.8	162.0
Total	Observed	20	18	57	89	247	67	498
	Expected	20.00	18.00	57.0	89.0	247.0	67.0	498.0

χ^2 Tests

	Value	df	p
χ^2	10.4	10	0.408
N	498		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q6_2 - Smartphone - Frequência a aceder notícias online						
		Diariamente	2 ou + vezes por semana	1 vez por semana	1 vez por quinzena	1 vez por mês	Não utilizo	Total
Menos Que Licenciatura	Observed	0	0	3	10	77	1	91
	Expected	0.731	0.365	2.56	9.50	76.2	1.64	91.0
Licenciatura	Observed	1	1	7	31	199	6	245
	Expected	1.968	0.984	6.89	25.58	205.2	4.43	245.0
Mais Que Licenciatura	Observed	3	1	4	11	141	2	162
	Expected	1.301	0.651	4.55	16.92	135.7	2.93	162.0
Total	Observed	4	2	14	52	417	9	498
	Expected	4.000	2.000	14.00	52.00	417.0	9.00	498.0

χ^2 Tests

	Value	df	p
χ^2	8.87	10	0.544
N	498		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q6_3 - Tablet - Frequência a aceder notícias online						
		Diariamente	2 ou + vezes por semana	1 vez por semana	1 vez por quinzena	1 vez por mês	Não utilizo	Total
Menos Que Licenciatura	Observed	3	0	2	12	12	62	91
	Expected	3.29	1.10	4.57	8.41	11.1	62.5	91.0
Licenciatura	Observed	6	2	15	21	31	170	245
	Expected	8.86	2.95	12.30	22.63	30.0	168.3	245.0
Mais Que Licenciatura	Observed	9	4	8	13	18	110	162
	Expected	5.86	1.95	8.13	14.96	19.8	111.3	162.0
Total	Observed	18	6	25	46	61	342	498
	Expected	18.00	6.00	25.00	46.00	61.0	342.0	498.0

χ^2 Tests

	Value	df	p
χ^2	10.4	10	0.402
N	498		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q26_1 - Motivos não uso Smartphone - Ecrã pequeno		
		0	1	Total
Menos Que Licenciatura	Observed	1	0	1
	Expected	0.750	0.250	1.00
Licenciatura	Observed	4	2	6
	Expected	4.500	1.500	6.00
Mais Que Licenciatura	Observed	1	0	1
	Expected	0.750	0.250	1.00
Total	Observed	6	2	8
	Expected	6.000	2.000	8.00

χ^2 Tests

	Value	df	p
χ^2	0.889	2	0.641
N	8		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q26_2 - Motivos não uso Smartphone - Não tenho/utilizo pouco 0	1	Total
Menos Que Licenciatura	Observed	0	1	1
	Expected	0.750	0.250	1.00
Licenciatura	Observed	5	1	6
	Expected	4.500	1.500	6.00
Mais Que Licenciatura	Observed	1	0	1
	Expected	0.750	0.250	1.00
Total	Observed	6	2	8
	Expected	6.000	2.000	8.00

χ^2 Tests

	Value	df	p
χ^2	3.56	2	0.169
N	8		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q26_3 - Motivos não uso Smartphone - Prefiro interface do computador 0	1	Total
Menos Que Licenciatura	Observed	0	1	1
	Expected	0.375	0.625	1.00
Licenciatura	Observed	3	3	6
	Expected	2.250	3.750	6.00
Mais Que Licenciatura	Observed	0	1	1
	Expected	0.375	0.625	1.00
Total	Observed	3	5	8
	Expected	3.000	5.000	8.00

χ^2 Tests

	Value	df	p
χ^2	1.60	2	0.449
N	8		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q26_4 - Motivos não uso Smartphone - Outro		
Q4 - Grau Académico		0	1	Total
Menos Que Licenciatura	Observed	1	0	1
	Expected	0.875	0.125	1.00
Licenciatura	Observed	5	1	6
	Expected	5.250	0.750	6.00
Mais Que Licenciatura	Observed	1	0	1
	Expected	0.875	0.125	1.00
Total	Observed	7	1	8
	Expected	7.000	1.000	8.00

χ^2 Tests

	Value	df	p
χ^2	0.381	2	0.827
N	8		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q7_1 - Dispositivos para aceder a notícias - TV		
Q4 - Grau Académico		0	1	Total
Menos Que Licenciatura	Observed	3	3	6
	Expected	1.091	4.91	6.00
Licenciatura	Observed	1	10	11
	Expected	2.000	9.00	11.00
Mais Que Licenciatura	Observed	0	5	5
	Expected	0.909	4.09	5.00
Total	Observed	4	18	22
	Expected	4.000	18.00	22.00

χ^2 Tests

	Value	df	p
χ^2	5.81	2	0.055
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q7_2 - Dispositivos para aceder a notícias - Rádio		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	3	3	6
	Expected	5.18	0.818	6.00
Licenciatura	Observed	11	0	11
	Expected	9.50	1.500	11.00
Mais Que Licenciatura	Observed	5	0	5
	Expected	4.32	0.682	5.00
Total	Observed	19	3	22
	Expected	19.00	3.000	22.00

χ^2 Tests

	Value	df	p
χ^2	9.26	2	0.010
N	22		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q7_3 - Dispositivos para aceder a notícias - Jornal de Papel		
		0	1	Total
Menos Que Licenciatura	Observed	6	0	6
	Expected	5.73	0.273	6.00
Licenciatura	Observed	10	1	11
	Expected	10.50	0.500	11.00
Mais Que Licenciatura	Observed	5	0	5
	Expected	4.77	0.227	5.00
Total	Observed	21	1	22
	Expected	21.00	1.000	22.00

χ^2 Tests

	Value	df	p
χ^2	1.05	2	0.592
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q8_1 - Motivos uso dispositivos offline - Comodidade		
		0	1	Total
Menos Que Licenciatura	Observed	5	1	6
	Expected	4.91	1.091	6.00
Licenciatura	Observed	9	2	11
	Expected	9.00	2.000	11.00
Mais Que Licenciatura	Observed	4	1	5
	Expected	4.09	0.909	5.00
Total	Observed	18	4	22
	Expected	18.00	4.000	22.00

χ^2 Tests

	Value	df	p
χ^2	0.0204	2	0.990
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q8_2 - Motivos uso dispositivos offline - não gosto que saibam o que leio/vejo na internet		Total
		0	1	
Menos Que Licenciatura	Observed	6	0	6
	Expected	5.45	0.545	6.00
Licenciatura	Observed	10	1	11
	Expected	10.00	1.000	11.00
Mais Que Licenciatura	Observed	4	1	5
	Expected	4.55	0.455	5.00
Total	Observed	20	2	22
	Expected	20.00	2.000	22.00

χ^2 Tests

	Value	df	p
χ^2	1.32	2	0.517
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q8_3 - Motivos uso dispositivos offline - Privacidade		Total
		0	1	
Menos Que Licenciatura	Observed	6	0	6
	Expected	5.45	0.545	6.00
Licenciatura	Observed	10	1	11
	Expected	10.00	1.000	11.00
Mais Que Licenciatura	Observed	4	1	5
	Expected	4.55	0.455	5.00
Total	Observed	20	2	22
	Expected	20.00	2.000	22.00

χ^2 Tests

	Value	df	p
χ^2	1.32	2	0.517
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q8_4 - Motivos uso dispositivos offline - Confiança		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	6	0	6
	Expected	4.91	1.091	6.00
Licenciatura	Observed	9	2	11
	Expected	9.00	2.000	11.00
Mais Que Licenciatura	Observed	3	2	5
	Expected	4.09	0.909	5.00
Total	Observed	18	4	22
	Expected	18.00	4.000	22.00

χ^2 Tests

	Value	df	p
χ^2	2.93	2	0.231
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q8_5 - Motivos uso dispositivos offline - Hábito		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	3	3	6
	Expected	3.00	3.00	6.00
Licenciatura	Observed	5	6	11
	Expected	5.50	5.50	11.00
Mais Que Licenciatura	Observed	3	2	5
	Expected	2.50	2.50	5.00
Total	Observed	11	11	22
	Expected	11.00	11.00	22.00

χ^2 Tests

	Value	df	p
χ^2	0.291	2	0.865
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q8_6 - Motivos uso dispositivos offline - faz parte da minha rotina		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	3	3	6
	Expected	3.00	3.00	6.00
Licenciatura	Observed	5	6	11
	Expected	5.50	5.50	11.00
Mais Que Licenciatura	Observed	3	2	5
	Expected	2.50	2.50	5.00
Total	Observed	11	11	22
	Expected	11.00	11.00	22.00

χ^2 Tests

	Value	df	p
χ^2	0.291	2	0.865
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q8_7 - Motivos uso dispositivos offline - penso ser uma fonte mais fidedigna: 0	1	Total
Menos Que Licenciatura	Observed	6	0	6
	Expected	4.91	1.091	6.00
Licenciatura	Observed	9	2	11
	Expected	9.00	2.000	11.00
Mais Que Licenciatura	Observed	3	2	5
	Expected	4.09	0.909	5.00
Total	Observed	18	4	22
	Expected	18.00	4.000	22.00

χ^2 Tests

	Value	df	p
χ^2	2.93	2	0.231
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q8_8 - Motivos uso dispositivos offline - Nenhum dos anteriores: 0	1	Total
Menos Que Licenciatura	Observed	3	3	6
	Expected	4.64	1.36	6.00
Licenciatura	Observed	10	1	11
	Expected	8.50	2.50	11.00
Mais Que Licenciatura	Observed	4	1	5
	Expected	3.86	1.14	5.00
Total	Observed	17	5	22
	Expected	17.00	5.00	22.00

χ^2 Tests

	Value	df	p
χ^2	3.73	2	0.155
N	22		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q10_1 - Formatos no smartphone - Video Horizontal		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	54	43	97
	Expected	50.9	46.1	97.0
Licenciatura	Observed	130	126	256
	Expected	134.4	121.6	256.0
Mais Que Licenciatura	Observed	89	78	167
	Expected	87.7	79.3	167.0
Total	Observed	273	247	520
	Expected	273.0	247.0	520.0

χ^2 Tests

	Value	**df**	**p**
χ^2	0.736	2	0.692
N	520		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q10_2 - Formatos no smartphone - Video Vertical		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	46	51	97
	Expected	47.9	49.1	97.0
Licenciatura	Observed	117	139	256
	Expected	126.5	129.5	256.0
Mais Que Licenciatura	Observed	94	73	167
	Expected	82.5	84.5	167.0
Total	Observed	257	263	520
	Expected	257.0	263.0	520.0

χ^2 Tests

	Value	**df**	**p**
χ^2	4.72	2	0.094
N	520		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q10_3 - Formatos no smartphone - Áudio 0	1	Total
Menos Que Licenciatura	Observed	58	39	97
	Expected	60.4	36.6	97.0
Licenciatura	Observed	155	101	256
	Expected	159.5	96.5	256.0
Mais Que Licenciatura	Observed	111	56	167
	Expected	104.1	62.9	167.0
Total	Observed	324	196	520
	Expected	324.0	196.0	520.0

χ^2 Tests

	Value	df	p
χ^2	1.83	2	0.401
N	520		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q10_4 - Formatos no smartphone - Imagem 0	1	Total
Menos Que Licenciatura	Observed	42	55	97
	Expected	39.4	57.6	97.0
Licenciatura	Observed	93	163	256
	Expected	103.9	152.1	256.0
Mais Que Licenciatura	Observed	76	91	167
	Expected	67.8	99.2	167.0
Total	Observed	211	309	520
	Expected	211.0	309.0	520.0

χ^2 Tests

	Value	df	p
χ^2	3.90	2	0.142
N	520		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q10_5 - Formatos no smartphone - Texto		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	18	79	97
	Expected	12.5	84.5	97.0
Licenciatura	Observed	28	228	256
	Expected	33.0	223.0	256.0
Mais Que Licenciatura	Observed	21	146	167
	Expected	21.5	145.5	167.0
Total	Observed	67	453	520
	Expected	67.0	453.0	520.0

χ^2 Tests

	Value	df	p
χ^2	3.66	2	0.160
N	520		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q11_1 - Plataformas noticias - Redes sociais						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
Menos Que Licenciatura	Observed	68	11	5	0	0	6	90
	Expected	60.0	12.0	5.52	0.736	0.368	11.4	90.0
Licenciatura	Observed	157	39	12	2	1	28	239
	Expected	159.3	31.8	14.66	1.955	0.978	30.3	239.0
Mais Que Licenciatura	Observed	101	15	13	2	1	28	160
	Expected	106.7	21.3	9.82	1.309	0.654	20.3	160.0
Total	Observed	326	65	30	4	2	62	489
	Expected	326.0	65.0	30.00	4.000	2.000	62.0	489.0

χ^2 Tests

	Value	df	p
χ^2	13.9	10	0.179
N	489		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q11_2 - Plataformas noticias - Apps						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
Menos Que Licenciatura	Observed	34	13	10	0	1	32	90
	Expected	33.7	14.2	4.97	1.84	2.02	33.3	90.0
Licenciatura	Observed	85	37	11	6	6	94	239
	Expected	89.4	37.6	13.20	4.89	5.38	88.5	239.0
Mais Que Licenciatura	Observed	64	27	6	4	4	55	160
	Expected	59.9	25.2	8.83	3.27	3.60	59.2	160.0
Total	Observed	183	77	27	10	11	181	489
	Expected	183.0	77.0	27.00	10.00	11.00	181.0	489.0

χ^2 Tests

	Value	df	p
χ^2	10.7	10	0.381
N	489		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q11_3 - Plataformas noticias - Websites						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
Menos Que Licenciatura	Observed	48	24	11	0	1	6	90
	Expected	46.4	20.8	9.57	2.58	2.21	8.47	90.0
Licenciatura	Observed	128	56	21	7	6	21	239
	Expected	123.2	55.2	25.42	6.84	5.87	22.48	239.0
Mais Que Licenciatura	Observed	76	33	20	7	5	19	160
	Expected	82.5	37.0	17.01	4.58	3.93	15.05	160.0
Total	Observed	252	113	52	14	12	46	489
	Expected	252.0	113.0	52.00	14.00	12.00	46.00	489.0

χ^2 Tests

	Value	df	p
χ^2	9.86	10	0.453
N	489		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q11_4 - Plataformas noticias - Agregadores de Áudio/Podcasts (e.g. Spotify, Apple Podcasts)						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
Menos Que Licenciatura	Observed	6	1	9	9	13	52	90
	Expected	6.81	4.23	7.91	10.9	10.9	49.3	90.0
Licenciatura	Observed	21	11	14	37	25	131	239
	Expected	18.08	11.24	21.02	28.8	28.8	131.0	239.0
Mais Que Licenciatura	Observed	10	11	20	13	21	85	160
	Expected	12.11	7.53	14.07	19.3	19.3	87.7	160.0
Total	Observed	37	23	43	59	59	268	489
	Expected	37.00	23.00	43.00	59.0	59.0	268.0	489.0

χ^2 Tests

	Value	df	p
χ^2	16.0	10	0.100
N	489		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q11_5 - Plataformas noticias - Agregadores de Notícias (e.g. Google News)						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
Menos Que Licenciatura	Observed	2	1	5	20	37	25	90
	Expected	2.94	1.84	5.71	14.9	35.9	28.7	90.0
Licenciatura	Observed	6	4	15	42	102	70	239
	Expected	7.82	4.89	15.15	39.6	95.3	76.2	239.0
Mais Que Licenciatura	Observed	8	5	11	19	56	61	160
	Expected	5.24	3.27	10.14	26.5	63.8	51.0	160.0
Total	Observed	16	10	31	81	195	156	489
	Expected	16.00	10.00	31.00	81.0	195.0	156.0	489.0

χ^2 Tests

	Value	df	p
χ^2	12.2	10	0.271
N	489		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q11_6 - Plataformas noticias - Motor de Busca (e.g. Google, Yahoo)						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
Menos Que Licenciatura	Observed	54	15	9	0	4	8	90
	Expected	42.0	19.3	8.28	2.76	6.26	11.4	90.0
Licenciatura	Observed	117	55	19	7	17	24	239
	Expected	111.4	51.3	21.99	7.33	16.62	30.3	239.0
Mais Que Licenciatura	Observed	57	35	17	8	13	30	160
	Expected	74.6	34.4	14.72	4.91	11.12	20.3	160.0
Total	Observed	228	105	45	15	34	62	489
	Expected	228.0	105.0	45.00	15.00	34.00	62.0	489.0

χ^2 Tests

	Value	df	p
χ^2	22.8	10	0.012
N	489		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q12_1 - Redes Sociais de Noticias - Facebook						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Mês	1 vez por Quinzena	Não utilizo	
Menos Que Licenciatura	Observed	56	9	3	3	1	12	84
	Expected	48.2	14.4	4.92	2.75	2.95	10.8	84.0
Licenciatura	Observed	122	40	15	7	8	19	211
	Expected	121.1	36.1	12.35	6.92	7.41	27.2	211.0
Mais Que Licenciatura	Observed	67	24	7	4	6	24	132
	Expected	75.7	22.6	7.73	4.33	4.64	17.0	132.0
Total	Observed	245	73	25	14	15	55	427
	Expected	245.0	73.0	25.00	14.00	15.00	55.0	427.0

χ^2 Tests

	Value	df	p
χ^2	13.4	10	0.200
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q12_2 - Redes Sociais de Noticias - Instagram						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
Menos Que Licenciatura	Observed	39	17	4	1	0	23	84
	Expected	37.8	12.8	4.92	1.77	1.97	24.8	84.0
Licenciatura	Observed	86	30	16	5	7	67	211
	Expected	94.9	32.1	12.35	4.45	4.94	62.3	211.0
Mais Que Licenciatura	Observed	67	18	5	3	3	36	132
	Expected	59.4	20.1	7.73	2.78	3.09	39.0	132.0
Total	Observed	192	65	25	9	10	126	427
	Expected	192.0	65.0	25.00	9.00	10.00	126.0	427.0

χ^2 Tests

	Value	df	p
χ^2	9.77	10	0.461
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q12_3 - Redes Sociais de Noticias - LinkedIn						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
Menos Que Licenciatura	Observed	11	3	5	2	6	57	84
	Expected	16.7	12.4	6.49	2.16	6.49	39.7	84.0
Licenciatura	Observed	34	32	18	5	15	107	211
	Expected	42.0	31.1	16.31	5.44	16.31	99.8	211.0
Mais Que Licenciatura	Observed	40	28	10	4	12	38	132
	Expected	26.3	19.5	10.20	3.40	10.20	62.4	132.0
Total	Observed	85	63	33	11	33	202	427
	Expected	85.0	63.0	33.00	11.00	33.00	202.0	427.0

χ^2 Tests

	Value	df	p
χ^2	40.2	10	< .001
N	427		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q12_4 - Redes Sociais de Noticias - Youtube						Total
		Diariamente	2 ou + vezes por Semana	1 vez por Semana	1 vez por Quinzena	1 vez por Mês	Não utilizo	
Menos Que Licenciatura	Observed	22	20	10	3	8	21	84
	Expected	15.5	15.7	10.4	6.69	7.87	27.7	84.0
Licenciatura	Observed	35	34	28	19	18	77	211
	Expected	39.0	39.5	26.2	16.80	19.77	69.7	211.0
Mais Que Licenciatura	Observed	22	26	15	12	14	43	132
	Expected	24.4	24.7	16.4	10.51	12.37	43.6	132.0
Total	Observed	79	80	53	34	40	141	427
	Expected	79.0	80.0	53.0	34.00	40.00	141.0	427.0

χ^2 Tests

	Value	df	p
χ^2	10.9	10	0.364
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q12_5 - Redes Sociais de Noticias - Twitter						Total
		Diariamente	2 ou + vezes por Semana	1 vez por semana	1 vez por Quinzena	1 vez por mês	Não utilizo	
Menos Que Licenciatura	Observed	8	3	3	0	4	63	81
	Expected	7.05	2.29	2.29	0.572	1.91	66.9	81.0
Licenciatura	Observed	19	4	7	3	4	175	212
	Expected	18.46	5.99	5.99	1.496	4.99	175.1	212.0
Mais Que Licenciatura	Observed	10	5	2	0	2	113	132
	Expected	11.49	3.73	3.73	0.932	3.11	109.0	132.0
Total	Observed	37	12	12	3	10	351	425
	Expected	37.00	12.00	12.00	3.000	10.00	351.0	425.0

χ^2 Tests

	Value	df	p
χ^2	9.12	10	0.520
N	425		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q13_1 - Interesse em novas plataformas - Plataformas Streaming		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	34	50	84
	Expected	35.6	48.4	84.0
Licenciatura	Observed	90	121	211
	Expected	89.4	121.6	211.0
Mais Que Licenciatura	Observed	57	75	132
	Expected	56.0	76.0	132.0
Total	Observed	181	246	427
	Expected	181.0	246.0	427.0

χ^2 Tests

	Value	df	p
χ^2	0.166	2	0.920
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

C

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q13_2 - Interesse em novas plataformas - Snapchat 0	1	Total
Menos Que Licenciatura	Observed	79	5	84
	Expected	82.4	1.57	84.0
Licenciatura	Observed	209	2	211
	Expected	207.0	3.95	211.0
Mais Que Licenciatura	Observed	131	1	132
	Expected	129.5	2.47	132.0
Total	Observed	419	8	427
	Expected	419.0	8.00	427.0

χ^2 Tests

	Value	df	p
χ^2	9.48	2	0.009
N	427		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q13_3 - Interesse em novas plataformas - Tiktok 0	1	Total
Menos Que Licenciatura	Observed	75	9	84
	Expected	76.5	7.48	84.0
Licenciatura	Observed	198	13	211
	Expected	192.2	18.78	211.0
Mais Que Licenciatura	Observed	116	16	132
	Expected	120.3	11.75	132.0
Total	Observed	389	38	427
	Expected	389.0	38.00	427.0

χ^2 Tests

	Value	df	p
χ^2	3.98	2	0.137
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q13_4 - Interesse em novas plataformas - Nenhuma 0	1	Total
Menos Que Licenciatura	Observed	52	32	84
	Expected	51.0	33.0	84.0
Licenciatura	Observed	127	84	211
	Expected	128.0	83.0	211.0
Mais Que Licenciatura	Observed	80	52	132
	Expected	80.1	51.9	132.0
Total	Observed	259	168	427
	Expected	259.0	168.0	427.0

χ^2 Tests

	Value	df	p
χ^2	0.0743	2	0.964
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q14_1 - Motivos de uso Redes Sociais - Comodidade 0	1	Total
Menos Que Licenciatura	Observed	30	54	84
	Expected	19.7	64.3	84.0
Licenciatura	Observed	49	162	211
	Expected	49.4	161.6	211.0
Mais Que Licenciatura	Observed	21	111	132
	Expected	30.9	101.1	132.0
Total	Observed	100	327	427
	Expected	100.0	327.0	427.0

χ^2 Tests

	Value	df	p
χ^2	11.2	2	0.004
N	427		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q14_2 - Motivos de uso Redes Sociais - Personalização		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	56	28	84
	Expected	53.1	30.9	84.0
Licenciatura	Observed	131	80	211
	Expected	133.4	77.6	211.0
Mais Que Licenciatura	Observed	83	49	132
	Expected	83.5	48.5	132.0
Total	Observed	270	157	427
	Expected	270.0	157.0	427.0

χ^2 Tests

	Value	**df**	**p**
χ^2	0.553	2	0.759
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q14_3 - Motivos de uso Redes Sociais - Sempre informado		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	52	32	84
	Expected	54.3	29.7	84.0
Licenciatura	Observed	136	75	211
	Expected	136.4	74.6	211.0
Mais Que Licenciatura	Observed	88	44	132
	Expected	85.3	46.7	132.0
Total	Observed	276	151	427
	Expected	276.0	151.0	427.0

χ^2 Tests

	Value	**df**	**p**
χ^2	0.515	2	0.773
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q14_4 - Motivos de uso Redes Sociais - Interatividade 0	1	Total
Menos Que Licenciatura	Observed	70	14	84
	Expected	73.8	10.2	84.0
Licenciatura	Observed	184	27	211
	Expected	185.3	25.7	211.0
Mais Que Licenciatura	Observed	121	11	132
	Expected	115.9	16.1	132.0
Total	Observed	375	52	427
	Expected	375.0	52.0	427.0

χ^2 Tests

	Value	df	p
χ^2	3.48	2	0.175
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q14_5 - Motivos de uso Redes Sociais - Confiança 0	1	Total
Menos Que Licenciatura	Observed	80	4	84
	Expected	79.5	4.52	84.0
Licenciatura	Observed	197	14	211
	Expected	199.6	11.37	211.0
Mais Que Licenciatura	Observed	127	5	132
	Expected	124.9	7.11	132.0
Total	Observed	404	23	427
	Expected	404.0	23.00	427.0

χ^2 Tests

	Value	df	p
χ^2	1.37	2	0.504
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q14_6 - Motivos de uso Redes Sociais - Diversidade		
Q4 - Grau Académico		0	1	Total
Menos Que Licenciatura	Observed	62	22	84
	Expected	60.2	23.8	84.0
Licenciatura	Observed	151	60	211
	Expected	151.2	59.8	211.0
Mais Que Licenciatura	Observed	93	39	132
	Expected	94.6	37.4	132.0
Total	Observed	306	121	427
	Expected	306.0	121.0	427.0

χ^2 Tests

	Value	df	p
χ^2	0.287	2	0.867
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q14_7 - Motivos de uso Redes Sociais - Formato		
Q4 - Grau Académico		0	1	Total
Menos Que Licenciatura	Observed	53	31	84
	Expected	39.9	44.1	84.0
Licenciatura	Observed	86	125	211
	Expected	100.3	110.7	211.0
Mais Que Licenciatura	Observed	64	68	132
	Expected	62.8	69.2	132.0
Total	Observed	203	224	427
	Expected	203.0	224.0	427.0

χ^2 Tests

	Value	df	p
χ^2	12.1	2	0.002
N	427		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q14_8 - Motivos de uso Redes Sociais - Nenhum dos anteriores		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	81	3	84
	Expected	81.4	2.56	84.0
Licenciatura	Observed	206	5	211
	Expected	204.6	6.42	211.0
Mais Que Licenciatura	Observed	127	5	132
	Expected	128.0	4.02	132.0
Total	Observed	414	13	427
	Expected	414.0	13.00	427.0

χ^2 Tests

	Value	df	p
χ^2	0.652	2	0.722
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q15_9 - Motivos de uso Apps - Comodidade 0	1	Total
Menos Que Licenciatura	Observed	24	34	58
	Expected	22.6	35.4	58.0
Licenciatura	Observed	57	88	145
	Expected	56.5	88.5	145.0
Mais Que Licenciatura	Observed	39	66	105
	Expected	40.9	64.1	105.0
Total	Observed	120	188	308
	Expected	120.0	188.0	308.0

χ^2 Tests

	Value	df	p
χ^2	0.296	2	0.862
N	308		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q15_10 - Motivos de uso Apps - Guardar 0	1	Total
Menos Que Licenciatura	Observed	42	16	58
	Expected	45.6	12.4	58.0
Licenciatura	Observed	113	32	145
	Expected	113.9	31.1	145.0
Mais Que Licenciatura	Observed	87	18	105
	Expected	82.5	22.5	105.0
Total	Observed	242	66	308
	Expected	242.0	66.0	308.0

