

Students' Perceptions of Communication Design in Media: Case Study of Portuguese and Spanish Communication Students

Authors : Fátima Gonçalves, Joaquim Brigas, Jorge Gonçalves

Abstract : The proliferation of mobile devices in society enables the media to disseminate information and knowledge more rapidly. Higher education students access these contents and share them with each other, in the most diverse platforms, allowing the ubiquity in access to information. This article presents the results and respective quantitative analysis of a survey applied to communication students of two higher education institutions: one in Portugal and another in Spain. The results show that, in this sample, higher education students regularly access news content believing traditional news sources to be more credible. Regarding online sources, it was verified that the access was mostly to free news contents. This study intends to promote the knowledge about the changes that occur in the relationship of higher education students with the media, characterizing how news consumption is processed by these students, considering the resulting effects of the digital media evolution. It is intended to present not only the news sources they use, but also to know some of their habits and relationship with the news media.

Keywords : students' perceptions, communication design, mass media, higher education, digital media

Conference Title : ICCDM 2018 : International Conference on Communication Design and Media

Conference Location : Barcelona, Spain

Conference Dates : August 20-21, 2018