


**LINA**  
Local & Independent News Association

  
Clickstarter

LinkedIn Local<sup>™</sup>  
∞ Meta Blueprint

# News Avoidance in Australia.

# What we'll look at.

- 
- 01** The Extent
  - 02** Cause & Effects
  - 03** A look at video
  - 04** Content that clicks

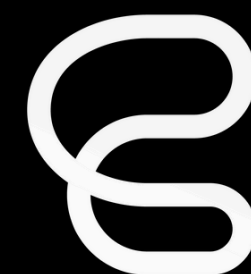


# Dante St James



TECH  
AUSTRALIA  
ADVOCATES

Great  
Mondays



Clickstarter

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**News has gone a  
little weird lately**









***FAKE NEWS***



# Brain-Dead Teen, Only Capable Of Rolling Eyes And Texting, To Be Euthanized

VIDEO: NEWSROOM  
January 31, 2012  
VOL 48 ISSUE 05  
Video · Our Annual Year 2012



MORE FROM ONION, INC.



- INSIDE
- POLITICS  
QAnon Followers Frustrated After Q Calls For Respecting Election Results, Uniting Behind Biden  
Page 4
- POLITICS  
Donald Trump Jr. Refuses To Step Down From Post Of President's Oldest Son  
Page 6



Media Lambasts Biden Administration For Failure To Solve Coronavirus  
NEWS: Page 2



Lincoln De...

AMERICA'S FINEST NEWS SOURCE · ONION.COM

# 'You Have Disappointed Me,' Trump Tells Room Full Of Supporters While Strapping On Gas Mask



WASHINGTON—Pacing slowly back and forth as he delivered his words, President Donald Trump reportedly told a room full of his supporters, "You have disappointed me" Wednesday while strapping on a gas mask. "The only thing I ever asked of you was your support, and indeed you've failed me at that," said Trump, securing the military-grade breathing device in place as the sound of a click and his broke the stunned silence and a dark, noxious fume engulfed the terrified crowd. "You've followed me through the dawn of my rise and my darkest hours, and I always counted you among my most loyal disciples. But now I can see my trust was misplaced. I can't believe I put faith in your obedience. You're weak—all of you, weak." At press time, Trump slowly headed for the exit, treading over the mass of still, silent bodies on the floor with a crunch. #

## Crying Eric Trump Asks Father If They Poor Now



## Jubilant Reaction To Trump Defeat Quickly Soured By News Of Biden Win

CHICAGO—Seconds after the room had erupted into cheers, applause, and a few big sighs of relief, sources confirmed Tuesday that a local group of friend's jubilant reaction...

forced to deal with the fact that his replacement will be Joe Biden. Ugh, why does the single best player...



**Australia is a world leader when  
it comes to avoiding news**



**UNIVERSITY OF  
CANBERRA**

DIGITAL NEWS REPORT: AUSTRALIA 2023

WOMEN AND NEWS SPECIAL REPORT:

