



National Certificate of Educational Achievement
TAUMATA MĀTAURANGA Ā-MOTU KUA TAEA

Exemplar for Internal Achievement Standard Media Studies Level One

This exemplar supports assessment against:

Achievement Standard 90989

Demonstrate understanding of how individuals interact with the media

An annotated exemplar is an extract of student evidence, with a commentary, to explain key aspects of the standard. It assists teachers to make assessment judgements at the grade boundaries.

New Zealand Qualifications Authority

To support internal assessment

	Grade Boundary: Low Excellence
1.	<p>For Excellence, the student needs to demonstrate comprehensive understanding of how individuals interact with the media.</p> <p>This involves giving reasoned explanations of the significance of at least two key patterns for the individuals and/or the media.</p> <p>This student has described key patterns of media use and identified similarities and differences between the two individuals' interaction with news media (1).</p> <p>Reasoned explanations for the similarities and differences of news media use are given, considering age, occupation, lifestyle, personal preferences, and accessibility (2). The student builds a logical argument to explain the differences using specific evidence from both the media diary and interviews with their subjects (3).</p> <p>The student gives reasoned explanations of the wider significance of these patterns for the individuals and supports the explanations by linking findings to media theory (4).</p> <p>For a more secure Excellence, the student could:</p> <ul style="list-style-type: none"> • explain more fully the significance of both subjects preferring TV One, and the wider significance of this for the media in general (5) • explain more fully at the impact of people's media choices on the media in general (6).

Student 1: Low Excellence

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Subject 1 is a 14 year old female NZ European high school student who has a wide variety of technology available in her local environment. Subject 2 is a 30 year old female who has immigrated from Fiji. She works as a cashier and lives with her family. She is quite engaged with social networking sites but does not have a wide variety of new media sources...

Location of news media interactions [Graphs supplied but not shown here]

A similarity identified in the location of news media interaction was both subjects accessed 73% of their news media over the seven days in their lounge through their TV [traditional news media]. They also felt it was a place where they could relax and it was the most “common area for their families to watch TV.” Another similarity identified was that both subjects accessed 9% of their news media in their study room on their computer/laptop. In her interview Subject 1 stated that she was ‘very proficient’ in using the computer and the study room is a more focused environment where she can do her school work. Subject 2 is also proficient in using her laptop and says she uses it in the study room as its more “private” and so that she can “get away from all the noise e.g children playing games.”

A difference identified in the location of news media interactions between the subjects was two completely different locations of receiving the rest of their news media. Subject 1 accessed 18% of her new media through radio in her father’s car whereas subject 2 accessed the same percentage of news media in her bedroom through WiFi on her Ipod. Subject 1 is obliged to listen to Newstalk ZB as her dad listens to it when he drops her to school whereas Subject 2 likes to listen to music in her car. Subject 2 also accessed the NZ Herald and Fiji Times online websites through her Ipod touch whenever news wasn’t on TV or she wanted to read. Therefore it is the individual’s motivations that determine why the media interactions are occurring as stated in Blulmer and Katz’s Uses and Gratifications Theory. Both subjects access their media in the lounge and study room as it is through their family’s routine and also for surveillance [information useful for living]. Subject 1 receives some of her news media through radio as she is obliged to listen when travelling to school in her Dad’s car but she feels this maintains her relationship with her dad whereas Subject 2 accessed news media on her Ipod in her bedroom as it was more accessible to “unwind.” Both subjects are choosing to use the media in a location that suits what they need or want at that time. This shows us that sometimes our media choices are about things other than the media – like hanging out with people or being social rather than being about what they watch or listen to which means news media have to find ways to work around this.

Interactions with Television News Media [Graphs supplied, not included here]

One particular trend evident in both subjects was some form of interaction of television news media over the seven days of monitoring. Subject 1 received all of her television news media from TV One. The programmes she received her news media on television were from One News, Close Up Breakfast and Sunday. Subject 2 received half of her television news media frequencies from TV 3 and the rest from TV one and TV 10. She received her TV news media from One News, Firstline, Entertainment Tonight and Prime News.

