

DIARIO	BB	Gen X	Gen Z	Total
Calidad	6,35%	4,76%	3,97%	15,08%
Confianza	10,32%	13,49%	10,32%	34,13%
Entretenido	4,76%	0,00%	5,56%	10,32%
Falso	0,00%	1,59%	0,79%	2,38%
NS/NC	7,14%	7,94%	3,97%	19,05%
Compartir	1,59%	0,00%	0,79%	2,38%
Sobreinfo	5,56%	2,38%	8,73%	16,67%
Total	35,71%	30,16%	34,13%	100,00%

E-MAIL	BB	Gen X	Gen Z	Total
Calidad	3,17%	0,00%	0,79%	3,97%
Confianza	7,94%	4,76%	7,14%	19,84%
Entretenido	2,38%	1,59%	2,38%	6,35%
Falso	3,17%	3,97%	4,76%	11,90%
NS/NC	9,52%	15,87%	6,35%	31,75%
Compartir	4,76%	3,17%	3,17%	11,11%
Sobreinfo	4,76%	0,79%	9,52%	15,08%
Total	35,71%	30,16%	34,13%	100,00%

FACEBOOK	BB	Gen X	Gen Z	Total
Calidad	0,00%	0,00%	0,00%	0,00%
Confianza	3,17%	0,79%	0,00%	3,97%
Entretenido	9,52%	5,56%	3,17%	18,25%
Falso	3,17%	4,76%	11,11%	19,05%
NS/NC	11,90%	11,90%	7,14%	30,95%
Compartir	2,38%	3,17%	5,56%	11,11%
Sobreinfo	5,56%	3,97%	7,14%	16,67%
Total	35,71%	30,16%	34,13%	100,00%

INSTAGRAM	BB	Gen X	Gen Z	Total
Calidad	1,59%	0,00%	0,79%	2,38%
Confianza	3,17%	1,59%	1,59%	6,35%
Entretenido	6,35%	7,94%	8,73%	23,02%
Falso	3,17%	3,97%	7,94%	15,08%
NS/NC	12,70%	11,90%	2,38%	26,98%
Compartir	3,17%	0,79%	4,76%	8,73%
Sobreinfo	5,56%	3,97%	7,94%	17,46%
Total	35,71%	30,16%	34,13%	100,00%

VIDEOLLAM.	BB	Gen X	Gen Z	Total
Calidad	1,59%	0,00%	0,79%	2,38%
Confianza	4,76%	2,38%	3,17%	10,32%
Entretenido	4,76%	4,76%	10,32%	19,84%
Falso	1,59%	1,59%	6,35%	9,52%
NS/NC	18,25%	13,49%	6,35%	38,10%
Compartir	3,97%	3,17%	2,38%	9,52%
Sobreinfo	0,79%	4,76%	4,76%	10,32%
Total	35,71%	30,16%	34,13%	100,00%

LIBRO	BB	Gen X	Gen Z	Total
Calidad	5,56%	1,59%	11,11%	18,25%
Confianza	5,56%	4,76%	4,76%	15,08%
Entretenido	2,38%	3,97%	1,59%	7,94%
Falso	0,00%	0,00%	1,59%	1,59%
NS/NC	19,84%	16,67%	9,52%	46,03%
Compartir	0,00%	0,79%	3,17%	3,97%
Sobreinfo	2,38%	2,38%	2,38%	7,14%
Total	35,71%	30,16%	34,13%	100,00%

MEME	BB	Gen X	Gen Z	Total
Calidad	0,00%	0,00%	0,00%	0,00%
Confianza	1,59%	0,00%	0,00%	1,59%
Entretenido	9,52%	13,49%	21,43%	44,44%
Falso	7,14%	7,14%	7,14%	21,43%
NS/NC	9,52%	4,76%	0,79%	15,08%
Compartir	2,38%	2,38%	4,76%	9,52%
Sobreinfo	5,56%	2,38%	0,00%	7,94%
Total	35,71%	30,16%	34,13%	100,00%