# GENDER GAPS IN NEWS CONSUMPTION AND ENGAGEMENT



## Australians and news

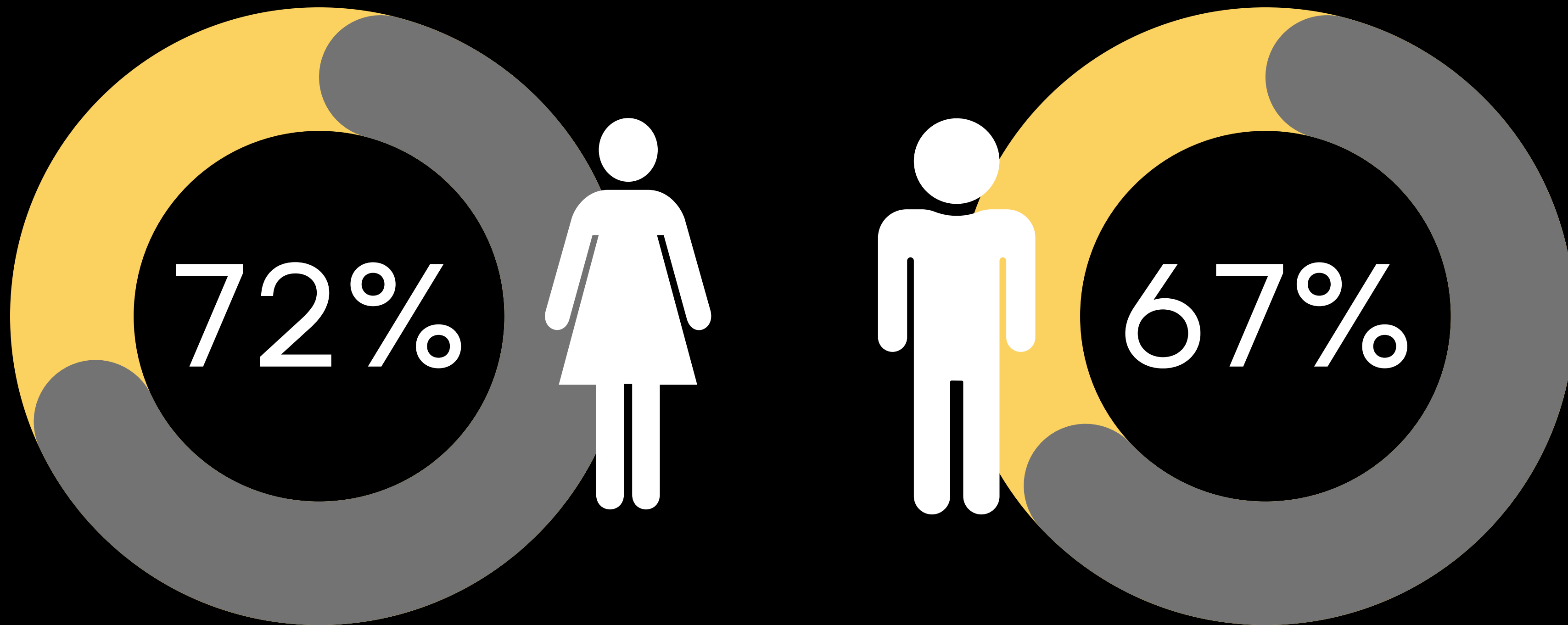
Impartiality and commercial influence

### Qualitative research

January 2020





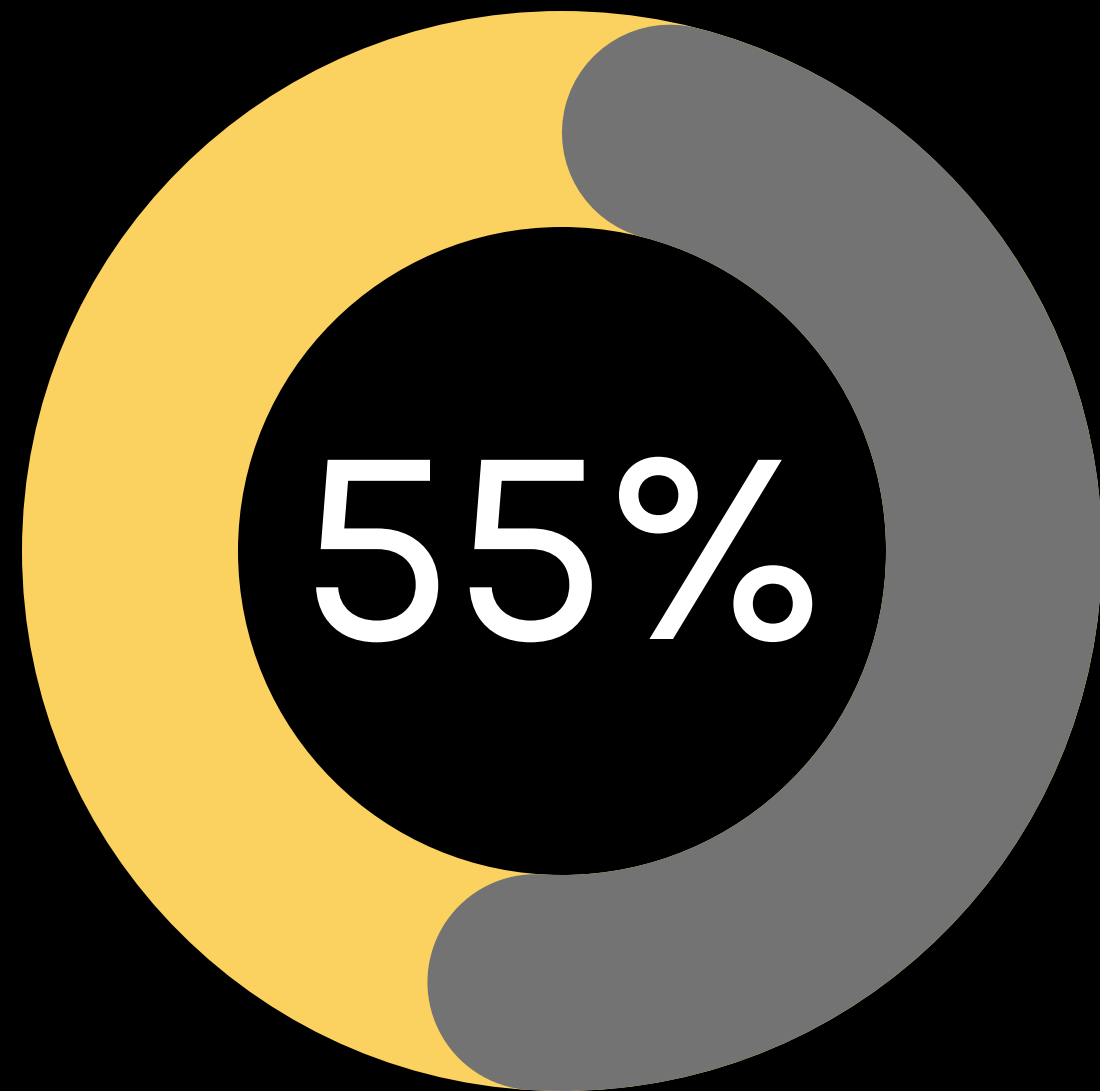


UNIVERSITY OF  
CANBERRA

**Lack of issues that represent what women care about**



**Lack of issues that represent what women care about**



**of women want more  
positive news**





**CULTURE**



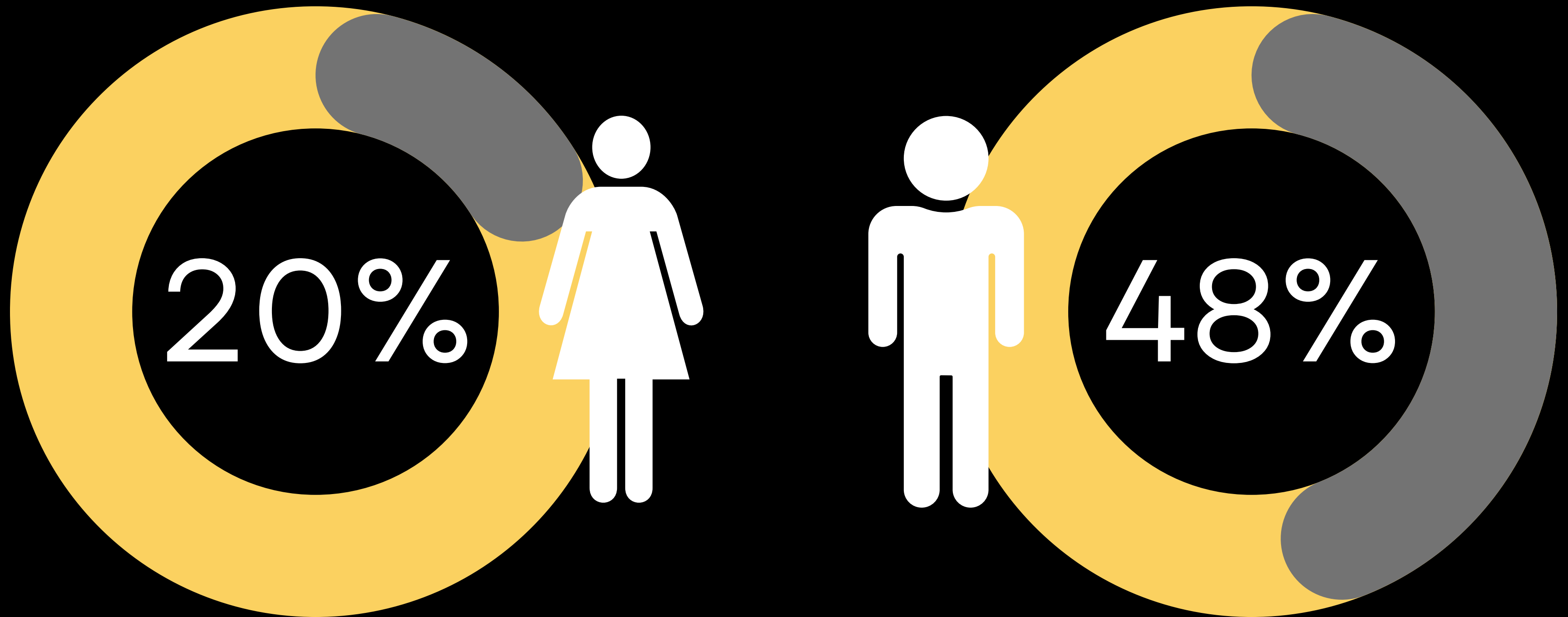
**LIFESTYLE**



**LOCAL**



# How about political news?





# Financial & Economic?



# Mainstream News?





**News is coming from social media**



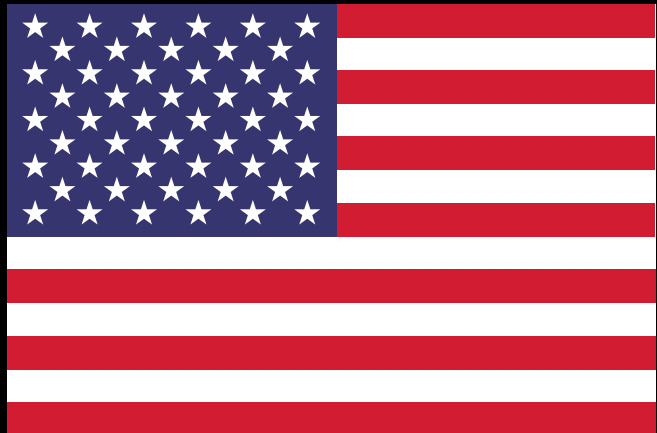
