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The twenty-first-century individual is constantly bombarded with information both from their immediate surroundings and by the media. Communication scholars like to divide the media into two as traditional and new media, which could be taken to mean that the influence of the media has increased proportionally, if not doubled. The widespread availability of information in today’s world comes along with misinformation and disinformation, two reasons why more and more people abstain from information or question its sources.

Benjamin Toff, Ruth Palmer, and Rasmus Kleis Nielsen’s book *Avoiding the News: Reluctant Audiences for Journalism* starts with a similar sentiment as the authors acknowledge the prevalence of news sources. When I was presented with the opportunity to review a book for H-Net, this book immediately caught my attention, as it touches upon a topic relevant not only to a social scientist but to the general reader as well. Accordingly, the language of the book is easily understandable, making it a source for anyone with the slightest interest in journalism. At the beginning of the book, where the authors ask, "Is Ignorance Bliss?" (1), they specifically state that they are focusing on people who avoid the news not from time to time but all the time. Then, they explain why news avoiders should be problematized. The book employs a mixed-method fieldwork research design where the researchers had in-depth interviews with more than a hundred news avoiders in the United Kingdom, Spain, and the United States and compared the data with that obtained from "news lovers" based in the United States in a period between 2016 and 2020. The methodology section of the study is meticulously explained and leaves no questions unanswered.
The authors then analyze their data, referring to important categories in the literature such as digital natives, those who were born into the digital age and are thus expected to survive more easily in it, and digital immigrants, those who have had to adapt to the digitalization of society somehow. Throughout the book, the expertise of Toff in journalism, Palmer in communication foundations, and Nielsen in political communication is apparent as the data is backed with communication studies literature whenever the opportunity presents itself. The authors analyze the problem of news avoidance under three main factors, or themes, namely identities, ideologies, and infrastructures, which align with the central finding of the book: the reason consistent news avoiders avoid the news is related to the news itself only partially. Therefore, the authors claim, simply "fixing the news" will not solve the problem as one's identity and ideology as well as media infrastructure all play a big role in why people abstain from the news. Before immediately diving into these three factors in data interpretation, the question "Who are Consistent News Avoiders?" is answered, giving the reader a sociodemographic profile of constant news avoiders. The authors claim that news avoidance is more common among young people, women, lower socioeconomic classes, and those least engaged in politics. The authors carry out an in-depth analysis of why this is the way it is. The following chapter, titled "Why News Avoiders Say They Don't Use News," deepens the analysis, shifting to an explanatory approach from a descriptive one in the previous two chapters.

In the fourth chapter, "Identities: How Our Relationships to Communities Shape News Avoidance," the authors make it clear that we do not necessarily avoid the news as individuals, but as social beings with intersecting identities that define who we are in communities. The fifth chapter, "Ideologies: How Beliefs about Politics Shape News Avoidance," painstakingly discusses the role of people's worldviews in their news avoidance. The sixth chapter, "Infrastructure: How Media Platforms and Pathways Shape News Avoidance," deals with the platforms (online or offline) people use to reach information or, conversely, avoid using it. Tables, graphs, and figures are provided in all these sections to supplement the prose. These prove helpful in facilitating an easier reading experience for those who are interested in the raw data more than the authors' interpretation of it. With that said, I found the overall depth and informativity of the analysis to be quite satisfactory. Under the last heading, "News for All the People?," the authors wrap up their discussion, and provide a theoretical and practical review of the implications of their findings. What stood out for me in this chapter was the way the authors provided key takeaways for scholars and journalists drawing upon the data that they extensively interpreted throughout the book. For example, the authors claim that mixed-methods research on this topic is rarely done and the book could be used as an example in further studies (p. 156). Journalists, likewise, are advised to use the findings for the betterment of the field of journalism. News avoiders are not the minority, as is thought by some in journalism, but are on the rise (p. 161).

All in all, *Avoiding the News: Reluctant Audiences for Journalism* covers a topic of interest to many quite well. As a Turkish reader, I would be tempted to read follow-up studies that consider the case of non-Western news avoiders. The sociopolitical context of regions and countries outside the Western scope should prove to be interesting. A comparative study would be even better. In any case, the book is a good read and makes a wholesome contribution to the literature.