

Example of media mystery report

[Technology](#), [Internet](#)



Based on my media diary, television tops the list of the most used medium with 4 hours 30 minutes, followed closely by internet with 4 hours 8 minutes. Radio comes in a distant third with 1 hour 30 minutes, while print media comes in fourth with 1 hour, and recorded music at 25. Clearly visual media dominates the list of preferred media, with traditional media like print and radio, taking a back seat. This preference is obviously due to the extra visual stimulation that can be associated with the first two media forms. My media use pattern is consistent with that of other members of my generation, in which social networking sites, have significantly swelled the number of hours spent on the internet. For me, the social networking sites are quite interesting, as they provide a platform for sharing information regardless of the time. Further, it allows for social interaction without having to worry about aspects such as non verbal cues, or appearance.

Another aspect that makes social networking sites so attractive is the fact that they normally serve as interesting sources of news and trends.

Personally, I find out about most occurrences first through social networking sites before other conventional news channels, such as television, newspapers or radio. In terms of what is trending, both in fashion and technology, social networking sites offer arguably the latest news on the latest products. Other than for simple networking and social interaction, social media is actually very essential when it comes to keeping up with happenings in almost all aspects of life.

Television is mostly for entertainment. Most of the time, I usually find myself watching television due to the programs being broadcast, or when watching movies. At times however, television watching occurs inadvertently during

dinner or other meals. Other times, television watching comes about as a result of curiosity, mostly following breaking news, or the occurrence of major events.

As a moderately Christian family, we usually read a few bible verses and pray before going to bed. As for newspapers, I normally do not read newspapers, but opted to do so, perhaps to ensure my diary looks a bit balanced.

All in all, my diary displayed a shocking conformity with contemporary research, on the preference of visual stimulation to other media. Another way of looking at the situation in my opinion is however that this preference, especially for the internet, comes about as a result of the ease of access to information. With the huge number of search engines and readily available information on the internet, print media is, in my opinion, on its way to an inevitable death. The one downside to my media use program is that it does not encourage the intellectual stimulation, as I do not voluntarily seek out knowledge as was probably the case in the past when print media was so popular. My quest for knowledge is currently quite focused and narrow, perhaps due to the ease with which one can currently search for specific information compared to the past.