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 | 7 min read

The news media needs a rethink: misinformation has deeply damaged trust, the polycrisis is turning people away from the bleakness of traditional coverage, and news consumption habits are being transformed by social media. A crop of disruptors is seeking to deliver more trust, clarity and personal control by employing artificial-intelligence-(AI)-based personalisation, non-partisan formats, Gen-Z-geared coverage and informal journalism.

Summary

- Curatorial Control: Reader-Selected & AI-Gathered News** Interest in news fell globally to just 51% in 2022 ([Reuters](#), 2022). Fatigued from bad news delivered from on high, audiences want flexible access to preference-led news sources. Two key mobile-first American news-aggregator apps are providing tailored curation: while [Artifact](#) leans into the information-gathering nous of generative AI, [Pocket](#) facilitates readers' own agency.
- Regenerating Trust: Expert-Led & Non-Partisan News** Concerns over mis- and disinformation, fake news and bias (see Key Stats) are compounded by fears of AI in newsrooms, leaving readers feeling disenfranchised. Rebuilding trust, Berlin-based [Informed](#) champions varied human expertise by collating thinking from an array of global publications, while [The Flip Side](#) backs bipartisanship and [Semafor](#) (both US) deconstructs news for readers seeking balance.
- Shifted Consumption: Slow & Networked News** Anxiety induced by doomscrolling (excessively looking at bad news on social media) is shifting audiences towards less traditional formats that foreground contemplation and connection. From British [Tortoise's](#) "slower" news to American [Flipboard's](#) decentralised blend of social and news media, new formats are emerging for more peaceable news consumption.
- Enticing Gen Z: Values-First & Feed-Led News** Gen Zers feel underserved by traditional news organisations: in the US, 44% report never getting their news from traditional sources ([Reuters](#), 2022). New online platforms reinvigorating young people's relationship with news include [Thred](#) (UK), which offers purpose-driven news written exclusively by Gen Z, and [The News Movement's](#) (US) multimedia feed format.
- Intimate Journalism: Independent & Informal Social Media News** Video-based social media has changed expectations of what news looks like and who should deliver it. Whether it's independent deep-dive journalism on YouTube or young Ukrainians creating dispatches on TikTok after a bomb raid, audiences of all ages are responding to a new era of informal, direct social media news reporting.

At A Glance

Innovation Platforms

 Digital Worlds

Topics

Publishing & Broadcasting

Digital

Media & Entertainment

Social Media

Internet Culture

AI & Robotics

Work & Education

Pop Culture

Influencers

Regional Focus



Key Stats

General

51% Interest in news has fallen globally, from 69% in 2017 to 51% in 2022

66% Of American teens who follow the news, 66% get most of it from push notifications

72% India is the most mobile-focused news market, with 72% of the population accessing news through their smartphones

65% In South Africa, 65% of people share news via social media or email

46% In the UK, 46% of people say they avoid the news “sometimes” or “often” – nearly twice the level registered in 2016

32% Globally, 32% of people (and only 18% Americans) say they trust news websites to use their data responsibly

34% Worldwide, 34% of those under 30 say the news has a negative effect on their mood, reflecting the prevalence of doomscrolling

44% Among American Gen Zers, 44% report never receiving news and information from traditional sources, compared with 35% of younger millennials and 31% of older millennials

Curatorial Control: Reader-Selected & AI-Gathered News

76% In the US, 76% of consumers get frustrated when online content isn't personalised to their needs

75% India has the highest trust in AI – at 75% of the population – while in the UK and the US, trust levels are well below 50%

66% About two-thirds (66%) of Brits use a combination of news-aggregator services, social media and search engines for their news discovery and consumption

46% In the UK, 46% of adults would like more control over how their data is used to curate news on aggregator and intermediary apps and websites

**Regenerating Trust:
Expert-Led & Non-
Partisan News**

42%

Globally, 42% of adults say they trust the news “most of the time”; the trust is lowest in the US, at 26% – down three points since 2021

54%

When it comes to news, 54% of global consumers worry about identifying what’s real and what’s fake on the internet

80%

Nearly 80% of Americans report seeing fake news about the Covid-19 pandemic

22%

Only 22% of Brits are able to correctly identify the signs indicating a news article is genuine, while 6% say they believe everything they see online

>90%

More than 90% of Brits say it’s important that news is covered by a range of organisations offering a variety of opinions

76%

In the US, 76% of people think journalists should strive to give readers all sides of an issue

47%

News journalists are some of the least trusted institutional figures, with only 47% of adults across 27 countries, including the US, South Korea and Australia, saying they trust them

4%

In the US, only 4% of adults qualify as being part of genuinely sealed-off digital echo chambers, but this minority has an outsized effect on the rest of the population by sharing and promoting the hyper-partisan news content they consume across social media

50%

Half of Americans believe there’s so much bias in the media it’s difficult to differentiate factual news from opinion

**Shifted
Consumption: Slow
& Networked News**

16.5%

Doomscrolling habits are 'severely problematic' for 16.5% of Americans. Another 27.3% have 'moderately problematic' news consumption habits.

