

Part 1 – Product Consumption List

Product/Brand	Why Do You Use This Product?	How Often Do You Use This Product?
Bed	More comfortable than the floor.	1 – 2 times a day
Bed Frame	Elevates the bed and adds support.	1 – 2 times a day
Sheets	Keeps the bed clean.	1 – 2 times a day
Blanket	Keeps me warm at night.	1 – 2 times a day
Pillow	Positions my head when reading in bed.	1 – 2 times a day
Pillow Case	Keeps the pillows clean.	1 – 2 times a day
Pajamas	Keeps me warm in the winter. Keeps the sheets/blankets cleaner.	1 time a day
Smart Phone / Nexus 5	Reliable Android device, more configurable than an Apple product, less bloatware than the competition.	10 – 30 times / day
Toothbrush / SonicCare	More effective than brushing. Was on sale and has good reviews.	1 – 2 times / day
Toothpaste	Makes my teeth last longer and breath smell minty.	1 – 2 times / day
Toilet Paper	Pretty self-explanatory. Cheap 2-ply in bulk at Costco gets the job done.	1 – 2 times / day
Shampoo	Cleans the hair. smells nice.	1 time a day
Conditioner	Makes hair manageable and natural looking. Smells nice.	1 time a day
Body Wash	Makes me clean. Smells nice.	1 time a day
Bath Towel	Dries off water after a shower.	1 time a day
Deodorant	Makes me smell nice.	1 – 2 times / day
Boxers	Keeps jeans clean longer.	1 time a day
T-Shirt	Basic button downs for work. Sleeveless so I can control my	1 time a day

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	temperature with a jacket.	
Jeans	Standard Levi's. Only brand that is easy to find in tall guy sizes.	1 time a day
Belt	Basic leather belt to hold up jeans.	1 time a day
Socks	Keeps shoes cleaner and feet warmer.	1 time a day
Bowl	Nothing special. Just a bowl.	2 – 4 times / week
Spoon	Just a spoon. Gets the job done.	1 time a day
Cereal	Simple and fast.	2 – 4 times / week
Milk	Organic, really the only requirement here.	4 – 7 times / week
Shoes	Cheap, comfortable, black.	1 time a day
Jacket	Added layer to keep my core warm.	3 – 7 times / day
Beanie	Keep my head and ears warm.	3 – 7 times / day
Scarf	Keep my neck warm.	3 – 7 times / day
Gloves	Keep my hands warm.	6 – 14 times / day
Dog Harness	More humane than a collar around the neck. Fits dog well and she responds better on walks.	2 – 5 times / day
Dog Sweater	Fits dog. Keeps her warm in the winter.	2 – 5 times / day
Dog Leash	To keep dog out of the road.	2 – 5 times / day
Dog Poop Bags	Because dog has not learned to use the toilet yet.	2 – 5 times / day
Tamales	Made from scratch, makes great gifts during the holiday's and keeps my belly full for a few weeks.	3 – 5 times / week (During Christmas)
Water Jug	Filtered water is a must. City water is gross.	5 – 9 times / day
Toblerone	A gift from family. It is so-so. Not really my thing.	1 – 3 triangles / day
Couch	For seating, eating, entertaining,	Multiple hours / day

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	studying. A hand-me-down from my sister.	
Albondigas	A Mexican meatball soup. From scratch. Made a big pot that will last awhile. Keeps my belly full for cheap.	4 – 5 times / week
Fan	White noise for sleeping.	1 time a day
Water Bottle	Filled by my water jug. Portable and reusable. Less dishes to wash.	25 – 50 times / day

Part 2 - Media Consumption List

DAY/TIME	MEDIUM	CONTENT	AMOUNT OF TIME
Monday 1/4	Smart Phone	Reddit	2 HOUR
"	Television	News	30 MINUTES
"	NetFlix	X-Files Fixer Upper	3 HOURS
"	PlayStation 3	SkyRim	4 HOURS

Part 3 – Analysis Paper

Cultural Consumption Profile

Cultural Group
Gamer
Latin American
Foodie
Technologist
Animal lover
Male

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Thought Paper

Given the small window afforded to the cultural consumption profile I feel that it portrays me fairly well, although some major areas that identify with are not represented. Over a longer period of time perhaps consistencies would emerge but there are many factors in my own life which dictate my daily routine at this point in time. Primarily being, I am currently in transition between the Fall and Spring semesters at University which afford me a greater deal of free time. Unfortunately given the cold weather and fixed student income my wife and I opt to stay in and cook, go for long walks, and binge watch NetFlix on occasion.

I can see how one could make the connections between the person and the products though. On some level at various times throughout my life I could be more deeply rooted into one of these cultural groups so perhaps it would be wiser to think that this experiment is not necessarily a perfect model of our current self but a representation of the past self as well. Another interesting aspect of consideration is the fact that I am also married and this without a doubt provides a level of influence over the cultural perception. While I myself am Caucasian, my wife is Mexican and during the winter holiday season we typically find ourselves visiting family and consuming a variety of Mexican cuisine.

The reasoning behind the cultural groups I chose were partially influenced by the types of foods I had been consuming that day which happened to be homeade Mexican cuisine. This could lead one to assume I myself were of a Latin American origin. The fact that I own a dog and go to great lengths to not only bundle myself up but her as well when the weather is cold might lead one to believe that I take pet ownership seriously and am attentive to my animals needs. The level of specificity included with my smart phone and the time spent interacting with electronic

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devices paint a fairly clear picture of a technologist. My gender identification I think is detailed somewhat by playing video games but more so by a lack of certain items such as makeup and multiple hair products.

The analysis of data, specifically meta-data, is nothing new to me. It is often the ability to parse groups of information which allow us to create a detailed understanding of something or someone. As a student of Computer Science I am all too aware of how information may be gathered to filter people into categories. What I find fascinating is the number of conclusions which may be drawn from a single day using a limited data set and rudimentary methods of analysis. I know that in a single week using computer algorithms a detailed user profile would be easy to create. This type of approach is the foundation for many marketing organizations to generate targeted ad campaigns.