



## What triggers seeking?

- Wanting a summary of important news for the day
- Looking for updates on an ongoing story of interest
- Investigating a story they heard about from family, friends or online discourse
- Reading updates on a specialized interest (e.g., hobby, career field, activist interest)

## Seeking behaviors

- Visiting a trusted news-exclusive website or app for top headlines
- Visiting an emerging news producer for headlines or a news roundup
- Pulling up and listening to an aggregator or headlines podcast (e.g., The Guardian's Today in • Focus, NPR Morning Edition or Ill Post's Morning Post)
- Scrolling an aggregator for top headlines
- Searching for a topic on a search engine, paying special attention to trusted sources in the results