χ^2 Tests

	Value	df	p
χ^2	2.49	2	0.288
N	308		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q15_11 - Motivos de uso Apps - Funcionalidade Offline		
		0	1	Total
Menos Que Licenciatura	Observed	51	7	58
	Expected	51.6	6.40	58.0
Licenciatura	Observed	130	15	145
	Expected	129.0	16.01	145.0
Mais Que Licenciatura	Observed	93	12	105
	Expected	93.4	11.59	105.0
Total	Observed	274	34	308
	Expected	274.0	34.00	308.0

χ^2 Tests

	Value	df	p
χ^2	0.150	2	0.928
N	308		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q15_12 - Motivos de uso Apps - Personalização		
		0	1	Total
Menos Que Licenciatura	Observed	47	11	58
	Expected	46.5	11.5	58.0
Licenciatura	Observed	111	34	145
	Expected	116.3	28.7	145.0
Mais Que Licenciatura	Observed	89	16	105
	Expected	84.2	20.8	105.0
Total	Observed	247	61	308
	Expected	247.0	61.0	308.0

χ^2 Tests

	Value	df	p
χ^2	2.62	2	0.270
N	308		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q15_13 - Motivos de uso Apps - Sempre informado		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	28	30	58
	Expected	27.9	30.1	58.0
Licenciatura	Observed	74	71	145
	Expected	69.7	75.3	145.0
Mais Que Licenciatura	Observed	46	59	105
	Expected	50.5	54.5	105.0
Total	Observed	148	160	308
	Expected	148.0	160.0	308.0

χ^2 Tests

	Value	**df**	**p**
χ^2	1.27	2	0.529
N	308		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q15_14 - Motivos de uso Apps - Confiança		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	48	10	58
	Expected	47.1	10.9	58.0
Licenciatura	Observed	122	23	145
	Expected	117.7	27.3	145.0
Mais Que Licenciatura	Observed	80	25	105
	Expected	85.2	19.8	105.0
Total	Observed	250	58	308
	Expected	250.0	58.0	308.0

χ^2 Tests

	Value	**df**	**p**
χ^2	2.63	2	0.268
N	308		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q15_15 - Motivos de uso Apps - Dimensão		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	48	10	58
	Expected	47.1	10.9	58.0
Licenciatura	Observed	120	25	145
	Expected	117.7	27.3	145.0
Mais Que Licenciatura	Observed	82	23	105
	Expected	85.2	19.8	105.0
Total	Observed	250	58	308
	Expected	250.0	58.0	308.0

χ^2 Tests

	Value	**df**	**p**
χ^2	0.985	2	0.611
N	308		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q15_16 - Motivos de uso Apps - Nenhum dos anteriores		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	54	4	58
	Expected	53.5	4.52	58.0
Licenciatura	Observed	132	13	145
	Expected	133.7	11.30	145.0
Mais Que Licenciatura	Observed	98	7	105
	Expected	96.8	8.18	105.0
Total	Observed	284	24	308
	Expected	284.0	24.00	308.0

χ^2 Tests

	Value	df	p
χ^2	0.528	2	0.768
N	308		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q16_1 - Motivos de uso Websites - Comodidade		
Q4 - Grau Académico		0	1	Total
Menos Que Licenciatura	Observed	35	49	84
	Expected	30.5	53.5	84.0
Licenciatura	Observed	75	143	218
	Expected	79.2	138.8	218.0
Mais Que Licenciatura	Observed	51	90	141
	Expected	51.2	89.8	141.0
Total	Observed	161	282	443
	Expected	161.0	282.0	443.0

χ^2 Tests

	Value	df	p
χ^2	1.39	2	0.500
N	443		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q16_2 - Motivos de uso Websites - Memória		
Q4 - Grau Académico		0	1	Total
Menos Que Licenciatura	Observed	72	12	84
	Expected	71.1	12.9	84.0
Licenciatura	Observed	187	31	218
	Expected	184.5	33.5	218.0
Mais Que Licenciatura	Observed	116	25	141
	Expected	119.4	21.6	141.0
Total	Observed	375	68	443
	Expected	375.0	68.0	443.0

χ^2 Tests

	Value	df	p
χ^2	0.902	2	0.637
N	443		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q16_3 - Motivos de uso Websites - Personalização		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	71	13	84
	Expected	72.2	11.8	84.0
Licenciatura	Observed	182	36	218
	Expected	187.5	30.5	218.0
Mais Que Licenciatura	Observed	128	13	141
	Expected	121.3	19.7	141.0
Total	Observed	381	62	443
	Expected	381.0	62.0	443.0

χ^2 Tests

	Value	df	p
χ^2	3.97	2	0.137
N	443		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q16_4 - Motivos de uso Websites - Sempre informado 0	1	Total
Menos Que Licenciatura	Observed	48	36	84
	Expected	59.9	24.1	84.0
Licenciatura	Observed	160	58	218
	Expected	155.5	62.5	218.0
Mais Que Licenciatura	Observed	108	33	141
	Expected	100.6	40.4	141.0
Total	Observed	316	127	443
	Expected	316.0	127.0	443.0

χ^2 Tests

	Value	df	p
χ^2	10.6	2	0.005
N	443		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q16_5 - Motivos de uso Websites - Interatividade 0	1	Total
Menos Que Licenciatura	Observed	69	15	84
	Expected	75.5	8.53	84.0
Licenciatura	Observed	198	20	218
	Expected	195.9	22.14	218.0
Mais Que Licenciatura	Observed	131	10	141
	Expected	126.7	14.32	141.0
Total	Observed	398	45	443
	Expected	398.0	45.00	443.0

χ^2 Tests

	Value	df	p
χ^2	7.14	2	0.028
N	443		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q16_6 - Motivos de uso Websites - Confiança 0	1	Total
Menos Que Licenciatura	Observed	69	15	84
	Expected	65.4	18.6	84.0
Licenciatura	Observed	176	42	218
	Expected	169.8	48.2	218.0
Mais Que Licenciatura	Observed	100	41	141
	Expected	109.8	31.2	141.0
Total	Observed	345	98	443
	Expected	345.0	98.0	443.0

χ^2 Tests

	Value	df	p
χ^2	5.88	2	0.053
N	443		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q16_7 - Motivos de uso Websites - Dimensão 0	1	Total
Menos Que Licenciatura	Observed	75	9	84
	Expected	67.7	16.3	84.0
Licenciatura	Observed	174	44	218
	Expected	175.7	42.3	218.0
Mais Que Licenciatura	Observed	108	33	141
	Expected	113.6	27.4	141.0
Total	Observed	357	86	443
	Expected	357.0	86.0	443.0

χ^2 Tests

	Value	df	p
χ^2	5.58	2	0.061
N	443		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q16_8 - Motivos de uso Websites - Nenhum dos anteriores		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	75	9	84
	Expected	75.8	8.15	84.0
Licenciatura	Observed	195	23	218
	Expected	196.8	21.16	218.0
Mais Que Licenciatura	Observed	130	11	141
	Expected	127.3	13.69	141.0
Total	Observed	400	43	443
	Expected	400.0	43.00	443.0

χ^2 Tests

	Value	**df**	**p**
χ^2	0.858	2	0.651
N	443		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q17_1 - Motivos de uso Agregadores de Áudio - Comodidade		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	27	11	38
	Expected	24.4	13.6	38.0
Licenciatura	Observed	68	40	108
	Expected	69.4	38.6	108.0
Mais Que Licenciatura	Observed	47	28	75
	Expected	48.2	26.8	75.0
Total	Observed	142	79	221
	Expected	142.0	79.0	221.0

χ^2 Tests

	Value	**df**	**p**
χ^2	0.925	2	0.630
N	221		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q17_2 - Motivos de uso Agregadores de Áudio - Multi-Tasking 0	1	Total
Menos Que Licenciatura	Observed	23	15	38
	Expected	21.1	16.9	38.0
Licenciatura	Observed	62	46	108
	Expected	60.1	47.9	108.0
Mais Que Licenciatura	Observed	38	37	75
	Expected	41.7	33.3	75.0
Total	Observed	123	98	221
	Expected	123.0	98.0	221.0

χ^2 Tests

	Value	df	p
χ^2	1.26	2	0.534
N	221		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q17_3 - Motivos de uso Agregadores de Áudio - Funcionalidade Offline 0	1	Total
Menos Que Licenciatura	Observed	33	5	38
	Expected	29.9	8.08	38.0
Licenciatura	Observed	85	23	108
	Expected	85.0	22.97	108.0
Mais Que Licenciatura	Observed	56	19	75
	Expected	59.0	15.95	75.0
Total	Observed	174	47	221
	Expected	174.0	47.00	221.0

χ^2 Tests

	Value	df	p
χ^2	2.23	2	0.327
N	221		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q17_4 - Motivos de uso Agregadores de Áudio - Personalização		
Q4 - Grau Académico		0	1	Total
Menos Que Licenciatura	Observed	29	9	38
	Expected	29.1	8.94	38.0
Licenciatura	Observed	78	30	108
	Expected	82.6	25.41	108.0
Mais Que Licenciatura	Observed	62	13	75
	Expected	57.4	17.65	75.0
Total	Observed	169	52	221
	Expected	169.0	52.00	221.0

χ^2 Tests

	Value	df	p
χ^2	2.68	2	0.261
N	221		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q17_5 - Motivos de uso Agregadores de Áudio - Sempre Informado		
Q4 - Grau Académico		0	1	Total
Menos Que Licenciatura	Observed	34	4	38
	Expected	34.6	3.44	38.0
Licenciatura	Observed	100	8	108
	Expected	98.2	9.77	108.0
Mais Que Licenciatura	Observed	67	8	75
	Expected	68.2	6.79	75.0
Total	Observed	201	20	221
	Expected	201.0	20.00	221.0

χ^2 Tests

	Value	df	p
χ^2	0.693	2	0.707
N	221		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q17_6 - Motivos de uso Agregadores de Áudio - Confiança		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	37	1	38
	Expected	34.7	3.27	38.0
Licenciatura	Observed	96	12	108
	Expected	98.7	9.29	108.0
Mais Que Licenciatura	Observed	69	6	75
	Expected	68.6	6.45	75.0
Total	Observed	202	19	221
	Expected	202.0	19.00	221.0

χ^2 Tests

	Value	df	p
χ^2	2.62	2	0.269
N	221		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q17_7 - Motivos de uso Agregadores de Áudio - Dimensão 0	1	Total
Menos Que Licenciatura	Observed	35	3	38
	Expected	34.4	3.61	38.0
Licenciatura	Observed	97	11	108
	Expected	97.7	10.26	108.0
Mais Que Licenciatura	Observed	68	7	75
	Expected	67.9	7.13	75.0
Total	Observed	200	21	221
	Expected	200.0	21.00	221.0

χ^2 Tests

	Value	df	p
χ^2	0.175	2	0.916
N	221		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q17_8 - Motivos de uso Agregadores de Áudio - Nenhum dos anteriores 0	1	Total
Menos Que Licenciatura	Observed	30	8	38
	Expected	29.9	8.08	38.0
Licenciatura	Observed	87	21	108
	Expected	85.0	22.97	108.0
Mais Que Licenciatura	Observed	57	18	75
	Expected	59.0	15.95	75.0
Total	Observed	174	47	221
	Expected	174.0	47.00	221.0

χ^2 Tests

	Value	df	p
χ^2	0.550	2	0.760
N	221		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q18_1 - Motivos de uso Agregadores de Notícias - Comodidade		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	30	35	65
	Expected	24.0	41.0	65.0
Licenciatura	Observed	55	114	169
	Expected	62.4	106.6	169.0
Mais Que Licenciatura	Observed	38	61	99
	Expected	36.6	62.4	99.0
Total	Observed	123	210	333
	Expected	123.0	210.0	333.0

χ^2 Tests

	Value	**df**	**p**
χ^2	3.86	2	0.145
N	333		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q18_2 - Motivos de uso Agregadores de Notícias - Personalização		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	54	11	65
	Expected	50.9	14.1	65.0
Licenciatura	Observed	132	37	169
	Expected	132.5	36.5	169.0
Mais Que Licenciatura	Observed	75	24	99
	Expected	77.6	21.4	99.0
Total	Observed	261	72	333
	Expected	261.0	72.0	333.0

χ^2 Tests

	Value	**df**	**p**
χ^2	1.26	2	0.534
N	333		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q18_3 - Motivos de uso Agregadores de Notícias - Sempre Informado		Total
		0	1	
Menos Que Licenciatura	Observed	39	26	65
	Expected	41.4	23.6	65.0
Licenciatura	Observed	110	59	169
	Expected	107.6	61.4	169.0
Mais Que Licenciatura	Observed	63	36	99
	Expected	63.0	36.0	99.0
Total	Observed	212	121	333
	Expected	212.0	121.0	333.0

χ^2 Tests

	Value	df	p
χ^2	0.526	2	0.769
N	333		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q18_4 - Motivos de uso Agregadores de Notícias - Confiança		Total
		0	1	
Menos Que Licenciatura	Observed	54	11	65
	Expected	54.1	10.9	65.0
Licenciatura	Observed	142	27	169
	Expected	140.6	28.4	169.0
Mais Que Licenciatura	Observed	81	18	99
	Expected	82.4	16.6	99.0
Total	Observed	277	56	333
	Expected	277.0	56.0	333.0

χ^2 Tests

	Value	df	p
χ^2	0.218	2	0.897
N	333		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q18_5 - Motivos de uso Agregadores de Notícias - Dimensão		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	59	6	65
	Expected	55.6	9.37	65.0
Licenciatura	Observed	141	28	169
	Expected	144.6	24.36	169.0
Mais Que Licenciatura	Observed	85	14	99
	Expected	84.7	14.27	99.0
Total	Observed	285	48	333
	Expected	285.0	48.00	333.0

χ^2 Tests

	Value	df	p
χ^2	2.06	2	0.358
N	333		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q18_6 - Motivos de uso Agregadores de Notícias - Nenhum dos anteriores		
		0	1	Total
Menos Que Licenciatura	Observed	55	10	65
	Expected	56.0	8.98	65.0
Licenciatura	Observed	145	24	169
	Expected	145.7	23.35	169.0
Mais Que Licenciatura	Observed	87	12	99
	Expected	85.3	13.68	99.0
Total	Observed	287	46	333
	Expected	287.0	46.00	333.0

χ^2 Tests

	Value	df	p
χ^2	0.394	2	0.821
N	333		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q19_1 - Motivos de uso Motores de Busca - Comodidade		
		0	1	Total
Menos Que Licenciatura	Observed	20	62	82
	Expected	24.2	57.8	82.0
Licenciatura	Observed	57	158	215
	Expected	63.4	151.6	215.0
Mais Que Licenciatura	Observed	49	81	130
	Expected	38.4	91.6	130.0
Total	Observed	126	301	427
	Expected	126.0	301.0	427.0

χ^2 Tests

	Value	df	p
χ^2	6.15	2	0.046
N	427		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q19_2 - Motivos de uso Motores de Busca - Diversidade		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	59	23	82
	Expected	58.0	24.0	82.0
Licenciatura	Observed	163	52	215
	Expected	152.1	62.9	215.0
Mais Que Licenciatura	Observed	80	50	130
	Expected	91.9	38.1	130.0
Total	Observed	302	125	427
	Expected	302.0	125.0	427.0

χ^2 Tests

	Value	**df**	**p**
χ^2	8.05	2	0.018
N	427		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q19_3 - Motivos de uso Motores de Busca - Confiança		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	65	17	82
	Expected	65.9	16.1	82.0
Licenciatura	Observed	169	46	215
	Expected	172.7	42.3	215.0
Mais Que Licenciatura	Observed	109	21	130
	Expected	104.4	25.6	130.0
Total	Observed	343	84	427
	Expected	343.0	84.0	427.0

χ^2 Tests

	Value	**df**	**p**
χ^2	1.48	2	0.477
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q19_4 - Motivos de uso Motores de Busca - Dimensão 0	1	Total
Menos Que Licenciatura	Observed	72	10	82
	Expected	73.6	8.45	82.0
Licenciatura	Observed	195	20	215
	Expected	192.8	22.15	215.0
Mais Que Licenciatura	Observed	116	14	130
	Expected	116.6	13.40	130.0
Total	Observed	383	44	427
	Expected	383.0	44.00	427.0

χ^2 Tests

	Value	df	p
χ^2	0.581	2	0.748
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q19_5 - Motivos de uso Motores de Busca - Nenhum dos anteriores 0	1	Total
Menos Que Licenciatura	Observed	72	10	82
	Expected	70.3	11.7	82.0
Licenciatura	Observed	186	29	215
	Expected	184.3	30.7	215.0
Mais Que Licenciatura	Observed	108	22	130
	Expected	111.4	18.6	130.0
Total	Observed	366	61	427
	Expected	366.0	61.0	427.0

χ^2 Tests

	Value	df	p
χ^2	1.14	2	0.565
N	427		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q21_1 - Interesse Notícias generalistas		
Q4 - Grau Académico		**Desinteressado**	**Interessado**	**Total**
Menos Que Licenciatura	Observed	18	72	90
	Expected	16.2	73.8	90.0
Licenciatura	Observed	45	194	239
	Expected	43.0	196.0	239.0
Mais Que Licenciatura	Observed	25	135	160
	Expected	28.8	131.2	160.0
Total	Observed	88	401	489
	Expected	88.0	401.0	489.0

χ^2 Tests

	Value	df	p
χ^2	0.967	2	0.617
N	489		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

C

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q21_2 - Interesse Jornalismo Explicativo		
		Desinteressado	Interessado	Total
Menos Que Licenciatura	Observed	27	63	90
	Expected	18.2	71.8	90.0
Licenciatura	Observed	40	199	239
	Expected	48.4	190.6	239.0
Mais Que Licenciatura	Observed	32	128	160
	Expected	32.4	127.6	160.0
Total	Observed	99	390	489
	Expected	99.0	390.0	489.0

χ^2 Tests

	Value	df	p
χ^2	7.13	2	0.028
N	489		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q21_3 - Interesse Jornalismo Investigação		
		Desinteressado	Interessado	Total
Menos Que Licenciatura	Observed	21	69	90
	Expected	31.1	58.9	90.0
Licenciatura	Observed	85	154	239
	Expected	82.6	156.4	239.0
Mais Que Licenciatura	Observed	63	97	160
	Expected	55.3	104.7	160.0
Total	Observed	169	320	489
	Expected	169.0	320.0	489.0

χ^2 Tests

	Value	df	p
χ^2	6.76	2	0.034
N	489		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q21_4 - Interesse Jornalismo Construtivo		
		Desinteressado	Interessado	Total
Menos Que Licenciatura	Observed	14	76	90
	Expected	15.8	74.2	90.0
Licenciatura	Observed	41	198	239
	Expected	42.0	197.0	239.0
Mais Que Licenciatura	Observed	31	129	160
	Expected	28.1	131.9	160.0
Total	Observed	86	403	489
	Expected	86.0	403.0	489.0

χ^2 Tests

	Value	df	p
χ^2	0.640	2	0.726
N	489		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q21_5 - Interesse Jornalismo de Opinião		
		Desinteressado	Interessado	Total
Menos Que Licenciatura	Observed	37	53	90
	Expected	35.5	54.5	90.0
Licenciatura	Observed	97	142	239
	Expected	94.3	144.7	239.0
Mais Que Licenciatura	Observed	59	101	160
	Expected	63.1	96.9	160.0
Total	Observed	193	296	489
	Expected	193.0	296.0	489.0

χ^2 Tests

	Value	df	p
χ^2	0.677	2	0.713
N	489		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q21_6 - Interesse Resumo de notícias		
Q4 - Grau Académico		**Desinteressado**	**Interessado**	**Total**
Menos Que Licenciatura	Observed	12	78	90
	Expected	9.39	80.6	90.0
Licenciatura	Observed	18	221	239
	Expected	24.93	214.1	239.0
Mais Que Licenciatura	Observed	21	139	160
	Expected	16.69	143.3	160.0
Total	Observed	51	438	489
	Expected	51.00	438.0	489.0

χ^2 Tests

	Value	**df**	**p**
χ^2	4.21	2	0.122
N	489		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_1_1 - Formato Noticias Generalistas - Video Horizontal		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	48	24	72
	Expected	54.4	17.6	72.0
Licenciatura	Observed	152	42	194
	Expected	146.6	47.4	194.0
Mais Que Licenciatura	Observed	103	32	135
	Expected	102.0	33.0	135.0
Total	Observed	303	98	401
	Expected	303.0	98.0	401.0

χ^2 Tests

	Value	**df**	**p**
χ^2	3.94	2	0.139
N	401		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_1_2 - Formato Noticias Generalistas - Video Vertical		
		0	1	Total
Menos Que Licenciatura	Observed	48	24	72
	Expected	49.6	22.4	72.0
Licenciatura	Observed	137	57	194
	Expected	133.5	60.5	194.0
Mais Que Licenciatura	Observed	91	44	135
	Expected	92.9	42.1	135.0
Total	Observed	276	125	401
	Expected	276.0	125.0	401.0

χ^2 Tests

	Value	df	p
χ^2	0.574	2	0.751
N	401		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_1_3 - Formato Noticias Generalistas - Áudio		
		0	1	Total
Menos Que Licenciatura	Observed	64	8	72
	Expected	64.5	7.54	72.0
Licenciatura	Observed	179	15	194
	Expected	173.7	20.32	194.0
Mais Que Licenciatura	Observed	116	19	135
	Expected	120.9	14.14	135.0
Total	Observed	359	42	401
	Expected	359.0	42.00	401.0

χ^2 Tests

	Value	df	p
χ^2	3.45	2	0.178
N	401		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_1_4 - Formato Noticias Generalistas - Imagem		
Q4 - Grau Académico		0	1	Total
Menos Que Licenciatura	Observed	45	27	72
	Expected	40.9	31.1	72.0
Licenciatura	Observed	109	85	194
	Expected	110.3	83.7	194.0
Mais Que Licenciatura	Observed	74	61	135
	Expected	76.8	58.2	135.0
Total	Observed	228	173	401
	Expected	228.0	173.0	401.0

χ^2 Tests

	Value	df	p
χ^2	1.20	2	0.549
N	401		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_1_5 - Formato Noticias Generalistas - Texto		
Q4 - Grau Académico		0	1	Total
Menos Que Licenciatura	Observed	26	46	72
	Expected	19.8	52.2	72.0
Licenciatura	Observed	51	143	194
	Expected	53.2	140.8	194.0
Mais Que Licenciatura	Observed	33	102	135
	Expected	37.0	98.0	135.0
Total	Observed	110	291	401
	Expected	110.0	291.0	401.0

χ^2 Tests

	Value	df	p
χ^2	3.46	2	0.178
N	401		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_2_1 - Formato Jornalismo Explicativo - Video Horizontal		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	37	26	63
	Expected	40.9	22.1	63.0
Licenciatura	Observed	138	61	199
	Expected	129.1	69.9	199.0
Mais Que Licenciatura	Observed	78	50	128
	Expected	83.0	45.0	128.0
Total	Observed	253	137	390
	Expected	253.0	137.0	390.0

χ^2 Tests

	Value	df	p
χ^2	3.66	2	0.160
N	390		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_2_2 - Formato Jornalismo Explicativo - Video Vertical		
		0	1	Total
Menos Que Licenciatura	Observed	41	22	63
	Expected	43.8	19.2	63.0
Licenciatura	Observed	140	59	199
	Expected	138.3	60.7	199.0
Mais Que Licenciatura	Observed	90	38	128
	Expected	88.9	39.1	128.0
Total	Observed	271	119	390
	Expected	271.0	119.0	390.0

χ^2 Tests

	Value	df	p
χ^2	0.689	2	0.709
N	390		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_2_3 - Formato Jornalismo Explicativo - Áudio		
		0	1	Total
Menos Que Licenciatura	Observed	51	12	63
	Expected	51.9	11.1	63.0
Licenciatura	Observed	169	30	199
	Expected	163.8	35.2	199.0
Mais Que Licenciatura	Observed	101	27	128
	Expected	105.4	22.6	128.0
Total	Observed	321	69	390
	Expected	321.0	69.0	390.0

χ^2 Tests

	Value	df	p
χ^2	2.03	2	0.362
N	390		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_2_4 - Formato Jornalismo Explicativo - Imagem 0	1	Total
Menos Que Licenciatura	Observed	41	22	63
	Expected	41.4	21.6	63.0
Licenciatura	Observed	128	71	199
	Expected	130.6	68.4	199.0
Mais Que Licenciatura	Observed	87	41	128
	Expected	84.0	44.0	128.0
Total	Observed	256	134	390
	Expected	256.0	134.0	390.0

χ^2 Tests

	Value	df	p
χ^2	0.470	2	0.791
N	390		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_2_5 - Formato Jornalismo Explicativo - Texto 0	1	Total
Menos Que Licenciatura	Observed	24	39	63
	Expected	17.6	45.4	63.0
Licenciatura	Observed	49	150	199
	Expected	55.6	143.4	199.0
Mais Que Licenciatura	Observed	36	92	128
	Expected	35.8	92.2	128.0
Total	Observed	109	281	390
	Expected	109.0	281.0	390.0

χ^2 Tests

	Value	df	p
χ^2	4.32	2	0.116
N	390		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_3_1 - Formato Jornalismo Investigação - Video Horizontal		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	40	29	69
	Expected	41.6	27.4	69.0
Licenciatura	Observed	99	55	154
	Expected	92.9	61.1	154.0
Mais Que Licenciatura	Observed	54	43	97
	Expected	58.5	38.5	97.0
Total	Observed	193	127	320
	Expected	193.0	127.0	320.0

χ^2 Tests

	Value	**df**	**p**
χ^2	2.05	2	0.359
N	320		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_3_2 - Formato Jornalismo Investigação - Video Vertical		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	43	26	69
	Expected	47.2	21.8	69.0
Licenciatura	Observed	109	45	154
	Expected	105.4	48.6	154.0
Mais Que Licenciatura	Observed	67	30	97
	Expected	66.4	30.6	97.0
Total	Observed	219	101	320
	Expected	219.0	101.0	320.0

χ^2 Tests

	Value	**df**	**p**
χ^2	1.60	2	0.448
N	320		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_3_3 - Formato Jornalismo Investigação - Áudio 0	1	Total
Menos Que Licenciatura	Observed	61	8	69
	Expected	58.2	10.8	69.0
Licenciatura	Observed	131	23	154
	Expected	129.9	24.1	154.0
Mais Que Licenciatura	Observed	78	19	97
	Expected	81.8	15.2	97.0
Total	Observed	270	50	320
	Expected	270.0	50.0	320.0

χ^2 Tests

	Value	df	p
χ^2	2.06	2	0.357
N	320		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_3_4 - Formato Jornalismo Investigação - Imagem 0	1	Total
Menos Que Licenciatura	Observed	38	31	69
	Expected	42.5	26.5	69.0
Licenciatura	Observed	95	59	154
	Expected	94.8	59.2	154.0
Mais Que Licenciatura	Observed	64	33	97
	Expected	59.7	37.3	97.0
Total	Observed	197	123	320
	Expected	197.0	123.0	320.0

χ^2 Tests

	Value	df	p
χ^2	2.03	2	0.363
N	320		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_3_5 - Formato Jornalismo Investigação - Texto		
Q4 - Grau Académico		0	1	Total
Menos Que Licenciatura	Observed	31	38	69
	Expected	26.3	42.7	69.0
Licenciatura	Observed	54	100	154
	Expected	58.7	95.3	154.0
Mais Que Licenciatura	Observed	37	60	97
	Expected	37.0	60.0	97.0
Total	Observed	122	198	320
	Expected	122.0	198.0	320.0