21%

In the UK, 21% of people think there’s too much news on Facebook

**Enticing Gen Zers:
Values-First &
Feed-Led News**

79%

In the UK, 79% of 16- to 24-year-olds mostly get their news from the internet, as opposed to radio/audio, TV or print media

38%

Globally, 38% of Gen Zers say keeping up with the news is important and personally useful, while 34% think it's their duty to stay informed

77%

In Germany, 77% of 14- to 17-year-olds say following the news is important for having informed conversations with friends

**Intimate Journalism:
Independent &
Informal Social
Media News**

12%

While Facebook remains the main social media network for news globally, the proportion of people who cite it as the most important has fallen by 12 points since 2016

15%

Among global 18- to 24-year-olds, 15% now mostly use TikTok for news

42%

Globally, 42% of those who prefer to watch rather than read news say it's because it's easier, while 41% find it more engaging and 24% more convenient

71%

Gen Z and millennials are more likely to consume news from social media, with 71% obtaining news from these platforms at least daily and 91% at least weekly

76%

In the US, 76% of Gen Zers trust the news they find on social media

44%

In the UK, 44% of people say they get their news from accounts they follow on TikTok – nearly twice as many as the 24% who get their information from news organisations

77%

In the US, 77% of news publishers are active on TikTok, and nearly 50% of major global news organisations actively post on the platform

14%

Among American Gen Zers, 14% start researching major news events on TikTok, compared with just 1% of all other generations

26%

In the US, 26% of 18- to 29-year-olds regularly get their news from TikTok

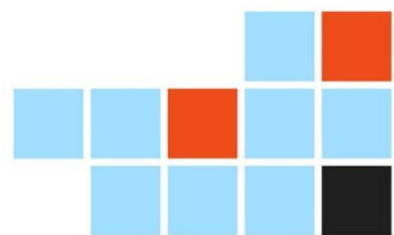
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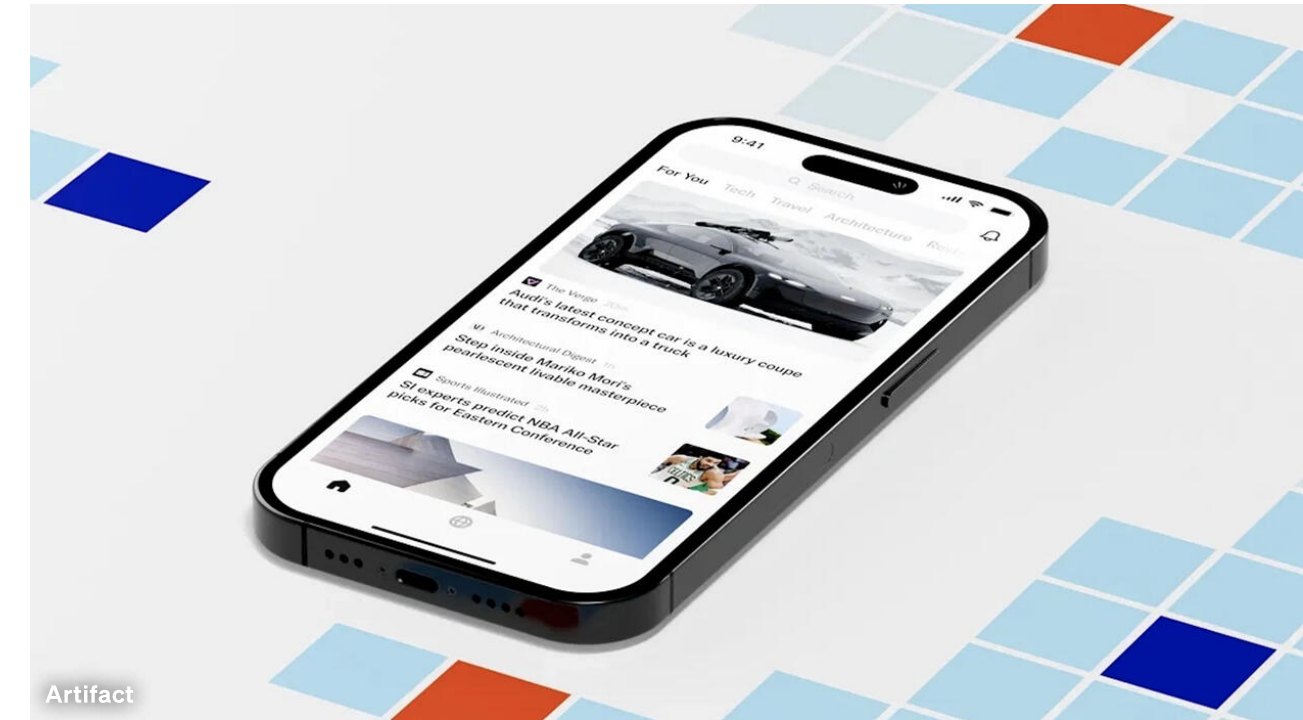
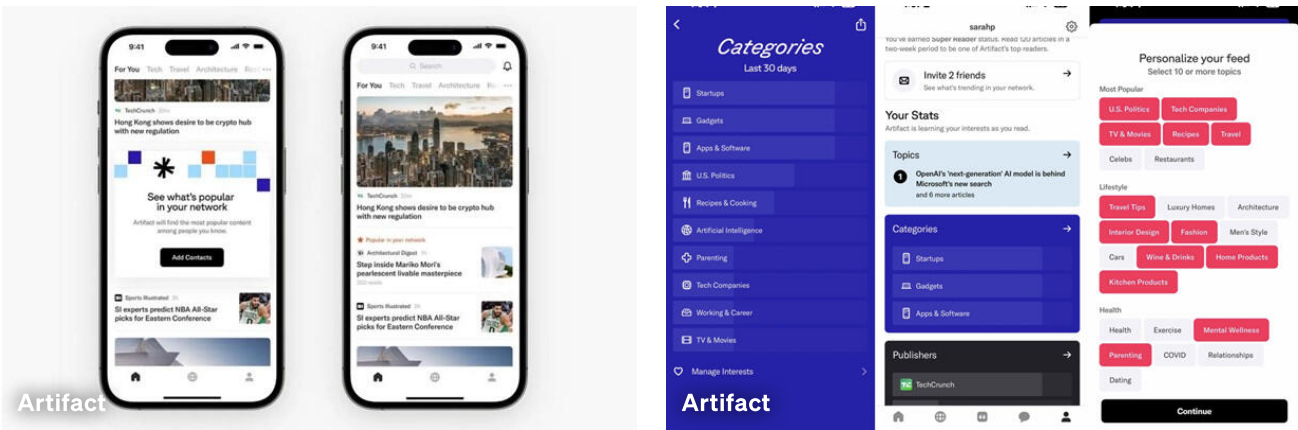
- **Artifact's AI-Tailored News:** Using a large language model, Artifact selects online news from publications vetted for reliability (determined by the AI's training) and global sources by category (e.g. "European politics"). It offers articles matching individual readers' preferences (based on content clicks, observed reading time and stated priorities) to create highly tailored mobile-first news feeds.
- **AI News Synopses, Headlines & Clickbait Pushback:** Additionally, Artifact readers can opt to have the AI summarise articles to a few bullet points. Users can also flag pieces they find misleading, and articles with multiple clickbait flags are filtered out. If a headline is labelled as misleading by several users, the AI will analyse the article's content and write its own headline.



