

From Lectures to Likes: My Digital Routine as a College Student



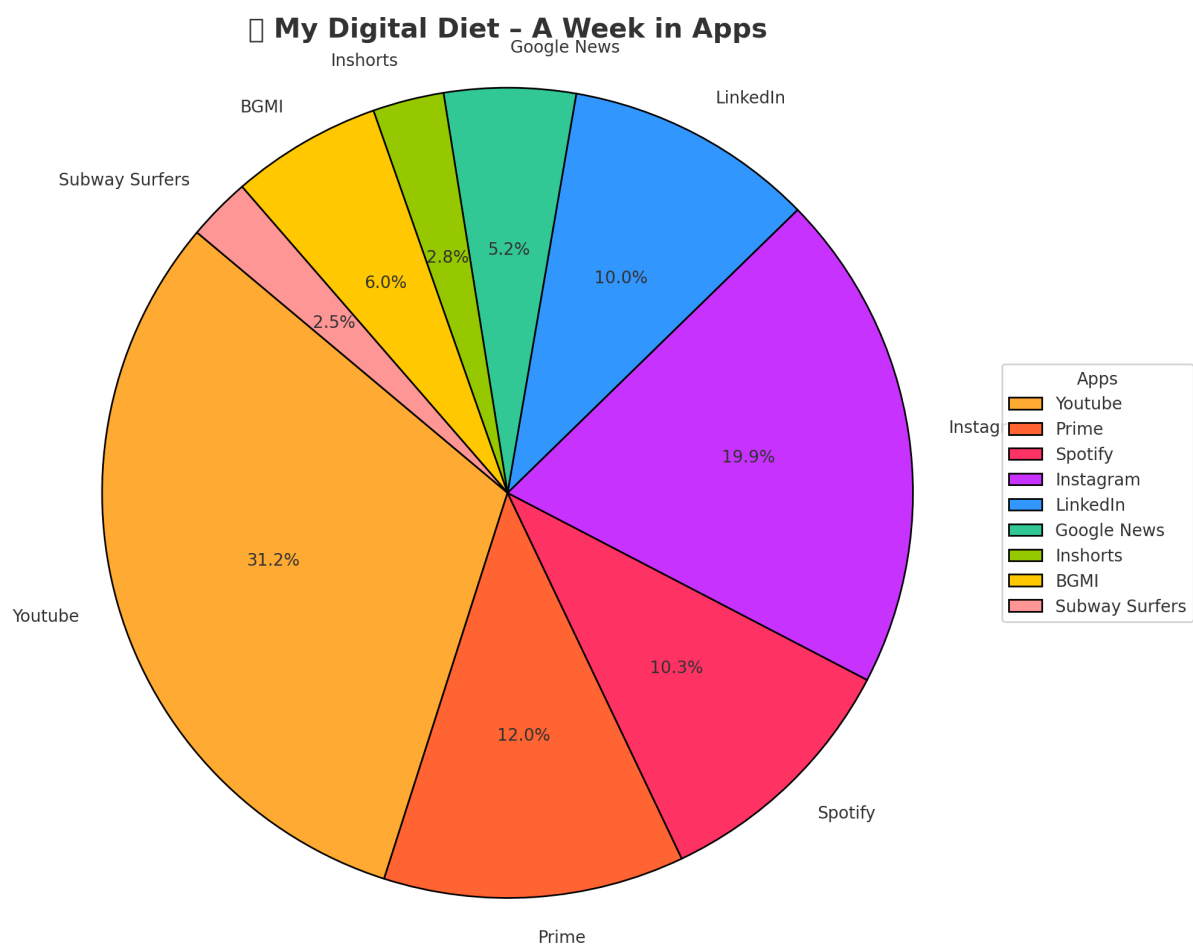
ANIL KUMAR
2212090

1. Tracking My Digital Habits

Over the past week, I tracked how I used my phone to understand what kind of content I actually spend time on. From watching shows and listening to music to scrolling through social media and reading the news, I kept a record of it all. Here's a simple breakdown of my media habits and how much time I spent on each app.