χ^2 Tests

	Value	df	p
χ^2	1.96	2	0.374
N	320		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_4_1 - Formato Jornalismo Construtivo - Video Horizontal		
Q4 - Grau Académico		0	1	Total
Menos Que Licenciatura	Observed	46	30	76
	Expected	48.8	27.2	76.0
Licenciatura	Observed	137	61	198
	Expected	127.3	70.7	198.0
Mais Que Licenciatura	Observed	76	53	129
	Expected	82.9	46.1	129.0
Total	Observed	259	144	403
	Expected	259.0	144.0	403.0

χ^2 Tests

	Value	df	p
χ^2	4.16	2	0.125
N	403		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_4_2 - Formato Jornalismo Construtivo - Video Vertical		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	52	24	76
	Expected	52.4	23.6	76.0
Licenciatura	Observed	138	60	198
	Expected	136.6	61.4	198.0
Mais Que Licenciatura	Observed	88	41	129
	Expected	89.0	40.0	129.0
Total	Observed	278	125	403
	Expected	278.0	125.0	403.0

χ^2 Tests

	Value	df	p
χ^2	0.0938	2	0.954
N	403		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_4_3 - Formato Jornalismo Construtivo - Áudio 0	1	Total
Menos Que Licenciatura	Observed	64	12	76
	Expected	61.1	14.9	76.0
Licenciatura	Observed	163	35	198
	Expected	159.2	38.8	198.0
Mais Que Licenciatura	Observed	97	32	129
	Expected	103.7	25.3	129.0
Total	Observed	324	79	403
	Expected	324.0	79.0	403.0

χ^2 Tests

	Value	df	p
χ^2	3.38	2	0.184
N	403		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_4_4 - Formato Jornalismo Construtivo - Imagem 0	1	Total
Menos Que Licenciatura	Observed	52	24	76
	Expected	46.8	29.2	76.0
Licenciatura	Observed	115	83	198
	Expected	121.8	76.2	198.0
Mais Que Licenciatura	Observed	81	48	129
	Expected	79.4	49.6	129.0
Total	Observed	248	155	403
	Expected	248.0	155.0	403.0

χ^2 Tests

	Value	df	p
χ^2	2.61	2	0.272
N	403		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_4_5 - Formato Jornalismo Construtivo - Texto		
		0	1	Total
Menos Que Licenciatura	Observed	27	49	76
	Expected	20.4	55.6	76.0
Licenciatura	Observed	49	149	198
	Expected	53.1	144.9	198.0
Mais Que Licenciatura	Observed	32	97	129
	Expected	34.6	94.4	129.0
Total	Observed	108	295	403
	Expected	108.0	295.0	403.0

χ^2 Tests

	Value	df	p
χ^2	3.64	2	0.162
N	403		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_5_1 - Formato Jornalismo de Opinião - Video Horizontal		
		0	1	Total
Menos Que Licenciatura	Observed	31	22	53
	Expected	37.8	15.2	53.0
Licenciatura	Observed	113	29	142
	Expected	101.2	40.8	142.0
Mais Que Licenciatura	Observed	67	34	101
	Expected	72.0	29.0	101.0
Total	Observed	211	85	296
	Expected	211.0	85.0	296.0

χ^2 Tests

	Value	df	p
χ^2	10.2	2	0.006
N	296		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_5_2 - Formato Jornalismo de Opinião - Video Vertical		
		0	1	Total
Menos Que Licenciatura	Observed	39	14	53
	Expected	38.0	15.0	53.0
Licenciatura	Observed	100	42	142
	Expected	101.7	40.3	142.0
Mais Que Licenciatura	Observed	73	28	101
	Expected	72.3	28.7	101.0
Total	Observed	212	84	296
	Expected	212.0	84.0	296.0

χ^2 Tests

	Value	df	p
χ^2	0.222	2	0.895
N	296		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_5_3 - Formato Jornalismo de Opinião - Áudio		
		0	1	Total
Menos Que Licenciatura	Observed	42	11	53
	Expected	41.4	11.6	53.0
Licenciatura	Observed	117	25	142
	Expected	110.8	31.2	142.0
Mais Que Licenciatura	Observed	72	29	101
	Expected	78.8	22.2	101.0
Total	Observed	231	65	296
	Expected	231.0	65.0	296.0

χ^2 Tests

	Value	df	p
χ^2	4.30	2	0.116
N	296		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_5_4 - Formato Jornalismo de Opinião - Imagem 0	1	Total
Menos Que Licenciatura	Observed	33	20	53
	Expected	33.5	19.5	53.0
Licenciatura	Observed	88	54	142
	Expected	89.7	52.3	142.0
Mais Que Licenciatura	Observed	66	35	101
	Expected	63.8	37.2	101.0
Total	Observed	187	109	296
	Expected	187.0	109.0	296.0

χ^2 Tests

	Value	df	p
χ^2	0.312	2	0.856
N	296		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_5_5 - Formato Jornalismo de Opinião - Texto 0	1	Total
Menos Que Licenciatura	Observed	23	30	53
	Expected	16.5	36.5	53.0
Licenciatura	Observed	46	96	142
	Expected	44.1	97.9	142.0
Mais Que Licenciatura	Observed	23	78	101
	Expected	31.4	69.6	101.0
Total	Observed	92	204	296
	Expected	92.0	204.0	296.0

χ^2 Tests

	Value	df	p
χ^2	7.12	2	0.028
N	296		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_6_1 - Formato Resumo de notícias - Video Horizontal		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	52	26	78
	Expected	59.1	18.9	78.0
Licenciatura	Observed	179	42	221
	Expected	167.5	53.5	221.0
Mais Que Licenciatura	Observed	101	38	139
	Expected	105.4	33.6	139.0
Total	Observed	332	106	438
	Expected	332.0	106.0	438.0

χ^2 Tests

	Value	df	p
χ^2	7.55	2	0.023
N	438		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_6_2 - Formato Resumo de notícias - Video Vertical		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	51	27	78
	Expected	55.4	22.6	78.0
Licenciatura	Observed	160	61	221
	Expected	156.9	64.1	221.0
Mais Que Licenciatura	Observed	100	39	139
	Expected	98.7	40.3	139.0
Total	Observed	311	127	438
	Expected	311.0	127.0	438.0

χ^2 Tests

	Value	df	p
χ^2	1.46	2	0.481
N	438		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q 22_6_3 - Formato Resumo de notícias - Áudio		
Q4 - Grau Académico		**0**	**1**	**Total**
Menos Que Licenciatura	Observed	69	9	78
	Expected	67.0	11.0	78.0
Licenciatura	Observed	193	28	221
	Expected	189.7	31.3	221.0
Mais Que Licenciatura	Observed	114	25	139
	Expected	119.3	19.7	139.0
Total	Observed	376	62	438
	Expected	376.0	62.0	438.0

χ^2 Tests

	Value	df	p
χ^2	2.52	2	0.284
N	438		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_6_4 - Formato Resumo de notícias - Imagem 0	1	Total
Menos Que Licenciatura	Observed	46	32	78
	Expected	41.1	36.9	78.0
Licenciatura	Observed	113	108	221
	Expected	116.6	104.4	221.0
Mais Que Licenciatura	Observed	72	67	139
	Expected	73.3	65.7	139.0
Total	Observed	231	207	438
	Expected	231.0	207.0	438.0

χ^2 Tests

	Value	df	p
χ^2	1.50	2	0.473
N	438		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q 22_6_5 - Formato Resumo de notícias - Texto 0	1	Total
Menos Que Licenciatura	Observed	24	54	78
	Expected	19.1	58.9	78.0
Licenciatura	Observed	48	173	221
	Expected	54.0	167.0	221.0
Mais Que Licenciatura	Observed	35	104	139
	Expected	34.0	105.0	139.0
Total	Observed	107	331	438
	Expected	107.0	331.0	438.0

χ^2 Tests

	Value	df	p
χ^2	2.62	2	0.270
N	438		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q23_1 - Tecnologias - QR Codes		
		Desinteressado	Interessado	Total
Menos Que Licenciatura	Observed	27	57	84
	Expected	33.7	50.3	84.0
Licenciatura	Observed	92	142	234
	Expected	93.9	140.1	234.0
Mais Que Licenciatura	Observed	72	86	158
	Expected	63.4	94.6	158.0
Total	Observed	191	285	476
	Expected	191.0	285.0	476.0

χ^2 Tests

	Value	df	p
χ^2	4.24	2	0.120
N	476		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q23_2 - Tecnologias - Realidade Virtual		
		Desinteressado	Interessado	Total
Menos Que Licenciatura	Observed	49	37	86
	Expected	55.1	30.9	86.0
Licenciatura	Observed	149	79	228
	Expected	146.2	81.8	228.0
Mais Que Licenciatura	Observed	104	53	157
	Expected	100.7	56.3	157.0
Total	Observed	302	169	471
	Expected	302.0	169.0	471.0

χ^2 Tests

	Value	df	p
χ^2	2.36	2	0.307
N	471		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q23_3 - Tecnologias - Realidade Aumentada: Desinteressado	Interessado	Total
Menos Que Licenciatura	Observed	30	58	88
	Expected	34.6	53.4	88.0
Licenciatura	Observed	87	142	229
	Expected	90.2	138.8	229.0
Mais Que Licenciatura	Observed	70	88	158
	Expected	62.2	95.8	158.0
Total	Observed	187	288	475
	Expected	187.0	288.0	475.0

χ^2 Tests

	Value	df	p
χ^2	2.82	2	0.244
N	475		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

Q4 - Grau Académico		Q24_1 - Funcionalidades nas Apps - Possibilidade de criar um Perfil Próprio: Desinteressado	Interessado	Total
Menos Que Licenciatura	Observed	36	51	87
	Expected	33.4	53.6	87.0
Licenciatura	Observed	74	158	232
	Expected	89.2	142.8	232.0
Mais Que Licenciatura	Observed	73	84	157
	Expected	60.4	96.6	157.0
Total	Observed	183	293	476
	Expected	183.0	293.0	476.0

χ^2 Tests

	Value	df	p
χ^2	8.82	2	0.012
N	476		

Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q24_2 - Funcionalidades nas Apps - Notificações e alertas		
Q4 - Grau Académico		Desinteressado	Interessado	Total
Menos Que Licenciatura	Observed	23	64	87
	Expected	24.8	62.2	87.0
Licenciatura	Observed	65	170	235
	Expected	67.1	167.9	235.0
Mais Que Licenciatura	Observed	49	109	158
	Expected	45.1	112.9	158.0
Total	Observed	137	343	480
	Expected	137.0	343.0	480.0

χ^2 Tests

	Value	df	p
χ^2	0.752	2	0.687
N	480		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q24_3 - Funcionalidades nas Apps - Notificações Personalizadas		
Q4 - Grau Académico		Desinteressado	Interessado	Total
Menos Que Licenciatura	Observed	23	65	88
	Expected	25.5	62.5	88.0
Licenciatura	Observed	59	174	233
	Expected	67.6	165.4	233.0
Mais Que Licenciatura	Observed	56	99	155
	Expected	44.9	110.1	155.0
Total	Observed	138	338	476
	Expected	138.0	338.0	476.0

χ^2 Tests

	Value	df	p
χ^2	5.71	2	0.058
N	476		

Do not Reject the Null Hypothesis at a 0.05 significance level

Contingency Tables

Contingency Tables

		Q24_4 - Funcionalidades nas Apps - Funcionalidade Offline		
Q4 - Grau Académico		**Desinteressado**	**Interessado**	**Total**
Menos Que Licenciatura	Observed	26	63	89
	Expected	20.8	68.2	89.0
Licenciatura	Observed	47	186	233
	Expected	54.4	178.6	233.0
Mais Que Licenciatura	Observed	39	119	158
	Expected	36.9	121.1	158.0
Total	Observed	112	368	480
	Expected	112.0	368.0	480.0

χ^2 Tests

	Value	df	p
χ^2	3.18	2	0.204
N	480		

Do not Reject the Null Hypothesis at a 0.05 significance level

References

[1] The jamovi project (2020). *jamovi*. (Version 1.6) [Computer Software]. Retrieved from https://www.jamovi.org.

[2] R Core Team (2020). *R: A Language and environment for statistical computing*. (Version 4.0) [Computer software]. Retrieved from https://cran.r-project.org. (R packages retrieved from MRAN snapshot 2020-08-24).

Interviews' Transcription

RTP

NOVA SCHOOL OF BUSINESS & ECONOMICS

Mark Egan

…There is some of them who are like I have a big camera why should I use this but there is also a sense of showing disloyalty to my colleagues who may be threatened by this. I mean as far as overcoming, I don't say anybody has completely overcome it, but what normally happens is you have a few kind of high flyers, a few super users who will take it and love it and then make something really good, and when they do it its hard for people to say its rubbish. For instances, RTE in Ireland, Philip Bromwell did very traditional pieces that looked they were filmed on a traditional camera, viewers couldn't tell the difference. Once you done that its much easier to persuade other people. What I normally suggest to places that are trying to implement, pick one project and train a small number of people to be really good and then do that and then show that as an example and roll it our further, because you then show what it's worth, you can put your energy in a small number of people and they can help train the next bunch of people. The short answer is there is resistance, partly due to drop in technical standards, partly loyalty to other people, and they worry that camera crews are losing their job. But as cameras have gotten better, resistance has got better. Covid has had a huge impact, because people who were saying before that we don't need to learn these skills are realizing if everyone knew how to do this properly, we would be in a better position than we are now.

We have tv journalism, we have special reports and there are also sports. In which area of the organization, in which type of work, is better to have mobile journalists?

I think either special features, like documentaries. Or sports I think is actually a good one. Because people that tend to take to it most are either foreign correspondents who don't always have camera crew, they have to hire on at a day rate. One of the ever first people we trained I wonder if they ever did anything with it were from RTP, from the Azores and that was because they didn't have access to cameras very often. The other reason is live, if you're going to go live, if you have camera you have to put it into a laptop, whereas in the phone it is just one button. With sports, the downside of the phone is that is not very good at filming things that are far way. If you are doing something where you are filming action and is far away, the phone is not great. In sky sports, they had budget cuts, they already had the match action, what they really needed was the interviews. By having the reporters go interview the managers and players. Sports is good also because they are doing something quite repetitive. If you teach people to shoot on phone, and if they don't touch it for 3 weeks, they lose it. But they only need 3 weeks to produce good stuff.

Is there any other big challenge, you can go more technically if you want, in terms of people organization budget processes, regarding the implementation of mojo?

Talking about the weaknesses of the phone – battery life. Sometimes people say hey but then I'm filming on the phone, I put it into airplane mode and people can't contact me. One thing we do worry about is we keep hearing rumors of apple getting rid of the lightning socket and doing charging wirelessly. There are mics who do it through BT but it doesn't work for live. Phones charge really quickly which is great but the we can't always predict the roadmap, so we can buy 100 mics but if they change the socket they don't work anymore. I find insane that Tim Cook did an interview a few years ago and he said Apple has 800 people working directly on the iPhone camera and that's the thing – the trend with mobile is consumer. So right now there are technical limitations, the camera, the sensor… but I predict in the next few years the technology in phones is going to pass a lot of traditional cameras. When you have multiple lenses its actually working

together. So when you take a picture at night often you have lenses putting it together – computational photography – even now I can take the photo and decide later how blurry and how much focus. We are going to get to a stage of overcapture, where you phone will be capturing 360 and then you decide what you want to focus on. In the short term there are limitation like battery life… in terms of workflows it has gotten a lot better. When I started teaching there was a phone at 30fps. European broadcasters need it 25 or 50. In the Netherlands their system let them import the 30 fps. Nowadays that's less of a problem, most systems can take phone footage. So those problems have gone away. And there are a lot of things made only for phone. BBC has PNG – you can feed information into their system, and its idiot proof. I remember one senior technical person at BBC, he said when journalists have to think things go terribly gone, so these things need to be idiot proof so they can produce with them.

Do you think that mojo in sports will only be applied in the interviews or do you think that it is possible to film the whole event?

It depends on the sport. For instance, if you were filming golf and somebody hits the ball away, its pretty difficult to follow that on a phone. But it would be difficult on many normal cameras. But I did a lot of work w the European handball federation. They have a team of mojos who capture their events, and they can be courtside and they are allowed to film the action. You can quite happily film handball because they are very close to you. And they do tiktok, snapchat, all of the social media, they livestream, all from the phone. If you are talking about filming the actual sports. In America, the high schools they stream games through their phones. But I'm not sure we are at the stage where you would film Porto against Benfica on a phone. We are far away from that. The other things I would say is the term mojo has expanded because now there are a lot of tiny cameras that people will use like the dji pocket. And that's the other thing happening, the other cameras are getting so tiny that people are getting after the phone and something else. If you can't film it on the phone, they have another type of camera on them that can do that. It depends on what you mean with action. If it is a tennis match, its possible but it's not ideal. But if I was going to do a story about a tennis player and I need to get shots of them playing tennis I can get some of those with the phone. And you can shoot 4k with the phone and soon will be 8k, and you can zoom in 300 or 400 %, so it is possible but for certain things it's not the tool for the job

Our main concern is the quality…

Well put it this way, as long as you can take manual control and you are using the right apps and you understand basic lighting, technically, if it is good enough for Netflix and Hollywood movies its good for rtp in the sense when you broadcast a signal what you get on the tv is compressed anyway. So If you have seen anything from a phone you'll be shocked with the quality. Are you familiar with filmic pro? You can see if I go in the app I can control focus, exposure, I can put on indicators which will help me check that I got the right exposure, I can get the framerate right (make sure its suitable broadcasting vs. 30fps). This gives me full control. There is a mojo called Leonor Suarez, she has a phone with this app on it and an iPad with an app to see what is on her phone and talk to the camera. So there are apps that will increase the technical quality. So for RTP – if other broadcasters, Hollywood and etc. are using this, obviously the camera, and if you get a microphone and know how to use it, it has got quality. But if I had a newsroom today I would have 85% shooting on phones but I would keep other two cameras, because if we needed to film an air show, we would have some cameras to be able to do that. I think the BBC has a two meter rule, if anything is within two meters away, you can use your phone, otherwise use something else.

We found out the zoom in the cameras can be a disadvantage (digital zoom), do you think this can be overcome?

Every camera you have has disadvantages. With big cameras over the shoulder you can't see around you. You were talking about digital zoom, if you pinch it on your phone you are zooming on the image, but if I have a camera there is glass moving the quality doesn't change. On the phone you can switch between lenses, if you have a 2x you can do that, but if you start zooming in you re lowering the quality. But if you shoot in 4k you have more room to zoom. 4 its not standard, and 8k will make a difference. One of the ways they are trying to solve this problem, is trying to get zoom not on the sensor, but that the sensor just starts getting that part of the picture instead of getting everything, then they can get rid of that problem. And the third things is: You know a periscope? One of the solutions is to have a lens that comes down inside and then turns at the last minute. In the short term you would need to shoot in 4k and then crop in. But are you judging the phones now? Because the phones two years ago were a joke compared to now. If you're planning something for the next 5/10 years you need to see where this is going. The apps are really powerful. A short answer to your question, zoom is challenging right now, but if you sit down and watch rtp news coverage, besides match action most of it would be practicing and interviews and that is fairly close.

Is there any ideal team structure or processes that are ideal to mojo? Are there some crucial enablers you can identify?

There's two layers of mojo. The first is capturing something which has good audio, has decent framing. Now that should be a baseline skill everyone has. Because take something like typing, a while ago you had typists whose job were to type, now if you say ill do the story but I need someone to type the script they'll tell you to go to hell. We should already be there – anybody in rtp can catch a clean well framed decent audio, decent collection of shots. If you had a newspaper you wouldn't accept some people can't type right? But after that, you will always get a few people who run with it. RTE has a small team but that is completely mobile, film and edit. Because they do it all the time, they are really good at it. If somebody else wants to learn mojo, they have experts there. If you want to bring in something new, get some people doing it really well because sets the example and because it looks like the cool department. If you train everyone straight away, it dilutes the importance of it in a way. Create a small team that does it really well. But I think everybody should have that skill up to a point. But create a small team, for example if you have a mojo sports team, they only use mobile. I think that's better than random training for people because you end up without proper expertise.

The transmission of the files, etc., do you think there's a system that fits mojo best or mojo can adapt for every system?

It can adapt to every system. For example, BBC people gather on their phones and open this app, actually they film in the app, which sets up the right framerate and so on.. But then YLE, the Finnish national broadcaster, I was watching a vid of somebody there and they were working in the middle of nowhere and using wevideo.com, which is a cloud editor. It's basically this editing software that sits on computers in the cloud and you basically open it up, log in, and then edit like you normally would. Years ago, I recommended this because lots of newspapers in Scandinavia were starting to use it. But broadcasters were like no, we don't like using the cloud. So maybe covid is now changing opinion, because if you think about it you just need an internet connection, you can start editing in the cloud, if you have a problem, someone can just log on to your project

and finish it. The main issue people have is GDPR. But I think that cloud makes a lot of sense because if you want to do video editing on the computer it needs to be a decent computer, and broadcasters give terrible phones and computers, so if the heavy lifting is being done by the service in the cloud all you need is an internet connection, you can be on a Chromebook. And I do think it makes sense now, especially with covid, some people wherever they are can make contact without being in a newsroom. I think cloud should be bigger but at the moment I am seeing a few people using it a bit but they have their own system and apps.

What are the apps for editing videos?

I always say to people, there's no workflow that is right or wrong, it's what you're trying to achieve. Imagine you're on the sports team and it's a very small team, and they go somewhere they do some interviews, they know the whole story and it makes sense to edit and feed back the finished thing. But then your workflow is the minute it comes, someone wants to do something for Instagram or the radio, then you can send it in and someone will edit it. But as far as the apps, this one is called LUMA fusion, only for iOS. In this you can edit, anything on this, RTE uses this, they airdrop it from an iPhone to an iPad because of the bigger screen. That works. YLE presses a button and then edit on the cloud. BBC upload it on to the computer and edit there. I don't think any of those are wrong but it depends on what you want to achieve. It may be that the person gathering is more used to feed it back and then go off to the other team and do interviews there, then it is better to send it all in. I can't give you right or wrong.

Regarding the toolkit, what are the tools that you must have? Is there a big difference between brands?

Equipment is there because of the weaknesses of the phone. Your photo operates more like a computer scanner, from top to bottom so when you move the picture wobbles, so that's why stabilization is important. So you need a tripod, doesn't have to be the best. A light tripod. A microphone. And again you need to decide if you need wireless or just cable, depending on what you're doing. And you need a light, because depending on the filming situations, the phone doesn't do well in low light. And you need to attach it to the tripod. And for instances there's a company called, ulanzi. they are a Chinese company that makes others ideas really cheaply. What they allow you to do is put things on top of your phone, like a normal digital camera, you can slide a light or a microphone on. You need a mount for something like that. It's the ulanzi smart rig or something. Another one that I like is the seal"???. As long as it can fit to a tripod it can do the job. You need light, stability and audio. So again, if people are moving around you need a wireless mic, …… , if I was going to spend money I would spend it on the mic, because people really notice that. And stabilizers are not all the same, because one of the problems is people buy the stabilizer and it holds the phone one the side, and if it is covering the socket you can't plug anything in. but those are great. Anything you do that is more technical, people can make mistakes. But that allows you to have Hollywood quality. But audio, stability and light are the main things. And you can get a tripod for 30 40 euros, a light for 30 euros, a mic for 50/60/70 euros, so 120 euros you got a good video kit.

People notice these things, and if its RTP they will have microphones and you can get adapters.

So kit wise, obviously a monopod which you still have to kind of hold them. This is the tripod I use, manfortto compact action. There's also that tradeoff, if its light it wobbles, if its too heavy nobody bothers using them. Here's a situation where you have a light vs when you don't have a light (shows example). You can get lights with a battery which are cheap but they are heavy, but these where you plug them in, they last for hours. What most people use are selfie sticks. Here's an example of those ulanzi frames. In this case they got a receiver for a wireless mic. And the other people use the ulanzi frame is for their ego, because otherwise people won't take them seriously. So this is fantaseal, which keeps the phone steady. And lenses, most of the time they don't really add anything, but you can put them on.

The handball federation made a video explaining why they used mojo for their coverage. (shows video)

You were speaking previously about apps for editing. What are the best apps and technologies for mojo?

First I recommend iPhone over android, even though its like Porto or Benfica, or beatles and the stones. The thing is that android has so many types of phones and their all so different, and it is hard for an organization to make it work, because phones might have different chips and certain apps might work better. I recommend iPhone even though they might be more expensive. For editing I use Luma fusion. The other one to consider depending on what system you have is adobe premiere rush. Now this one luma fusion you buy it, and then its yours for life. Adobe is subscription but I don't know if rtp uses adobe premiere, but if you do the license includes adobe premiere rush. Rush is nowhere near as good as luma fusion, but with rush syncs through adobe's cloud and the I can be in any other devices, and I can edit that project, so allows you to jump between devices. But it is not as good as luma fusion. It depends if the person edits everything themselves or not. You might have a pc with final cut pro and just edit on it. There is no right or wrong answer, if you go completely mobile, luma fusion is the answer.

Besides editing, are the other apps that you think might be good to use?

It depends if you're doing it just for broadcast, or your multimedia. I mean for social media there is an app called mojo. So most of you have iPhone. Mojo reporter is a service which lots of newspapers use where the journalist has this app on the phone and they can feed photos, vids, and they can feed it into a central media management system. But mojo allows you to create nice social media posts, you can pick the styles, you can replace it some pictures. (show an example in mojo). Its for things like Instagram stories. They are creating these apps to create the halftime stories in sports. There is another app called switcher studio. If you're going to America to cover the elections, and you are going to do Facebook live with an expert there, switcher live allows you to if you're on the same Wi-Fi and you got more than one device, you can turn them into multiple cameras, so you can switch between a different angle, you can put your graphics up, you run a little tv show on something like Facebook. I have done things where we had bands playing sessions on to Facebook and you set up two phones and they do a job. BBC did a thing where they set up two phones and they did a regular sports program, and they basically could call up graphics, all that kind of stuff. Again you can go live, you can do all sorts of things. Another app is picplay post, it allows you to put in each boxes whatever pic or video you like. (shows example). The other thing I was going to show you is, if you have an iPhone and it has got more than one camera, there is an app called focos, and what this allows me to do where do I want the focus to be on the picture. I can make all these decisions after taking the picture. They have a video version

but it is not good yet. In the future, we can have someone that doesn't film well and edit their footage so that it looks ok.

What would be you most important advice for a journalist starting mojo?

My advice to the actual person doing it would be just pure repetition, you will make mistakes, you will get better quickly, and it will go down and up. Be very disciplined, in the sense you got limited battery. When you finished filming, put it on the computer, save it somewhere, otherwise your memory will fill up. So be very disciplined. You can't do spray and pray, where you spray the camera around and hope there is something you can use. Sometimes we have older people on courses who remember the days of shooting on film, and of course in those days they were taught to film "every second costs money", then digital came up and everyone went crazy. Have the story in you head, know what you want to get and the cut it. Don't make any video without the story in your head. So the more disciplined, the more planning you do, the easier it is.