A personalized news feed
powered by artificial intelligence

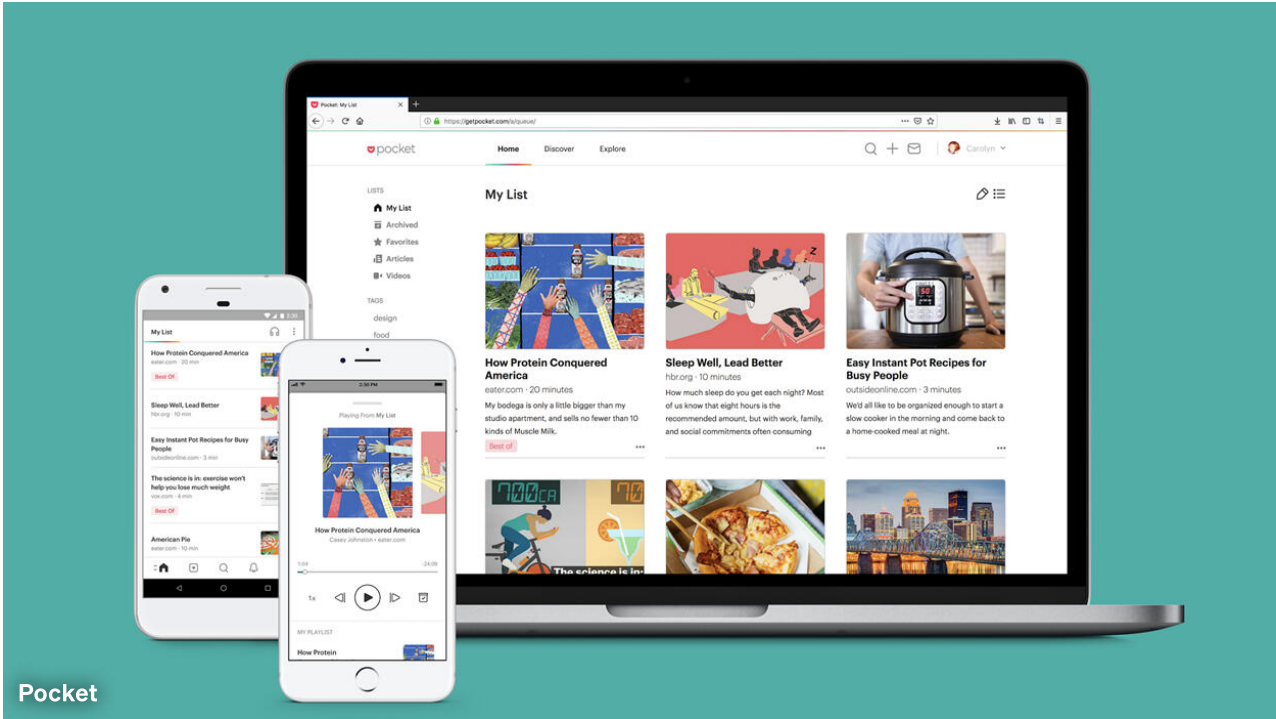


Artifact



- Pocket Gives Readers Control:** At the other end of the curatorial spectrum is Pocket, a read-it-later reader-managed news app. The Pocket web browser extension (available across devices) lets users save articles and videos from news sites to the app, to view as offline content whenever they please (logging in is required for subscription-based articles). While Pocket users previously managed their saved content via tags (by subject, publication, etc.), a new feature lets them curate Pocket Lists (like playlists) with titles and descriptions, for example: Ukraine: Conflict Updates. Pocket plans to make these currently private lists shareable later in 2023.

Trending articles on Pocket filter directly to a feed within the News tab on the Firefox web browser, providing 8.8 billion reader-driven recommendations per month ([TechCrunch, 2023](#)).



Pocket

Home Business Entertainment General Health Science Sports Technology

Pocket-News- Top Business Headlines

A fintech CEO is trying to raise more than \$1 billion to fund bridge loans for startups impacted by the Silicon Valley Bank collapse

"We've received \$1.5 billion in requests from nearly 1,000 companies," a Brex spokesperson said. "We are trying to raise as much capital as we can."

By stabahrity@insider.com (Sam Tabahrity,Aidan Pollard) on Sun, 12 Mar 2023 19:45:58 GMT

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(TrendHunter.com) Australia's largest air carrier Qantas has unveiled a brand new set of luxurious airline seats that are designed to ensure that hyper-long-distance flights can be navigated in consummate...

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Oscars look to snap back a year after the slap

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By JAKE COYLE (AP Film Writer) on Sun, 12 Mar 2023 19:44:26 GMT

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Pocket

Regenerating Trust: Expert-Led & Non-Partisan News

Concerns over mis- and disinformation, fake news and bias (see Key Stats) are compounded by fears of AI in newsrooms, leaving readers feeling disenfranchised. Rebuilding trust, Berlin-based **Informed** champions varied human expertise by collating thinking from an array of global publications, while **The Flip Side** backs bipartisanship and **Semafor** (both US) deconstructs news for readers seeking balance.

- **Informed's Trusted Sources:** Informed's human-expertise-led platform caters for audiences unready or unwilling to cede editorial control to AI. Its website and app bundle news from esteemed global publishers, including The Economist, Der Spiegel and The New York Times, selected by experienced editors and experts (unlike Artifact's AI-picked publications). Only "quality" journalism is chosen, and no tabloids appear. As well as providing articles from free sources, licensing deals with traditional news publishers like The Wall Street Journal mean Informed subscribers can access various paywalled content for one single fee. Informed adds its opinion to each selected article via a bulleted summary from its editors.

