

MEDIA USE DIARY/ANALYSIS

As this is a class on media and mediated messages, it is important that we understand our own media use. This assignment asks you to engage in self-reflection and analysis of your own media consumption practices. The goal is not to critique or judge your media use; rather we want you to be more conscious of your media use practices and the reasons for them.

This assignment consists of two parts:

1. Written diary of your media use. The format is up to you, but it should include date/time, medium, purpose (e.g. homework, entertainment, etc.), duration, other activities you were engaged in at the time (e.g. listening to the radio while washing dishes). Start from the time you get up - do you have a clock radio set to play a radio station as your alarm? Keep a record till you go to bed - do you watch TV to fall asleep? Is there a TV on in the cafeteria? Do you listen to the radio in the car? Is there music the gym? Do you read the school or local newspaper? How about your town newspaper online? Record ALL your media use.

While we want you to keep track of all your media use, you can abbreviate in cases of multiple uses in a short period of time. For example, if you and a friend exchange 20 texts in 10 minute period you do not need to include a time for each text sent or received. If you go online to check Facebook then click on links to external sites, you probably do not need to include all of the other sites unless one becomes your primary interest.

These are your research notes, so they do not need to be typed. We are looking for thoroughness--you will not be marked down for sloppy handwriting.

2. Write a 750 word (approx. 3 pages) description and analysis of your media use. The description should NOT be a narrative or play-by-play account. You should summarize your typical daily use, point out atypical usages, and reflect on all the various usages taken together. Did you learn anything about how you interact with media technologies--did anything surprise you about your data? Did this assignment cause you to alter your own media consumption practices?

This assignment will be worth 10% of your grade.

DUE DATE: MONDAY 11 AUGUST, 2014 AT THE END OF LECTURE.