

## Assignment 1- Media diary: Due 7/7/2010

Goal: The goal of this assignment is to keep track of your media use over the course of 1 week. This information will be for the media diary explanation assignment later this quarter.

Points- 20 points

Graded on: You will be graded on the presentation of your media diary. That is, can I make sense of what you've done? I am giving you a template, so there shouldn't be issues with this.

Though this isn't a written assignment, you should still give your work a once over- spell check and proof read. Excessive typos will hurt your grade.

You are also graded on the thoroughness of your media diary. You will receive full credit if you keep a relatively close track of your media use (we are always surrounded by media, so there shouldn't be too many gaps during a day). I don't expect you to keep track of every second of your media use, I am looking for a general sense of what media you consumed during a given day (i.e. watched news in morning, listened to music on the way to work or school, surfed the net 10 times while doing homework- looked at ESPN, NYT, etc., listened to radio while doing homework, and so on). So, for example, if your media diary consists of – I watched TV from 5 to 8 and listened to the radio in the morning, you will not receive full credit for this assignment. I know you're using more media than that! Also, the more time you put into this assignment, the easier your second assignment will be.

What you're keeping track of:

1. Date- self explanatory
2. Time- time of day you consumed a particular media
3. Duration- how long you spend with it. You may (as I do) check various websites several times a day. In this instance, you can just give me a total amount of time. For example, I checked ESPN.com 5 times yesterday, and spent 30 minutes viewing articles and watching clips.
4. Content- Record the content you're accessing- fictional novel, sit com, drama, music sports, etc.
5. Medium- What medium did you use? Internet (via phone or computer), TV, Radio, etc.
6. Who you were with- with friends, with family, by yourself?
7. Whether it was intentional or unintentional exposure. Coming home to watch *The House Wives of Orange County* or *Jersey Shore* would be intentional. Hearing music or programming while out at a bar may not be intentional- unless that was the reason you went there.
8. Description of media encounter & additional notes- Give a brief summary of your media encounter. For example, watched a movie with friends at movie theatre, listened to music on ipod while riding the bus, watched TV while falling asleep, etc.

Let me know if you've got other questions.

Please see example of media diary on the next page.

Date	Time	Durati on	Content	Medium	Who were you with? Where were you?	Intentional exposure?	Description of media encounter/additional notes
1/5/10	9 am- 10 am	1 hour	Weather Channel, CNN	TV	Roommate	yes	I watched TV while I ate breakfast; chatted with roommate during exposure
1/5/10	10:45- 10:55 am	10 min	People	Maga- zine	Other people on bus	Yes	Read magazine while I rode bus to school
1/5/10	1:30- 2pm	30 min	News	TV	Two friends	No	TV was on at the place I was eating lunch
1/5/10	4:30- 4:50 pm	20 min	Email, Carmen Website	Internet	Other students in lab	Yes	Went to computer lab after last class to print off readings and check email
1/5/10	5-5:05 pm	5 min	Music	Radio	One friend	No	The radio was on in my friends car while she drove me home from school
1/5/10	7-10 pm	3 hours	2 Sitcoms, 2 one- hour TV series dramas	TV	Two room- mates	Yes	Watched TV shows with my roommates while we ate dinner and then while we did homework and checked my Facebook
1/5/10	10:30- 11:30 pm	1 hour	Fiction Novel	Book	Alone	Yes	Read the novel I am reading for a while in bed before I fell asleep
1/6/10							