**TikTok**



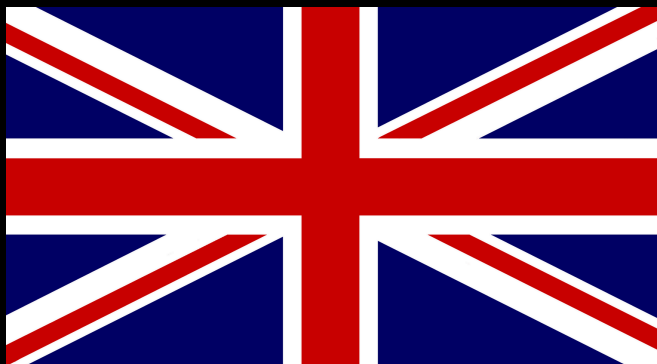
**YouTube**

**facebook**

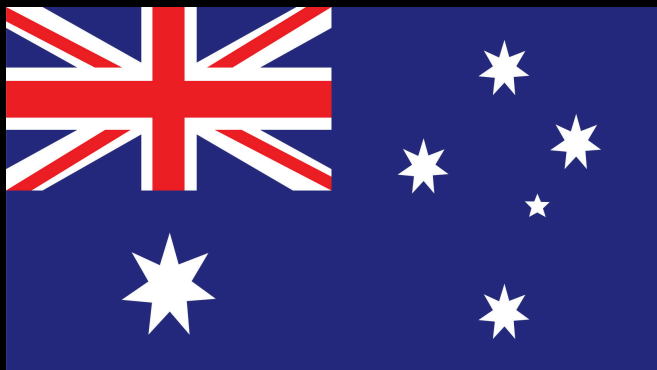
# Distrust in news is strong



**68%**



**60%**



**49%**

0

10

20

30

40

50

60

70



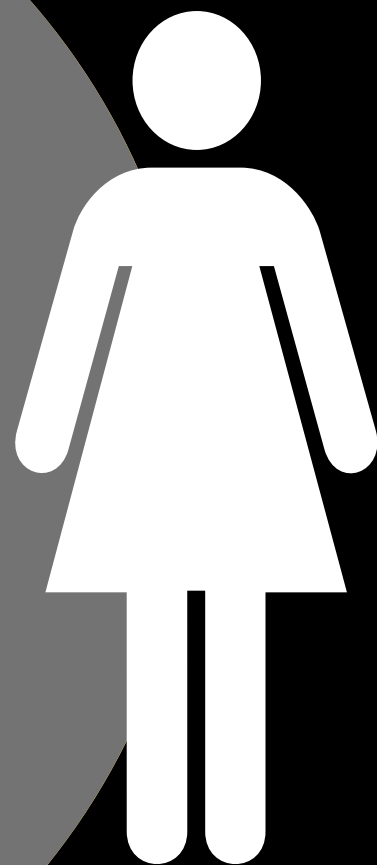
**That was in 2019.**

**How about 2023?**



# The Guardian

47%



58%

# THE AUSTRALIAN FINANCIAL REVIEW

51%



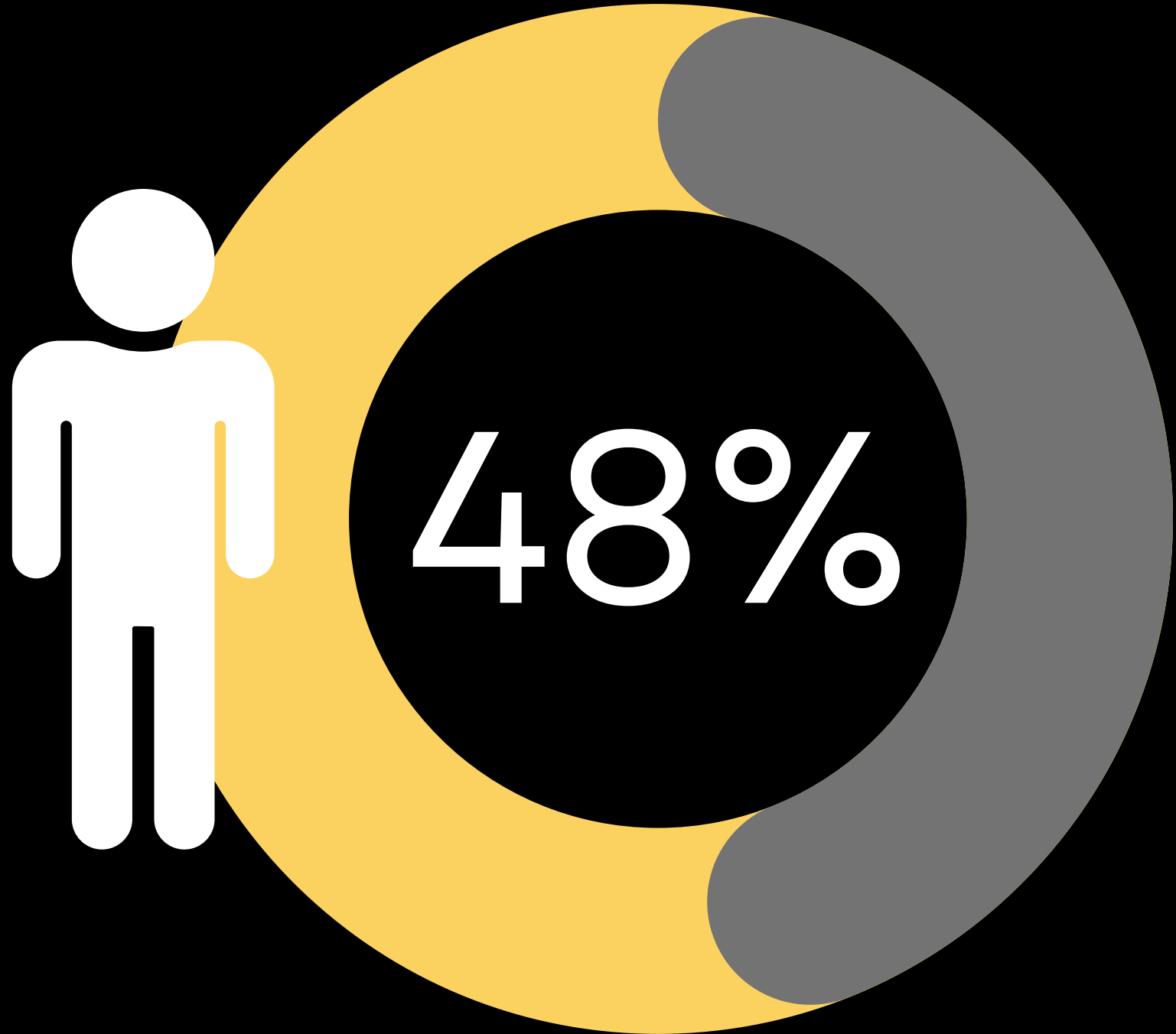
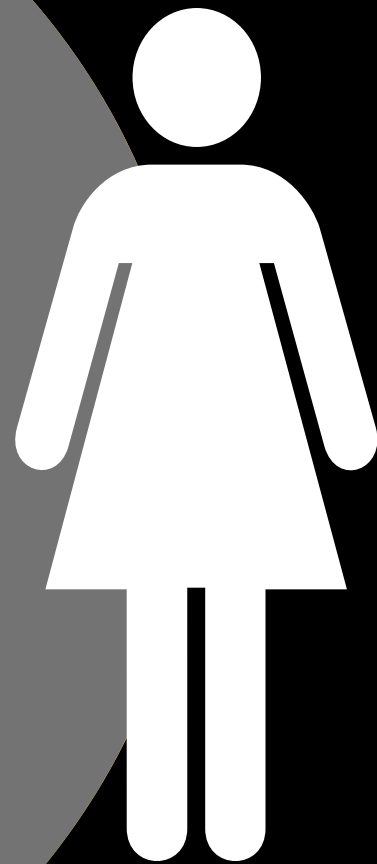
58%





45%

A donut chart with a yellow outer ring and a grey inner ring. The yellow ring represents 45% of the total, and the grey ring represents the remaining 55%. A white female icon is positioned to the right of the chart.