There were a number of similarities and differences identified between the two subjects' television media interactions. Some similarities include both subjects gained most of their Television news media interactions from TV One and both subjects received high amounts of their television news from TV One's news. According to Subject 2 "TV One is a more reputable source" because "One News won best news in the Qantas television awards in 2011 so I'm assuming it's the better news source." Subject 1 stated that she received most of her news media from TV One as her parents always watch that channel and she too assumed it was "the better channel for news".

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The hypodermic needle theory comes into play here because people accept the fact that TV One is the better channel for receiving news but have little or no idea why. I believe it has to do with the fact that TV One is a state broadcaster and it is being passively "injected" into New Zealanders' minds that is the better news channel.

A different trend identified between the two subjects was that Subject 2 interacted with more programmes and channels than Subject 1. Subject 1 preferred to receive her news from one channel as she has always watched that particular channel and has "gotten used to it." When interviewed Subject 2 explained that she interacted with a number of channels to see if she "missed out on any other news" because different news on different channels provided different news. This links back to the idea that news on television is competitive and each station is trying to compete with each other to get viewers to watch them, in other words ratings. This means they try to have news that might get people's attention such as celebrity stories in order to make someone stay and watch.

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	Grade Boundary: High Merit
2.	<p>For Merit, the student needs to demonstrate in-depth understanding of how individuals interact with the media.</p> <p>This involves giving reasoned explanations for at least two described key patterns of media interaction, and similarities and/or differences of media use.</p> <p>This student has demonstrated in-depth understanding of how two individuals interact with news media.</p> <p>The student describes, in detail, key patterns of media use and identifies similarities and differences between the two individuals' interactions with news media (1) (2), giving reasoned explanations for the similarities and differences of news media use, considering occupation, lifestyle and personal preferences (3).</p> <p>The student's explanations are supported with specific evidence (interviews) and by building a logical argument to explain the differences, for example, justifying the difference between the two subjects' media interaction (3).</p> <p>To reach Excellence, the student could:</p> <ul style="list-style-type: none"> • explain the significance of the selected news media on the subjects' understandings or comprehension of the news, e.g., that television and radio news sources are seen as '<i>trustworthy and mostly factual</i>', yet traditional news media accounts for only 10% of the subject's weekly interaction with news media (4). • explain the significance of the similarities and differences between the subjects, such as the impact location can have on people's choice of media (5).

Student 2: High Merit
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Pattern 1: subjects' interactions with news media while watching TV

One particular pattern that is evident is the amount of news the research subjects actually interact with while watching television; the trend identified in this data is how much news Subject 1 comes across while watching television compared to Subject 2. Subject 1 interacts with news media more than Subject 2 by almost double. I believe this is so because of the research subject's choice, the television screening and the time they wish to view television during. According to the graph you can see that Subject 1 interacts with a lot of television and equivalent proportional news media whereas Subject 2 interacts with less television and equivalent proportional news media.

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A similarity both subjects had in common was the fact that they both interacted with news media while watching television. Furthermore they both have stated television as their most trusted and best news media source. I believe these similarities have occurred due to everyday life and the digital age. Almost every household has a television therefore everyone automatically creates a habit of watching television. Watching TV becomes a social interaction in families and with network news at 6pm, many families might watch it while making or eating dinner. A difference between Subject 1 and Subject 2 is the amount of interaction they both had with news media while watching television. Subject 1 out of watching television for 476 min only interacted with news for about 150 min; whereas Subject 2 out of watching television of 240 min only interacted with news for about 80 min. I believe these differences have occurred due to the differing of lifestyle and location the research subjects are entitled to. Subject 1 is a school student therefore she will have a lot of interaction with news media for a variety of reasons, especially homework. Subject 2 is a retired social welfare officer therefore he does not require any compulsory interaction with news media therefore his choice is due to personal preference. This way the two research subjects differ from each other. Due to Subject 1 being a school student she will like to interact with on the go information that will not take too much time and which will allow her to do other things in her day. Subject 1 has even stated in the interview: "I comply with television and radio the most because the news source is trustworthy and mostly factual. I comply with entertainment/comedy shows for accurate news sources because it is for the entertainment of others whereas it can be very factual politically it is not as serious as news from actual newspapers and/or news programmes". Subject 2 has also stated that he enjoys watching television compared to the other media sources as he finds it factual and easy to access.