Guillaume Kuster

Interviewee's profile
Guillaume: So my name is Guillaume Kuster, I used to be a journalist for 20 years for public service media in France, Radio France, and France Television, for respectively 5 and 15 years, and I do also run a training company from Finland, in Helsinki, and I've come to work with several television stations mainly French media, France Television, also RTP in Portugal, islands and on the continent, and I do have activities for CIRCOM which is an association of public service broadcasters, European public service broadcasters, about 250 plus members in 36 countries, where I do training, I provide also advice and counseling. I was actually part of one of the first mobile journalism training as a delegate, as a trainee in 2014. I was already interested in that matter and became a trainer for them and then took the lead off certain training operations for them. So that's briefly who I am, with a huge focus on mobile journalism for the first few years of existence of my company, Tarkka Media, and I'm also very interested in training people on digital storytelling, how to reach audiences, with other mediums than television and radio.

João: Very nice to hear from you! So first of all, as you know, we are a group of Master's students who are doing their thesis with RTP, the Portuguese national broadcaster, and we are here today to learn a bit more about Mobile Journalism from you. We are defining mobile journalism as this new way of capturing and editing, video, audio, images, with lighter devices, mainly smartphones. So first of all, we would like to ask you what happens typically when a broadcaster tries to implement this Mobile Journalism and what kind of resistance do they face, the journalists, the camera operators? Did you notice this kind of resistance in your organization and how did you try to overcome it?

Guillaume: Just to comment first, it's not that new anymore, it's widely implemented in many broadcasters. There are different levels of implementation and social resistance within organizations in Europe, depending on where you are, in which country you are. So in the Nordics, in Scandinavia, it's quite easy, there's not much friction or resistance and they've been using these techniques for a very long time. Also, in Ireland which was one of the first countries to adopt mobile journalism, probably seven years ago, it went quite smoothly because they saw the benefits of it quite quickly, it was more tricky in countries like France and Germany. I've been doing training in France since 2014 and at the beginning, we had very much

resistance from camera operators because maybe you don't know that but in France is one of the only countries where cameramen or women are also journalists, they are not technicians. So they felt that they will have to work with toys at the time, but as we speak, France Television which is the largest broadcasting group in France, just invested more than 1 million euros in 200 kits, which consists of smartphones and accessories around it just to do newsgathering. It's becoming a tool among others, it's not replacing anything else and I'm doing all the training series for the implementation of that kit and so far, I've trained probably over 100 people and I've seen no resistance because everybody in the meantime as acknowledged that it's a very efficient way to do their work especially for lives because you can go live in an instant. But also because they came to understand that it was not a device that would replace the camera but complemented it and also there were some agreement signs with the unions so that unions were saying "OK so let's take that in, let's produce rules" and one of the rules basically just to, and this is addressing one of the big fights, is to say only trained camera people can use that, so you have to have had formal training in camera operation, and be an active user of professional television cameras in order for you to be able to use this kits, because the fear was that anyone could claim to be a journalist just because they had an iPhone in their pockets and that was one of the issues. I'm more describing the situation to you rather than telling you what I think, because I tend to think that anyone can produce good quality content if they do follow a set of rules, or intentions, but that's the point and the surprise of getting these new devices. It took six years basically in France to have that acknowledged but at the very beginning of our training sessions in 2014 we used to spend almost one full day explaining why it would be interesting to use phones for newsgathering and now it's completely unnecessary, people do know and they want their eager to try it because they have identified situations in which it makes sense to use these devices rather than the big camera. Although the camera size has decreased over the years and they don't have these big shoulder cameras anymore to use at least 2.5/3 kilos, but small cameras like the Sony 280 or 200.

João: Just to confirm, earlier you said you had a 1 million budget for kits, but that came from the direction of France 24 or it was money already channeled to only mobile journalism? Can you just explain a bit deeper that?

Guillaume: Just to correct you, it wasn't France 24, France 24 is a separate organization, it's a channel within an organization called France Médias Monde, which is the international operations of public broadcasting which is separate from France Television which is the main 4 billion year budget broadcasting company in France. So yes, it was 1 million euros that was spent only in gear, in phones, and accessories, just stuff, not in training, not in other types of investments, you can easily double that amount if you add training in time and the general efforts that were made. Although don't quote me on that because I don't have any figures on the actual costs because it's quite difficult to assess in calculator how much it would be, because you go into calculating how much was people spending on training and what are the actual training costs. But it's about doubling that amount, so yeah there was an investment mainly to do broadcasting using phones for television, which is one of the many applications of mobile journalism.

João: Sure, on the one hand, I would like to know when you introduced this concept of Mojo, did you trained all the journalists or did you selected a group of specific journalists, or if it was like an idea that came to change all the organization, or how did you convinced people to this concept and how did you approached this sensitive topic?

Guillaume: Television tends to be old ladies that you don't have to rush too much. So it was a progressive approach at first what we did, and that wasn't really strategized it was more

addressing a curiosity that existed among the journalists. We have new tools on the market that can allow us to do stuff, let's identify what stuff we can do with it, and then as years passed, at first it was really like enthusiasts that wanted to be trained, and it was all willing people that joined the training sessions and it was called like a workshop to learn about what you can do about newsgathering with a phone. Now we are evolving into a more systematic training approach where six years after, everybody seeing the value of that, we see very few people questioning the value of our mobile journalists as long as it's something that comes on top of the existing priorities, so there's no reorganization as you mentioned, it's more like a progression or an evolution of the organization, is not like everybody is going to, we sell the cameras and we buy phones instead, that's not the case. I mean some small televisions tried that, mainly for financial reasons. Maybe you've come across the Swiss Television called Léman Bleu in Geneva, who is entirely doing its broadcasting and even like newscasts with smartphones, there's another one with a small division in northern France, there's one in Germany. There are many small-sized televisions, local televisions, that did that, because phones all of a sudden within the same budget would allow them to do more than if they had to buy what's proper television stations, or bigger television stations rather would have. So it was more like a means question and there are problems also because you can't do anything and you have to be realistic about what you can or you can't do with mobile phones. So it was not like a reorganization, is more like an active curiosity to know what's available for storytelling and in the end, delivering the best content for the audience but for bigger organizations yes it took time but that's the way it is.

Manuel: Regarding what you said earlier about how did you deal with the unions? For example, one measure you implemented was that everyone needed to be highly trained to use it or trained to use it. Were there any other policies put in place required by the unions? I'm asking this because it is a quite sensitive topic here, it's the unions of the camera operators.

Guillaume: I know the situation in Portugal, and it's the same usually in southern countries, I mean it's the same in Italy, it's the same in the Balkans, it's the same in Bulgaria. The main fear that is seen by the unions as a threat, is anything that can decrease the amount of people you need to make television. I mean that's why they exist, basically to protect the interests of the other workers. So, when you put smartphones into the equation, they tend to see that as a threat, because it allows one to imagine that one person or at least fewer people can deliver the same content thanks to that new technology. The unions basically said in France as long as we have the same staffing and that only trained camera operators are journalists who act as camera operators can use them, then we don't see a problem in that. Also acknowledging the fact that it gives you better coverage in many instances because you can cover the regions and areas more densely because you have additional life units, you don't need to have a DSNG satellite truck to do a lot of anymore, you have 4G for that. I live in Finland we have 5G in Finland, I mean, I can get like 1-gigabyte downlink, or on my phone and the uplink can be about a tenth of that so it's still like 100 up but the technology allows for more. And that's coming, so it's not going anywhere. You have to be pragmatic, and even the unions recognize that you have to be pragmatic and to see that there is an evolution as there was an evolution 30/40 years ago when they went from film to video cameras. Yeah we needed less people because all of a sudden you didn't need to develop film to make television, but then again, it's more to be seen as a smooth evolution of practice. What's interesting to me it's a gateway to do some other types of content because making television with phones doesn't have much interest, because you're reproducing what you are already doing, you are addressing the same audience. So yeah you can get like easier access to lives, you can maybe have more cameras for one television piece rather than having your main camera and that's the case I'm interested. This week I've trained a guy that went to the US to cover the elections, they went with the traditional camera and a smartphone kit. What they ended up using is mostly the smartphone kit but also when they use the

camera they would shoot as a B camera for interviews, and that would enrich their television packages but in the end, it's cosmetic improvement or ease of use improvements for the same product because they don't change the storytelling, they don't take advantage of the fact that you can produce video directly for social media on the phones, they just continue to do television which is good. I mean, don't take it this way but the phone if you start to use it as a production as a personal production device, then enables you to understand that you can produce some other types of content and that's what is really interesting to me. When you put these phones in the hands of these people, I mean, mostly what they would tell you is “OK we need to get the same level of technical quality than the cameras”. And now I'm talking to you through iPhone 12 Pro, last week I had an iPhone 11 Pro, which is the one that is widespread and won the France television board and the level of innovation and money that was put into research for the camera sensors in these firms, is way more than in several magnitudes, more than the amount said and put into professional TV making research because of market forces.

Manuel: It’s 800 people just to do Apple iPhone camera!

Guillaume: Yeah which is so impressive by the way and Sony is doing the lens and incentives for most phones of the market today, but with specifics for each, they are built to order for each manufacturer but it's a huge selling point for phone makers when you go in Lisbon and you see these huge ads on billboards usually they would showcase the quality of the lens of the picture, low light, the portrait modes, for the iPhone 12 Pro it was like Dolby video in 60 FPS, in 4K. Today there is no argument to be heard that can withstand about the quality of the picture because it is excellent, at the same time you also have like small cameras, maybe you've heard of the ZV-1 Sony, it's a very affordable like 700 each euros, pocket camera, which is 30 sensor that is better than the professional cameras that we have in television. That technology and good quality of pictures are reaching more people and that's the thing that's really interesting about mobile journalism, because all the criticism that came from the unions but also scepticism coming from journalists and camera operators was about the quality, not about the role of the media or who is supposed to tell stories and stuff, and who has the exclusivity of telling stories and that was missing out, the elephant in the room, because as you get basically full production kits in everyone's pocket, then you give a voice to everybody and you have this platform that allows anyone to reach potentially an audience that is larger than what television can achieve, and that is something that in the early years was completely missed and which already at the time I was insisting in training, saying we are going to put like storytelling devices into everyone’s pocket and they are going to use it. What happened in the meantime is the explosion of YouTube, of Instagram, Snapchat, Tik Tok now, all those to come and we have many, and also the explosion of fake news, but that’s another topic. That’s the core value of mobile journalism, is that it's not just for journalists, it's for everyone looking for an opportunity and if you type video making tutorial in YouTube, you will find 10s of thousands of videos of people passing on knowledge on how to do good looking video, and how to tell stories, and how to not only become a YouTube creator but also just be a video maker, a filmmaker. If you look at the ads that Apple puts out for the iPhone 12 Pro, they have one last week about how you could shoot movies like Hollywood does with your phone. It's true because you have Hollywood filmmakers using phones for practical reasons, budgetary reasons because it's much more flexible to them not to have to convince a producer and having to swallow a multi $1,000,000 cost at least to put out an idea that they have in their head, they can just put together a team, spend a fraction of that money, and still release something really good. If you look from the perspective of a television station or Media Group like RTP.

João: That's why I would like to add, can you please give us your experience from a northern country, like what are the arguments and the challenges that RTP has here in Portugal from your

perspective. I mean, these are the key points and the key takeaways that RTP will have to embrace. Can you just give us your opinion regarding the situation here in Portugal?

Guillaume: I mean it's the same at any other Media Group had to face which is basically you having your staff understand that is not something to be placed what we have already, but it's a way to better serve our audience, that's the main thing. In a time where there´s a social challenge, and by using the word social, I mean union challenge to reach acceptance of the fact that it's not something that is going to replace cameras. When I did training for RTP it was in the Azores and in Madeira, probably in two of the more resistant places.

João: And remote locations!

Guillaume: And remote, maybe there's a correlation in between the two, because if you look at a camera operator he's like 50/55, I mean, the camera he has on his shoulders is like a social sign that is worth more than you, then he is kind of, he spent most of his professional life being recognized because he has a recognizable device on the shoulder, and now all of a sudden you ask him to work with a device everybody has, where there's no distinction possible. One of the funny things is when we first spread these kits, which are a bit more professional because they are in the piece grip, so it's something that is still available and visible.

João: Like a shoulderpod?

Guillaume: It's not a shoulderpod, it’s more like a piece grip, I can show one to you, I have one here so later I will let you see

João: We would appreciate that.

Guillaume: Good. One of the first questions usually is, “Shouldn't we put a sticker of the channel on that?”, “Why do you want to do that?”, and the reason is because they want to be recognized by population as being part of television, but they are not recognizing the fact that television's role is decreasing in society that less and less people are watching television. I don't know how much you guys do watch TV but if you're honest I mean not very much, even I as a TV journalist didn’t bother to watch TV newscast, because I found them so boring, but even though when I was anchoring the news I had to. They have to accept the fact that the role of television in society is changing, and also that their role in society is changing, that it's less prestigious as a profession as it used to be. I mean these guys will arrive in villages and people would basically stop their life to welcome them, because “Hey television is here”, and you would dress up kids, that’s way over. There's a bit of nostalgia, that you have to consider and work with, but then another argument just to say we serve our audience better because there are some characteristics of mobile filmmaking that are important, it’s less intrusive in people's lives and you can bring some different kinds of more personal stories, portraits and stuff which is exactly the sort of local news that people want to see. Especially during a time like the pandemic, and I mean I know you guys didn't have it as difficult as Spain, but it'll come, this second wave is quite difficult and they will find that in these times shooting with phones or asking people even to collect content with their own phones and sending them to the session, is usually powerful because you can get stories you wouldn't otherwise get because people would be frightened by the camera. It has to be seen as a role as any tool, is worthless if you don't know what you want to do with it. You have a category of people that are *gearheads,* people that are really just interested into technology, and “Yeah it's great you can do 8K in 120 FPS”, sure, why? That's the real question, why do you need that, what stories they want to tell? What I see as the most interesting point in shooting with phones is that you can tell stories anywhere, about anything the way you

want to tell them, and there's less friction than with using television, traditional gear. It's all about the kind of stories that you want to tell, the way you approach people.

João: Pushing for the emotional part right? I mean, we are being more honest to each other, because you don't have the pressure of having a huge camera in front of your eyes, and so the real stories is what we want nowadays, and true content, right?

Guillaume: And also trust worth the content, because as anyone can put out content, that's where you see these conspiracy theories, and see people talking things that don't matter just to get likes and followers, and subscribers on YouTube, or other social media. Then there comes a time where the audiences see rather, and I don't like to use singular because anybody can watch what they want. I mean if your dads are interested into fishing, they can spend all your screen time just watching fishing videos, which wasn't possible 15 years ago. Addressing the audience today, they need trustworthiness from the media, because there's too much content available, and they need guidelines, basically, they need people they can trust, and the problem with the media is that they lost a lot of that trust in the previous years. I mean you had social movements like the yellow vest in France, AFD in Germany, what led to Brexit, and the social unrest initially at the moment. This needs to crystallize around something which is trustworthy storytelling and one of the positive effects of the pandemic was that the traditional media especially public service media regained, could reclaim some of that trust. They found that well traditional media in the end, even though we had gripes against them, they would provide that. That is something that needs to be used and implementing smartphone filming and rendering it accessible throughout the organization is one way to better say the organization.

Manuel: It's been very interesting right now what you have said. What about technical aspects, could you specify a little more? You said you had some examples of material gear that you could show us?

Guillaume: Give me a minute. (…)
Unfortunately, the Technical Department just closed, but I can send you a series of tutorial videos that I did, where you see everything later. I'm just sharing it in the chat, you can open it as we speak so if you have any questions.

João: Our idea was to understand more about the kits you have talked about, and to know what are the tools that we need for a basic kit, for a more advanced. What are the differences in the quality, what kind of apps to use when editing, to share the files, and all of that technical part that would be really great for us to better understand this process?

Guillaume: I would recommend that you start with the video #2 so that you can see the kit laid out. I will share my screen from the phone again to you directly from Vimeo so we can comment at the same time and I can force the playback.

Manuel: Just one question Guillaume, as you said earlier just very well, you have talked about the meaning of mobile journalism. We have talked about being about recording, capturing audio, video, and editing content, namely with lighter equipment, namely smartphones. Is that all of it for you, or it also includes the part of the storytelling, or is there anything else for the concept of Mojo?

Guillaume: No, well, the term Mojo, was coined by a guy called Glen Mulcahy which was the head of innovation at RTE, the Irish broadcaster, and at the time it was obvious to everybody that

was about journalism, but I came to dislike the word because it's exclusive, and I think it's more like smartphone storytelling, because again, it's extended to other categories of human beings and just journalists. For me it's a way to express ideas in many more forwards than just television, because television is basically is 90 seconds packages and newscasts, and that's it, talking about news, then you have like long-form interviews and coverage yourself. But the fact that you can shoot, edit and send from the same device, enables the creativity that we've been seeing on social media platforms, for a little less than 10 years, and there is a strong correlation in between the availability of these phones and the existence of these platforms and the huge role of video is playing on these platforms. Is because people like to consume video personally, it renders the story personal, and television is something that is sitting somewhere in the living room that you have to sit on a couch to watch, instead of being close to the wall with the cable. A phone is a personal way to get what is interesting to you, there's no more fighting about what we should watch, because everybody can watch what they want, and that enabled new forms of storytelling that you all know, because that's probably what you are watching mostly today as young people. Now let's go back to the kits, can you see the picture here?

Manuel: Yes, perfectly!

Guillaume: So here you can see what's in the kits basically, so from top left-hand corner to right, we have a bis grip handle, that connects to the bis grip itself which is that cage beneath it in between the tripod in the handle, in which we put the phone. Next, you have a handheld microphone right to bis grip, which is an iRig mic HD 2, which connects through the lightning port on the iPhone 11 pro that they chose. By the way, the phones are iPhone 11 pro Max, is 256 gigs, the price of the kits is about 2700 euros without tax, so you get an idea including the phone. So yeah, the tripod which is a sturdy tripod that is meant to be used not really for shooting, but more for lives, so you have stability while you're doing lives but people tend not to use that during the newsgathering because the stabilization on the iPhone 11 Pro is good enough to just work in handheld and then you have a bunch of things for audio power management and lightning. So, if I zoom in here that's the Lycra Led Lamp, which is really great, which is a battery-powered LED, can change its color temperature, and is waterproof and very efficient. You have mounting accessories for that and I'll show you a picture of the kits assembled after that, you have a short MV88 plus, which is a really good stereo microphones that come there to play the role of the Cam Mike, and it's not the accessories you have like apparel app for the car, you have a 10 USB power adapter for plugging in the wall to charge everything, and that's hugely important the large accessory battery with A3 USB plugs. You have a small tripod to either put the lights if you want to set your lights at another angle that just facing the interviewee, you can get better lightning if you do that, you have a 4G modem and router which is the one mark UTS 5 here, which is just a Huawei 4G loser because this is the piece of software that will be using is made by a company called Abby West who's a competitor of Live you, they are operating in the broadcasting business and they've been doing so for a long time and they do these packs that you would plug the camera into transmit via the 4G network and what they achieved on the phone is that you can use both the 4G SIM card that's in the phone, and another one that is in the modem and Multiplex them to have a broader bandwidth. So, use 2 SIM cards rather than just one. Then you have, while different mounting accessories that's an audio interface, the one in the middle, the iRig, so you can plug any excellent mic on the phone, it's also to use wireless transmitters if the case maybe, you have a SanDisk I expand drive 256 gigabytes which is just a way to dump the content on that key because it has lightning on one end and USB on the other, so you can just dump your videos if your phone is full or if you need to transfer it somewhere and you need to continue shooting, so that's basically the kit.

João: Would you say this is a more advanced kit, with all the stability, protection, lightning, audio, or would you say it is a more basic one, or even in between the basic and the more advanced?

Guillaume: That's rather advanced because you have a lot of stuff in the bag and you have to spend a good deal of time explaining how it works, how not to lose anything, and how to manage power and stuff. For me, the best way and it's going to sound silly that I've shown you all that gear, but the best way to show is just with the phone and a live mic, because that is something you can carry on you all the time. I always have the phone, a small tripod, a lavalier mic, and an external battery. Although we don't need those too much with the iPhone 11 and 12, but it's still good to have an external battery because you never know what will happen. Especially if you do lives, that's the best way to empty a battery, because you have your 4G modem that is working at the Wi-Fi, that is working because you connected to the router, you have the sensors power, you're transcoding video in real-time, and you have the screen at full brightness that is just emptying the battery in the measure of two hours, so you need an external battery for that kind of use, but otherwise if you're doing like newsgathering, I like to shoot, and I'm mostly shooting stuff with just the phone because that's the way I prefer to do that but also because I've developed a series of techniques to do it efficiently. What professional camera people like with this kit is that it replicates much of the function that they know from the camera and it's less a bizarre world, but if I do have the assembled, and also the phone has four lenses, while three in the back and one in the front, all four are 4K, and you have a 30 millimeters, a 26 millimeters and 52 millimeters in the back, which gives you a nice variety of shoot composition possibilities, that's for one and if I show you now the way it's assembled, how is supposed to be used.

João: Very insightful, I would add, can you give us also some advice regarding the apps you're using, or which ones are the bests in terms of system, for sharing files and data?

Guillaume: It all depends on what device you use. The iPhones are interesting because they are not the best cameras in town, although we are waiting to see what the iPhone 12 Pro Max will bring to the table. But there are really good cameras, that's not the question but sometimes you have some brands with better cameras, you have some interesting things like Periscopic long focal length so rather than adding the lenses stick out of the phone because you need distance they put it inside the phone perpendicularly and there's a 45 degrees mirror at the end facing where the camera would be because so you have room to add more lenses. But the iPhone is interesting because basically everything works, it's the more appealing ecosystem for developers because there's money to be made because people who buy Apple products usually have more to spend on apps. You can talk to any developer and they will tell you that there is more money to be made in the Apple App Store than on Google Play, where everybody wants free stuff with ads, but I don't care about the ads, they're annoying, I hate adds to the point where I even subscribed to YouTube premium, just not to see them.

Manuel: You're the first-person Guillaume, that I hear saying that, I know one person now.

Guillaume: I know, I don't even remember I think it's 8€ a month, you can download stuff, which I did this morning, I was on a plane so I could download stuff to watch later on the plane, and you can close the YouTube app and have the sound continue rolling, which is quite nice.
So the kit here is Apple, because it's the most comprehensive solution for that because the best apps are on iOS, and these are FiLMiC Pro which is also available in Android but it works differently depending on the model you have, at least with iOS you are sure that it'll work, and if you are using a Huawei for instance, even though they have great lenses and

sensors, than Filming won't work properly and for television is problematic because there's also an issue of Android with good frame rates because we need to shoot in 25 or 50 frames per second which typically phones don't do, because they shoot in 30 frames per second to 60, an Apple is guaranteeing 25 or 50 if you selected, on Android it's not always the case and when they do the frame rate is shifting and it's causing broadcasting problems, so that are some of the main reasons why. On the editing side of things, I mean way ahead of others there's LumaFusion, which is the editing app that I would recommend, but it's not the one that French television shows, for other reasons I can tell to you. There is a new app, a new Chinese app that works on iOS, Android, Mac called the VN that is very interesting and promising, it's free, I fail to see where the business model is, but is going to come clear probably one day, but technically speaking, VN it's an editing app, there are ads so you have to wait, you can create stuff quite easily, do a new project, go to see more recent files, going to pick a sequence here, let's select a few clips and then you have them all laid out on the timeline you can shorten them, and choose the best approach, and you just continue as you go, if you need to change the order of the shoots you just pick one, like in any mobile editing software, but this one is quite robust, it works on all platforms there are many things you could do to contribute, and you can change also the parameters but you can mainly tell stories that are interesting, you can do fake zooms like in posts, then you have a little zoom out like that. I mean it's quite promising and if you want to play with mobile editing and we definitely recommend the VN because it's available everywhere, it's free, and it's quite powerful, even though it has its limitations, but the best app to me is LumaFusion, which is made by an American company called LumaTouch, and if you look at the sort of projects that you can do…

Manuel: Guillaume maybe we can explore the app later ourselves, because we've also been referenced that app by Mark Egan, I don't know if you know him?

Guillaume: Yeah sure!

Manuel: So you know him, I'm rushing because we don't want to waste your time, I know you have been busy for sure. Is there any app, or other apps that you think is quite important for us to register and explore later?

Guillaume: Basically if you have FiLMic Pro, LumaFusion, and VN, you are very much covered, and if you want to go crazy with apps, you should follow and ask for Mark Settle from the BBC, he is from the BBC Academy. He's very friendly, just shoot him a DM on Twitter and he will probably be happy to give you some time, and he can point you to crazy apps because that's basically what he does, he's scouting the app store to find new things, I'm looking for efficient stuff to work with and is looking for novelty, which is compatible and nicely that he does so.

João: So any last advice for us or for a journalist who wants to implement mobile journalism?

Guillaume: Yes, don't think you need to work at RTP to be successful, I mean that's over now, you can become your own media company and you can grow a media company production with other people, if you know how to reach your audience. The time of use for everyone is mostly over, find a story to tell, find something you're passionate about, choose to do journalism on that. It's not for life, it can be a project, it could be for a few months, it could be for a few weeks, it could for a few years, and obsess about it and you'll find an audience that obsesses about the same subject and will follow you dearly and will recognize your competence and want to hear from you, and if you manage to build an audience elsewhere than on social media, or YouTube, then it's going to be very interesting and you are going to be the ones bringing

journalism back into the center of society rather than being just a content provider for social media, just sad as a Facebook user.

Manuel: Thank you so much Guillaume, very insightful for sure, I don't know what is your opinion João? I think you felt the same right?

João: Of course, I'm very excited and enthusiastic about this talk, and I really want to thank you for spending this hour with us, it was really insightful and it's always good to learn from people with more experience and so valuable information. So, thank you very much, and you are more than invited to come to Portugal when better times will come, so we hope to see you here helping us in implementing this project.

Manuel: If it's okay we will mention and reference you as one of the great experts, and if RTP wants to pay you to come and teach them to do adopt this method and this philosophy we will reference you ok?

Guillaume: Absolutely, thank you very much, my pleasure guys. Let me know what you went through in doing your project, it would be interesting also to see the output of your project, I think it's really interesting that you picked that topic, and yeah thank you for the conversation and see you next time. Hopefully in Portugal, because I love your country guys.

João: Okay thank you for your kind words, you are more than invited, we will keep in touch, thank you very much for your time.

John Inge

When a company implements MoJo there is a huge resistance. Did you notice this in NRK and how was it overcome?

Norwegian broadcasting hasn't had the mojo revolution yet. We use the phones a lot for different things but most of our staff are multi trained on cameras so when we do need to use the cell phone we use the cell phone but we are lucky to be in a rich country we have a lot of lot of money but we have sufficient funds for the station so everyone is equipped with the different cameras in different sets that you need to do your job and I feel that it was more a question of economy when we implemented the Mojo thought in Romania Bulgaria and Hungary low-cost countries with insufficient funds for their networks so they embraced the Mojo idea much quicker than we did in Norway because here the phone is just a another camera. I've been doing a story in my region and I have I had this camera which is my main camera that is use, a Panasonic X 8:35 and I also have in the back of my car a Sony set 90 and a Panasonic HVC 250 and I am working alone and I have three VGA cameras and 2 go pro cameras and 3 different phones so I use whatever camera that does the job that I'm looking. it's not fair to say that there has been a major revolution in the Norwegian broadcasters. But i could add we first started in the time of the iPhone 4s and the main objection was the quality of the images, but then again if you knew how to handle the iPhone right you could take HD photos with the phone as long as you didn't move it. Now I have an iPhone 11 Pro Max and I shoot all kinds of different scenes and from time to time I use packages on the phone to edit on the phone and ingest it into our publishing system with just a phone and nobody notices the difference so the quality issue is

kind of history, it's the past. Now the main focus is actually how to achieve better sound with the phone, so we spend some time researching that, I have found my workflow, which works for me. I use Sennheiser wireless microphones so in worst case scenario I just use the ear plug and it works great. That's the situation right now, no journalist in Norway is working as mojo alone. We add the phone to the regular workflow.