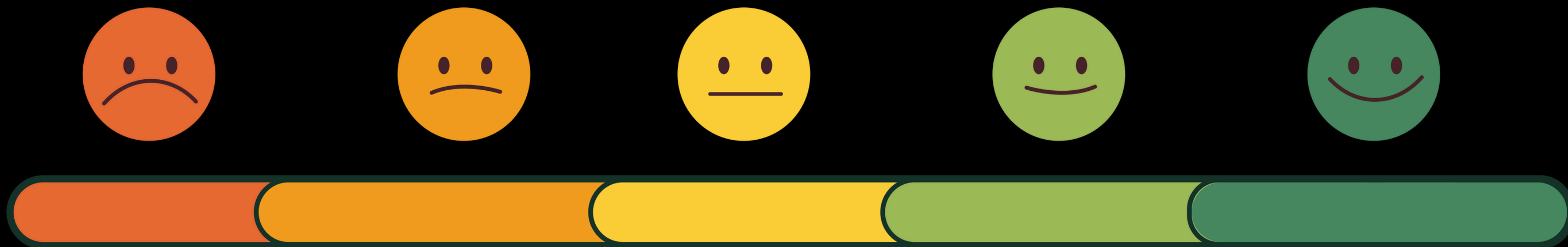
48%

A donut chart with a yellow outer ring and a grey inner ring. The yellow ring represents 48% of the total, and the grey ring represents the remaining 52%. A white male icon is positioned to the left of the chart.









**The news affects my mood.**

**The news isn't  
relevant to me.**





**I prefer an  
alternative  
source.**



# Crisis Fatigue.



**Do we just pack up and go home?**



WHY?

**did we get into  
news anyway?**





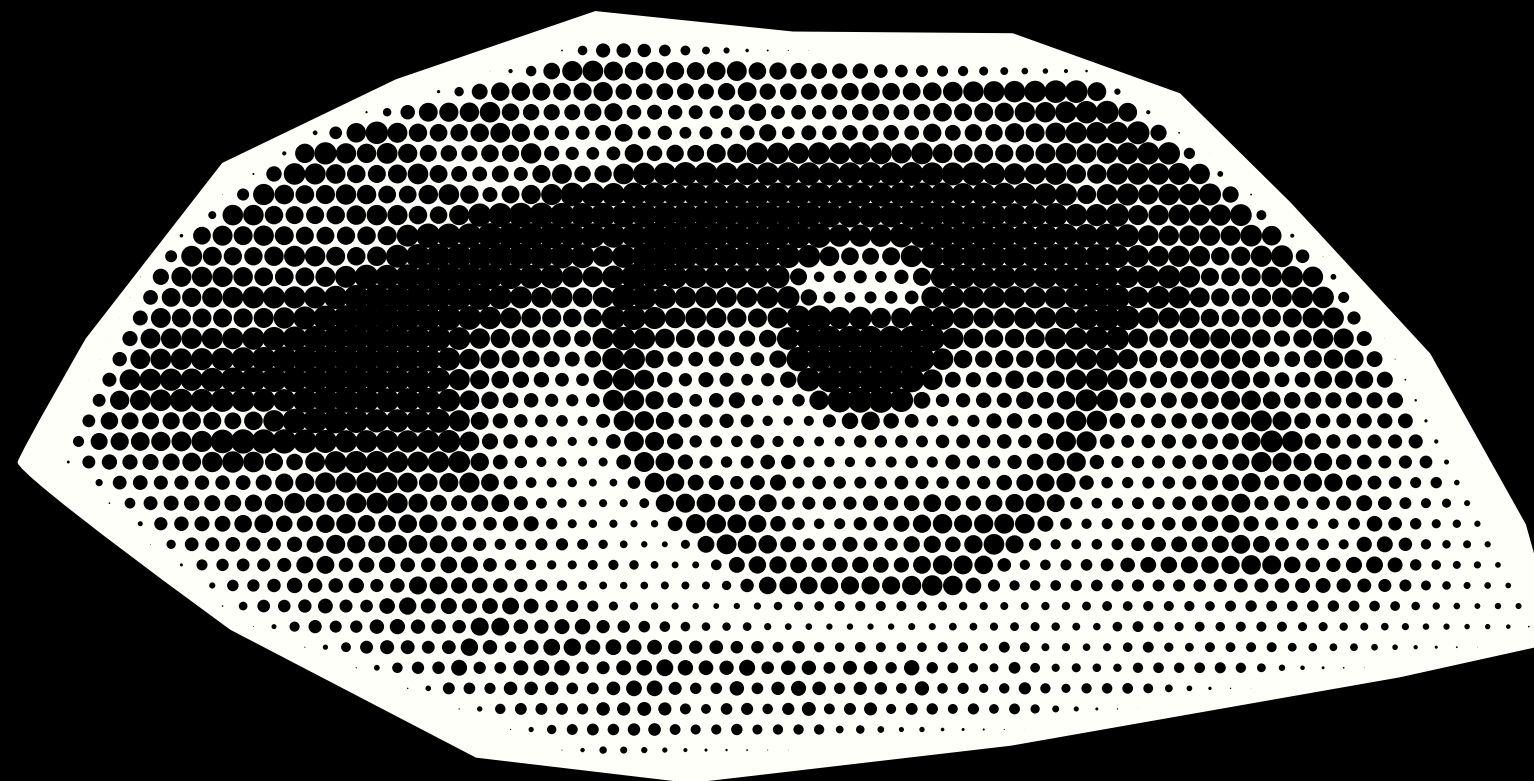


















**How do we turn this around?**

# BuzzFeed

VICE





A person is shown from the chest up, sitting in a meditative pose with their hands clasped in front of them. They are holding a mala, a string of beads used for prayer or meditation. The person is wearing a light-colored, possibly white, t-shirt. The background is a soft, out-of-focus indoor setting with warm lighting. The word "Balanced." is overlaid in the center of the image in a white, sans-serif font.

**Balanced.**



A young woman with dark hair is shown in profile, looking intently at a glowing screen in a dark room. The screen displays a colorful, abstract image. The word "Engaging." is overlaid in white text across the center of the image.

**Engaging.**



**Adaptable.**





A group of six young people are posing on a dirt path on a hill at sunset. The group consists of three men and three women. They are all smiling and looking towards the camera. The background features a vast landscape with rolling hills, a small town in the distance, and a large body of water under a sky with soft, colorful clouds. The sun is low on the horizon, creating a warm, golden glow. The word "Generational." is overlaid in the center of the image in a large, white, sans-serif font.

Generational.





**Data Driven.**



A close-up photograph of a laboratory experiment. A person wearing a white lab coat and white nitrile gloves is performing a liquid transfer. They are holding a clear glass beaker containing a light blue liquid. A graduated glass cylinder is held over the beaker, with a stream of the same light blue liquid being poured into it. Below the beaker, a clear glass Erlenmeyer flask is held, containing a darker blue liquid. The background is a soft-focus view of the lab coat and other laboratory equipment. The word "Experimental." is overlaid in white text in the center of the image.