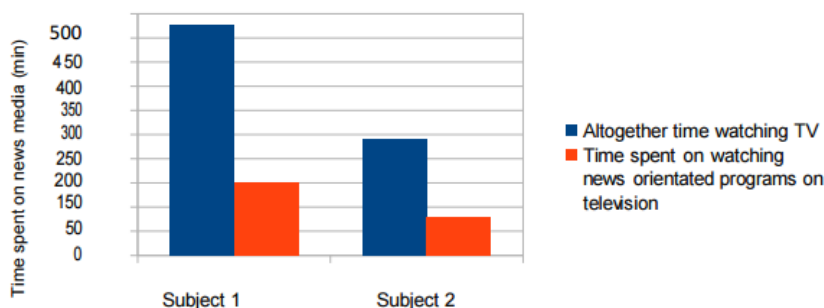
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Pattern 2 : subjects interactions with new & traditional news media over 7 days

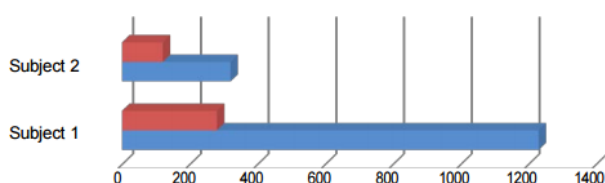
Another pattern found in this data was the total amount of minutes spent interacting with news media. Subject 1 spends a lot more time on new news media compared to Subject 2. However, Subject 2 spends slightly more time interacting with traditional news media compared to Subject 1. I believe this is so because of the different demographic groups the two research subjects belong to. Subject 1 is a school student and attends a digital and environmentally friendly school. Therefore the work she does and news media she interacts with would be newer compared to Subject 2. Whereas Subject 2 is a retired social welfare officer, therefore he is not required to specifically comply with new news media. As for Subject 2’s age, he will prefer using easier and less complicated sources to retrieve news media, which in his case is the radio, categorised under traditional news media. Subject 2 is also a priest at a church which means he drives to his destination a lot. This is another reason why (according to the monitoring form) he listens to the radio a lot. Subject 1 interacts with a lot of new news media compared to very little traditional news media: new news media: 90%, traditional news media: 10%; whereas Subject 2 is using almost equivalent amounts of new and traditional news media: 50% new news media and 10% traditional news media. (graph supplied, not included here)

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Pattern 3: research subjects’ interactions with news media on weekdays & weekends

This graph denotes how much Subject 1 and 2 are engaged with news media over a period of one week, defining weekday and weekend usage. Again it is clearly outlined that Subject 1 has a lot more interaction with news media over the period of seven days on both weekdays and weekends. I believe this is so because of the different demographic groups the two research subjects belong to. Subject 1 is a school student and attends a digital and environmentally friendly school. Therefore the work she does and news media she interacts with would be newer compared to Subject 2. Whereas Subject 2 is a retired social welfare officer therefore he is not required to specifically comply with new news media. Though they both have stated that because weekends are shorter than weekdays their interaction with news media on weekends is bound to be less than weekdays. Though Subject 1 has explained that her interaction with news media on a weekend would still be less compared to the weekdays even if weekends and weekdays were the equivalent amount of days. “I wouldn’t have interacted with news media as much in weekdays because most weekends I’m busy with family events or there is a special occasion within the family that is usually compulsory for me to attend”. Both the research subjects have stated that special occasions have affected their interaction with news media or else their results of news media usage would have been altered. Another reason why the research subjects’ interaction would not have changed is because (relating back to the hypothesis) both subjects are outgoing people who like to spend time with their family and friends. If they were given the opportunity to have more free time, they would spend the maximum amount of time with family and friends rather than interacting with news media, especially social news media.