One of the key arguments was quality. What about when one journalist appears with just a phone comparatively to other journalists with larger cameras, sometimes there is an appearance issue. Do you feel that in your organization?

No because in Norway we have a lot of cell phones out in the population. I think we are among the countries in the world with the highest density of phones related to the number of people living here. So everyone is used to using the phone. We are very active on Facebook and snapchat and all the politicians are using phones all the time. A lot of newspapers use the phones for short video sequences. They are used to the fact that for the journalist a phone is a sufficient tool for all kinds of work. And the other journalists as well, it's a small country and most of us know each other, and if you say you are from Norwegian broadcasting, tey don't care what type of recording device you have.

Was there any challenge while implementing either mojo (smartphone) or just lighter equipment? For example, in terms of processes, people etc.

There is a few limitations on the phone regarding the climate in Norway. I live in the north of Norway, north of the artic circle. During the winter it is pretty cold, and the phone dies in 10 minutes, no matter if it is 100%, it drifts away because it is too cold for the processor to work. We have found a few work-arounds but it is mostly that kind of technical issues. And of course, on a light VGA camera you can change the battery, but in the phone you can't, you have to connect it to a battery pack and you are already occupying the lightning socket. But then again, the phones take brilliant pictures and stunning videos that are impossible to achieve w a regular camera.

Looking at your experience at NRK, and comparing it to others, do you think that what you do there in terms of mojo can fit every broadcaster in the world? What are the enablers (e.g. Mindset)?

The biggest issue we have is that in Norwegian broadcasting the technical staff they are still regarding the phone as a phone. They don't see the full potential. We are just a handful of people in Norway who are using the phone to its full potential. And I think that if technical staff and the editors if they kind of really understood the power of the phone then it would be a completely different scheme because my phone the 11 pro max, it is a big phone so I can edit in it. And the phones that they equip the journalists with are the small ones so its kind of tedious to try and edit on. So, a lot of journalists grow tired and say that they fumble to much and it is not for me. Instead of providing everyone with bigger phones that are more versatile and can be used in many different ways. My dream in that every journalist in Norway can have a plus phone, and then a two-day training course in editing. But we don't have that yet. But the day that editors discover the full potential, then the revolution will come to Norway as well.

Could you let us know what you mean by full potential? You talked about editing and taking pictures, what more?

The full potential is: I told you I had several cameras, microphones, even 2 laptops. But all the things I do with these things I can do on the phone as well. And mainly when I'm out I work alone so I have to drive myself, if it was a regular team with the journalists and photographer then the journalists could edit the packages while driving, I can do that, I have to do it by myself. Have you tried to edit it in a car? Its not spacious so you need to have it easy and small. And all those things like that I can achieve on the phone, I can edit news packages and ingest it into the phone system, I can take still photos to use on the online service, detach the audio and edit audio for radio purposes. Because I work as a …..?? who works for the different lines, online radio and television. And I can do all that within the phone, I can even import 4k material and edit in the phone. All the things I can achieve on the phone I cannot achieve in the laptop. I am one of the few who

embraced the phone and tried to use it to its full potential, which means you have everything you need for all types of situations.

Do you have any recommendations regarding the mojo toolkit? Are there any must haves?

The basic part is the phone and the headpiece, because of the microphone. But if you are going to upgrade, I would prefer to have some kind of X&R inputs so you can use your professional mics, and apart from that its always good to have a wireless microphone and a shotgun microphone, so something that can adapt for the need you have.

And do you think that it is possible to produce quality with a smartphone?

Yes, and you don't need that much training. The training you need is only 2-day training if you have an eye for it.

…

My phone doesn't die with the cold because I have a USB rechargeable hand warmer so I can clip that to the phone so I have extra temperature for my phone.

A lot of people when we talk about equipment say we need stabilizers (gimble e.g.) but if you have a newer phone you don't need that because the stabilization in the newer iPhones (I don't work with android phones) is superior.

What about in terms of sending videos to the broadcaster and editing, what are the apps you use?

I use filmic pro for recording because we are still doing linear tv so the footage needs to be 50fps so you need a camera that enables you to change the framerate, so filmic pro is my favorite. I edit with Luma fusion, which most people that are serious in the business use because it has all the things you need for proper editing. As for transfer we have been trying out different things, depending on the station. Our station we use LiveU, for direct broadcasting. We can store and forward video directly into our publishing system from LiveU. On the phone I have LUsmart, which is for direct broadcasting and transferring. But you also have another system we have made ourselves, for field delivery, kind of equal to the Swedish television and the BBC (the PNG app) but its an inhouse system, so it's not available for others to use. But it is the same thing. Ingest the phots to our publishing system, which is called potion. I use FTP app, WeTransfer, I use our own films production systems to potion, LUsmart and worst-case scenario I use email. So, depending on who's on the received end. But the main thing that we use to transfer is our own system and that's quite similar to the Swedish television, they have an app that does the same things, compress video from your phone to the publishing system.

What would you say to a journalist who is becoming a mojo, what would be your advice?

I hope Mark Egan says the same thing I am saying: don't focus too much on the technical equipment, focus on the story. If you have a good story, you can deliver with anything. Because there is so much technology around that you tend to forget about the story. But if the story is good enough, nothing else matters. But if you have a good story, try and experiment and don't listen to what everybody else says and figure out your own voice, you own way of telling the story. In times like this, uniqueness is your best asset. There are so many journalists competing from the same job, but if you have a unique voice you be easily heard. But the main thing is all the apps, everything you have on the phone is designed to play with, so you need to play a lot and find your own way to do things. And you don't need someone who tells you how to do. You just need to find you way around it. 30 years ago, there was this saying that each video clip should be 4 seconds at least, and then another 4 seconds, and another... My first stories were made that way and they are really bad, because I listened to someone else. In my own way now, I don't use that principle, I go for smaller clips, because we are all used to the speed and pace of social media. But when I first started editing stories like that in tv, all my mentors told me that it was to fast and that I couldn't do that. But of course you can. If you focus on your story you can shock people with someone they haven't seen before.

Would it be better to implement mojo in a certain topic or focusing in one department or across the entire organization?
I think in news gathering, mojo is really strong. Because it is so quick and you always have… its becoming a saying. All the trainers we ask everybody: “What is the camera?” it is the camera you are carrying with you. And when you are out and have breaking news, you always have your phone with you. So my best tip is learn how to work with the less possible equipment. I have made many news stories using only phone and this white earplug. From time to time I decide that today I am going to make a story that way just to keep the practice, to know how to do it. That’s the reason why I change all these cameras.

Just one more tip, a few years ago in Norway we were a few pioneers wanting to implement mojo in the org and we didn’t succeed because we have all these other cameras. But our colleagues in Sweden, they have been training like 200 mojos over the last 2 years. And you should really talk to Patrik, he’s head of training in Sweden.

Márcio Menino

João: Márcio thank you first and foremost to be here with us, it is a pleasure to have you here sharing your experience. We are eight master’s students from Nova SBE and we are here in fact doing our master's thesis with this consulting project for RTP. My team together with Pedro, Maria Ana, and Manuel is the information team, and our goal is to develop an implementation plan for Mobile Journalism at RTP. The other team consists of Catarina, Joana, Beatriz and Maria who are the sports team. First of all, we would like you to tell us a little bit about Mobile Journalism, which we already know to be part of your life and your reality, and that is no longer just a trend, it is a form of work. But how is it that from a more corporate perspective, do you understand here the main resistance that there may be to a journalist like you, when producing, for example, a job for RTP, or for another broadcaster? And in contrast, the great advantages of working primarily with a smartphone?
Márcio: Look I'll tell you that the great advantage above all is that I, for example, use an iPhone and I'll explain to you why. It's an iPhone X, and I tell you this, this is a real weapon for Mobile Journalism, this does everything, when I say everything, it's really everything. The biggest obstacle a lot of the time is when you walk in for example, and I'm going to tell you about my experience more within the sports aspect, it's when you walk into a mix zone, and you have all the televisions there and you have a smartphone right next to the TV cameras, and they look at you, and they look at that guy with "So what's this guy doing here?"
João: Do you consider it to be a face of contempt?
Márcio: Yes, but then they start to see, I always like to stand next to the televisions because they have those beautiful spotlights, with lights and others, and the image is always spectacular. But then you start using your smartphone, you start shooting and you start interviewing the person, the players themselves are used to it, for them it makes no difference anymore. But you start shooting and you start watching the cameramen look the other way and see your image, and they say, "So wait, this is really possible to do with a material other than 20 kgs". The big advantage is you then take the smartphone, edit the video, cut what you need, and you can put it on social media or send it to your boss, and with this, it was two minutes at most, if the internet is good. They still have to go home, take all those images, and assemble the piece and then send it. If you say to me like this, "In the world we live in, who lives a lot and especially for social media, with the need for consumption that everyone

has of information, or new things, things that are happening, from the news in which they have to appear at the end, for example, you have the example today, the American elections, in which every 10 seconds there's an update, every minute it was already known what was happening, who was saying what. If you pass that on to the whole way you can do it all on a smartphone, the opportunities are endless. You can have a computer, a camera, and even a quality voice recorder to do everything you need. With the smartphone I can go, I can make three or four videos of the players warming up, action going on, the audience coming in, I set up a piece in minutes and send it, and I'm ready, it's done and ready to go to social media. And my work instead of taking hours, it takes 10/15/20 minutes, and so I have time to see other things, or look for better stories, or look for something more interesting to my audience, whether it's sports, news, or information. You have a possibility here when you work in Mojo, to streamline all processes, and being as mobile as possible, you don't need to walk with tripods, you don't need to walk with cameras, you walk with a tiny microphone, sometimes you can even use some AirPods, or those headphones with jack connection, or even with the adaptor that already comes normally with the smartphones, you turn on that and that already gives you a microphone of sufficient quality for you to do an interview and that makes all the difference. If you go with just a smartphone, I don't advise you, because you're going to lose something, you're going to lose a lot of quality. For example, you have a light, or even a kit already mounted in which you put your smartphone, you put a little light, a pod, we are saying that it all fits in a backpack next to you, and you have access to everything in an instant. Even image stabilization, the smartphones nowadays come with it, you can walk with the phone and the image is stable enough for you to publish, so you have no problems with buildings and the others. In my view, I work a lot with the smartphone, and I started working even more with the smartphone, namely I now only practically use the computer for editing photos, and for larger videos, my availability is different and I have to waste more time. But even in different situations, I remember a situation when it was the men's European, the last Men's European that there was, I in the mix zone took, besides filming and doing the interviews, I took some pictures of the players because I like, I like to take pictures, and my smartphone allows me to do the edition, for example, in the Lightroom, with my pre-sets, my colors. You're aware that what my Instagram account is, which is nothing out there, me identifying the players and them sharing it next on their Instagram was insane.

João: The boost in the number of followers must have gone giant no?

Márcio: I may not have gained many followers, but I gained relevance, people know I'm there, and realize where the situation is, they realize that I work. Do you know that I currently talk to players on Instagram as to how I talk to my neighbor or how I talk to a friend, I talk to them to wish them good luck, I know that the game was difficult, congratulations, he made 16 saves, for example, when it is a goalkeeper, and they respond thank you, we continue in the fight. It's this interaction that your smartphone gives you, this ease of creating content and at the same time sharing that content and creating a connection in this case with athletes, which is usually the hardest to happen. You building a relationship with your followers is one thing, but you build a relationship with athletes, or with renowned journalists, or for example, with twenty or thirty members of the Assembly if you are working for the Assembly, it is different than a person who is here, who likes to watch Twitter, likes to see the news and others. You get something called credibility. I will give you a greater example of this situation and that worked a lot with the smartphone, which is an Italian, Fabrizio, when it was the market for football transfers. Fabrizio was already known, but in this transfer window, Fabrizio became the expert and no one dared to even mention a transfer without going to check if Fabrizio had mentioned it, this is the difference, and he did everything through the smartphone, on Twitter sending tweets, making phone calls. That's the difference, you end up gaining relevance here, this ease that you have, to be in touch with people and make content so easily. He was there and was editing photographs there at the time.

João: If you allow me, I know you're working as a freelancer, but from an organization's point of view what do you think here are the big challenges for big broadcasters to implement Mobile Journalism? Is it in terms of resistance from people, from cameramen, will it be in terms of budget?
Márcio: I think the main factor will be the budget yes, it will be you to tell someone who is your boss, your director, and say that you need two smartphones, which cost 600€ each, I need two lights that cost 50€ each, I need two microphones that cost 50€ each. Understand? And then he says to you, "So what do you want to do with this? I'm going to make videos of the assembly." And he looks at you and tells you, you must be playing with the situation! Fortunately, there are already people who have another kind of thinking, and you have a great example, Diana Duarte, she is here from Leiria, who is my friend, I've known her for a few years, even before she went to SIC, she made a project to be able to win that boost at SIC. Diana Duarte did an excellent job as a mobile reporter, on the issue of being inside a television channel that was SIC, and doing interviews with people who had to go there to do the programs and others. The truth is, Diana won, first because she was honest, Diana was Diana, Diana that you see in front of your smartphone, is the Diana you know next door, she's the same person. She had this ease that she was creating, because she is not a shy person, reserved, when she's with their friends is different, but usually has a more closed approach. The truth is that she was creating there an opening, a confidence in her work that allowed her to do what she did, and nowadays she is in the *Prova Oral* and does the work with Alvim, but that everyone knows her derived from the work she did at SIC. And SIC until today could not recover what it had with Diana Duarte. Why is that? Because we are talking about a situation where you as a journalist are showing what people never see, which is the backstage, which are the stories that happen in the lives of human beings that are the journalists within an essay, the people being confronted without waiting to be interviewed. There's a whole dynamic you can use to favor yourself within the organization/corporation. You saying this to an old school director, he will probably do little of you, but nowadays, fortunately, it is already beginning to exist and changing this situation, and as you were saying, you are doing this project, the mindset is fortunately changing and you can use these examples as an asset to your project. If we go to see the costs now, it is expensive you to have this whole production because you have a filming camera, which is 20000 or 30000€, which gives you for years is true, a smartphone gives you three or four well-esteemed years, if not dropped etc. The truth is that you have an initial cost that may seem high, but the benefits you gain from it in terms of views, in terms of engagement with your followers, in terms of showing people what really happens, in a controlled environment, because you always end up controlling the situation, you will seek much more than what you invested. We're talking, the growth of SIC in terms of Instagram, for example, was absurd, gained lots of followers and had at ease 10,000 people to see each story per day, we are talking per day, this is free advertising, zero cost, this advertising cost is zero. They did not have to go to a satellite to send the broadcast, no, it is live over the internet, she went live, the journalist did this interview etc., this cost zero, the starting price is already paid, which was the smartphone and the microphone, everything else is paid.
João: If you allow me, do you think that authenticity here is a very relevant factor for Mojo to be used? And what other factors do you consider to be the key to success in implementing Mojo?
Márcio: One of the things that made me reflect, I was thrown to the lions with Mojo, I received an email from my current boss at the time, I had been taking pictures in the European Beach Handball Of U-16 here in Nazaré, and I sent the pictures to him and he later published. He sent me an email a month ago saying "Look I want to offer you a challenge, you're going to the Canary Islands, for the Beach Handball Champions League at the end of October, and yes at the end of October there's still heat in the Canary Islands, that's

always summer practically, and you go there", I answered yes, and I asked what I had to do, "Look you're going to take pictures, not many, and you're going to produce and provide content for our social media, and you're going to do, there it is, Mobile Journalism, with your smartphone." And I started thinking, what is this? What is Mobile Journalism? I don't know any of this, and I searched, I looked it up, and I kept not knowing what it was. Only when I got there and started making content, at the end of the first day I was completely defeated, I had made 10/15 videos for Twitter, with goals from various games, had done Instagram stories, Facebook, I had done an interview with an athlete. At the end of the first day my boss said to me "Boy calm with you, this is not to do everything in one day." It was this matter of learning, of realizing that one thing is to do the content, another thing is you to know what content you should put and use. I knew how to do the content, when should I put it, with whom should I put it, how should I do this and that, I did not know anything, so what they did was an overflow of information and content that for them was worth zero.

João: And how does that happen, Márcio? That's what we want to know, when do you know the right time and what content, the good content?

Márcio: You have to have, and especially since my specialization is in sport, you have to be sure that your boss is going to give you a lot in the head, and he will, but he will also have to have confidence in you, and that confidence in you is going to allow you to do your job well. I had times when I had, for example, at the end of the 2018 Champions League, Montpellier from France won the Champions League for the second time, the team did not win for seventeen years, the story was Montpellier won at the end of seventeen years, this was the story. The truth is that the story was not that, the truth is that at Montpellier there was a player named Diego Simonet, Argentine, who was the first Argentine to win a European competition, in handball this is not normal. In football, Messi among others all right, but in handball, Argentines, Brazilians etc. do not normally win European competitions, and that was the first Argentine ever, ever. I knew this beforehand, because we journalists talk, I go to the mix zone and interview Diego Simonet in Spanish, and normally we do everything in English but I interviewed him in Spanish, first because we are talking about that it is the final of the Champions League, he had just been elected the best player on the field, MVP, won the Champions League for the first time in his life, if he wanted to speak in English, the English he was going to say was zero, because he already speaks little, and then he would speak even less because he would not be able to think. I thought, I'm going to do this interview in Spanish, I called Diego, I congratulated him, he asked if I spoke Spanish, I said yes a little bit, I started the interview, I talked to him, at some point in the interview, I talked to him about three minutes, of those three minutes ago thirty minutes ago of this clip that I take back and do for Twitter and it's a clip in which he just says it: "It is my greatest pride to be Argentine and to win for the first time a European competition for my country!" I put this on Twitter and it was the most viewed and most shared tweet that day of the EHF, imagine, champions league final and the best tweet was this piece of thirty seconds, and why, because I identified (tag) Diego Simonet, I identified the Champions League, I quickly did a translation over what he was saying in English and sent it to Twitter, it became a trend, the Argentine federation shared it and almost cried in the retweet they made, that is, a huge pride they had in the player who was Diego Simonet, who won the first European handball competition, exploded. If I didn't have the smartphone, those statements would take a lot longer to get there, but this was three-minute conversation information I had with him, those thirty seconds were crucial, the rest you might use but I don't care, to me, that I'm a Mobile Journalist, that my information is something that has to make an impact, it is something that has to show an added value and has to show followers that this really is a spectacular sport. Those 30 seconds was what was worth it, I didn't need anymore.

Catarina: Márcio can I ask you a question following this? Whenever you talk about using Mojo in sports it's always in interviews or small moments. Do you feel that Mojo could serve to broadcast a game, that is, use mobile phones to broadcast a handball game, for example, or if it serves more as an accessory for such interviews, clips, other content?

Márcio: If you tell me like this, you will have the sports section, and in the sports section will address situations, for example, national football championship games, the Portuguese championship, which by itself does not have much television, has channel 11 that from time to time passes. You take a tripod and a mobile phone and make the transmission, for Mobile Journalist is an asset, you are making a contribution to society, which is that game has no transmission anywhere and you are making a broadcast. Now you leave that one and you use another one, and you're going to do your job as a journalist, because you doing a broadcast isn't really a job of a journalist, it's a cameraman's job. You have that phone doing the job of filming the game, you use your other smartphone and you're going to do interviews, and you're going to make game clips, for example, imagine that you approach the field and capture a goal from there, you're giving another dynamic to your own broadcast. You can then even fetch/capture content from that phone you left still and use that content to make and use in a piece. Imagine you're going to do the Caxarias with I don't know who, the Caxarias never won in life and happens to win that game, you're there, you're making news, you're doing something relevant, the big difference of mobile is that, is that you can do a lot, and you can get to a lot of places. Now if you're going to make a broadcast to Facebook, Youtube, all right, for Instagram is not worth it because trendily it is vertical, for Twitter you have to use Periscope and the guys ponder, Twitter is yes and no, as you have no algorithm working on Twitter, if you do not have many followers it is difficult to work.
Catarina: And in an app? Our goal was going to be, do you know RTP Play?
Márcio: Yes!
Catarina: Right, it would be an RTP Play for sport, i.e. people could see what is being transmitted, for example, if RTP 2 is broadcasting sportspeople can see live what is happening on television, but on the other hand we want to have other content there, but one of our requirements is image quality, that is, RTP has to always keep the standards, and we want to know if with a mobile phone if it is possible to film a handball game while maintaining the relevance and quality of the image?
Márcio: If you have light, today's phones have 4k, more than enough for you to broadcast on TV. Now you have to ensure two things, stabilization, ensure that the phone is stable, that does not shake, something else is, your internet has to be very good, you have to have more than eight megs per the second upload so you can make the transmission with the quality you want, you have at least full HD, now imagine in 4k where the information is much higher, you have to have that notion that is when you're going to make a broadcast, you have to have more than eight megs, ideally will be double, sixteen megs of upload. You go to a Caxarias in Castelo Branco, for example, you don't have that ability, and then you're going to have to have a hotspot and maybe the hotspot when you get there doesn't work either, and maybe you'll have to walk two hotspots, some guys walk around with three different networks because of that, which is, if you don't have enough internet upload, you can have the best phone in the world and the best light in the world, which won't come to transmit it with the quality you want. That's the big problem with your phone, being dependent on the internet if you want to make a broadcast.
Maria: In your view, what would be more relevant, is to make the broadcast, imagining that we have access to cameras, by mobile phone, or use the phone to finish the game you will interview the players, that is, do your job as a journalist, but with the phone?
Márcio: In my view, if you can make the transmission with cameras, you put the camera to make the transmission and the phone for the rest. What you can do is, I don't know if you follow wolves' Instagram page, Wolverhampton, do yourselves a favor and follow, you'll see the highlights. Wolves do something that is from the beginning of the game day until the end of the game day, Wolves makes a kind of diary, from images of the stadium, always vertical, of fans arriving, players to arrive, players warming up, with graphics in the middle, with photographs in the middle, ask people who they think will win, which they think will be the result, who do you think will be the MVP of this match, i.e wolves make a daily through Mojo, through Instagram stories.

Catarina: Yes, because we are, from what we have noticed, we believe that mojo is fundamental, but not for the transmission because if I want to broadcast a football game with the phone is unthinkable.
Márcio: Mojo is what people don't see. What television broadcasts is one thing, what you're going to do, Mojo, is completely different. There may even be similar content, but what you're going to show is what people never see on television. Imagine being in the middle of the access tunnel, you go live on Instagram, players are greeting each other, on television sometimes shows that but there are times when it doesn't show, for example, there are games where it doesn't show, you're there showing, you're getting into the Mojo, you're reporting a situation, for example, where Ivanovic´ is greeting Stefanovic' and you haven't seen each other there since two or two-three years when they were in the selection and are there and show complicity. People love it, people who are on social networks love this kind of content, I have situations when I do champions league games where we always have the initiative ten minutes before the game starts, players go inside to equip themselves and we start to make a direct. People come in start asking what the game is, some don't know you can write and say who's playing, but from the moment players come into the chamber, forget it, people get excited, start saying the names of all the players, the clubs, the results. From a time when you had 15 people watching you have 5000, 8000, 10000, and always growing. We are talking about a page, for example, the EHF, in this case, the Champions League that has 260000 followers and at some point in two minutes you have 30000 people watching a direct, this is not paid, this is free content, and people go crazy and you like Mojo what you do, for example, the situation I do is, I save this video, I clip fifteen seconds, I do fifteen seconds of video, and I make a story with this video saying "The game will start, don't miss!". I take the approach of sending people, we have an EHF website, which is the EHFTV.com that makes the live stream of games and metes a swipe up and people get access and follow the game, and ready, swipe up and people go straight to the site, automatically enter the site to see the game. Right now, your function there is done, you just direct people to what you want, those who were on social networks when it was necessary, and then went where it was needed, which was will see the game. When the game is for halftime, or you can during the first part make another clip, imagine that the coach has a reaction, kicks a bottle and you happened to be filming, you can use a little humour and say "This doesn't seem to be going very well!" and put this video, people love this kind of stuff, on Twitter so it's awesome, everyone starts commenting on this kind of stuff, with gifts, etc.
Catarina: And what do you think the equipment is, regardless of the value, what would be the necessary equipment?
Pedro: Let me just add one more thing to Maria's question please, that is, we've also had reports of the need to have slightly larger screens, i.e. using iPhones Plus for editing, because it makes editing easier in terms of getting more reach on the screen, what do you think of that? And also one of the advantages identified by some Mojo experts is that you with your phone are very difficult to work zooming, because zooming is an unnatural thing because you have to do with your fingers is not one like a normal camera in which you have a lot of sensitivity, and so what do you say about it too?
Márcio: As a photographer and knowing the situation of zoom is not much on smartphones, my advice is do not connect to zoom, seriously, walk on foot, is much better. Slight zooms all right, for something you're just hanging on and filming, but if you have to walk, don't zoom in, go there, go to the situation, go to the middle of the bench if you have to, go there, that's ideal, attention. The question you were talking about is why the phone is bigger because of the editing, I'm going to tell you, more than that, iPhone X, I don't advise. I go on to explain, I'm not exactly a person with a big hand, I have the hand up relatively small, the iPhone stays here to me, if I want to shoot do so (gesture to grab the iPhone), my hand cannot occupy the whole phone. On the one hand, it's good, but imagine you have an inch more of this, your perception is already, you have to look and you've got your phone all in front of your face and you can't see the person you're

interviewing, because, we've lost this notion that it is, I'm interviewing someone but I have to keep an eye on what I'm filming. , and if you sometimes take your eye off your phone and look at the person to continue the dialogue and continue the interview, your arm will move, and if it's too heavy, the iPhone Plus is heavier, your arm will go down, even more, you'll get heavier, and if you have to stay ten minutes talking to someone, you are for example shooting like this (smartphone horizontally). You shoot like ten minutes with your arms all shrunk, this isn't easy, you get to a point where all you want is for him to go away and stop talking. But it's true, it's just that it's not going to work anymore. Now why I use an iPhone, has to do with the size of the screens, have you noticed that when you publish something with an Android tends to have less quality than iPhones? But maybe you have a better camera, but it's not your fault, and I'm going to explain why. This Mark Egan also explains in the workshop and makes perfect sense when it comes to what it is, when you make an application you have to make lines of code for that application, it is much easier for you to create a line of code for three screens, iPhones, than for thousands of androids. Why? Because each android has a different size, so if it has a different size the app will have difficulty recognizing if that is the largest, if it is the smallest, if it is the Samsung, if it is the do not know what, do you realize the difference? So, the line of code works much better with content coming from an iPhone, than when it works that content that comes from an Android and this is that's the big difference in quality. For Mojos the iPhones are impeccable, they are tough, they are tough, it takes accessories yes it is true, you need to put all the plug-ins, there is no jack, now it's 3.5mm, all right, many of the best companies that now make accessories for both cameras and mobile phones, they all come prepared for this. I use, and now I'll tell you here that it was probably the best purchase I've made in my entire life, apart from my cameras, of course, it was the Rode Wireless Go, imagine the size of this case of the AirPods, are two pieces of this size, one is the microphone, the other is the receiver, you turn it on with a jack adapter that has the grey black cable that is the one that makes the connection to smartphones , you use this one for the receiver, for the phone, in this case the iPhone, with the lightning adapter, I assure you that you have a microphone for interviews, to create special audio effects, to do what you want for 150 €, and with a range of more than 100 meters, and regardless of whether there are 20000 people inside that pavilion or in the stadium , that WiFi that he uses will always work, that is, this allows you to put the phone on a tripod, that you move away and use the clip, and they already have an accessory to do microphone, the Rode, use the clip that you can also clip here, and I'm like, use this to make "Welcome we are here in the municipal stadium of Leiria for another journey of the championship of Portugal" and you're 20 meters away, which means you don't need anyone else to film yourself and you don't need to be with your phone in selfie mode, you have your total freedom. Ready was the best purchase I've made in terms of Mojo, it's unbelievable what you can do with it, you can, for example, clip the microphone in your pants and tap-dancing and ready you're recording the tapping sound, it's awesome, you even voice off you can do.