**Experimental.**

***DAILYMOTION***



A close-up, slightly blurred photograph of a person's hands holding a dark-colored smartphone. The person is wearing a grey, ribbed sweater. The background is out of focus, showing more of the sweater and some indistinct shapes. The text "Content that clicks" is overlaid in the center in a white, bold, sans-serif font.

**Content that clicks**



 Meta

Linked 

 TikTok



**Gen Z doesn't do this.**

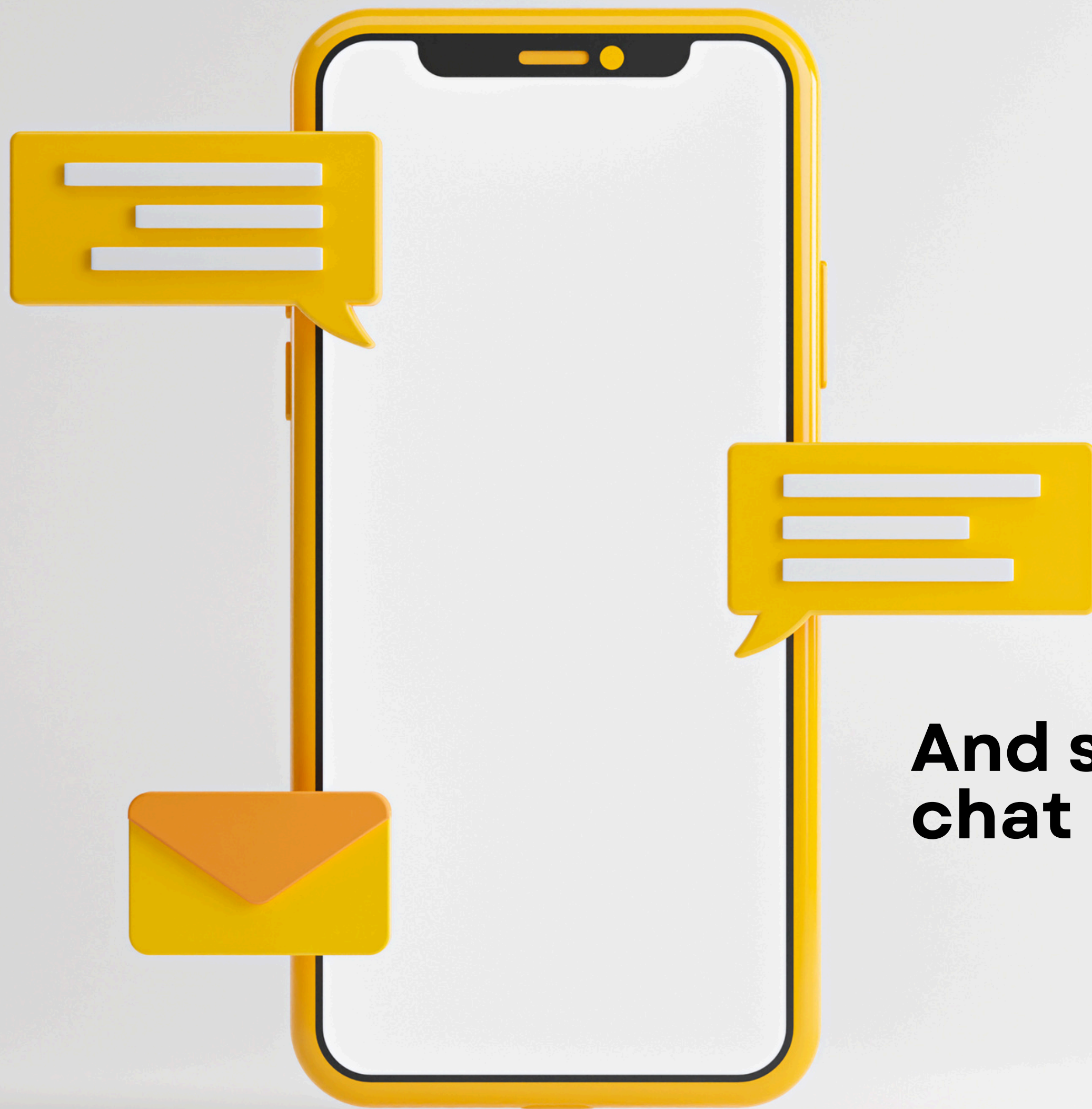






**News is consumed alone.**





**And shared via private  
chat and friend groups.**



**Virality is no longer as public.**





**What can we do with this?**





**TEXT  
CONTENT**

**GRAPHIC  
CONTENT**

**VIDEO  
CONTENT**





**TEXT  
CONTENT**

**Summarise into lists**

**Concise reporting**

**Expand using audio**





**Summary and hook**



**Main points as a list**

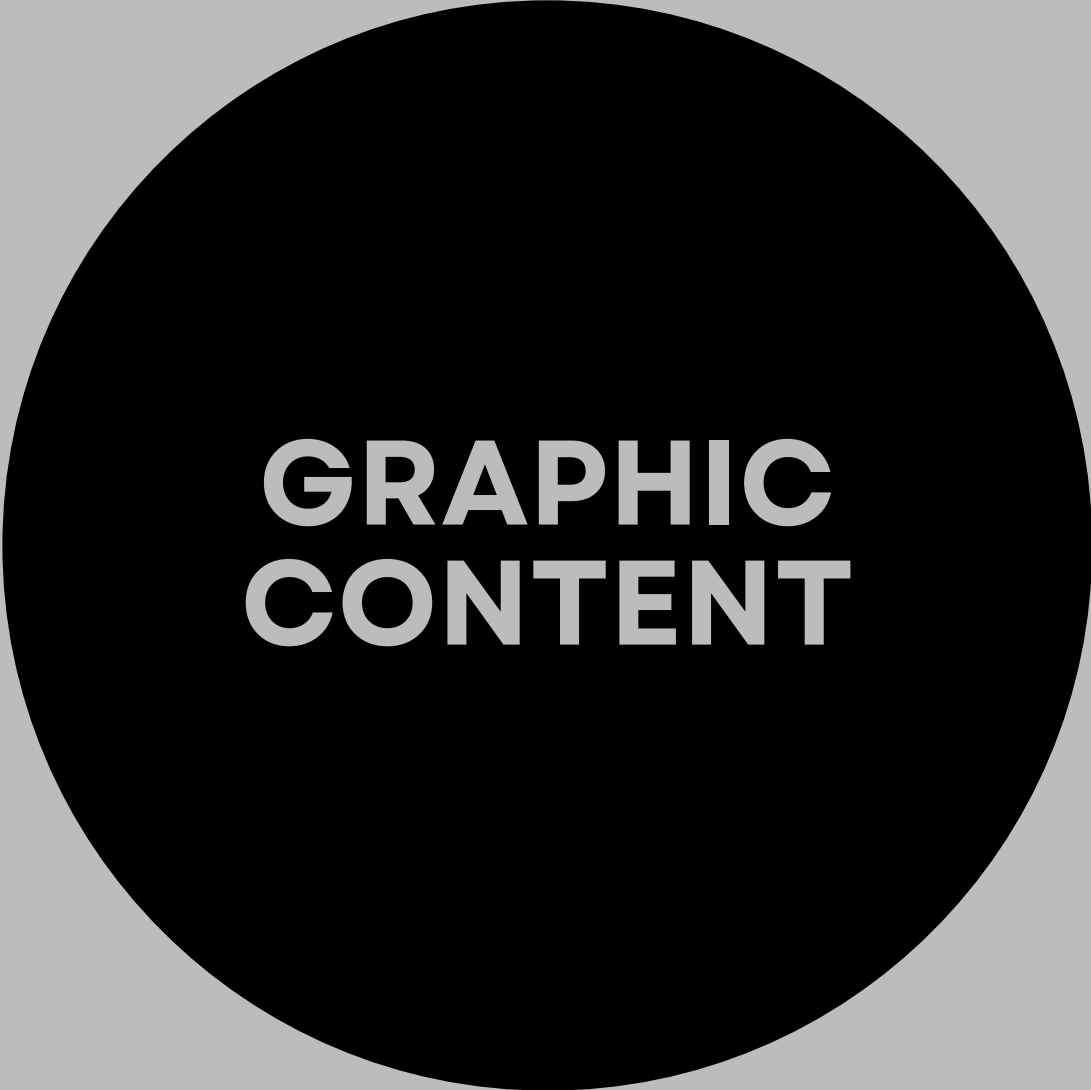


**Main story as audio**



**Main story as text**





**GRAPHIC  
CONTENT**

**Infographic**

**Shareable quote**

**Carousel formats**



# CHILDREN

5-17 years

Children aged 5-17 should do at least **60 minutes** of physical activity every day.



Physical activity promotes a child's concentration, healthy growth and development, **prevents disease** and unhealthy weight gain.



**Urbanization** reduces levels of physical activity, cities must be built with enough safe green spaces for children's recreational activities.

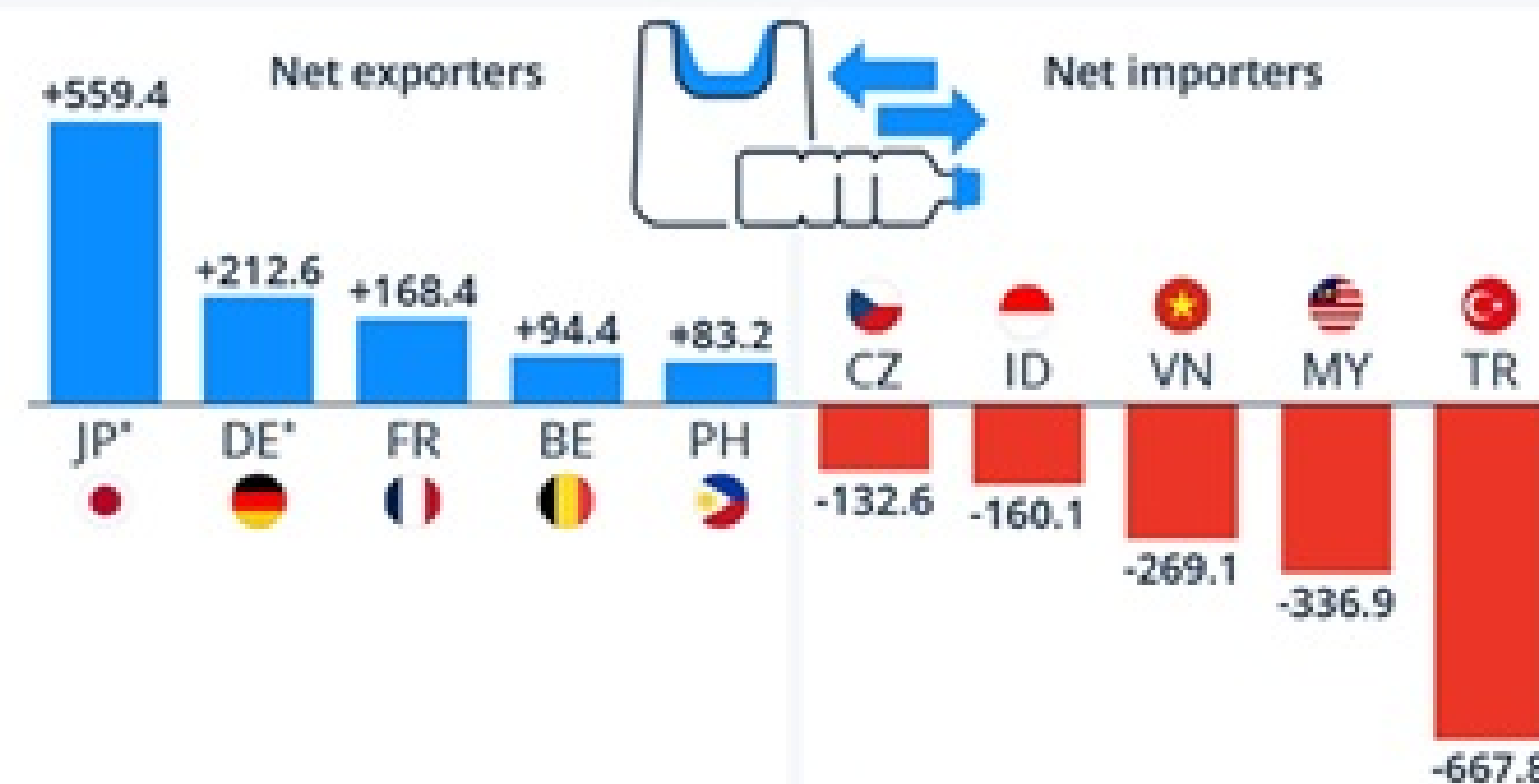


Physical activity learned in childhood continues in **adulthood**, contributing to the person's decreased risk for heart disease and stroke.



