

# Cross-Media News Diary Study: Participant Guide

July 2018

Thank you for being a participant in this study. If you have questions that aren't addressed here, please contact researcher at [CONTACT INFO].

## What's this study about?

In this study, we're gathering insight into how you interact with news content in your normal, day-to-day life. We are curious about how you find out about what's going on in the world, particularly (a) how news fits into your daily routine, and (b) when and why you switch between reading, listening or watching news content.

## What do I need to do?

You'll be logging your activities, in near real-time, using the "snippet method." **Snippets** are little artifacts that you record *in the moment*. They are meant to help you remember what you did later on when you get a chance to sit down and reflect. Each day, you'll leave us a voicemail message reflecting back on your news use and providing context to any snippets you gathered that day. Here's how it works:

## PART A: SNIPPET GATHERING

**When:** Every time you engage with the news in a meaningful way

**How:** A private Tumblr blog that only you and the researcher can access

- Throughout the day, whenever you find yourself catching up with the news — like watching TV while making breakfast, or checking a news app while waiting in line at the store, or skimming web articles while at work and talking to coworkers about them, etc. — make a small note to yourself to document what you're doing.
- This note could be a **screen grab** from your computer or phone, a **short video** showing or describing what you did, a **link**, a **text** blurb, a **scribble** on a piece of paper, etc.
- As they happen, post these snippets to a private, password-protected Tumblr page that only you and the researcher can see. You can post from your phone using a Tumblr app or from a laptop or desktop.
- Throughout the study, the researcher might make comments or ask questions about your snippets via Tumblr. You can respond to them on Tumblr, in your daily voicemail message, or in the final interview. Responding to these ad hoc questions is completely optional.

## How do I access my Tumblr diary?

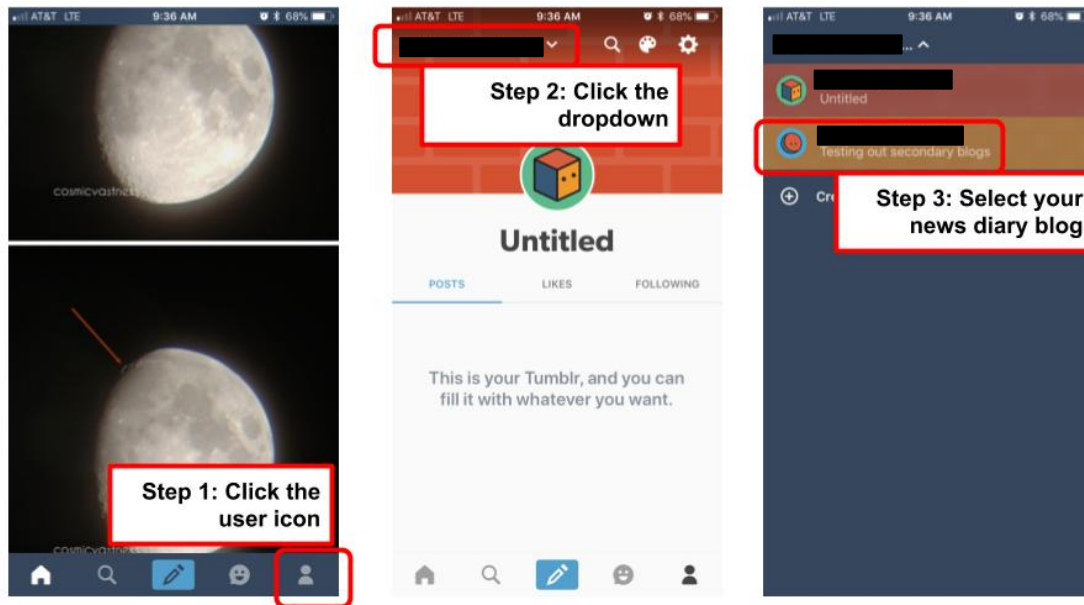
*To log in to Tumblr:*

Login: <your email address> | Password: <Use the password you've chosen to log in>

*To view your private diary from any device, even if you aren't logged in to Tumblr:*

Visit: [<TUMBLR-URL>](https://www.tumblr.com/) | Password: <assigned-password>

**IMPORTANT:** When you post, make sure you have selected your diary study blog, and not the default primary blog Tumblr created.



How to set up Tumblr to post to your news diary blog by default.

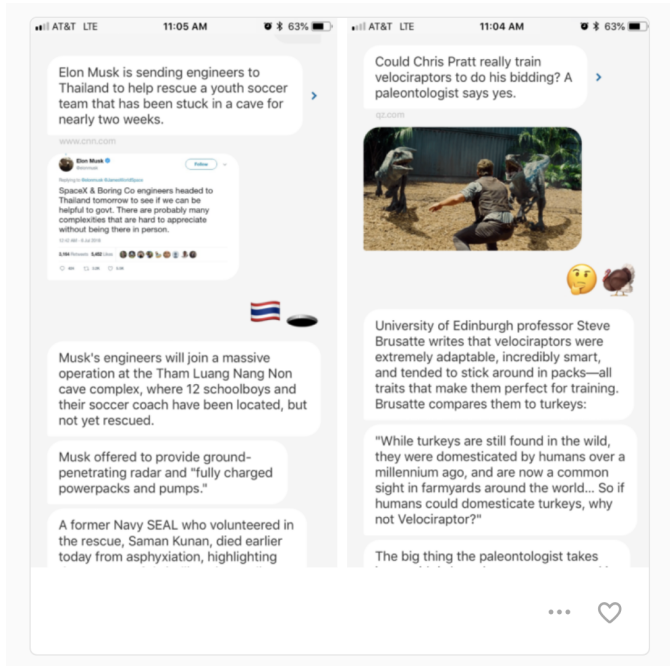
## What makes a relevant diary entry?