João: We here in the journalism team were trying to develop Mojo kits, from more basic ones to more advanced ones, but how should you calculate we did this based on the research of what we were seeing in the market. What I wanted to ask you is what would you consider a more basic kit and equipment, and what is in fact a more advanced kit, complete, that would allow you to have a better and more demanding quality there. And I give you an example, for a more basic smartphone, tripod, microphone, and a light, then we move to a more intermediate, where enters the part of stability where a Shoulderpod enters, a tripod mount, among other things, and while in a more advanced we would have artificial lights, power banks, a lens, maybe sometimes for the iPhone if we want a greater range, we're talking about what we saw on the market, what do you think?

Márcio: I'm going to tell you that I have practically all the stuff and I don't use half, and I explain why, I don't use it for the sake of convenience and speed, because, often I have to walk among people, I have to walk in the middle of corridors and the like, and I have to walk fast, because if

you want to show that, you have to know that it's going to happen at that moment and automatically you have to be there, and no matter what happens you have to be there. If you go with tripods, you think you're going to mount a tripod, you think you're going to ride, I don't know what, I don't know how many more, plus the light, plus the microphone, and it happened and you weren't there shooting anymore, usually this is what happens. Now, if you tell me like this, I have an interview already prepared at the end of the game, or I have an interview already prepared there on the field, then I advise you to have the tripod, because you will have to talk to the person, and you are grabbing the phone for twenty minutes is not good, neither for you nor for the person, nor for what you are doing, but then yes if it's a situation where you know you're going to be still for a long time and that you're going to be doing something like interviews or someone's going to go through, then I advise you to have the tripod, or you can have, for example, there's DJI Osmo now, and you have Zhiyun a Chinese brand and that's basically a gimbal for smartphones.
João: We were also told about the Manfrotto brand!
Márcio: Manfrotto is tended to tripods, they are good, they are what is called good quality-price ratio. Now if I tell you so, DJI Osmo is good, Zhiyun too, you can connect to an application that is FiLMiC Pro, which is super good to shoot.
João: That was the other part I was going to ask you next, which was, in terms of apps and technologies what you advise and recommend, but you're getting ahead of yourself so it goes on.
Márcio: One of them is FiLMiC Pro, where you can film, you can control the zoom, if you're using a gimbal, by Bluetooth that makes you connect to the phone, and then you can control the phone through the gimbal, then you're shooting and you're saying if you want to zoom, if you want more or less light, then with experience you go there, you start working better with the gimbal and maybe you'll never let go of the gimbal. The gimbal then has this advantage where you can get it upright and serve as a steady, serves as a tripod. Imagine you're sitting on a desk, you put him up like that, you're filming and you're talking to someone and he's doing a tripod, and you don't need a tripod for this, and a lot of them look like the so-called tripods, that three-footed, and you're just standing there with him riding and it's all in the way. As for the light, there are cheaper lights, there are more expensive lights, but that are very good, which are the Aputure Lights, we are talking about a small box, the size of half of my iPhone, is an LED box that comes with different filters and it comes with a magnet coupling, it costs on Amazon, if I'm not mistaken, 50€ and that's what comes, it sends you a lot of light, you can control, even inside a tunnel where there's nothing, you'll have enough light to film someone or to do something. Microphone, it's the most essential, you can have a lapela, one that connects by jack 3.5 mm and lapela that comes out super cheap, about 5 to 10 €, there are already several microphones of these, of course, if you are not careful with them maybe it will stop working is not, or you can bet a little more money and buy already a lapela microphone more or less as it should be, or you do as I told you now and use the Rode Wireless Go, which is betting, and you have there stuff for years, it's literally material for years, it's super tough and very easy to use, that's basically leagues and it's done, it automatically connects to each other, and ready just talk and record. After the applications, I use InShot and use *LumaFusion.*
João: LumaFusion just to get you all right, with all the Mojo experts we've been talking about, everyone recommended LumaFusion, you, Mark Egan, Guillaume Kuster, I think we have the app of choice here.
Márcio: In fact, LumaFusion is very good, and it's such a thing Pedro still talked about the issue of phones being bigger, if you have an iPad with you or Tablet, I say an iPad because if you have an iPhone is easier, you pass your content by airdrop without losing quality, you pass to your iPad and edit on the iPad quickly. There are also apps where you can make your iPhones connected over WiFi network and use the iPad to serve as a type of studio, in which the iPad tells you what this camera should shoot now, then I want that iPhone to make a bigger plan, a face plan. There are applications of this, and the iPad is mainly for that, for you to control and do as if you

were in an achievement at the moment. Then you have an application that I use a lot that's called Mojo, it was created by some French.
João: That app by chance I've already downloaded because we were also told about it, and it literally uses pre-defined effects and filters, then has the premium part of course.
Márcio: It's really good, you do everything there. It's like this, the Pro is worth it because imagine that you are in RTP, RTP will clearly need a source that is just hers, you will have to use that source. You to be able to use this font in Mojo, you have to have the paid version, for a professional, but we are talking about a difference of 40€ per year, diluted for twelve months is nothing special. Let so you change the colors, imagine you select the color of RTP, the HAXRJB do not know what, do not know what, ready, you get there and say, I want these colors and he puts you that color automatically, then you use your templates with those colors, that's the advantage of Pro mainly, that and then the rest of the templates all, it has phenomenal things, you can put music, you can give a dynamic of action, you can give a dynamic of classical music, and you can, for example, imagine that you will make a dynamic of art, and you want to prepare a presentation for a pianist who will play a site, you can use audio, you can upload that audio, slight pieces of audio, so that in seconds you show what it will be, like Beethoven's sonata and you can tell the person "Look I don't know if you like it but today we're going to have Beethoven, Chopin and Bach" for example, this mix of classical music so a bit for the crazy. You have the tools in your hand, you start to realize what your possibilities are and there are many, all you need is creativity and to understand when maybe you're falling for monotony, when you have to stop, but this you're going to win, you're gaining this perception, that is, imagine I'm making three or four video clips, I have to stop the video, because if not, people can't take it, no one can take it, it's always the same thing, and the video gets tired because you in the video have to be much more attentive, attentive to understand what's going on, people move. Sometimes you imagine, you take this video clip, with a picture, then you make a situation where you ask "Who do you think is going to win this game?" and you put the two logos of the teams for example. You're here promoting an obstacle where the person slows down and then you start creating a dynamic again to prepare the person for the game, and you end up with the players coming onto the field. You create a kind of wave, prepare your audience for what's going to happen, these are tricks you're going to get, you're going to make sense of what you're doing. It's good when you share with your colleagues and you say, "Look, I'm doing this, what do you think?" because if we don't talk to each other, I'm always going to think that I'm the best in the world and that everything's fine, or else I'm going to think that I'm not doing a good job, and that everything's wrong and that I'm not doing anything right. And it's good that we share, precisely you are there sharing as a team. I before publishing something, I always do this, I think twice whether I publish it or not, there was content that I did not publish, I do not know if I did well or wrong, but there was content that I did not publish because, because I went to see my referral, what was happening and I published that content had nothing to do with what was happening, that is, I was going to create an obstacle to people where no one would understand what that was, and my boss would probably look at me and say, "So Márcio what was this? Did your brain stop?" So I always think twice, and sometimes I think twice and I still ask a colleague who is Bryan, "So Bryan what do you think of this" and sometimes he says to me "Ah hmmm ahhh" or else he says to me "Yes Márcio publishes that". And he makes me the same, he sometimes makes content and says to me "I don't know if I should put this on" and I'm like, "So?" "I've been making this video and I don't know what" and I like this "So but it hasn't started yet, you can put this video at ease, you're giving a different dynamic than what we're doing. The content is the same, but the dynamics are different from what was being done" and he so "Okay, I'll put it". What's the matter? The fact that he changed the dynamics, allowed us to then make certain clicks and put more action into the situation that we were going with the flow, and sometimes go with the flow is not exactly the best thing to do and you will feel it.

João: Of course, as we are almost an hour away, I would like to ask you almost as a close of a conversation, what are your main advice for a journalist who wanted to start making Mojo and here a bit more focused, how we could convince RTP to make this transition to Mobile Journalism, in our case for the news part, and in the case of colleagues, this bet on sport, which is your main focus from what I have noticed.
Pedro: Let me just add one thing, this is a bit of a technical issue that I remembered now when you were talking about some utensils you use and before you finished and those final recommendations that we really want to hear, are very important to us. The battery part of iPhones, is one of the things that normally fail on mobile phones even for an ordinary user, and I believe that for a mojo journalist who uses iPhone, and the vast majority use every iPhone, I believe they use a lot of power banks and eventually should always be with the power bank on, I think.
Márcio: You should always have a power bank, not connected, but I always have a power bank with me. Here's what I do, I'm going to give you an example of a procedure I do when there's a league game of the big league. I take the morning flight from Lisbon – Paris for example to go make a PSG (Paris Saint-Germain), I go to Paris, I arrive in Paris around 11 am and start doing from one or two in the afternoon videos, and the game is for example, at eight in the evening. I'm both up to, because I'm going to have to make a lot of videos, cut, and record the presenter (in this sense I do with a presenter, a face of the Champions League), from two to six usually spent half a battery.
Pedro: If it's not more, isn't it?
Márcio: If it's not more. And what do I do next?
Pedro: Maybe with an iPhone with six months of use, with two years maybe it's already different.
Márcio: On iPhones does not happen much, do not worry about this situation. I've had this for two years and it's great. The only problem is if you leave 4G on, but that's with any phone. Knowing that from six to seven, I'm not going to have anything important with the ambassador anymore, I'm only going to have at seven, what I do is, I charge the phone from six to seven so that it reaches the end of the game and even if it does not charge fully, I still have enough battery to get to the end of the game and, with less confusion, because I have done the interviews, I reconnect the phone to power bank and finish my work, Usually it is what happens always, I finish my work connected already connected to power bank. I do this because I know more or less what I'm going to spend in terms of battery, and this is about 8/9 hours with the phone always being used.
Pedro: It was just to see if you felt some kind of limitation in relation to the battery, or if you had any special care about it. Great, so now I'm asking you to answer João's question.
Márcio: My first advice would be, don't be risk-averse, it doesn't matter, embrace it. Whether or not journalists are doing your job and you have to go to a certain place, if you are prevented, because if you do not have credentials will be prevented, it is likely that yes, at least you are already nearby and you can already do something. That's how it works, it's better to risk even if it doesn't work, than to think maybe I won't. Go, do it, make a lot of content, it's preferable to more than less, believe me. When I say the more is much more than less, they cannot even publish, as I said, cannot even publish, but it is there and can think, I have not published now, but maybe I can do later a larger piece and use that content. That's the advantage of video, is that it can be reused. Then, third, don't be afraid to talk, don't be afraid to ask, don't be afraid to question, but when I say question, is even if you need the security guard because you're going to have to go somewhere. When it's the questions of sport or even the Assembly you'll probably have to ask for example "Look I'm doing this piece for RTP". Most people from the moment there was RTP, SIC, TVI, soon grant passage, because, because it is journalism. You're doing your job, this is one of the things I learned when I worked in Lisbon at the production company that was doing a SIC program that was Paula Castanho's that was the "Portraits of Health", I don't know if you heard, gave in SIC Woman. One of the things I had to do was contact people, and from the moment I said "Good night my name is Márcio Menino and I'm talking about SIC" they answered

"Yes, yes say" automatically this, always happens like this. You never forget, you are Mojos, but you are journalists, you have so much or more right than others who are there, because, because you will occupy less space, you also have a camera but yours is much smaller. It's not the 30 centimeters you're occupying that's going to be taking over other people's space, as long as you don't get in front of the person, and they're not going to get ahead of you, that's fine. I've had experiences with people with bigger cameras, who didn't run in the best way, but I said, "I'm in my place and you're taking up too much space," and that's why, because they went there beforehand and I had to finish my part of the game and only then could I go to the mix zone, and he was already there and took advantage of the extra space there was to spread his material, three spotlights, three lights, and I thought "What is all this?" and I next door with the phone in my hand of thirty centimeters and a light. You're going to have to take a chance, you're going to have to talk, you're going to have to question, you're going to have to ask and you're going to have to have a lot of guts because you're going to hear a lot of hard stuff, believe me. I'm not saying it's your boss's, it's going to be the competition you're going to have on your side, because they're not going to like it.

Pedro: I think we probably didn't tell you the story well, we're not journalists, we're doing a consulting job.

Márcio: But you may be!

Pedro: That's true, but we're doing a project even for RTP and our goal is really how to prepare the RTP teams to include Mojo, that is, to start being expert journalists in Mojo and start recording, but everything you were saying added a lot of value, it will help us a lot and it applies a lot, and eventually now when we go to do our instastories we will think about everything you said, even if it's not to make plays, let's start thinking about it.

Márcio: Practice! Practice at home, see you on the camera. I know there may be people who think they're not very good at it, maybe they're not very good at that moment, but after five or six days always shooting maybe they'll be better, because it's all a matter of practice, you can know the basics, this angle is like that, that's another way, for example, but it doesn't really apply to you if you can't apply it in practice. And here the mojo issue is the same, I can know a thousand things about Mojo, but then I never took a cell phone to do it. I didn't know anything about Mojo, I took the phone and went to do, it didn't go very well at first, I was reprimanded, but I didn't give up and went to learn, later I had a workshop with Mark Egan, and that's when I realized, so that's it. I realized that the part I lacked was the theory, this is very cute to want to do if a person notices social networks and so but then missing the rest. I'm licensed in communication until I know what I have to do. With a mobile phone the issue is very different, a person has to have the quality, has to have consistency because it is a mobile phone, we are stopped pointing at the camera and watching the other person looking at us with that face of contempt, we have to endure and ignore, and think, ready do not worry, the person may not like it now will like it more when sharing on Instagram or another network and I'll be aware.

Pedro: So you would say that in this sense, that training is essential, that is, not only learning by doing but also in training, that for you is essential, is that it?

João: What about now, would you be willing to work with us if we recommended you as one of the potential trainers? And if we develop a training plan here, would you be one of the contacts we could insert?

Márcio: I appreciate it, and if I'm available at the time, feel free to contact me.

João: Great! So I guess on our part, if no one else has any questions for Márcio.

Maria: No, I think you answered everything optimally.

Márcio: Thank you very much.

João: Thank you for your availability.

Márcio: Thank you and good work for everyone! I hope to hear from you.

Maria: See you next time!

Pedro: We are very interested in your work and we will follow it closely.

João: We wait to hear your name in the world.
Márcio: Thank you all. Rest of good work.

Patrik Qvicker

Manuel: First just for the context Patrick, what is your role in SVT?
Patrik: I am a journalist not a technician but I'm a journalist with long experience of SVT, I'm a news Reporter I only work with news stories and I'm I've been a journalist and editor for many years and for about I am the last 15 years I work all alone on the field just like John Johansen you talked to before so he called himself the lonely rider and I'm the lonely rider in Sweden nowadays for many years but I like to be on the field that's my role and for the last 10/11 years, I want to carry things lightweight so I want to use small things so for about 11 years ago I did my first story on my mid mobile and news stories, and then for the last five/six years I'm also an internal MoJo trainer, so I have trained close to 640 people in our company on different levels from the newbies to those who work with the mobile all day long so I have split my time, I'm half time reporter, and half time Mojo trainer, Mojo coaching, and I like to explore new gadgets, new things so I got two roles but I'm still out on the fields for at least half of my time.
Manuel: That's great because we are always it's important that you also have the journalist perspective not only trainer because of my following question which is So what happens typically when broadcasters when they try to implement Mojo is that they face a huge resistance by the journalists and camera operators did you notice this resistance in SVT and if so how was it overcome?
Patrik: Yes, I am the crazy one in our company because I have always tried new things and I want to tell a story that the most important thing is the story and not what you use. So for about six years I did my first stories edit and fully made for broadcast television on the mobile and the first stories I didn't tell anybody it was made with mobile and nobody reacted because I did it so good that you can't see that, and that's six years ago. So from the beginning it was a big resist from proud professionals with big cameras like everybody in the world has got the same problem as me but I have worked through the years to convince them that you can't use the mobile to everything in only work with news and it's a big benefit to use mobile in news work so today it's, much more easier so today we have super professional photographs that only work with mobile actually we have had it on our company so I have convinced quite a lot of them.
Manuel: And then you convince them so via the quality of your videos of your productions, so the main argument for them was the quality issue right?
Patrik: I haven't offended journalist also for many years, we are proud professionals, everybody has to do it as high quality as we can, it depends on the situation but if you have time you can do it just so close to the camera as traditional camera, so I have to convince them to prove that you can do it with full quality today, that was my way into convincing people in their big broadcast company of course. So I chose topics that was made easy with phone of course I didn't make a football match or something like that, that would be quite boring.
Manuel: And what topics did you chose to start recording and producing with the phone?
Patrik: Stories with many closeups, close to the subject, be on the place when something is happening and be close to it because you have the wide angle lens so I did stories that you came close to people, close to the thing and that was exceptionally good with the mobile of course, and of course breaking news also out on the field. I work in a rural area, Sweden has many rural areas, we are may be 100 kilometers from the centre, and you can deliver it from where you are, it was like, they didn't believe me but I can deliver this story, edit and six, seven years ago I was far away out in the country and I could get them quick in the air from the place and I have to

prove them the benefits, but I don't say you can do everything with mobile, we also have to use cameras of course.

Manuel: So I'm guessing that you from what I'm understanding, you were one of the main drivers which introduced Mojo in the organization and in the time, and now, so now I know John told us that in SVT you have trained lots and lots of Mojos, but back then did everyone need to have training, or did you have training or how was your training, how did it processed in the beginning. So how did it spread out from you to other people in your message?

Patrik: My mission was just to tell this to people who really want to do it, I can't convince people that don't want to do it. So, I had a strategy to get to those people that really wanted to learn this. So, we actually had a big master Class of two days, but first of all, I allowed myself to do it, me and other two colleagues, but I was the main driver. We had two days and they got personal equipment, a lavalier mic, a tripod and a small light and they can go out in the fields and do everything from day one and they have to be one from every local station at SVT. We had 31 local stations then and I wanted to have one on each station so they can be local ambassadors for this. We started just to, it wasn't something you have to do, but who really wanted to do it, and went to become a local ambassador, that was very important for me to speak to people who like this first.

Manuel: That's very good, and that is in line with what we have seen and heard from other people introducing Mojo as well, try to select the ambassadors. Just going back to something you said, so you said the main argument for people being afraid of Mojo was the quality, did you also notice that there are some problems in terms of camera operators losing their jobs, this kind of argument or something around this?

Patrik: No, SVT has a lot of money and we don't have to cut down, for example, RTE on Ireland they had to cut down and save money, so that was a way to get a cheaper television. We don't have that on SVT, my mission was to get more journalism, be on places we can't be, with small equipments, easy to carry, everybody should be a professional, we build our own app, just like BBC, my mission was to get it something natural, not to cut down, but of course proud professionals like I said, for photographers today, it maybe a little bit disappointed that you can do almost the same with this small device, I would just say because our strategy we didn't have that problem because we had no intention to cut down. Actually we have opened six new offices in Sweden, 6 new local stations because of this technique, so we can now cover areas that we didn't cover for six or seven years ago, rural areas of course, so we have now 38 local stations in Sweden, and six of them only work with mobile. You can't argue against that.

Manuel: Are there some big challenges when you try to implement Mojo in an organization in terms of people, so you mentioned you have to train, is that a challenge, and what other challenges and problems might rise in the implementation process?

Patrik: Actually many people think it's easier to use a mobile because everybody is filled with the mobile, my kids do it, but we have we do it horizontally, so you have to be pedagogue to say to people that it isn't easy to do a professional job with a small mobile, it's easier with a big camera, the bigger camera you have, the easier it is to get good pictures, stable and good sound. It's harder to get good pictures and good audio with mobile, you have to be quite good professional to do it right, and this is a little bit of a problem in our company because they think it's easy but it's not, it's hard to get it, you still have problems with the sound and things like that, so that's the main problem because people think it's easy to do it professional, but it isn't. This is because we want to do professional, we want good pictures everyday, and we used to that with our big cameras or VJ cameras with zoom and things like that, you have limitations in mobile and that's the hardest problem to get over that. You have to think about the story in another way when you use mobile or when you use a big camera. Journalists are used to be VJs on SVT, we have a big organization with close to 600 VJs in our company, they are used to filming their self but all of them aren't used to use a mobile.

Manuel: I understand that your organization and you in particular, you have a very special role in an organization that trains lots and lots of Mojos per year, so tell me a little bit about how is that process. I heard it's like hundreds and hundreds of Mojos, if you could just not obviously very specifically, but just tell me the main parts of the training process, in terms of the content, in terms of scheduling, how does it work, in terms of what are the main insights of the organization, is it mainly for younger people or older people, so what kind of people take the training, how does that work in SVT?

Patrik: It's a change through the years, from the beginning we wanted to reach the best VJs in our company because they know how to tell a story, you don't have to teach how to film, just how you use the mobile, it was much of a technique talk, technique in the beginning. Nowadays it wasn't the beginning, and then I do all the sorts of training, I have short workshops one hour in the morning just to get some quick tips, how you can hold at least and use a cloth, that's my very basic advice, so everybody should be comfortable to use the mobile, but through the years more and more very professionals want to do this full time, and actually the last two years I have trained most people in editing because LumaFusion it was a super tool, you have Pinnacle Studio Pro, I used that before, it was the first version but it wasn't quite easy, with LumaFusion we had a break out in our company, suddenly you can edit a story everywhere and you can do it super professional. The last two years I may have trained 150 people only in LumaFusion, it is the breakthrough in our company especially in news and sports because you can edit story at the position and send it from there. It has changed through the years and today it has moved to people that want to only use mobile for everything, and to run a company with editing and graphics, and everything in a local station. Today I work most with who work with the mobile all the time but still we have people that aren't very used to use the mobile so I have workshops today but we have gone so far, actually I think we have gone very long at SVT because today it's nothing strange to use the mobile for most people, but many of them only use it for breaking news of course. I don't think joining at NRK Norway was long before us to begin with this but it's bigger assist in Norway and is in Sweden I think, so we have come longer to get it in the as a part of the ordinary day to use the mobile. Still we have problems of course because we have people that never wanted to do it.

Manuel: Just a quick question about what you said that I was wondering, I don't know if you answered this specifically but I didn't recognize it so I'm going to ask which is, John told us the same that's why he mentioned your name because it would be interesting to study your case. Both organizations in Norway and SVT, both have plenty of cash to purchase any camera they want, so in production is not the problem, so what is the factor or the key factors here that made Sweden broadcaster SVT work with Mojo and Norway didn't?

Patrik: I think, I myself learned the basic in Mojo in Norway, actually I was on the 1st Mojo course in Oslo in Norway, so I have learned, not Johansen his friend is called goodnight gorilla, he is the master of Mojo in NRK, he is retired now, they had a lot of people that find the new things, but I don't think they had the strategy to get it into the whole company, I have learned a little bit, I saw that they didn't get the technicians with them, because I wanted to have the technicians with me, so the high quality isn't the most main thing to get a story, to get high quality but to convince people in a super professional company, you have to have that strategy, so high quality was my mission and because of that, we get the technicians to say "Oh you can do, you can actually do that, you can ask and sound all those pictures were great". I myself of course I'm a journalist, you don't have to have high quality on the pictures every time, you don't need it, because the story is always the important but to get this implement into the big broadcast company you have to get the technicians because they decide over the equipment. I have computers, all this station, they have sent me here for 100 and thousands of, 10 to 330 thousand euro worth with the computers, no problem but you have to get them to know that you can do almost the same with this cheap thing with the professional way. Get technicians with you that's very important, the same mistake did BBC also, but you maybe talk to Marc Settle of BBC?