## Which Countries Export & Import Plastic Waste?

Selected countries by net export balance of plastic waste and plastic scrap in 2022 (in thousand tons)



\* Approximation based on dollar value imports/exports  
Out of 129 countries reporting both imports and exports  
Source: UN Comtrade



statista





“

The greatest failing  
would be to **not learn from the crisis**  
and to **leave the world**  
**in the same vulnerable state**  
**it was in before**

”

- TEDROS ADHANOM GHEBREYESUS -  
WHO Director General

Thai PBS  
**WORLD**

  @ThaiPBSWorld   ThaiPBSWorld  [www.thaipbs.or.th/ThaiPBSWorld](http://www.thaipbs.or.th/ThaiPBSWorld)

BBC NEWS

“We may have  
different religions,  
different languages,  
different coloured  
skin, but we all  
belong to one  
human race.

Kofi Annan  
1938-2018

GETTY IMAGES



Like New posts Repost Send

**Gaynor Penny** (She/Her) · 1st  
30 + Years (Private/Public/NFP) Passionate abou...  
1d · 🌐

I urge every man I know to consider how the women around you are treated. Don't assume they're comfortable around you because you know you're not a bad person. Dont walk past treatment that you know is wrong, what ...see more

**UN Women Australia**  
26,452 followers  
1d · 🌐

As violence against women is declared a national crisis, new data published yesterday reveals a staggering 30% increase in the rate of women killed by intimate partners – an alarming trend that underscores the urgent ...see more

Intimate partner violence in Australia · 5 pages

**NEWS**

**The rate of women killed by an intimate partner in Australia has increased by nearly 30%.**

1/5

Let's make better happen together.

