

Elise Snyder

Comms 101

Dr. Zurcher

November 19th, 2022

Media Diary

Pre - Analysis of media:

I think I consume an average to above average amount of media. The type of media that I consume most is social media. I spend a lot of my time on platforms including Instagram, TikTok, Snapchat, YouTube, Facebook, and LinkedIn. Instagram is a way that I stay connected to friends and family who I don't see as often but am able to share with them what I am up to and keep up to date on their lives as well. Facebook is similar; however, I use it more for Facebook marketplace to buy/sell items. YouTube and LinkedIn can be used for business/educational purposes, but I mostly use it for entertainment.

On a daily basis, I think I consume around 6 hours a day. My phone tracks and lets me know my average screen time, so I am usually aware of how much time I spend on each app. Not only do I spend time on social media, but I also use the internet at least once a day whether it is to look up news, to buy an item, look up recipes or to do research on various topics. I also use the internet for work 8 hours a day, and to do homework.

Another type of media that I consume a lot of includes listening to music. I tend to listen to music while I do things, such as homework or when I am at work. I also listen to music in the car, when I am walking somewhere, and when I work out. Most of the time it is background noise, however I bond with my friends over music and the songs we share and listen to together.

Most of the media I consume is through my phone. I use it for social media, listening to music, and using the internet. I also watch Netflix (TV) through not only my phone, but also on my laptop and television. However, for media used for homework and work, I use my computer. The majority of my day is spent consuming media in various forms.

Media Log Diary

Time	Location	Medium	Description of Content
9:50-10:00 (10min)	In the car by myself	Phone	Listened to my phone over Bluetooth on the way to work. Listened to Spotify on shuffle of my liked songs.
11:00-12:00 (1 hr)	Work, by myself	Computer	Watched Gilmore girls on Netflix (two episodes) while I took a break to eat lunch and get ready for class.
3:00-3:10 (10 min)	Campus, myself	Phone	Listened to music while I walked from class to meet my friend on campus.
6:15-6:30 (15 min)	Apartment - myself	Laptop	Read a few articles on Safari about health - sinus infections and how antibiotics affect your body.
10:45-11:45 (1 hr)	Gym - boyfriend	Phone	Listened to Spotify while we worked out. Mostly pop and rock since we were trying to get hyped to work out.
12:00-12:15 (15 min)	Apartment-boyfriend	Phone	Scrolled tik-Tok for a while and saved ones we thought would be funny to recreate.
DAY 2:			
9:00-9:30 (30 Min)	Apartment, by myself	Phone	Watched an episode of a TV show on Netflix while I got ready for work. Target audience is towards women.
11:00-12:00 (1 hr)	Work - by myself	Phone/headphones	I listened to music on shuffle for about an hour while I worked on a project for my job.
12:30-1:00 (30 min)	Home - myself	Phone	I watched a show while I had a lunch break.
6:00-7:00	Home – myself	Laptop	Homework
7:00-8:30 (30 min)	Home - friends	TV	Watched a basketball game

10:00-11:30 90 min	Gym - boyfriend	Phone	Listened to music at the gym while we worked out
Day 3			
9:30-10:00	Home - myself	phone	Listened to music while I got ready for work.
11:00-12:00 (1 hr)	Work - myself	phone	Listened to music while I was working on a project
12:15-12:45 (30 in)	Home- myself	laptop	Used zoom to discuss project with my group
3:00-4:00 (1 hr)	Work-myself	phone	Watched a show while I was working on a project for work.
7:00-8:30 (90 min)	Home – myself	Laptop	Did homework using google and word.
10:00-10:45 (45 min)	Home- boyfriend	Phone	Watched TikTok
11:00-12:00 (1 hr.)	Gym - boyfriend	Phone	Listened to music while we were working out.

Total time: 14 hours

Post Analysis

It was very interesting to track my media usage. I have never spent much time actively thinking about the amount of media I use as it has become an integrated part of my life. I think the biggest realization that came to me was that we truly are living in a digital world. I can't imagine what the day-to-day tasks would be like if I didn't have the channels I use for media.

The type of media I chose to consume comes from a few factors. For my educational and work purposes, I have specific media that I use to work on homework, communicate with peers/coworkers and finish projects on work. For example, at work I use Gmail, Google Drive, Word, Adobe, and a wide variety of platforms on the internet to finish projects, communicate with clients and coworkers, and file documents on cases. For homework, the class uses learning suite along with Canvas, and has a specific textbook and videos/other content to use. Personally, I use Word, Google docs and Canvas to take notes,

write essays, and create content for my assignments. For entertainment, the type of media I consume is largely influenced by my peers. One example is when I was on a study abroad over the summer, I hadn't heard of BeReal, but a few people had it and encouraged me and other people to get it, and so now we all have it and a large amount of people I know do too. I also use TikTok, Snapchat and Instagram, which are popular types of media that my friends and I have and use to connect and consume media together.

The mediums used for each type of media were mainly used due to the convenience factor. The majority of media that I use is through my phone, as it is usually always on my body and can be used while I do other things. Whenever I need to look up something or show someone a song or recent TikTok I saw, my phone is easily accessible and the easiest way to accomplish what I need. I also noticed that I use my phone to watch TV more than I do an actual television or laptop as it is convenient, and I can take it with me anywhere. My expectations for mediums are mainly that they work and will let me do what I am wanting to. There was one day at work this week where the internet kept shutting down, which was very frustrating as I wasn't able to finish the project I was working on. I think I often take the medium for granted, and when it doesn't work I am reminded how much I rely on mediums that allow me to use the internet.

It was interesting to think about what affect media has had on me from this past week. I have noticed that especially with how popular TikTok is, when I have conversations with friends, we often refer to trends that we have seen. It is kind of like we talk in our own language and anyone who doesn't have TikTok, they would have no idea what we were talking about. I think that because of the mass amount of content that is consumed through these social media platforms, a lot of it I don't even remember.

As for my media fast, I decided to do it on a Friday. I still had work this day so I did use my computer to use the internet so that I could be successful at my job. However, it was interesting throughout the day how I would automatically go on my phone to go onto Instagram or TikTok. After a few times of this happening, I decided to completely delete it off my phone so I could eliminate the

opportunity to be tempted. I didn't realize how much time I spent on social media, and it was kind of shocking to find out how much I relied on it throughout my day. I don't think I let myself get bored, which is something that I think I need to work on. When I don't have anything to do, I turn to media which can be beneficial, but also detrimental if used in excess.

After analyzing my media usage for three days and then doing a day fast, I definitely became more aware and mindful of the media I consume. I thought that I spent about 6 hours a day, but my total ended up being about 5 each day. However, there was probably times that I forgot to track the media which would increase that amount. When I use media, I think to myself what the purpose is of what I am doing and if it is it really necessary. I also noticed how much my other friends spend on media and am motivated to make plans and goals to spend more quality time with friends and family over time on media. I think the biggest take away from this assignment was that even though the world relies on media, it is possible to go without it. I want to limit my time on excess amounts of media and prioritize my time.