



Study

What triggers Studying?

- Highly relevant news stories that extend personal interests or upskilling
- Civic stories that require higher understanding levels for full context, such as the intricacies of tariffs
- Ongoing, recurring news stories that require timelines and context, such as the history of the Israel/Palestine conflict
- Desire for entertainment that passes time during another task, such as exercising, cooking or eating, and feels productive and educational

Studying behavior

- Moving from a headline to the actual content from the same source
- Searching for long-form content from a trusted source
- Consuming long-form video and audio content as pastime