**Dante**, ready to design & build better tech?

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**Messaging**

Page inboxes

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**Focused** Other

- Tina Kievit** 4:25 PM  
Tina: ok gotcha. i tried through chambers of commerce and...
- Lalitha Renukaradhya** 10:09 AM  
Lalitha: Thank you for letting me know
- AJ Kulatunga** 9:33 AM  
You: I just put you forward again for October Business Month -...
- RIFAT MAHMUD** 7:56 AM  
RIFAT sent an attachment
- Carolina De Cala** Apr 30  
Carolina: I do believe there's so much need for a space like tha...
- Carolyn Tate** Apr 30  
You: Great to meet you too!
- Karen Lowery** Apr 30  
You: No problem!
- Amila Gunawardana** Apr 30  
You: 🙌
- Georgios Skoufezis** Apr 29  
You: Oh awesome!  
dante.stjames@darwininnovatio...
- Ricky Pearl** Apr 29  
You: Thanks Ricky. Looking forward to getting underway o...





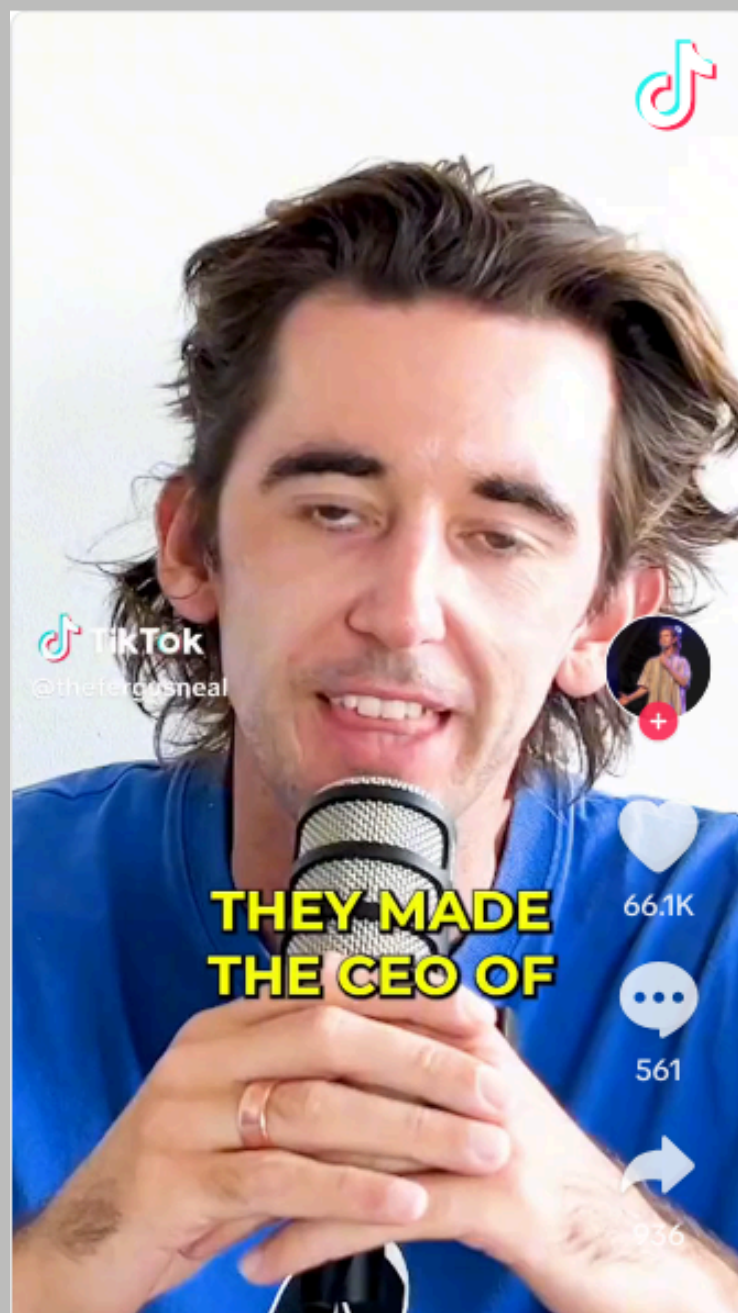
**VIDEO  
CONTENT**