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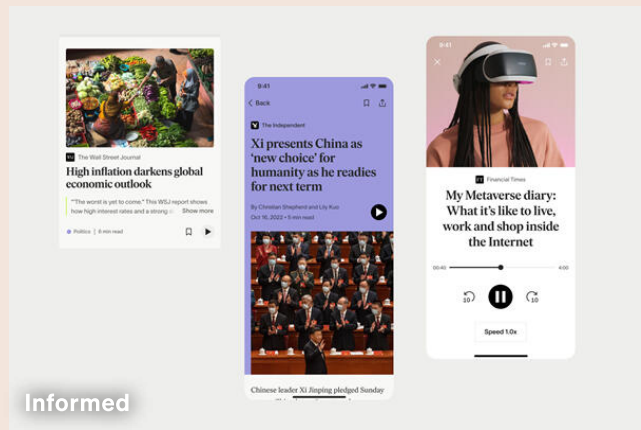
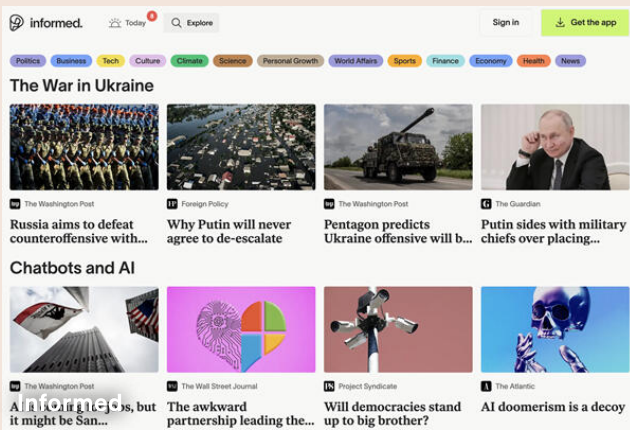
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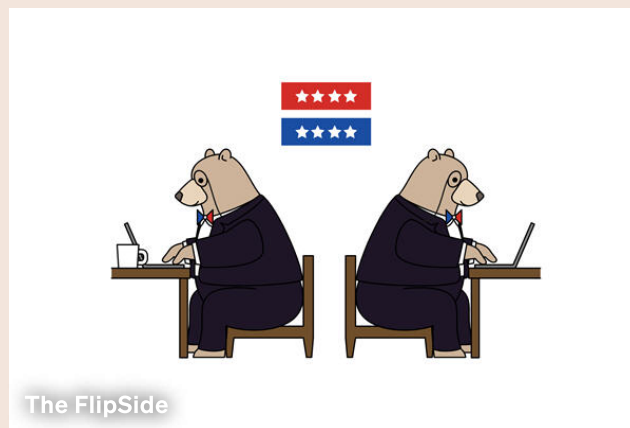
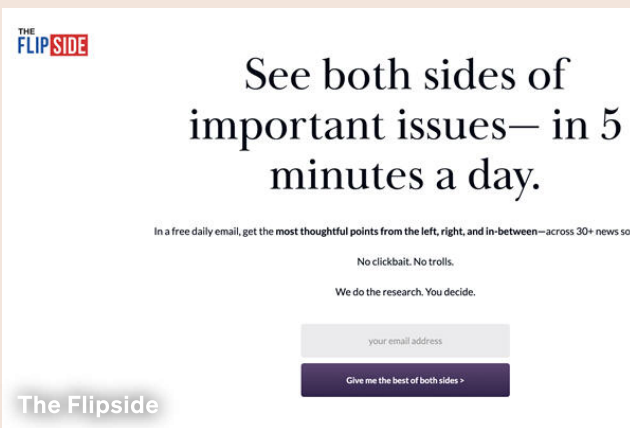
Even if it's bad news.

Carefully selected articles from
FINANCIAL TIMES **IP** **The INDEPENDENT** + many more

Essential reads from the world's leading news publishers.
 All in one app. Curated daily, by trusted editors and experts.

informed.
 The news, **curated.**

- The Flip Side Champions Bothsideism:** Countering the partisanship of news consumption and delivery in the politically polarised US, The Flip Side's daily free email outlines the top stories from both right-wing and left-wing perspectives side by side in two columns. With a tagline "No clickbait. No trolls. We do the research. You decide", the newsletter – designed as a five-minute read – empowers readers with space for critical judgement outside of a filter bubble.



- **Semafor's Deconstructed Balance:** Semafor seeks to reintroduce trust and balance by deconstructing news delivery. Each story is covered via several formats: The News (the facts), The Reporter's View (analysis from a journalist), Room for Disagreement (a counter-argument to the journalist's perspective), The View From (other global perspectives), and Notable (the best coverage on the story outside of Semafor).
- **BBC Verify's Transparent Explainers:** [BBC Verify](#) is a new task force dedicated to countering misinformation, delivering on-screen explainers providing context on the tools and techniques used to verify BBC news stories.

Shifted Consumption: Slow & Networked News

Anxiety induced by doomscrolling (excessively looking at bad news on social media) is shifting audiences towards less traditional formats that foreground contemplation and connection. From British **Tortoise's** "slower" news to American **Flipboard's** decentralised blend of social and news media, new formats are emerging for more peaceable news consumption.

- **Tortoise's Sensemaker Newsletters & ThinkIns:** **Tortoise** eschews the urgency of the 24-hour news cycle: it publishes no more than five new long-form articles per day, and sign-ups receive one daily Sensemaker newsletter, outlining one key story. Additionally, it hosts Tortoise ThinkIns – regular online ticketed panel events for readers, featuring editors and journalists. These "live editorial meetings" are designed to be contemplative rather than combative. Recent subjects include food poverty, AI, Russia and celebrity MPs.

Tortoise

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Slow down, wise up

What's different about Tortoise is slow news. Not breaking news, but what's driving it.

Our award-winning team doesn't cover every story but takes the time to reveal just one a week. Calm, clear reporting on the stories that matter most.