Platform	App	Content	Time Spent	Engagement frequency
Streaming	Youtube	Standup Comedy, Academic Lectures, Tech Reviews	8hr 14min	Liked 7 videos Share 2 videos
	Prime	Comedy, Crime and Thriller	3hr 10min	Recommend one movie
	Spotify	Hindi, Haryanvi	2hr 43min	Created 1 playlist
Social Media	Instagram	Reels, Tech Content	5hr 16min	Shared reels
	Linkedin	New Openings, Career news	2hr 38min	Reacted to 5 posts, 2 comments
News/ Readings	Google News	Current affairs, Political discussions	1hr 23min	Shared two articles
	Inshorts	Quick news summary	45min	No engagements
Gaming	BGMI	Gameplay	1hr 35min	Daily match
	Subway Surfers	Just for fun	40 min	No engagements

Here's a visual summary of how my app usage breaks down—one week, many taps, and a whole lot of scrolling.



2. Psychographic Analysis Based on My Media Habits

Interests:

Based on the content I consume, I have a strong interest in tech-related topics, stand-up comedy, music (especially Hindi and Haryanvi), and thriller or crime-based shows. I also enjoy casual gaming and stay updated on career opportunities, which shows I'm interested in both entertainment and personal growth.

Values:

My use of LinkedIn and news apps reflects that I value being informed and professionally updated. Watching academic lectures on YouTube suggests that I care about learning and self-improvement. The mix of fun and learning shows I believe in a balance between productivity and relaxation.

Lifestyle:

I mostly consume content during free time or late evenings, especially longer videos or shows, and check apps like Inshorts or Google News during quick breaks. This hints at a routine where I try to mix short bursts of information with longer entertainment sessions—typical of a busy college student lifestyle.

Personality Traits:

I seem to have a mix of traits. Watching academic content and using LinkedIn shows a more introverted, goal-driven side, while sharing content on Instagram and interacting on posts reflects a social and expressive side too. So, I might be a bit of an ambivert—quietly focused but open to engaging when I feel like it.

3.If My Phone Could Describe Me...

Media Preferences:

My media usage shows that I enjoy a healthy mix of tech content, stand-up comedy, crime thrillers, and regional music. I prefer platforms like YouTube and Instagram for entertainment and LinkedIn and Google News to stay updated and productive. Casual games like BGMI and Subway Surfers are just for relaxation in short bursts.

Inferred Psychographic Traits:

- >> Curious and career-focused: I like learning new things, especially about tech and job openings.
- >> Balanced mindset: I value both entertainment and personal growth.
- >> Slightly social but not overly active: I engage with content but don't over-share or post frequently.
- >> Likes variety: From comedy to serious news, I enjoy a wide range of content.

Predicted Future Behavior:

Based on my current patterns, I'm likely to:

- >> Watch more career-building and motivational videos.
- >> Explore content about productivity tips, internship hacks, and tech reviews.
- >> Possibly start following more industry-related creators on Instagram or LinkedIn.
- >> Listen to more regional or mood-based music playlists.
- >> Occasionally try out new casual mobile games during free time.

4. Am I Just a Collection of Clicks and Scrolls?

After tracking my media habits for a week, I realized just how much data my smartphone actually collects—every click, scroll, video watched, and article read is being stored in some way. At first, it felt normal, but when I saw everything together, it was a bit surprising. My phone knows my interests, what I like to watch, when I relax, and even when I get serious about work or studies.

Media profiling and data doubles can be helpful. For example, I get better content suggestions, my feed feels more personalized, and I don't waste time searching for what I like. Apps like YouTube and Spotify already know what I enjoy, and that's convenient.

But at the same time, it's also a little worrying. These platforms can use my data to show me ads, influence my choices, or even create a digital version of me that I have no control over. Sometimes it feels like I'm being watched or predicted by machines. That raises a big question: where's the limit?

Companies must be careful about how they use this data. They should be honest and let users choose how their data is used. Privacy is important, and everyone deserves to know when and how their information is being collected and shared.

THANK YOU !