**Short format still rules**

**Made for mobile**

**Gets to the point within 3s**



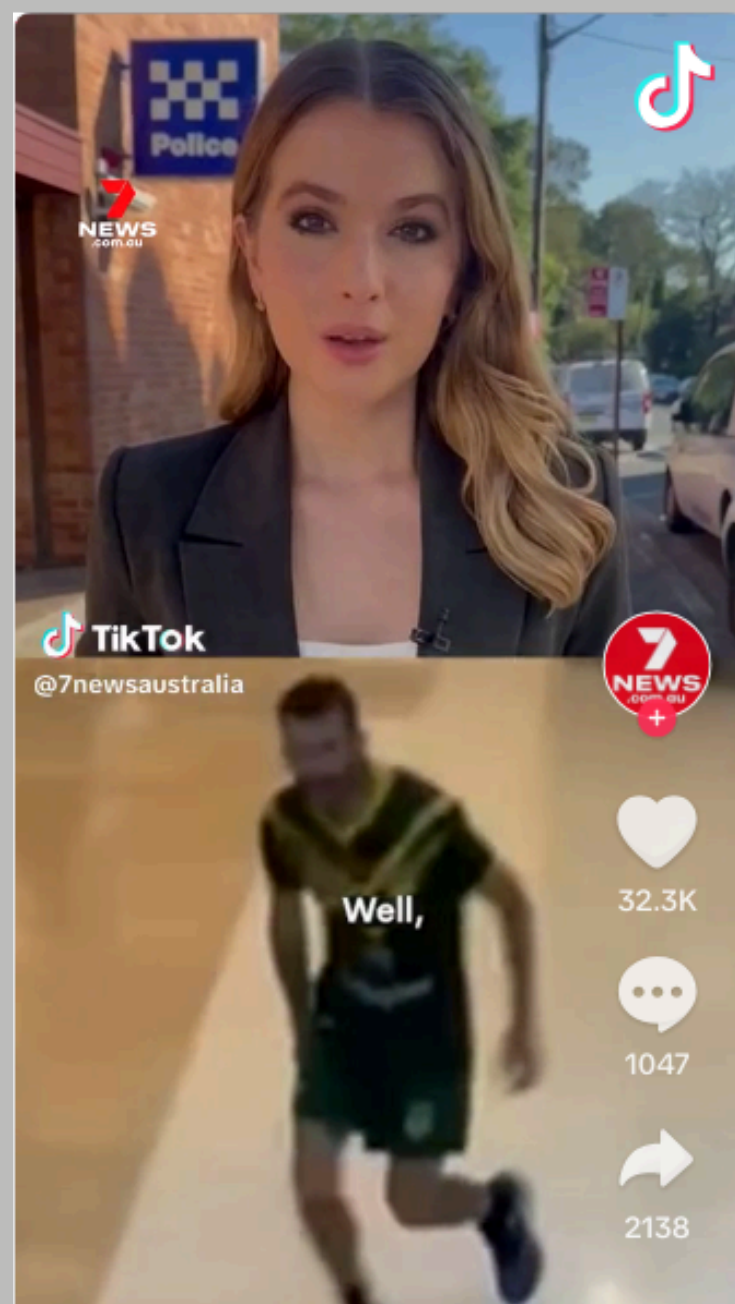


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@thefergusneal

The Ferg Neal Show Podcast #australia  
#melbourne #sydney #fyp

original sound - Fergus Neal

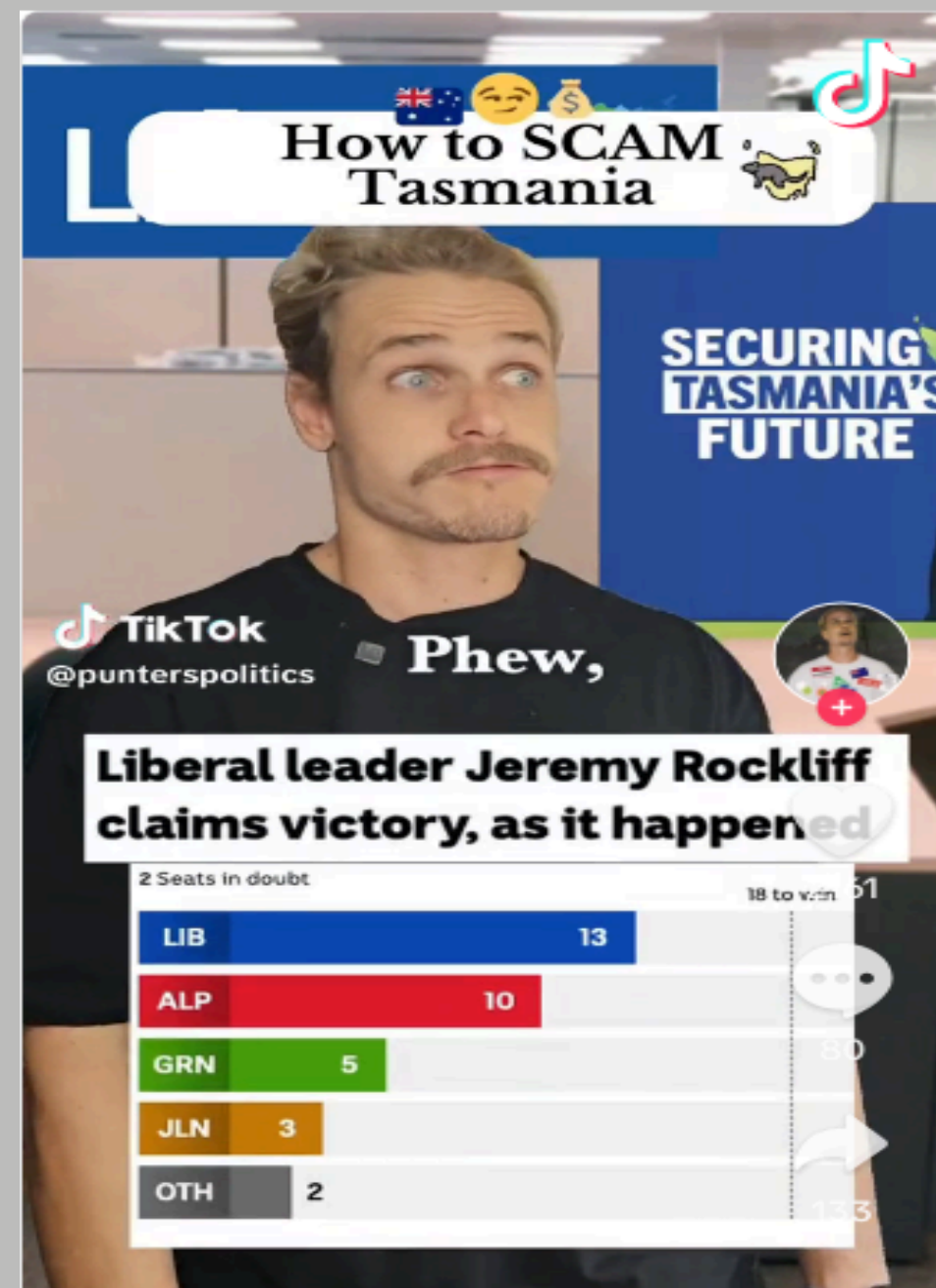


is on TikTok [Watch now](#)

@7newsaustralia

It's been revealed that the Westfield Bondi Junction mass killer Joel Cauch ...See more

original sound - 7NEWS Australia -  
7NEWS Australia

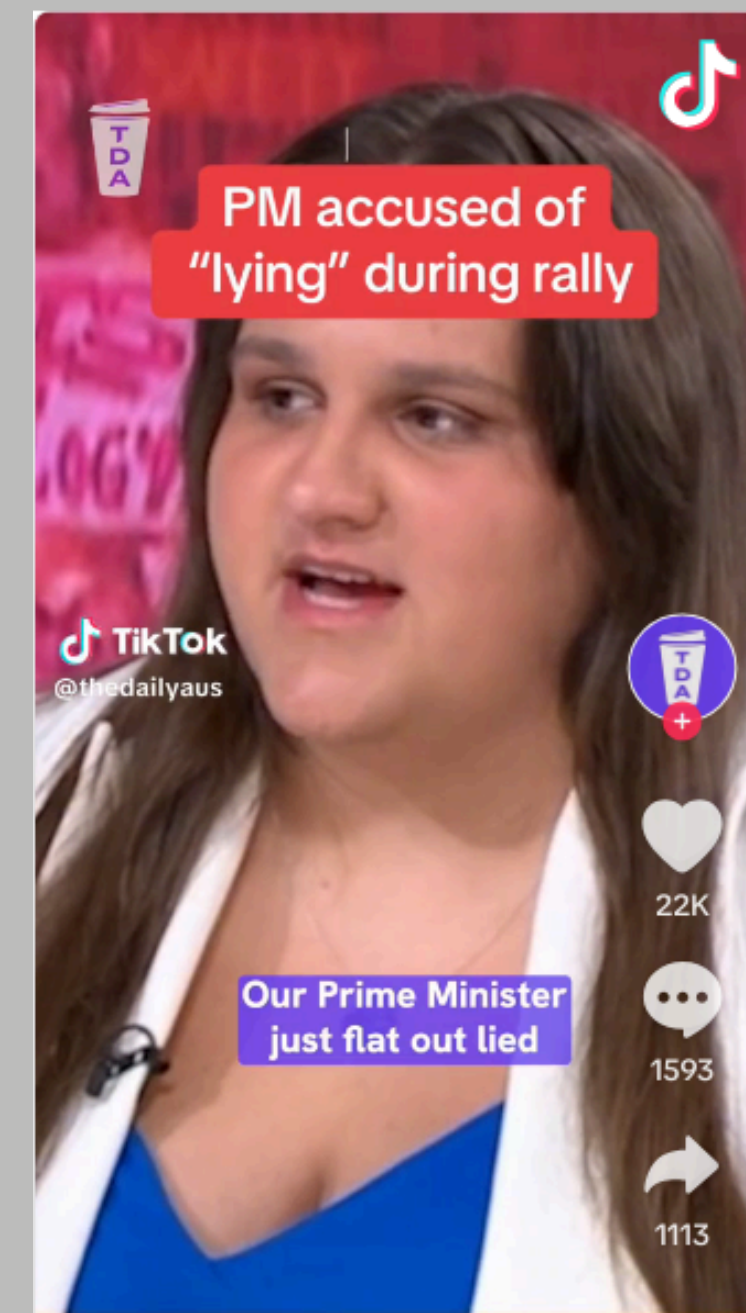


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@punterspolitics

Good luck Tassie! Welcome to the great Aussie tradition of gov proppin ...See more

original sound - Punter's Politics



leos on TikTok [Watch now](#)

@thedailyaus

Founder of 'What were you wearing? Australia', Sarah Williams has a ...See more

original sound - The Daily Aus









**Dante St James**

dante@clickstarter.com.au