SENSEMAKER IS OUR DAILY ROUNDUP OF THE NEWS THAT MATTERS

Silvio Berlusconi: the original populist

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GILES WHITTELL

OUR BIG FIVE

CAPITAL
Crispin Odey staged a coup

TECHNOLOGY
Saturn's moon has the ingredients for life

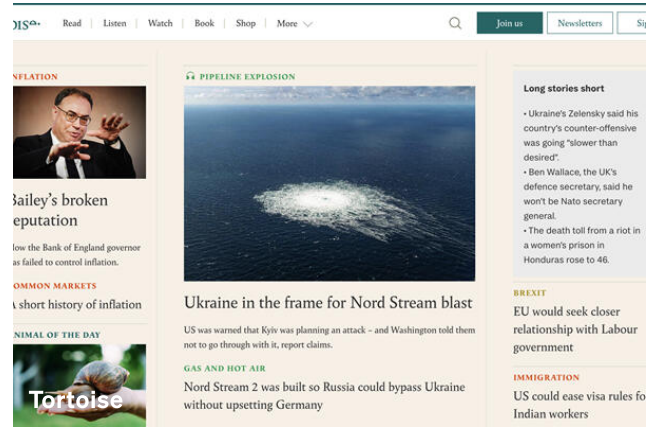
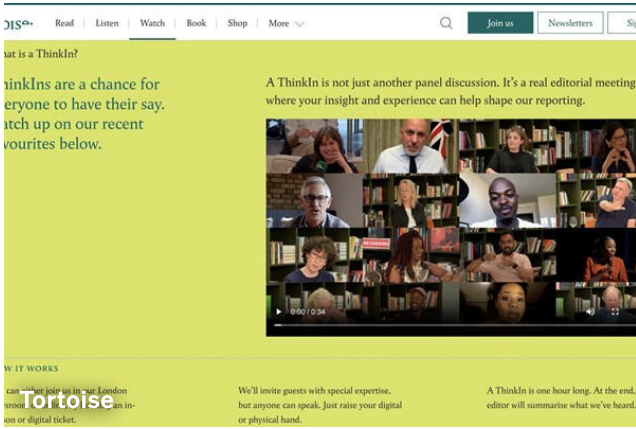
100-YEAR LIFE
Marking boycotts leaves students without degrees

OUR PLANET
Fires are still burning in the Great White North

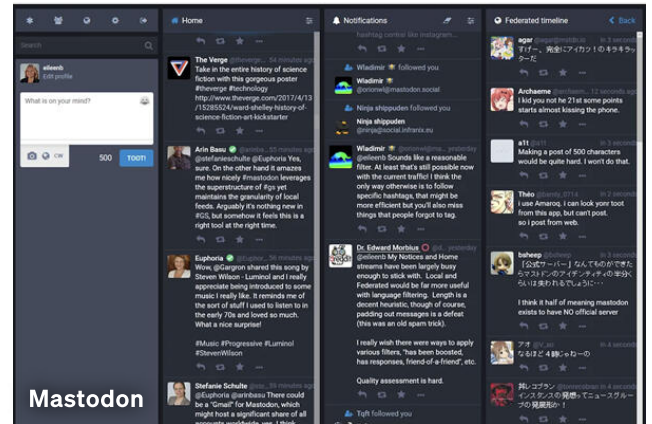
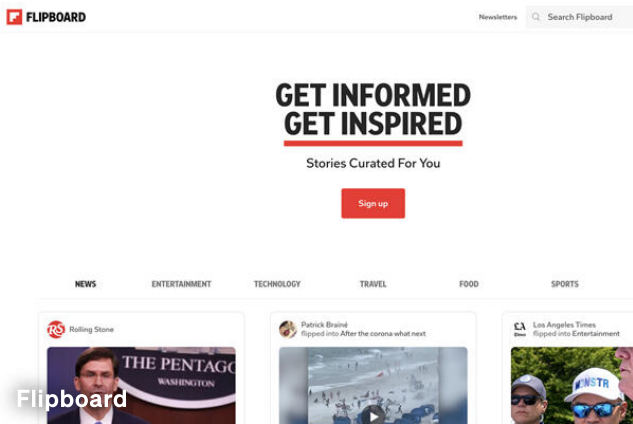
CULTURE
Taliban wants to lure tourists back to statues it blew up

SENSEMAKER DAILY | CATCHUP

14 JUNE | 14 JUNE
Charlotte Owen's | El Niño-inflation



- Flipboard's Decentralised & Networked News:** Curated by journalists and experts, Flipboard's magazine-style news app pulls articles from external outlets into a polished interface designed for leisurely "flipping" rather than scrolling. It's recently moved to facilitate reader interaction by integrating next-gen decentralised American social media platforms **Bluesky** and **Mastodon**. Decentralised platforms host micro-communities users can easily move between, created with code that anyone can access and use to build their own community. These communities are self-moderated rather than run by one master entity (i.e., Facebook). Flipboard users will be able to access Bluesky and Mastodon from within the app and post links to news articles they've gathered across both networks, as well as comment on them and reply to peers. This model of "networked news" will give users control over how they connect their social spaces with news consumption, away from news-heavy legacy social media.



