Mass Media, Social Media, and American Politics

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Media Tracking Reports

Expectation (What Am I Supposed To Do?)

FIRST:

1. Complete the following survey about your media consumption habits:

https://docs.google.com/forms/d/e/1FAIpQLSdPj5wX_nmWAcJ2pF-tEQXE-f45Pgx4SL4giRu56i1tjNynXA/viewform?usp=sf_link

2. Systematically monitor for a week how you use *all* media, not only news media but also non-news media. Carefully record for every day how you used all media during that day—radio, television, newspapers, magazines, movies, podcasts, Twitter, Facebook, Youtube, Instagram, Snapchat, TikTok and or you name it. Write not only when (date) and how long you read/listened/watched but also what you read, listened to, or watched—*if it was longer than 5 minutes*.

I strongly discourage you to record your media consumption only once a day (i.e. at the end of the day). Doing so would significantly increase the chance of data manipulation (meaning you just make up or fake data)—or the chance of adding "noise" in the data (meaning your logs are inaccurate). To make things easier for recording *every* media content you consume, consider using screenshots/taking photos with your cellphone whenever you start and finish consuming each media content, because doing so would make the task of keeping track of the time logs easier.

Here is a sample:

MEDIA TIME LOG

DATE	TIME	DURATION (in minutes)	ACCESS BY	MEDIA TYPE	SOURCE	NEWS? (Yes/No/Not Sure)
Aug 21, 2019	5:46-5:50PM	4	Laptop	Social Media (Twitter)	Globo	Yes
Aug 21, 2019	10:00-10:22PM	22	Laptop	Social Media (YouTube)	HBO (Last Week Tonight with John Oliver)	Yes
Aug 21, 2019	10:25-10:26PM	1	Phone	Social Media (Instagram)	Positivemindsetdaily	No
Aug 21, 2019	10:45-10:48PM	3	Phone	Traditional News	New York Times	Yes
Aug 21, 2019	11:00-11:14PM	14	Print Copy	Traditional News	The Economist	Yes

Click here for a Google doc template you will use. Please make your own copy and do not edit the original file.

3. Add up the total time spent consuming each kind of media – divide into news and non-news. Use Sheet 2.

4. Think about own media diets and briefly summarize. How does this differ from the first week of class? How do you feel about your media diet? Do you think your survey answers reflect the data in this report?