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	Grade Boundary: Low Merit
3.	<p>For Merit, the student needs to demonstrate in-depth understanding of how individuals interact with the media.</p> <p>This involves giving reasoned explanations for at least two described key patterns of media interaction and similarities and/or differences of media use.</p> <p>This student has described key patterns of their use in some detail, for example what news media they interact with, how much, how often and when this is taking place (2). They have identified similarities between the patterns of media use, with evidence (4).</p> <p>The student's understanding is supported with some evidence in the form of graphs, data and interview answers with the subjects (3), giving some reasoned explanations for the patterns of media use linked to demographics and access, predicted in the student's hypothesis (1). The hypothesis is supported with reasoned explanations and logical argument which considers the subjects' ages, lifestyles and accessibility to media (3).</p> <p>For a more secure Merit, the student could:</p> <ul style="list-style-type: none"> • choose two individuals based on more identifiable differences in their use of news media than a young adult and a teenager • provide reasons for the differences between the subjects' interactions with news media beyond age, lifestyle and access (3) (5), such as an explanation for subject two's high interaction with news media on two days (6) • provide more logical and developed reasoning for the similarity in media interaction not being '<i>significantly higher...given [the subjects'] ages and the technology that is available to them</i>' (7).

Student 3: Low Merit

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For the past 6 weeks I have been working on a statistical investigation to research how much we are interacting with news media. News media is something that most people interact with during their daily routine. If news is broadcast via the T.V, radio or newspaper it is classified as 'old news media'. But if it is something digital, whether it is posted on a blog or it is on a news website it is 'new news media'. During this investigation I studied two research subjects. Subject 1 is a university student and as she is very busy therefore as I mentioned in my hypothesis she will not interact with a lot of news media. My other research subject is the same age as me therefore she still lives at home and I think that she will watch the news with her parents. In my hypothesis I predicted that subject 1 will have a low interaction with news media. This prediction was correct. Subject 2 had high interactions with news media just like I stated in my hypothesis. The result of the investigation proved that hypothesis was reasonably correct.

Interaction with news media (both subject) – Trend/Pattern #1

Table A	Subject 1 (minutes)	Subject 2 (minutes)
Wednesday	20	75
Thursday	10	135
Friday	5	10
Saturday	10	5
Sunday	0	5
Monday	0	5
Tuesday	10	20

The pattern in the above table shows that Subject 1 has little to no interaction with news media and that Subject 2 interacts with news media significantly on Wednesdays and Thursdays but this decreases substantially from Friday through to Monday.

The table shows a similarity between the two subjects for the fact that they both interact with news media for less than 20 minutes a day from Friday through to Tuesday. This is supported by what they both said in their interviews. Subject 1 said that she "mainly interacts with news media on her breaks when she is at University." She doesn't go to University on the weekends and subject 2 "likes sleeping in on the weekends." The main difference between the two subjects is the amount of time spent interacting with news media on Wednesdays and Thursdays. Subject 1 interacts with news media for less than 20 minutes a day for both of these days whereas subject 2 interacts with news media for 75 minutes and 135 minutes on these two days.

Interaction with different types of news media (both subjects) – Trend/Pattern #2

TABLE B	Internet (minutes)	TV (minutes)	Newspaper (minutes)
Subject 1	20	30	5
Subject 2	135	180	0

This table shows a pattern for Subject 1 for the fact that her interactions with the news media are minimal. Subject 1 does not have a preference for a particular type of news media. I believe that her news media interactions are minimal because of her age and interests. When I interviewed Subject 1 she said "I don't really have the lifestyle or interest that makes