Enticing Gen Zers: Values-First & Feed-Led News

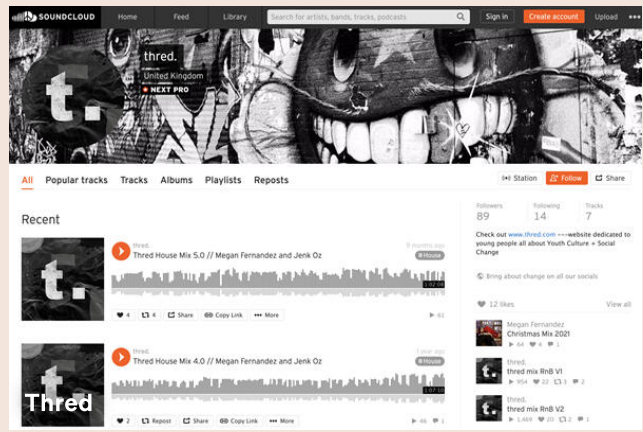
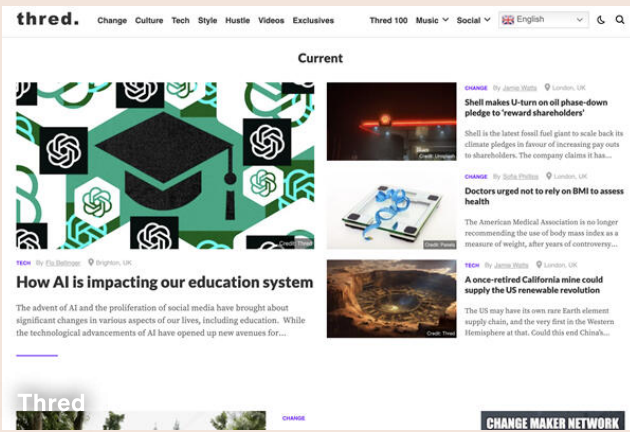
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- **Thred's Changemaker News for Gen Z, by Gen Z:** Thred prioritises topics positing Gen Z as an activism-minded cohort, with content written by Gen Zers. Categories include Change (social-change-focused news on people, planet and companies) and Hustle (entrepreneurship articles and career advice). News about tech, style and culture lean towards disruptive concepts and future-facing stories, while the Thred 100 is a regularly updated list of top 100 figureheads, organisations, movements and companies striving for social and planetary good.

Integrated Spotify and SoundCloud playlists and DJ mixes lend Thred more youth-culture credibility. Compared with youth-focused American digital media empire Vice (which recently filed for bankruptcy), Thred avoids semi-sensationalist personality journalism. Its recently launched Change Maker Network offers opportunities for Gen Zers seeking "planet-positive" work experience, including ambassadorships for Thred's social change mission and moderator positions for its Social X Change Discord server.

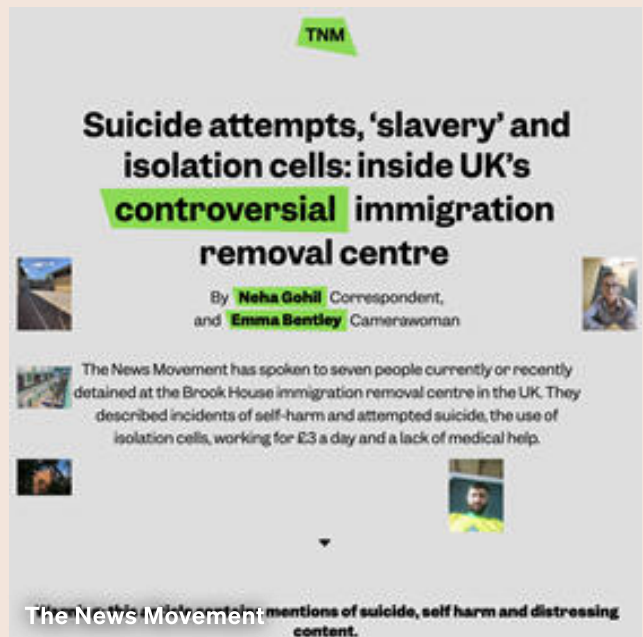
“Gen Zers see a difference between ‘the news’ and news: Gen Z news isn’t just cold, hard facts – it includes quick briefings, social change articles, cool science facts and video spoofs that play on current memes. Social media means the audience is networked, too: a lot of the news you consume might be what your friends decided to repost.”