WHATSAPP	BB	Gen X	Gen Z	Total
Calidad	3,17%	0,00%	0,79%	3,97%
Confianza	3,97%	1,59%	3,17%	8,73%
Entretenido	4,76%	6,35%	7,14%	18,25%
Falso	4,76%	6,35%	9,52%	20,63%
NS/NC	5,56%	6,35%	2,38%	14,29%
Compartir	4,76%	2,38%	4,76%	11,90%
Sobreinfo	8,73%	7,14%	6,35%	22,22%
Total	35,71%	30,16%	34,13%	100,00%

MENS. VOZ	BB	Gen X	Gen Z	Total
Calidad	0,00%	0,79%	0,00%	0,79%
Confianza	3,17%	0,00%	1,59%	4,76%
Entretenido	4,76%	7,14%	1,59%	13,49%
Falso	10,32%	6,35%	18,25%	34,92%
NS/NC	8,73%	9,52%	1,59%	19,84%
Compartir	6,35%	2,38%	6,35%	15,08%
Sobreinfo	2,38%	3,97%	4,76%	11,11%
Total	35,71%	30,16%	34,13%	100,00%

PODCAST	BB	Gen X	Gen Z	Total
Calidad	0,00%	2,38%	3,17%	5,56%
Confianza	5,56%	3,17%	3,97%	12,70%
Entretenido	4,76%	4,76%	10,32%	19,84%
Falso	3,17%	1,59%	2,38%	7,14%
NS/NC	19,05%	11,90%	7,14%	38,10%
Compartir	0,79%	0,79%	3,97%	5,56%
Sobreinfo	2,38%	5,56%	3,17%	11,11%
Total	35,71%	30,16%	34,13%	100,00%

WEB / BLOG	BB	Gen X	Gen Z	Total
Calidad	0,79%	2,38%	1,59%	4,76%
Confianza	9,52%	3,97%	2,38%	15,87%
Entretenido	2,38%	4,76%	10,32%	17,46%
Falso	2,38%	3,97%	3,97%	10,32%
NS/NC	16,67%	9,52%	7,94%	34,13%
Compartir	0,79%	3,17%	0,79%	4,76%
Sobreinfo	3,17%	2,38%	7,14%	12,70%
Total	35,71%	30,16%	34,13%	100,00%

RADIO	BB	Gen X	Gen Z	Total
Calidad	6,35%	6,35%	7,14%	19,84%
Confianza	11,11%	9,52%	10,32%	30,95%
Entretenido	3,97%	3,17%	4,76%	11,90%
Falso	0,79%	1,59%	0,00%	2,38%
NS/NC	7,14%	6,35%	4,76%	18,25%
Compartir	0,79%	0,79%	1,59%	3,17%
Sobreinfo	5,56%	2,38%	5,56%	13,49%
Total	35,71%	30,16%	34,13%	100,00%

TIKTOK	BB	Gen X	Gen Z	Total
Calidad	0,00%	0,00%	0,00%	0,00%
Confianza	1,59%	0,00%	0,79%	2,38%
Entretenido	3,97%	7,14%	11,11%	22,22%
Falso	4,76%	3,97%	11,90%	20,63%
NS/NC	22,22%	15,08%	5,56%	42,86%
Compartir	0,79%	1,59%	3,97%	6,35%
Sobreinfo	2,38%	2,38%	0,79%	5,56%
Total	35,71%	30,16%	34,13%	100,00%

TV	BB	Gen X	Gen Z	Total
Calidad	9,52%	4,76%	7,94%	22,22%
Confianza	7,94%	7,14%	7,14%	22,22%
Entretenido	3,97%	1,59%	3,17%	8,73%
Falso	0,00%	2,38%	0,79%	3,17%
NS/NC	3,17%	3,17%	0,79%	7,14%
para compartir	0,79%	0,79%	1,59%	3,17%
Sobreinformación	10,32%	10,32%	12,70%	33,33%
Total	35,71%	30,16%	34,13%	100,00%

TV a la carta	BB	Gen X	Gen Z	Total
Calidad	2,38%	3,97%	7,94%	14,29%
Confianza	5,56%	6,35%	7,94%	19,84%
Entretenido	3,97%	1,59%	10,32%	15,87%
Falso	0,00%	1,59%	0,79%	2,38%
NS/NC	14,29%	11,90%	3,17%	29,37%
para compartir	2,38%	0,79%	0,00%	3,17%
Sobreinformación	7,14%	3,97%	3,97%	15,08%
Total	35,71%	30,16%	34,13%	100,00%