Part of the fun of this study is that it will make you more self-aware of your daily activities. We're curious what *you* think is important or interesting about your news habits, so document anything that you consider meaningful. You don't have to record every single little thing, but enough to capture a complete picture of how you use news in your daily life. There are aspects of your routine that may seem boring to you, but will be fascinating to the research team. If in doubt about whether to include something, include it!

## How often should I be logging snippets?

You should capture a snippet any time you have a significant interaction with news content. What makes an interaction significant? That's up to you. The goal of the snippets isn't to be exhaustive, but to aid your memory and help you fill in rich details when you leave daily voicemails and talk to the researcher at the end of the study. Some days you might only capture one snippet, or none at all, whereas others you might capture five or six. That's totally ok.

## Example snippets...



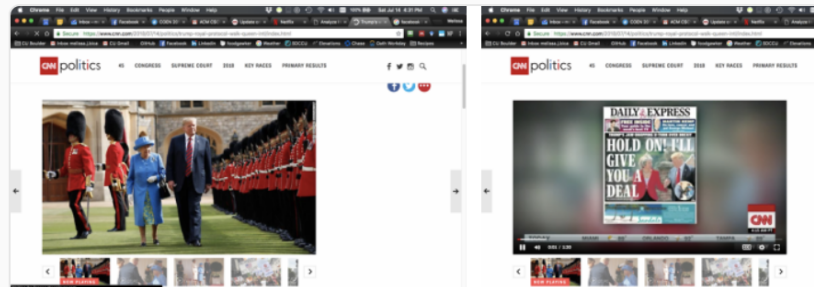
Listened to the slate political gabfest podcast while driving home from work where experts discuss weekly news topics and what they mean. I got home before the end of the pod and chose not to finish the episode



(left) Snippet A, screen grabs from a news app on a phone

(above) Snippet B, text entry

(below) Snippet C, screen grabs from a laptop



Started reading article on CNN on my laptop at home, didn't realize the image on top was actually a video (no play button), video took forever to load, but waited a minute or so for it to load and watched it because the article seemed amusing and like something that needed to be seen to be understood.



## PART B: REFLECTION VOICEMAIL MEMOS

**When:** Once each day, generally at the end of the day

**How:** Call up a phone number and leave a message

- At the end of each day, call **XXX-XXX-XXXX** and leave a voicemail summarizing the day. (The number will go straight to voicemail.)
- **IMPORTANT:** To get full compensation for the study, you need to leave a voicemail each day (you can skip one over the course of the study). Even if you didn't check the news that day, we still need you to call in say that you have nothing to report.
- We'll send you reminders about this each day via a calendar invite or email.
- The system will cut you off at 3-minutes. If you get cut off, just call in again, restate your name and pick up where you left off.
- We recommend that pulling up your Tumblr so you can look your snippets while you talk.
- Try to be as specific as you can. Follow this guide to leave your voicemail:

1. **State your name**
2. **How did you interact with the news today?** (If you didn't pay attention to the news, that's ok -- let us know that.)
3. **For each snippet that you gathered this day, answer the following:**
  - a. Brief description of the snippet - what is it?
  - b. Where were you when you took this snippet?
  - c. What were you doing when you took this snippet?
  - d. Why is this snippet meaningful?
  - e. For this snippet, were you reading, listening, watching, or doing a combination?
  - f. Did you interact with this story or topic in any other ways, in addition to this snippet? Please list the different ways (i.e. also saw a post on Twitter, also heard a radio story, mentioned it in conversation, etc.)...
  - g. Anything else you'd like to say about this snippet?
4. **Were there any times during the day where you actively switched between reading, listening and watching?** Why and how?

### What are the important dates?

#### Study Timeline:

**Day 1 - 1 hour pre-interview Google Hangouts interview**

Day 2 - on your own: snippet collection and voicemail

Day 3 - on your own: snippet collection and voicemail

Day 4 - on your own: snippet collection and voicemail

Day 5 - on your own: snippet collection and voicemail

Day 6 - on your own: snippet collection and voicemail

Day 7 - on your own: snippet collection and voicemail

Day 8 - on your own: snippet collection and voicemail

Day 9 - on your own: snippet collection and voicemail

Day 10 - on your own: snippet collection and voicemail

Day 11 - on your own: snippet collection and voicemail

Day 12 - on your own: snippet collection and voicemail

Day 13 - on your own: snippet collection and voicemail

**Day 14 - Final 1 hour interview over Google Hangouts**

### **How and when do I get paid?**

Your compensation will come after you complete *all* study milestones:

- 1) Pre-study interview
- 2) Diary study (and meet the one voicemail a day requirement)
- 3) Post-study interview

When all of these are complete, you'll get a \$350 Amazon.com gift card.