Jenk Oz
Founder, Thred Media



- The News Movement's Storified Feed:** Borrowing heavily from TikTok, The News Movement (TNM) delivers a digestible, scrollable feed, blending video, headlines and snappy summaries.

On top of the main feed is a swipeable What's Hot carousel of short-form vertical videos featuring topical interviews on anything from homophobia in football to the conflict in Ukraine and criminal cases in the UK. The Keep Up to Date vertical presents news and opinion pieces, shown in the feed with a photo, headline and byline, which – when clicked – direct readers to a quick-scroll article with a high volume of integrated vertical videos. Increasingly widespread on social media, trigger warnings for sensitive topics are provided.





Intimate Journalism: Independent & Informal Social Media News

Video-based social media has changed expectations of what news looks like and who should deliver it. Whether it's independent deep-dive journalism on YouTube or young Ukrainians creating dispatches on TikTok after a bomb raid, audiences of all ages are responding to a new era of informal, direct social media news reporting.

- **TikTok's Dynamic News:** TikTok tools allow for direct-to-camera verbal breakdowns set against video collages, captions, animations and infographics that serve fast news stories especially well. This energised, comparatively informal news delivery – mixing rolling news, contextual explainers, unfiltered dispatches and even satire – is used by official news organisations, mainstream journalists and upcoming independent figures to spark higher engagement and trust. We track some of the current leaders.

The most-followed independent news publisher on TikTok is Spanish social-native brand [Ac2ality](#), which uses a colloquial style to inform its 4.4 million followers. The Washington Post was the first major newspaper to reach one million followers (now [1.6 million](#)) thanks to its gleeful embracing of TikTok trends, led by dedicated TikTok journalist Dave Jorgenson. Since the Russia-Ukraine conflict began in 2022, accounts like [@Valerisssh](#), who reaches 1.3 million fellow TikTokers with videos from her hometown of Chernihiv, have engendered the on-the-ground dispatches dubbed #WarTok.

Recent coverage of the Titan submarine disaster illustrated the new varied diet of news coverage available to TikTok users: as the crisis unfolded in real time, London-based journalist [@MaxFosterCNN](#) provided hard-hitting quick-fire updates, [@SkyNews](#) posted clipped versions of TV broadcasts, American TikTok-only news channel [@DailyEditions](#) shared both regular updates and memes, and BBC journalist [@VictoriaDerbyshire](#) offered sombre dispatches from her living room.

- **YouTube's New News:** While the era of fake news has heightened demand for more balanced coverage, some are seeking more opinionated journalism surfacing stories neglected by mainstream media. YouTube is home to a new breed of independent long-form reporting, providing an alternative to homogenous TV news, especially in countries where suspicion of state-run or mainstream media is high. In the US, where trust in mainstream media is decreasing (see Key Stats), [The Young Turks](#) offers a progressive news alternative for 5.47 million subscribers, covering American news via a liberal lens. Meanwhile, [The Real News](#), an independent viewer-funded non-profit news channel, delivers stories on social, climate and political justice for nearly 800k subscribers. For its 2.22 million subscribers, [The Next News Network](#) features domestic breaking news and in-depth analysis with a sharp conservative edge. In Turkey, YouTube news channel [Fatih Portakal TV](#) (766k subscribers) proved vital for viewers sceptical of state-run media during a fraught presidential election.

Future Insights

- Bestow AI-Assisted Curatorial Control** While simplified, convenient access to news is key, help users retain agency over their news sources. Look how American news-discovery app Artifact deploys AI to enable this delicate balance: AI does the news gathering, but it's based on user preferences, and users have the power to flag stories they believe are misleading.
- Break the Bubble with Bothsideism Tools** Echo chambers and filter bubbles are self-regenerating, but a simple presentation of both sides of the story, such as The Flip Side's daily newsletter, can re-empower consumers. Create more holistic understanding of the facts and provide an opportunity to appraise news stories critically to rebuild trust in news sources and combat clickbait.
- Slow the News Cycle (in Places)** Anxiety about constantly updated negative news is pushing people away from news consumption. Tortoise's slowed-down news is about breaking free from the urgency and reformatting how news is discussed. Consider its ThinkIn sessions, which create time and space for reader participation and understanding of key topics, prioritising conversation over exigency.
- Involve Gen Zers** Growing numbers of Gen Zers consider keeping up with the news both a duty and a personal priority. Engage them by inviting them into editorial roles, to offer thought leadership, and to help flag fake news for their peers – to ensure media literacy and trust go up, not down. Look to Thred's involved approach as a model of Gen-Z-designed news.
- Embrace a Format Blend** Growing trust in TikTok's blending of news, opinion and education illuminates a developing horizon in news discovery. While misinformation fears need addressing, the appetite for the platform's varied news formats indicate a clear opportunity to diversify news delivery to improve engagement. Bring an internet sensibility into news coverage, combining informal reportage with dynamic multimedia, and even memes.