Manuel: Not yet, if you could send us his contact that would be so great, I will remind you at the end for sure.
Patrik: He's an inventor, he's a magician, I have seen that BBC also didn't have the technicians with them so therefore there will be, what do you say, pioneers everywhere that do this, but you have to get it on the big companies, you have to get the technicians, the technicians onboard. It's a little bit sad because I think the story is the most important.
Manuel: Of course, it's all about change management, we understand for sure. I'm going to pass the word to João, my colleague he will talk about the more technical aspects with you.
João: Thank you Manuel, thank you Patrick for your testimony, it is being a pleasure to hear from you. We want to approach now a more technical part and then we want to know what kind of tool kit would you recommend us, and what kind of took kit would you think that a mobile journalist would need? I mean we know that as a mobile journalism we will need a smartphone, a tripod, a microphone, lights but from a professional perspective we want you to help us with the best quality tool in the market, what are the differences between brands and their quality? That would be very very great for us because we want to give advice for RTP, the Portuguese national broadcaster, what kind of kit should they have, if you could explore that we would appreciate?
Patrik: I can talk a lot of this because as I said, my strategy, I am a journalist and the story is the most important, but as I said I have to convince the technicians, so therefore I am the only journalist that actually can test things, and say this is good, this is the new pocket two, this is good, this is not good. So I have tested all the things because the technicians now proof that I say this the good thing so I have tested hundreds of things with specially audio that is the biggest problem. I can do it the short way, to have a broadcast company you can't film with any app, we have built our own app, a filming app and transfer app, you can fill with it and you can transfer it , and it's super easy to use. The problem with broadcast TV is that in Europe you have to get 25 or 50 frames per second, so our app is made for that, and it's very hard to do it with Android, we have tried do it professional with Android so many years, and we still have it but now I can't recommend it for broadcast in Europe or Australia because of the problem with the fragmentation, the microphone don't work with some models, we only had Samsung in SVT, so now we actually have only developed the last year only for iPhone, that's the problem. but we have tried to get it in the Android world but with iPhone you will use own app to film, it's called Starling, and we use Movie Pro, many people most used Movie Pro, we have FiLMiC Pro also, but actually we think it's more intuitive with Movie Pro and we are one of the few companies that actually prefer Movie Pro in front of FiLMiC Pro. Movie Pro is our main camera and we have LumaFusion for editing, and the equipment is of course the lightest tripod that you can get but you have to have it enough high and it has to be 147 centimeters high, because with the combination with this, tripod, you get in the eye of a normal people, so you can interview 185 centimeter long so you have to have this and we also have shoulderpod, that's a very famous company.
João: Do you also use Manfrotto?
Patrik: Yeah the Manfrotto, actually Manfrotto is quite good, but the most of them are too short in this way, and they don't have a culture on the top, shoulderpod don't have it, it's a big problem so therefore we recommend this one, it's some Chinese ViewFlex but it's long enough that you have a longer arm and you can attached the lamp on the arm, so you can do it because we are professionals, you will have to have the light on this side and sometimes you want to have it on the other side, you can't do that with shoulderpod because it's too short.
I have a iRig microphone, iRig mic HD two, and we also have Sennheiser handmic digital, the benefit of this one is that you can hear, you can monitoring sound, you can't do that with Sennheiser, is a big mistake and you can't also have gain on the on this one, so iRig mic HD two is my number one, but we also have Sennheiser handmic. We

have lavalier microphones also, Sennheiser I think iRig is as it's a super company because you have monitoring also with the lav, you don't have that with Sennheiser.
João: What I would tell you is that if possible, after our interview if you could just spend one more minute with us and just send this information with the brands you think are the best. Like these are the bests for tripods, this for lights, that would really help us. Now, I wanted to talk about the apps but you already talked about the LumaFusion and the ones you have already developed. What I would ask you is do you think in the perspective of a public service media, which I think they won't probably be able to create a new app, in the case of RTP, but what kind of apps would you advise in terms of transfer and sharing all the files and the videos?
Patrik: We actually have tried a lot of things and ways to transfer, in our own app it's an FTP client, it's an inbuilt, so we use actually all technique but FTP is actually the best, still is the best, so we used our own app, Starling, it's an FTP app, as FTP client you just transfer the files, and we can do it with external FTP clients also, we use FTP Client Pro, and we send them to manually put the address there. Actually, this is the only two ways we transfer things with, our own FTP client or external the client that we have to fill in the address. If people is on the field and don't have it, we use WeTransfer, it's the super best, I've tried everything, it does work so good with friends, you can send anywhere, I think We Transfer is absolutely the best.
João: I also use we transfer but the free one you can only send 2 gigabytes, are you saying that WeTransfer Pro could be a good way to transfer the files?
Patrik: If you have that that need it's no problem but I only work with news and a news story is seldom more than two gigabytes, if you have more longer stories you maybe don't send them from the field, 2 gigabytes this is a quite a long story, two or three and half minutes, so it's no problem to send a normal news story. If you have to send small packages, you can do just more times, but We Transfer isn't our number one, our number one is traditional FTP client, and then you can send out.
Manuel: Can I just make a very quick question, to understand, your so your platform doesn't allow file sharing, or it is embedded in the app?
Patrik: It is embedded in the app, you can fill with the app and we can transfer the files, and we can transfer also files that you have edit on the phone but you can film and immediately send it to the station but most people film and add it on the device and send a package, and therefore there are not so big files. Also because the problem with news that you have to get the file over quick you can't wait an hour for a breaking news so many people don't do more than one or one and half minute of package and send it over and we have very good 4G cover in Sweden actually, even though it's a rural area we have 4G super, just like Norway, we have 4G evil everywhere, so we have no problem mostly no problem to send the files into the stations.
João: We are almost finishing Patrik, I would do more two questions and then you can give us your final comments. You think Mojo is a trend, but more than a trend is a reality, and it can fit every broadcaster right, you share that opinion, so what do you think are the key enablers and the key drivers to implement successfully the mobile journalism in a public service organization?
Patrik: I said that a little bit before, the main thing is to get the story from the field, so you have so many benefits when you are mobile, you don't carry heavy stuff, you have lightweight things, many people work alone on the field and you have to carry everything, big tripods and big cameras, but many people don't work like that. We have many people who work like that already today at SVT because video journalism is very big at our company, every reporter can film, we don't have many reporters that can't film, but to convince the people that on a big broadcast company, you have to do it with high quality, you can't just say just film, and do funny stuff and things like that because they don't think it's serious then, and that's an advice for the big broadcast company, it's not a problem with the small newspaper or things like that, because they don't have money, and you need to get a story easy, but big broadcast company have a lot of money and good super proud professionals as I said on the technician side, so you have to convince them

that you have to do it properly and professional. That's my advice to the big company but I'm a little bit sad about that because the story is always the most important.
João: My last question is what kind of advice would you give to journalist that wants to start to do mobile journalism? You have said to focus on the story, work professionally, but any other piece of advice would you tell?
Patrik: You have to learn storytelling, you have to learn framing, you have to learn light, if you do an interview the light must be in the face, you must learn the basic things about filming and storytelling and how to build a story, you can't jump over that because nobody is going to take you seriously in the bigger company. Everybody said you just experiment, just try funny things, but I don't really think that's the way, you can try it, but don't publish everything you have tried, just published the best things because you want to be proud of the result. If you do an interview learn how to put the light, don' do this like my kids, they don't just film, it will be like Snapchat, Instagram and Tik Tok, we do professional TV but it don't have to be boring, of course try things, but don't show the public everything because I think we are a serious company but sometimes you get into a situation where the picture isn't good but the story is absolutely great and then you have to publish of course. They think I think a little bit old to say that but I have tried and I see the difference between NRK Norway and Sweden, and I did this way and NRK did another way. I think we have come further and when you become used to the light, you can do funny stories of course.
João: I totally agree with you, we really appreciate your enthusiasm, you speak from your heart, we can see that you love what you do. We are done and we don't have more questions, I don't know if you have something more to add but we want to thank you for your time, and we will recommend you if you want to be a Mojo trainer here in Portugal.
Patrik: After coronavirus I can, no problem.
João: Now we can only do that via teams.
Patrik: I just want to say because I am very physical, I want to show people, and this teams is so boring because training needs to be eye to eye on place, so corona must be over soon so I can do it. Actually in Sweden we don't have so much yet restrictions, I can still have physically training, but because Teams is perfect I can't got to Portugal today but to learn people, you have to point “Do like this, roll your finger and hold”, you have to be physic, so eye to eye is much better than digital, I’m mobile you see.
João: Again, thank you very much, I don't know if my colleagues have something to add?
Manuel: Just two things, if you can just like, it will take you a minute or two afterwards, we will write you a thank you email. If you can send us a quick list as João said, three, or four lines about the main technologies, software and hardware, and also if you could send us in case you have the contact of Marc Settle, so just like Johansen did, mentioning you.
Patrik: Email?
Manuel: Yeah perfect, thank you so much.
Patrik: Send me an email and then I send you these things back for you on Monday.
Manuel: No problem, thank you so much.
João: Thank you very much for your time. See you.

Tarno Tahvanainen

João: First of all thank you very much for being here, as I told you we are a group of students who are doing their thesis and this thesis is a project of consulting to RTP, the Portuguese national broadcaster, and the project is related to the implementation of mobile journalism in its

production environment and also the way they are delivering their content. So how do we define mobile journalism, we're defining it as about capturing, all parts of the video, the audio, with lighter devices and using the smartphone, this philosophy of being able to use the smartphone. We would like you first to share who are you, what is your position, the context you are in, your experience in mobile journalism, so this is a very informal talk and we are we are very glad to have you here. I will give you the floor and the stage please.

Jarno: Thank you for inviting me or asking me to tell you about the history of mobile journalism in Finnish broadcasting company. I've been working some 20 years in the media business in Finland, directing TV, I was cameramen for four years, I've been working as an online specialist, technical producer, so I have been doing all kinds of stuff related to TV broadcasting mostly, and for last four to five years I've been basically creating workflows, mostly creating standardized mobile ear, and standardizing the workflows how to process of filming with mobile device and maybe editing with mobile device, and as a good result in national TV broadcasts.

João: That's very interesting and maybe I will ask you to explore a bit more about that standardization but firstly I would like to start with what were the main resistance and the main obstacles that you felt when implementing this mobile journalism in a broadcaster, regarding the work in that television broadcaster, the camera operators, and all the organization, and how did you came up with overcome the challenges?

Jarno: That's very good question, I think the same basic obstacles on the way happen everywhere and all around the world in lots of media companies, like Finnish National Broadcasting Company, it's usually the old fashioned production systems, the whole old mechanisms of how you produce video, news, on how ingested into that system, and the whole lot scale off broadcasting system. We have to take care of the correct frame rates, the video codecs and our defend to this old fashioned system, so first we have to find ways to capture video with pilot frame rates, to find a way to capture 50 frames per second, for all the Android devices that our people are using and all the iPhones, and make the standardization for the video that we are going to ingest for mobile devices. That's the first step basically to overcome those obstacles, to standardize the video that we produce with the mobile devices so that it can be ingested in our system correctly to be broadcasted in television.

João: In that way, I would ask you now, how did you introduce Mojo in your organization, I mean did you simply show the value of using a smartphone and how it started?

Jarno: I think it basically started by itself, people started to use their mobile phones, more or less, and then there was the need for someone to standardized the way to produce, we have something like 300, more than 300 journalists working in the whole Finland international broadcasting company and maybe 50 of them started to dealing with their mobile devices during the years when the cameras in mobile devices got better. So, there was need for this type of standardization, define correct workflows of how it should be done, so that's when I started to work with the standardization.

João: So just let me put it clear, everyone now has training on mobile journalism or every journalism can use its mobile to produce content, or do the journalists need specific training, professional training, or you are by being a journalist to use it?

Jarno: We have basically 3 levels of mobile journalism in YLE, so the basic level is that everyone who is working for Finnish national broadcasting company, at least everybody who is doing some sort of journalistic work should be able to film, footage correctly with the mobile device, and sent it to our media asset management system, and everyone should be able to start live broadcast from their mobile device, that could be connected to the traditional news or to online live broadcast, that's the basic level of mobile journalism in YLE. In YLE regional offices we have more than 300 people and every single one of them is getting the basic training for this basic mobile journalism, when they are given the mobile phone, that they brought home, they will get training for the basic level mobile journalism, so that's sort of entry level of mobile journalism.

And then we have something called Mojo Light Level where are people that should be able to work with this gimbal and with the wireless microphones, and their work phone, so that's the next level of Mojo. Then there is the third level Actual Mobile Journalists that will do everything with the mobile phones, basically they shoot and edit there TV news stories on the go, with their mobile devices or with the laptop, and they are like the highest class of mobile journalism in YLE.

João: It's very interesting this structure you gave us, these three levels of Mojo, I mean that's really appliable and the next question I would make to you, I don't know if you are aware of the Portuguese reality, but we are far away from you, years far away, in terms of this technology, in terms of mindset and my question would be, do you think that, of course the use of smartphone is more than a trend, is a reality, so how can we show the value to a more conservative people, and the benefits of using this machine which is the smartphone?

Jarno: I see yeah, naturally attitude, sort of old-fashioned attitude, is one obstacle you have to, we naturally had that too. I think it has come naturally, the sort of people making great looking videos with the mobile devices in YLE nowadays, there's like this critical mass of mobile journalists that produce a lot of nice clips, TV news, online and that way the old fashioned people are actually willing to understand that the possibilities of mobile journalism, but how to get there, I think that the first steps would be, try to introduce certain aspects you can do with mobile devices nowadays, that you cannot do it with the old fashioned gear, we have a lot of older cameraman who already use mobile devices with the traditional ENT devices, they can take the most of the news story with the watch TNT camera, but then if they need to film in smaller spaces, or they need to run, for example they're making some sports story, and then they can just take the gimbal and shoot that part if the news story with the gimbal. So we have a lot of those older cameramen who already know the benefits of the lighter gear and use them alongside with the old-fashioned TV gear. I think that's the way to get them to understand those aspects, if their colleagues start using even little bit much of Mojo gear, then it will spread and attitude changes slowly.

João: I completely understand and I agree with you and it's more like we need to use and use and this moment the smartphone cameras are not the problem because we have already camera with 4K but for national organization we have been talking a lot about people, but what other factors are also important, I would say like of course budget, money, but also in terms of processes, what do you think about that, they are also important but how can we approach these topics?

Jarno: One thing in our company was that we tried to fit the mobile workflows to the old systems, to the old media asset management, and to old editing system first, but later we decided that maybe we have to have another system for the mobile journalism next to the old media asset management and editing system, we have basically married with Avid in YLE, we have Avid Media Asset Management System, we have all the craft edits are Avid based and stuff like that, and then we learn that Avid Media Composers didn't work so well with the forest produced with mobile devices, they didn't like the H64 codec, so we have decided to get another editing system for the mobile footage, which is online based, I don't know if you know the WeVideo.com.

João: WeVideo, I'm sorry I'm afraid but we don't know, if you could send us the link of that system.

Jarno: Avid Media Composer that's the craft edit that we use for traditional processes. We also have Avid Interplay, the media asset management, everything is like connected to the Avid systems Internet. As I said we noticed it was not good system for handling the footage that is produced by mobile devices, so we decided that we needed another system for the mojo workflows, and then we went with the WeVideo that performs better on the field, with low bandwidth mobile connections, so it works better on the field that Avid systems, and it works better with the videos footage produced by mobile devices, so we created another media asset management and editing environment for Mojo and it's sort of integrated to the Avid system, so if we want to export the news story that was shot with mobile devices and edited in WeVideo so we

can send it to the Avid system with just one click, so it's sort of integrated in the end, editing video happens in WeVideo clouds or in the mobile devices but we have created workflows to send mobile, Mojo, footage to the Avid system where it can be broadcasted.
João: So I will give the word now to my colleague Manuel, he will get into the more technical parts of Mojo.
Manuel: Now you will have to explain it as we were a one year old children because we know nothing about or very very little about these world of tech and then inside broadcasters. So, we know you have talked a little bit about this already, but if you could go explain overall what is in terms of toolkit, what does a Mojo journalist needs, from the very basic things to things you feel are more level three, more in very expertise driven?
Jarno: In a very way practical, what do they need?
Manuel: Both levels, for a very practical person, a person who just wants the basics and also a few extra tools if that person wants to go one level deeper in Mojo?
Jarno: First of all, we want to achieve certain quality with the Mojo devices as well, so test the phone even if it was a good iPhone, with good lenses, it is not enough to have just the phone. First of all, you naturally need good quality audio for the interviews, because the footage is also used in radio for example, and in television, where it will not be subtitled like in the online videos, so we need good audio. Well in a very basic level you probably won't need these iRig microphones, but you would need something like this, headphones, this is actually pretty good microphone, even when you are outside.
Manuel: That is the standard iPhone microphone, from the ear pods, right?
Jarno: Exactly, it makes huge difference compared to the test iPhone microphone, so with this you will get pretty far. If you are shooting footage for television, you cannot use just the camera that came with the phone because of the frame rates. In Europe, as in Portugal and in Finland, our electric system is based on 50 Hertz, so the lights basically flickers, I don't know how many times per second but anyways it's 50 Hertz system and that's why if you shoot with 30 frames per second, you get this sort of flicker for the video footage, that's first problem, it doesn't look very good when you film in the artificial light. We don't want the picker into the video footage, so we want to switch the frame rate to 50 frames per second when it's ok with the European electric system, 50 Hertz. Television works with 50 Hertz as well, and this 25 frames per second interlaced in television broadcast, so we need to get the video footage in sync with that, so that's the second reason, we need to have 25 or 50 frames per second without our camera app, and we can't achieve that with a regular camera that came with the phone, so we need a third party app and we have actually both a license for a camera app that was developed by Swedish national broadcasting company SVT, it's very simple, you cannot go wrong with it and it forces the camera to 50 frames per second.
Manuel: Interesting, we have talked with John from NRK, and also from SVT we talked with Patrik, Patrik especially he told us a little bit about that, it's sort of similarly if I'm not mistaken to BBC's PNG, right?
Jarno: Yes, you can't even if you try to shoot vertical video, it tells you to correct.
Manuel: Very interesting, it's very intuitive right?
Jarno: It's very intuitive, you just cannot go wrong with this app, and this is the basic level app.
Manuel: It's interesting because we talked also to Mark Egan and he told us that, I'm quoting him but I think it's okay, he told us that if journalists can mess things up with the app, they will so make it very intuitive.
Jarno: Yeah and this is for a simple app, you don't have too many controls, users want to have control over the focus at least, just for basic level users. The basic level Mojo users use this app I've showed you, and basically if they need to make an interview they will use something they have with them at the moment, and so we've told them that when you go to a lunch break, or take a walk outside you need to carry some headphones with you, because if you happen to bump into breaking news event, then you have to be ready to take your mobile phone and probably

interview or make a report from there so you need to have this at least this microphone with you. You don't need a gimbal or a tripod for the basic level Mojo, this is all you need, and the application that allows you to shoot in 50 or 25 frames per second.

Manuel: And in terms of those more advanced things, so you mentioned the gimbal and a light, I'm assuming, and what are other things do you think it is necessary to bring the Mojo production up a level?

Jarno: Yeah, in overflows we usually when we are making sort of more advanced Mojo we always use gimbal, you don't need a tripod when you have a gimbal, you have very steady, fixed shots with gimbal, and some fields where most camera operating staff with the gimbal, and then we have actually two wireless microphones, and then we have this table tripod, it's very handy, at least you can put it on table to set your stuff, so you can have your phone in a nice position when you tweak your camera or stuff like that, end it up you can put it on table, and we also have a larger tripod for interviews, it's very light.

Manuel: You have what sorry, I didn't understand?

Jarno: A larger tripod, we have this table tripod, we also have play here for the Manfrotto tripod, when a Mojo is making an interview by himself or by herself, it's easier to put the whole gimbal on the deck, and then make the interview, that also belongs to this advanced Mojo set. Then we have a little bit more advance filming software, it's called FiLMiC Pro, I guess you probably know already, the more advance mobile journalists use that on YLE.

Manuel: So it's not mandatory to use the designated app for the most beginner journalists, they can use their own app like FiLMiC Pro, and venture out to a more deep production, right?

Jarno: Yeah, so Starling was the name of this SVT app, it's a very simple app, and everybody has this, every single one has this app installed, and this is the basic level.

Manuel: Just one question which is, so for example in the beginner set when they use that app that you just mentioned, I think from what Patrick told us, they can send, it transmits the files with a loss less format, but what about when they produced via FiLMiC Pro, so when they shoot via FiLMiC Pro, do they send those files, do they download the files from FiLMiC Pro and send them via the app or is there any other platform?

Jarno: That's very good question, I haven't yet mentioned that, at the basic level Mojo workflow goes like this, the person films with Starling and also sends the file with Starling and it actually goes to the Avid Interplay system, right from Starling, and then someone in the office can take it to the Avid system and edit it there. The quality will not be as good as with this more advanced workflow, but it's pretty fast way to get the first search from the breaking news to the office, and if a person is a more advanced Mojo and films with FiLMiC, he or she will not transfer the file with Starling, he or she will use the WeVideo mobile app, for editing, and media uploading. So, the more advanced Mojos use WeVideo.

Manuel: As a final question regarding the toolkit part, we also heard some Mojos that we interviewed saying that LumaFusion is the best editing software, so do you agree with that, do you also use LumaFusion or you just use WeVideo if you want to produce via smartphone?

Jarno: Yeah, we have some persons who prefer LumaFusion and they want to edit the footage offline, with an iPad or an iPhone even, but we still prefer WeVideo in a larger scale because then we have the media asset management in the cloud, so everybody can access the footage that's been uploaded there, we also have the graphics that look like very present, the fonts and colors, and the most in titles, they are designed by our AD and then when there's some updates for example we decide to change some forms or some colors we can make it there to the global templates always see the latest versions of graphics. With LumaFusion basically you cannot control the graphic templates and you don't have the media asset management in the cloud because everything is in the user's iPad or iPhone, so that's why we don't use it, that's not official part of our workflows.

Manuel: That's very interesting, from an integration and the convenience and efficiency perspective it's better to use WeVideo.

Jarno: Yes exactly, we have workflows on how to ingest the footage from LumaFusion to the Avid Interplay System, we needed to create that because we have some persons who want to use LumaFusion, but it's not officially supported.
Manuel: Last question now Jarno just to wrap up this interview any advice that you have for a journalist that wants to start using Mojo, so one advice that you want to pick as the most important to tell to someone who wants to start Mojo?
Jarno: Be creative with your mobile devices, don't try to do something that you are able to do with traditional gear, be creative, that's something that I'm creating with my students here. When we first started to Mojo we were happy if nobody noticed that this new story was shoot on iPhone, would like cheering yeah, it looked like a real news clip. But nowadays I'm more towards that it's okay to use mobile devices even in TV news, it's okay even to switch between the front camera and the back camera when you are reporting, late show that you are using your mobile device and be creative with, that's my message.
Manuel: Thank you, that's a very powerful message, we will certainly deliver it.
Jarno: Funny thing, it's clean up, you don't need to hide it.
João: Jarno thank you very much for your time, I don't know if you have also any other question for us but any additional comment feel free to reach us, it was a pleasure I think our final words are if we develop an implementation plan where training will happen we would have you as a potential name to be our Mojo former trainer, if you accept we will put your name.
Jarno: Sounds great.
João: I don't know if you know Portugal, but when better times come you are more than invited to come here.
Jarno: Thank you so much, I've never been there but I would love to visit Portugal. This was my first this type of interview in English, so it doesn't console fluently.
Manuel: Yeah you did perfect.
Jarno: I hope you got something out of this.
João: I think it was very useful and very valuable information and thank you very much for your time.
Jarno: Thank you, anything just get back and send me an email.
João: Thank you very much, all good for you, your family, stay safe and wish you the best of this world.
Jarno: thank you guys, see you later.

Marc Settle

Was there any resistance when implementing MoJo?

There has been a lot of resistance and there still is a lot of resistance and I can't say we have overcome it to be honest. Also, I need to explain the context about the size of the BBC. It employs 20.000 people. We have 7 national tv station, a global tv station, regional tv station for Scotland wales and Northern Ireland and we have 45 regional radio stations and 10 national radio stations. So, what I'm going to give you is my understanding of the picture but I don't know all of the parts of the BBC, so I can't possibly know what they are doing, for example in Northern Ireland. So, this is my understanding. Having said that, there is a lot of enthusiasm about mojo but equally some resistance, particularly because of the quality. Some people don't think you can have broadcast standard quality from a phone and you need a crew for that, that you are taking hobs away from camera operators and if you let everyone shoot from a phone people are going

to be unemployed and quality will drop. However, the financial argument as a lot of impact – the cost of the cameras and the crews can be 30 or 40 thousand euros, whereas you can give a producer the iPhone and a small bag of accessories and that can be a thousand euros. You have many more people doing more stories also; even if people think the BBC is very well resourced and compared to some organizations we are, we can't send every story a proper crew to cover it. So on occasions we have to say sorry we can't cover it with a proper crew, but instead if there is a producer with a smartphone, why not cover it that way? Producers and editors of programs are understanding that sometimes the advantages of covering more stories outweigh 100% quality

So they value story over quantity?

It always depends how strong is the story and how good is the quality of footage of the story. You can get a lot of vertical footage, but if that captures the story you get it on TV. Clearly, we want as much landscape footage, but we are not going to say that if it is not landscape we will not run it on tv. Good enough footage with the phone, strong enough story – that is the balance you have to find.

Is there a roadmap of implementation?

Any progress in terms of mojo has been put to the side because of the pandemic. With so many journalists working from home and so many restrictions about gathering stories (social distancing etc), in the last 9 months or so there has been a lot less mojo stories coming in, because if you want to get audio and remain 2 meters you need a long pole, a camera with a zoom and the phone is not good for that. But in early 2018, there was a mojo pilot project. One part of the BBC is called news gathering, these are the journalists that supply the main stories, that go on the news bulletins. We had a project for about 3 months to get the crews to use iPhones in addition to the broadcast cameras, we had to decide carefully which stories to do. It showed in the hand of a person who knows what she's doing, using an iPhone can get really good footage, it was a great success. In 2021 there is going to be a similar project for BBC England. There are lots of projects to get mojo more to BBC culture. I don't think someone high in the BBC has said "this is how it's going to work". Because there is so many arms of the BBC, each area has its own way of doing things.

Can you give us a percentage for usage of mojo?

What would you define as usage? Is it making a whole report for the news only with the smartphone or is it taking only one shot, or is it for radio, or for digital? MoJo is a broad term with many components.

We talked to SVT and they have three level, so let's say the third level.

I will say that there are probably no more than a dozen people across the BBC that I'm aware of that regularly use their smartphone, particularly in terms of video for television. If you are talking about radio, lots of people use the smartphone as an audio recorder because the gap between a normal audio recorder and a smartphone mic is smaller than a broadcast camera and a smartphone camera. So for radio, hundreds of journalists, local radio journalists, do almost all of their recording on an iPhone. The number recording for tv is maybe ten at most. And if we are talking about an entire workflow, maybe even fewer. But it still depends on your definition: is it still mojo if you record on a smartphone and edit on an iPad? There is a cameraman in north England that edits in his iPad, in luma fusion. But he is an exception. I know another reporter that edits on final cut pro, and that goes to tv or online. It depends on how precise your definition is.

What about the light level of MoJo, how many people are doing that?

Think of it as an inverted pyramid, you have got 20 thousand people at the BBC, most have an iPhone, a smaller number have had training, how many use it? Hard to say – and then, how many of the footage they use makes it to broadcast. It's rare that I get an email saying this was filmed on a phone and is on tv, so it's difficult for me to know how much of the footage goes to air. I can give you an example where the phone is used a lot, besides radio, it is as a second

camera. When they go to an interview, they only have one broadcast camera which films the guest, and the iPhone records the interviewer. You put the iPhone on the reporter and you can report at the same time, that's one of the most common ways its being used.

What are the important next steps for the implementation of mojo at the BBC?

Make the smartphone training compulsory. We have a number of compulsory training courses, legal, ethics, copyright, etc. When you get a smartphone you don't need any kind of training so thousands of people have a broadcast capable camera in their pocket, and we didn't even talked about live streaming yet. That pyramid again, it gets smaller and smaller, I would like to get it to be a square and not a triangle. There's no point issuing people a phone like an iPhone which is expensive if they are going to use it for calls and messages. I would argue for a much more defined training program so that we would have more people with the phones knowing how to use it. It would be good to make sure that when people get a good phone, that they are going to use it.

Patrick from SVT told us that his strategy was not to force people, share the projects. What do you have to say about this?

Yeah, making people do something often doesn't give good results. Maybe there could be a system where people that are given an iPhone and didn't use it, in 1 year they get a less impressive device. There are a lot of people here at the BBC getting good phones because they are important journalists but they don't use it, that's a bad waste of money. The return from spending on smartphones needs to increase.

We are actually hoping that - there is an internal system online at the BBC, we can track the footage from phones to broadcast, so put the two ends together. Because lots of footage might be used from a phone, but it is impossible for me if it's being used or not. But this computer system should be able to track from tagging. And even if something is ready to go to a news program, if something happens five minutes to air, it might not get broadcasted.

Is there any specific technology for that?

Yeah

Are you going to show us the PNG app?

Yes, you know it?

Yes, but please continue and explain if you think it is necessary.

You need a specific framerate of video to be right for broadcast (25 or 50). We have developed PNG – portable news gathering. This app let's you film the right framerate, monitor the audio, record video and it goes directly into our video system and the audio gets taken and put into the audio system automatically. So everything gets done according to our broadcast settings, and not to apple's. You can even send footage record from other apps, for example filmic pro, and send it by PNG. This is integrated with our newsroom system. I can record things on my phone if I'm on holyday, and it will arrive to the news room system in London or Manchester. It sends to the part of the BBC that I wish to send. We have made it better for our journalists, we update it, we have an option inside for transcription for audios. It's a very clever systems, and it makes our journalists more productive.

The people that resisted, did you convince them?

