



# Media, Millennials, and Politics: The Coming of Age of the Next Political Generation

*Alison Novak*

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# Media, Millennials, and Politics: The Coming of Age of the Next Political Generation

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## **Media, Millennials, and Politics: The Coming of Age of the Next Political Generation** Alison Novak

This book explores the relationship of the media and politics to America's largest generational group, the millennial generation. As the group has become voting eligible since the 2008 election, the traditional news media has been largely critical of youth behaviors, civic engagement, and political participation. Novak addresses how this primarily negative coverage has significantly influenced the generation's views of politics and news media, and has contributed to their adoption of digital technologies in the search of more equitable and trustworthy political information. *Media, Millennials, and Politics* explores how this relationship has unfolded across the 2008, 2010, 2012, and 2014 American elections and provides insight into what political participation in the millennial generation may look like in the future.



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