3 me go looking for news.” The only visible pattern that I could see for Subject 2 was that the two sources of news media that she interacted with was similar in the amount of time spent interacting with those sources. When I interviewed Subject 2 she stated “My mum likes to watch the news in the mornings. I’m not allowed to watch cartoons in the mornings before school” and “it was easier to access when I was in bed it was easier to read the newspaper on my iPod instead of having to have a printed copy.” 3

4 The similarity that I have identified between the two subjects is that their main interaction with news media is via T.V. I believe that this is the case because even though Subject 1 said that she does not have the lifestyle or interest in news media, she did say when interviewed that “The old news media seems more accessible even though it’s on at certain times.” 3 Subject 2 has said that she interacts with the T.V because she watches it with her parents. It is clearly obvious that the difference between the two subjects is the amount of time they spend interacting with news media. Once again Subject 1 is not interested with interacting with news media and this shows in the graph. Whereas Subject 2 lives at home with her parents and is more likely to join them to watch the news on T.V. 5

Old news sources vs new news sources (both subjects) – Trend/Pattern #3

TABLE C	Old news sources (minutes)	New news sources (minutes)
Subject 1	35	20
Subject 2	120	135

The pattern that I identified in the above table was that the difference in interaction between old and new news media was minimal. Subject 1 interacted with old news media for a total of 35 minutes and new news media for a total of 20 minutes whereas subject 2 interacted with old news media for a total of 120 minutes and new news media for a total of 135 minutes. This is only a difference of 15 minutes. 5

The similarity between the two subjects is what I have said above, that the difference of interaction between old and new news media was minimal. I find this very interesting for both of the subjects as I would have thought their interactions with new news media would have been significantly higher than their interactions with old news media given their ages and the technology that is available to them as stated in their demographic profiles. 7

In conclusion I am not surprised that Subject 1 has little to no interaction with news media given her age, lifestyle and interests which was stated in my hypothesis. What I did find interesting though, was that the difference between interacting between old and new news media was minimal for both of the subjects and I thought that interactions with new news media would have been a lot higher given how technology has advanced and how readily available it is to us. This investigation has proved that my hypothesis was reasonably correct.

	Grade Boundary: High Achieved
4.	<p>For Achieved, the student needs to demonstrate understanding of how individuals interact with the media.</p> <p>This involves describing at least two key patterns of media interaction for at least two individuals and identifying similarities and/or differences.</p> <p>This student has chosen two individuals based on identifiable differences in their use of media and included a detailed description of both subjects (1). They have described in some detail key patterns of media use in terms of what news media the individuals interact with, how much, how often, and when this is taking place (2), and identified similarities and differences between the patterns of media use (4) (5).</p> <p>The student's understanding is supported with some evidence. There is an attempt to offer some generalised explanations for the patterns and differences of media use (3) (6).</p> <p>To reach Merit, the student could:</p> <ul style="list-style-type: none"> • develop reasoned explanations for how and why these patterns of interaction occur, such as supporting reasons with a logical argument supported by specific evidence from the interviews conducted with the subjects about their media use (3) • provide reasons for the differences, such as the statement about immigration status, using logical argument and supporting explanations with specific evidence (6).

Student 4: High Achieved

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This report involved the following two research subjects, profiles, a hypothesis on the interaction of news media made by my research subjects, monitoring forms of the research subjects' interaction with news media, interviews for both subjects, graphing of the information collected, analysis of this information, scaffolding it and writing a report for it. Through this investigation I have learned that there are differences and similarities in each person's interactions with news media. I also realised that having two research subjects from completely different demographics, clearly distinguishes these differences and similarities.

