

In the past 5 to 10 years I stopped watching TV and listening to the radio. This is mostly because I started to use the internet on my PC and smartphone instead.

As a child I used to watch children's TV programs in the evening before going to bed, but when I got my first PC I started to play games and watch videos on that instead. It was more personalized and I could watch and play what I wanted when I wanted, instead of what was on TV at that particular time.

With radio I never really listened to a lot of it, mostly when my parents listened to it during breakfast or in the car. Now I listen to no radio at all, I just listen to music using my smartphone instead, but still at the same times that I used to listen to radio, so in the car while driving and while eating breakfast. This again is more personalized, as I can listen to the music that I want to listen to (which is not really on the radio that much) when I want to.

I never really read newspapers, so there was no change there. I used to read more books when I was younger, but that is mostly due to me having less free time now, and I'd like to start reading more books again.

The new mass media channels that I started to use are the internet and social media which really started to become popular when I was a teenager and I continue to use them a lot. I browse the web for information, news and entertainment, even though most of the entertainment for me is derived from videos on YouTube for example.

I also started to use music streaming services (Spotify) a couple years ago, which can be thought of as kind of a personal radio that plays exactly what you want. For me, that is the media I use the most of by far (about 8 hours each day), but often in a multitasking way, where I listen to music while also doing other stuff. I listen to music while on the bus to university, while I'm doing homework etc. Streaming is also a lot cheaper for me, as if I bought all the music that I regularly listen to, I would spend at least five times as much money.