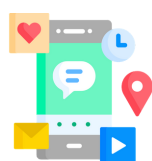


# MOTIVATION AND PERCEPTION OF HONG KONG UNIVERSITY STUDENTS ABOUT SOCIAL MEDIA NEWS

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## INTRODUCTION



**Social networking sites,** searching, sharing and debating news through these interactive platforms has become an integral part of everyday life for university students.



**Digital consumption,** teaching media literacy improves the news consumption of individuals, as well as social responsibility and democratic participation.



**Media Literacy,** skill that helps develop an understanding of how and why people get involved with news and how they are influenced by their own habits.

## METHODOLOGY AND RESULTS

- RQ1: What are the news motivations for searching news on social networks?
- RQ2: What are the levels of perceived control and media literacy of university students?
- RQ3: Are there any relationships between perceived control and media literacy?
- Q4: Are different types of news motivations related to different levels of media literacy?

Media Control Locus Scale (Maksl et al., 2015; Maksl et al., 2017)  
Media Literacy Scale (Ashley et al., 2013)

Offline survey

147 university students (social networks) Hong Kong

News habits in social networks  
Motivations for news on social networks  
Perceived control and media literacy

## CONCLUSIONS



The current study provided empirical data on how Hong Kong academics consumed news on social networks, what motivated their use of news on social networks, and how these news motivations relate to their level of media literacy..



News motivations varied between high and low literacy learners; those with higher media literacy were more likely to be driven by socialization motivation.



By identifying the knowledge and news competence of academics, our data specify what teachers and professionals should focus on in future training to better meet the needs of students.

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