The mojo project was a lot about this. It was designed to show the editors and managers of the programs that the quality was almost the same as if it was recorded on a normal camera. However, it worked because of the choice of stories. It wasn't every story was next for someone to do. "ok this story work for a phone", because there are limitations on the phone. If they said we will do the top story with a phone, that would be too much of a risk. But the manager of the pilot showed a lot of the editors were very pleased about the quality of the footage. Some of them weren't even aware it was filmed on the phone, that's the ultimate proof. It showed it's good enough quality. However, I am not aware that many (some, but not many), there were about 15 camera crew people, many of them used their phones for proper news pieces since. They might

have used it as a secondary camera, but not as much as a main camera. Because they are crews with expensive cameras, they feel they will be better using that.

We are finishing up, in terms of hardware, what do you recommend us?

It depends on budget. If you want to get equipment to as many possible people, you might not get the best equipment. Or you might say, we will have 2 levels, a really good kit for the people that use it the most and a basic kit for people who use it less.

This is a kit bag for lower level. This has got a light for 15, a clamp made by SHOULDERPOD (30 or 40 euros), a pair of headphones, a microphone and an extension cable. The whole kit should cost about 60 euros, its good enough. Do you want something like that or do you go even cheaper? You have to balance the quality with the price with the use. You also need to think about the different types of microphone. There is no answer to the best type of kit to get because there is so many options. Is your audience even going to appreciate a full fledge state of the art microphone?

Last question, any advice for a journalist who wants to start using the smartphone for news gathering?

Practice. If you have training about copyright and court reporting, you can't practice that with family at the weekend. But with the phone, you always have it with you, so always be taking photos and video so you improve your composition and how you see things, and when you do it for real you are not thinking about not having a mic, having bad lighting, etc. Something news worthy might happen at any moment but it can be a problem if you don't know how to use it.

Just regarding your training, what do you think makes it work?

Having to include the BBC app, I don't think my training is similar to other experts. I don't get very long, even when I can have people in the same room, I only had 1 day. Now it is three hours because people don't want to sit in front of zoom for a full day. I look at the basics of the app, and the basics of getting good quality content to send in the app. In a short length of time, I need people to understand the basics of filming, photography and audio, and this is a big challenge. What you are trying to give people is video audio and photos which themselves are very big concepts to understand. Filming with the phone as many of the same concepts as the bigger cameras, and these have 4 day training sessions. So it is not easy to do this in a short length of time, also because you need to know at what stage the people are at, what do they know already. It is difficult to do training to get the very best, you have to think what is the most important things.

Do you think that mojo can be a driver for the digital area of every broadcaster?

Without being unfair to digital, the quality may not have to be exactly at the top which you might want for the main news broadcasting program, where people expect it to be top quality. For online you might not need the best microphone because people may not be able to appreciate the full quality. So yes it is very much suited for social media. We cannot possibly hope to make content for the multitude of digital channels with broadcast cameras. It is made on a phone to be viewed on a phone, it is very much made that way.

Philip Bromwell

João: First of all, we would like you to present yourself, who are you, which is your function in RTE, and to speak a bit of your experience please.

Philip: OK so my job title is digital native content editor at RTE news which is the Irish national broadcaster, public service organization, my background is as a journalist, both with RTE and the BBC, I used to work to the BBC, I'm English but I moved to Ireland in 2005, I started working for RTE 15 years ago. I started my career as a journalist, but then I became a journalist to learn

how to film, how to edit. So for a lot of my career I was working as what we would call a video journalist so I was using big cameras but I was always a one man band, I always shot and edited my own stories. And about five or six years ago a colleague of mine at RTE was exploring the potential of mobile journalism, particularly the potential for using mobile phones to capture video footage and I became interested in what he was doing and I suppose because I was the journalist, I was the storyteller, I just decided one day that there was a story that I was working on that I would rather than use my big camera, I would use my phone just to see how it went. It was an eye opener for me because I just shot the story we broadcast it on television, it wasn't by my editors did say “Oh my God that was shot on the phone” they didn't really notice any difference it was I suppose my approach to filming that story was I just at the time I just saw the phone as another type of camera so that was for me my first proof of concept that yes you can broadcast quality content using your phone. What I used at that time was probably an iPhone 4S so that's it was 2014 I think, that I shot my first TV package. So for the next year or two what I did was I was carrying on working as a video journalist but every now and again I would shoot stories with my phone so because I was enjoying it, I just liked the new challenge as I said it was kind of for me anyway no one was questioning the quality because essentially I was using all my knowledge of how to film with other cameras but just applying that to the phone. And as time went on, my experimentation increased and increased so more often I was using my phone rather than my big camera and then it got to the point where obviously colleagues were seeing what I was doing, some became very interested in what we were doing and others started to do it as well, so I suppose I set an example as to what could be done and then others followed. We then get to the point, I suppose, where as well as becoming interested in mobile journalism I was also interested in how the media landscape was changing as well, how the whole way that people consume news was changing, and I just saw an opportunity to move away from what I have done for most of my career which was television to doing stories for all platforms and I found using my phone was very efficient and could wait to suddenly start producing content for all the platforms which is pretty much how a journalist nowadays work certainly in this country you're not just a television journalist you're a journalist who works for whoever wants the story basically. Then about 18 months ago, I moved from my job as a video journalist to report it to my current job as an editor managing this small team and my team now is in fact a small team but I have three other mobile journalists working under me, so those guys unlike myself, who I've been a journalist for a number of years, these guys are, I suppose, much nearer the start of their careers they've never filmed on other cameras, the only camera they've ever filmed on is a mobile phone, the only way they have ever edited really is mobile editing, so my team goal now is to provide original stories for all platforms, so we do stories for television, radio, for online and for social media. The ethos, the philosophy behind it, is that the stories are digital first so it means that although we do stories for everybody who wants them more often than not they will be published first on social media, so we tried to give the story to where the audience is. They still go on television but basically I suppose we've now become more or less completely mobile so everybody films on phones, everybody edits on either their phone or an iPad, we optimize our stories for publication on mobile, so we add subtitles and captions so that the audience that is watching on a phone can get the best experience. I think right now we're at a very nice juncture in all of this, in that we have a very high proficiency for creating content on mobile and we know that the audience, or the large part of the audience is always looking at that phone so for us it's become quite a neat way of working differently to the rest of The Newsroom so we're kind of experimenting but we are producing content, we are telling original stories, we're trying to reach new audiences, underrepresented audiences, and we're just I suppose we're just pushing the potential of the technology basically. I think at this stage we've done hundreds and hundreds of stories and it's gone from being an experiment an ocean few years ago to being a proper little unit and even though we've worked remotely for the past since March because of the pandemic, big mobile has been quite a successful way to navigate the pandemic apart from anything else.

João: It was really interesting what you said and one of the main ideas I got from you is you are now giving the stories to where people want it, but let me ask you, first of all this process was implemented what kind of barriers did your broadcaster have found when trying to implement MoJo? I mean did you face some resistance from journalists, from camera operators, and how did you overcome this resistance in the beginning, at the initial stage?
Philip: I won't lie, that has been periodically a bit of resistance but not much. I have to say, RTE has been very supportive in this whole sort of mobile journalism project and have seen the advantages of it right from the start. In terms of the resistance, obviously people at the start are a bit concerned as to whether this is replacing a way of working, whether this is about doing things cheaply, whether this is about sacrificing conventional ways of working for something new, but right from the start we have maintained the idea that this is about a mixed economy, this is not about replacing one way of working with another, this is basically just acknowledging that there are multiple ways of working, and one of those ways of working nowadays is through mobile because the technology has improved so much, it can facilitate so much, and in our case as well one of the things that we were able to do very early on, was to show that it works, to show that the content was good, you know, no one ever really questioned the quality, I think if people were questioning the quality, they would have had ruined to become concerned but we started delivering from very early on, we started showing what was possible right from the start and we were producing content.
João: Just to clarify, did you had like a specific team who started to do MoJo, or any journalist that wanted to do MoJo at that time in your organization could do MoJo?
Philip: Right at the start there was a training opportunity and it was so people were able to do shortcode courses in mojo, with the expectation that they would then implement some or all of those skills in there as they returned to their normal job, so for several years lots of people incorporated I would say some element of mojo with mobile journalism in their role, even if they didn't recognize it as, because, you know, the journalists role itself was changing, the requirements to serve more platforms was changing, and obviously we all had phones and phones are an extremely powerful, useful tool for not just doing the kind of video content that I was doing but even simple things like sending back a good photograph for online filing radio reports.
João: People get convinced by the potential of the technology?
Philip: Yes but always again, in the RTE case while we are seen as being successful with MoJo, while we are seen as one of the pioneers for it, I have to be realistic and say it's still only a fraction of what the mother ship does. We're lucky in that we have established ourselves whereas there are other organizations which are perhaps behind us, and are still experimenting but even though we've established ourselves where only still a small part of what the overall organization does, so it's never in RTE, it's never been about replacing one way of working with another, it's really been about showing the potential of multiple ways of working, in much the same way that you know a few years ago people weren't using drones well now we can use drones, so don't be a drone experts in RTE, I supposed I am the mobile journalist expert in RTE, so it's really about sort of exploring the potential of whatever the technology is, to tell better stories and to produce more content.
Manuel: Can I just make one quick question, you have talked about follow up, did you know how much people implemented the technology or the philosophy after the training? Did you monitor those things or you didn't monitor?
Philip: I suppose there wasn't any absolute monitoring of it, I certainly think if I was advising another organization along these lines, I would say definitely monitor, it's like any training you want it to be deliverables, I suppose that may be a cultural thing of an organization, but I think the best way of getting people, in my experience, the best way of getting people who have done mobile journalism training is then to give them the opportunity to use it straight away and to support them in that, and to encourage them and to back them up because as you can imagine

the news environment it's very fast moving, so it's not sometimes the easiest place to go into a training course, and then start putting those skills into use straight away, but ideally I think the best outcomes of people who have been trained in mojo are those whether there someone like me who had a lot of experience in content of filming with other cameras and can edit already, or whether there's someone for whom they don't have all the baggage of doing things in a different way, an old fashioned way, so they don't carry with them notions of this is how it must be done, they just come with their blank cameras or alternatively it's just the third good outcome is a person who is just really determined to learn something new and can see the opportunities of it, obviously in any organization there will be a lot of people who do a training course be it in mojo or anything else and then they just simply don't practice the skills, that's unfortunate because I actually think it's quite easy to learn mojo but it's quite hard to get good at it, and you get good at it, one of the ways you get good at this is practicing.

João: I will add on that, so our main goal is to develop in fact an implementation plan for RTP, the Portuguese national broadcaster, and we are talking with the board, and they are aware of the benefits but we are facing some challenges from bottom to top and top to bottom. What I would ask you is what are, in your opinion and after your years of experience in MoJo, the key factors and the key enablers to put MoJo working in a broadcaster? I mean is it about budget, is it about the people, is it about the mindset?

Philip: I think first of all, you can start from the point that first and foremost it's the ubiquity of the technology, everybody has a phone, so there isn't a substantial investment in extra equipment at the start, you basically approach this from saying you already have the tools, what this is about is getting you to use for them better. So it's often said about, you may have heard this before I don't know, if you have a new iPhone and all you're using your iPhone is for making phone calls, doing Facebook and maybe doing emails, it's a bit like driving a Ferrari in first gear, you are really just not realizing the potential of the tool that you have, so given that most journalists in most newsrooms already have a phone, I think it's quite an attractive proposition to say to any organization what this is about is upskilling them so that they can better use the tools they already have, so that's a very simple argument to present, and then I think at this juncture of mojo as well, you can point to the successes of other organizations and the fact is since I started doing mojo five or six years ago it has grown and grown and grown, so it's now pretty much all around the world, you can find examples of good MoJo, different kinds of MoJo, different markets as well, so I think there's no shortage of examples of being able to say this is what works in this place or in this place, it's not about points as well it's not just about short news reports, people have shot documentaries, people have shot films, shot music videos, all these different kinds of stuff is being done so there's plenty of evidence to show that it works and there's plenty of evidence to show if you're trying to persuade a news organization that concerns around quality that may have existed several years ago have definitely I think being dismissed like we've just been enough good mojo done to show that you don't have to be concerned about quality, I think the way we've done it in RTE is quite a good way because it hasn't been it about replacing a way of working, it's about incorporating a new way of working into, you're not saying we're going to stop doing this because we're going to do this, you're going to say we're going to carry on doing this but we're also going to do this. I think the other important things to always stress when you're trying to persuade people about mojo it's about the very Democratic way, so you can pitch it to an organization I think and save this is something that anyone in the organization could learn, this just have to be your onscreen talent, this could be finding out who are the other storytellers, who else has a potential to provide stories and content for you because it's a very, again, the technology is so ubiquitous it's a very level playing field, we have no hierarchy because everybody has the technology, we're all familiar with the technology, so I think you could for any organization that wants to broaden that people who tell stories or who wants to discover new talents within it, this is quite a good way of sort of saying this could be a way of doing it. And then the other thing is for us in RTE I think for all public service organizations, probably the one you're

talking about as well, we're all struggling to retain existing audiences, the audience is fragmented, the audience is now everywhere, I know that in my case the big challenge for an organization like RTE is that we are the market leader here in Ireland, Ireland is a small country obviously, we are the market leader but the average age of the person who watches television, watches RTE television, watches RTE television news, is over 60.
João: We have the same problem here in Portugal.
Philip: So we struggle to reach younger audiences, we struggle to reach more diverse audiences, so I think there are opportunities to say, if you want to go and reach those audiences, if you want to try and provide, you need to change the way that you're working because you need to find new ways of working, you need to try different approaches, you need to experiment a bit, and I think this is a very easily done, easily achieved experimenting MoJo just because the costs aren't great and I think you start from the point of saying it's not about changing everybody all at once, what you are seeking to do is try to find 1st two or three, who is going to then lead the project from within, so you don't try and change everybody at once, you identify who's got the potential, who's interested.
João: Who really wants to learn that?
Philip: Exactly, who will then become the forerunner to everyone else, so I think all those things and I always say it's not about looking at the restrictions or it's not about looking at the weaknesses of this way of working, it's not about complaining about what you can't do this or that it's really always about accentuating what you can do, and the possibilities of it, and as I said at the start of this, it's now kind of reinforced as well by the fact that if your audience, it doesn't matter where you are in the world, most people in most societies in the world are always on their phones, so we do so much on our phones, we consume our news on our phones, we do our shopping on our phones, we listen to music on our phones, we organize our travel on our phones, some of us do dating on our phones, so everything goes through our phones, so why shouldn't a news organization look at the potential of using phones as well, because every other aspect of our lives we're doing on our phones, so surely there's a potential when most phones now have really good cameras that hell of a lot of software behind them. The phone that I used was the the iPhone 4S, if I compare it now to the 11 pro Max that I'm doing this on, this phone is so much more powerful, it really is, it's not just a camera, it's a computer, it's a production suite and if I can do it at this juncture in my career having worked in a certain way for a number of years, I don't see why others can't do it as well.
João: I see your point, just to add on that, I would like to ask you, we were talking about not fully serving some targets, so what are the best criterias, and where should we use mobile journalism and how can we approach digital in terms of a broadcaster like RTE or in our case RTP? Meaning how can we serve those younger generations in terms of digital and in terms of mobile journalism?
Philip: I mean, I think there are at least two sides to this, yes all journalists can use mobile better to do quick response, breaking stuff, file better pictures, just kind of rough and ready but it's quick so that's one advantage, you know the building is on fire, I need to be able to get 20 seconds of pictures and I need to be able to send it back to base quickly so that's a very basic that's step one on the ladder. But then further up, you have people like me and what my team do, we're doing complete stories, filming on mobile, editing on mobile, highly polished, they are really well produced, optimized for where they are published, we might change the aspect ratio for publishing to IG TV or wherever it is, so we have that flexibility to make the story wherever it's going, but we are also for my team anyway, we accept that the main news agenda is being covered, it's already being done, the main team are doing that, but there are lots of stories which don't get done, and there are lots of stories which newsrooms don't even think of doing because they're not as engaged with the audience that they perhaps should be, so one of the things that my team does is that we try to, and we very rarely do, I don't know how RTP works, but in RTE every day there's a news diary which says all the stories, appointments, we don't look at that

because that's being done, what we try to do is find stories in other places and often we will use a tool in particular, called crowd tangle which it's actually owned by Facebook now, but crowd tangle allows you to look at the conversations and the posts on social media and workout what people are talking about, where stories are starting, before they may become a story, what is interesting people, what is getting engagement and we will often find stories using tools like that, in Facebook groups or on Facebook pages, where people don't even think that it's a story while the discussing it, but we can see it's a story, because we're applying our journalistic knowledge and saying that could be a good story. So, I think one of the ways that I have legitimized or substantiated my team is by saying well what we do is we're not just copying what everyone else is doing, we're actually trying to do the stories that other people aren't doing, and we're trying to think about the audiences that aren't being covered by the main news, and that's where we get the original content from basically, and then obviously we have quite a high quality bar so that we presented in such a way that it is polished and it does look nice. That's one of the ways that I think you can go about it, obviously you could be talking to a news organization that just says I want all my journalists filing 20 seconds of pictures from whatever story they are on, and that's achievable, but it need to be the extent of what you're hoping to get because you can do that but also you can do much more as well.

Manuel: I just have a quick yes or no question for you Philip, just to help us contextualize all the valuable information you are providing us. Did you feel at any moment or do you know if RTE at any moment viewed implementation of MoJo in your organization as a strategic priority or did you think it all happened through you, very spontaneously?

Philip: I'm not sure it happens as a strategic priority but I think it happened because we've proof of concept basically, we've shown it works, but what's interesting is in the last proxy two years ago every five years RTE has to unveil its five year plan and in the last five year plan, which was issued two years ago, the whole organization in the plan made it mission to become a digital first organization, so for me I'm not saying they took onboard what I was doing at a lower level but it kind of further legitimizes everything that I have put into my team because now I can sort of back up everything I do with my team and everything I want to achieve in my team, I can say it's also in the strategy, it's echoed by the strategy. So yeah I think we perhaps have in a small way influenced the strategy, and now we can draw from that strategy because it's there in black and white, and say well that's exactly what we're doing, that's exactly what we're trying to do, but I think honestly RTE saying it was going to become a digital first organization is really just doing what lots of organization news organizations have done already, that's the reality of the media landscape today is that very few organizations can say well we're going to carry on working like we did 10 years ago, we just do radio television and maybe a bit on the website because we know that the audience is now everywhere and our responsibility, I think as journalists, is to try to take our stories, take our news to wherever the audience is, and give it to them whenever they want it, so that the audience now is kind of two big drivers in all of this, the audience and technology.

Manuel: It's very interesting what you are saying, if you asked us two months ago or three months ago we would have no clue anything about mobile journalism but the more we talk with people like you Philip, the more we realize, and it's interesting because in the beginning what was assigned to us was clearly about digital and mobile journalism and seemingly back then we have no concept of a relationship between these two things, but the more we move forward, the more we realized, and the more we approached doing the recommendations for RTP, that we have to interconnect these two things very strongly, to promote the digital and Mobile Journalism. Last question, do you have any strong tip for us in terms of technicalities, hardware & software? I ask you to be concise here because we have already talked to a lot of people that are in the MoJo business throughout Europe but if you have any strong tip.

Philip: It's really about you could do a lot with just a phone, I've always used iPhone, and I suppose most people in news MoJo probably use iPhone rather than Android, but a lot of the principles are the exact same principle that is applied, so really I think it's about getting out there

and doing it and practicing on, and it's never been easier to tell a story and publish a story, so if you go and do something, make sure you let the world see it, and don't be afraid. The good thing about mojo and mobile journalism as obviously you've managed to discover from speaking to others involved, it is very democratic, the fact is that you guys you can reach out to the people who are the very best of it, that's a nice space to be in, where there is a sharing of information, and there is a community, and what you guys are doing is as much a part of that community, as what I've been doing so it will be interesting to see how this goes and I'll be intrigued to see if you can persuade them to get onboard but you know there are lots of opportunities and hopefully RTP will see them.
Manuel: For sure, from RTP standpoint it's, I would say, it's more from a standpoint of efficiency rather than exploring, it's also exploring new possibilities, but yes with covid-19 and whatnot it made all of broadcasters be more efficient.
Philip: Definitely the pandemic, and probably when we eventually get on the other side of the pandemic there will be a lot of lessons for organizations to consider, as to how we worked and how we should return to working, so yes interesting times.
Manuel: Yes for sure what you said about the community is totally true, I mean worldwide we have talked to people and they are very welcoming and especially considering you are the very best of the best in the world of this subject so thank you so much. João I don't know if you have any other questions or no?
João: My last question would be if you have any piece of advice for us or for a journalists that wants to implement MoJo but we have already talked a lot of this, so my proposal would be if we develop a MoJo training, if you are available to be one of the formers for our training and so we would recommend you as a potential trainer.
Philip: Sure, very glad to talk to you guys, I hope the rest of the project goes well and bring about revolution in Portugal.
João: It was a pleasure thank you so much Philip.
Manuel: Thank you.

Jeff Semple

Did you notice any resistance?
For sure, there was resistance, especially when it started. Anytime you introduce new technology there was concern about the jobs, and if some people might do a lot more and some people could be without a job, but that resistance faded off because people realized that these tools can make their lives easier. I helped people at CBC use these tools. Simple things like if you were at a protest you had to drive back to the office to upload there, you can upload with your iPhone. We are saving people steps and people started to embrace the new technology.
Maybe the resistance came more from the fear of losing jobs?
Yes I think that is fair.
Can you expand more on convincing the camera operators? How was that process?
I was more involved in producing videos that were used as teaching tools. But it helps to identify one or two members that tend to be more open and ask them to help and experiment with new technology. In terms of ways to bring them on board, once people realize the iPhones weren't going to replace jobs necessarily they came alongside but I'm not sure how to answer because I wasn't that involved in getting people onboard. Also, there is a time and a place for mobile journalism, ideally it's not all the time. It is a tool, and this concept helps them understand it's not going to replace. It's just going to be another tool you can use. For some people it's the only tool, but for the majority of us we will still go out with a camera and a camera man. Assure people it's just a tool
Which were the teams that took it first onboard? What type of projects can use mojo better?

In my experience I always thought it was better when you were travelling, and I was based in London doing a lot of foreign deployments. So if there is an earthquake in Indonesia I went with an iPhone because the traditional cameras require 20 bags of stuff and they move very slowly, and I would run from interview to interview because all was in my pocket. That was really helpful. All you have to do is buy a local sim card and I was going live on tv with my phone. So I feel like I would almost argue the opposite: it's better for breaking news rather than features and sports. If you want to travel light, it's terrific for that. The ability to go live is really important and the phone can do that. A few years ago you would have to send a big satellite truck and drive it, would take an hour and would be really expensive. Now you can do it with an app. For foreign deployments and breaking news its really great.

RTP has limitations in terms of financial resources. Considering this possible motivation, do you think it is also a good area (sports and features)?

If you are looking to cut costs, that's the number 1 argument for mojo. The question is can you do it – I see a lot of mojo stuff that doesn't look very good and I see other stuff I didn't even realize it was made using the phone. When I was at CBC, they were starting to deploy local reporters that didn't do a lot of traveling but did news in their cities, they used iPhones. You can use it in any situation, but in some situations really saves you time and money, when you are traveling. If you are going to the local football pitch you can use other equipment. It's best if you can set it up on a tripod and light it up properly, because traditional cameras are really good in low light. Even the best phones now don't hold up well in low light. But for example in press conference you need zoom and the phones are not a good option. Most of the times the best mojo interviews are close to the person and ideally you have time to set it up so it's not to shaky.

Any other big challenges when trying to implement MoJo?

Because you can't zoom very well, that's a basic challenge. You need to walk up to someone to get a good shot. Mojo videos are a bunch of wide shots. Training people to do this is difficult, not every reporter is a natural camera person, and how are they planning on editing this? iMovie app is fantastic. If people are not tech savvy, it's going to be really difficult. At CBC, people could shoot in the iPhone, but editing was really difficult. Even though the iPhone does a lot of the work for you, it still requires some training.

Is there any other crucial enabler for broadcasters?

You want to have the right apps. You want to make sure you are using the best ones. That was one of the first things I did here, researching the best ones. The native camera app is great, Filmic pro, iMovie for editing (iMovie is great because I can put to video tracks layered). But you need the best apps and it's not the simplest thing. I have an app on my phone called espera uploader that sends my phone videos directly to global networks. I have a degero app to go live. So you just need to spend time on that.

What about the hardware, the toolkit? For a more basic user and a more advanced one.

I sometimes laugh because I see people at a news event with their iPhone and they have so many things sticking out of their phone. It just looks ridiculous and it's not really that effective. You don't need 5 microphones and three lights. Really what you need is a microphone, like a lavalier, a handheld microphone for interviews, a really long cable for these microphones (mini to min, 20 feet long) just in case I need to be further away. And then an adapter to the lightning socket of the iPhone. Environment sound can be picked up by regular microphones on the iPhone, it's good enough. I think you want to have a tripod of course – make sure it's a tall one that can shoot eye level. And make sure that you have a light – this is important and people don't do this, which is I get a light stand so that you can put that in your bag with the tripod, and have a small light that can go on top of that, and that makes such a difference because it can be tricky to adjust the lighting vs. a traditional camera. The light stand becomes a tool you can use to help frame and get the shot. I will pull the light stand up to my height, and put it where I'll be standing, and then I set the shot with my iPhone as if the light stand is me and I can frame the

picture that way. The I move the light stand, mark the sport on the ground with a pen to know where I can put my foot. Anything more than this equipment is mostly unnecessary.

Can you explore more regarding the sharing of files and editing software?

I haven't used lumafusion a lot but a lot of my colleagues love it. I use iMovie to edit and filmic pro to shoot. Filmic pro requires a little bit of training, but it gives you a lot of control. I also use the native camera app because it is very good.

In terms of file transfer, that is often overlooked. I think its specific to the network. Global news and CBC, we subscribed to degero (liveu is more common in Europe) which allows you to go live and also send files. Also we have Uploadr which is produced by espera, and a lot of different networks use espera as a file transfer website. If I send a video to uploadr automatically it populates on our network. Everything is taken care of. But if it's a smaller file I also use wetransfer. So those are the main three that I use. People also use dropbox and google drive (which makes me crazy because of the permissions).

What kind of criteria do you have for MoJo?

The biggest one is if you go somewhere with a camera person we do things the traditional way, but if I go somewhere alone, I have my own traditional camera gear and the mojo gear so my decision has a lot to do with how quickly I want to get video on tv, radio and online. If I need to be fast, mojo works better I think. Imagine a bomb went off in Toronto, I rush to the scene and take video with the traditional camera, I have to take the card out, and the put it in the laptop, turn on the laptop, put it into the software, export it, get Wi-Fi, upload it… I can do all of these steps in half the time and the video is on the news much faster with a phone. It might not be the same quality but it's much faster (the quality is catching up). My iPhone does all of that much more seamlessly. So when you have to move quickly.

Do you have any advice for a journalist that is about to start MoJo?

The goal should be that you can't tell the difference. Because so often you can and that should be the goal. It is very doable. If you light it properly, and you have you microphone, it will be good enough. I am not saying it's going to look as good as a traditional camera, but from a video journalist (I have to go out by myself), the goal is to make the video look as good as the regular video. You see a lot of stuff that is poor quality. And don't buy those ridiculous rigs that I sometimes see.