The demographic profile of research subject 1 indicates that she is a 14 year old Indian female that attends the local school as a Year 10 student. She enjoys listening to music and socialising with friends. She is of Fijian-Indian descent, speaks Hindi and English and is Anglican Christian. Accessibility to technology is very high as she owns an iPhone. She emigrated from Fiji in February 2000 and now has New Zealand Citizenship. "My parents are divorced; I live with both parents and am a share and care child. I also have step siblings." ①

The demographic profile of research subject 2 shows that he is a 48 year old South African male. He is an air conditioning and refrigeration technician who likes reading, walking, golf and fishing. He indicated that he is Roman Catholic and politically supports the Labour Party. Accessibility to technology is also high as he owns a laptop, a computer and a phone. He applied to move to New Zealand in 2007, arrived on the 1st of September and has hopes of receiving citizenship soon. "I live in Manukau, Auckland with my wife and two children." ①

A pattern in the data is that it's a 7 day monitoring form that both research subjects had to complete in order for a report to occur. A trend in the data that has been further studied shows the number of minutes each person interacts with news media each day for a week. Looking at the key patterns/trends I've realised that both research subjects interact with new media daily. They use traditional news media and new news media to receive information about current affairs/events. One particular pattern/trend evident is the number of times each person interacts with news media via the internet. The third pattern I noticed was the number of the interactions made per day to access news media. On one day one both subjects interacted with news media the most. The number of interactions decreased considerably thereafter. A further pattern/trend that was evident is the use of traditional news media made by Subject 2 was more than that of Subject 1. Likewise, the use of new news media made by Subject 1 was more than that of Subject 2. Another pattern/trend that was noticeable is that both subjects spent more time involved in media interaction after school/work. This could be attributed to the fact that they are otherwise occupied during the day. This means that media usage is greater after 4pm for Subject 1 and 6pm for Subject 2. Over the seven day period, Subject 1 interacted with news from the time she left home to go to school, as she listened to the radio. Subject 2 used traditional news media on the way to work as well. Subject 2 didn't interact with news media during the day as much as Subject 1 did possibly because his responsibilities involve travelling, climbing and physical work. Subject 1 on the other hand had more opportunities to do so, given her circumstances, which is school, where media is an integral part of the curriculum. News media interaction of Subject 1 was greater than that of Subject 2. ② ③

A significant difference was the time (in hours) each person interacted with news media over the course of a week. There were a number of differences/similarities that I've discovered whilst doing my analysis, for instance, Subject 1 spent 1 day 2 hours and 30 minutes interacting with news media for the week, whereas Subject 2 spent 14 hours and 42 minutes interacting with news media for the same period of time. Therefore there is a difference of 11 hours and 48 minutes. Both research subjects interacted with media daily at varied times and for varied periods. There was no day where either of the subjects did not have media interaction.

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Another similarity that I observed was that both subjects used both traditional news media and new news media as part of their routine to receive trustworthy news. Furthermore they both used new news media for information to satisfy their curiosity about what's happening and their general interests. Possible reasons for the similarity include their interests/hobbies, schoolwork/work research. This similarity can be attributed to the fact that they either needed the information for an assignment or they could use these news sources as a way of finding out about where they come from as they are both immigrants. The reason behind this investigation was to gather relevant information on news media to analyse and explain the significance of the development of technology and how this has influenced the News Media and people's interaction with it.

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	Grade Boundary: Low Achieved
5.	<p>For Achieved, the student needs to demonstrate understanding of how individuals interact with the media.</p> <p>This involves describing at least two key patterns of media interaction for at least two individuals and identifying similarities and/or differences.</p> <p>This student has chosen two individuals based on identifiable differences in their use of news media (1). Two key patterns of media use are described in terms of what news media they interact with, how much, how often and when and where this is taking place (2). The student identifies two similarities and differences between the patterns of media use (3) (4).</p> <p>The student's understanding is supported with some evidence in the form of graphs and summarising the findings.</p> <p>For a more secure Achieved, the student could:</p> <ul style="list-style-type: none"> • demonstrate understanding by describing, in more detail, how the patterns relate to each subject's use of news media. For example, the fact that the data shows that both subjects spend about the same amount of time on social networking sites, but just at different times, is more likely due to personal preference rather than competency of media use as is suggested (5). • identify the similarities and differences in more detail and with new, rather than repeated, explanations (4) • support understandings of the patterns with more specific evidence.

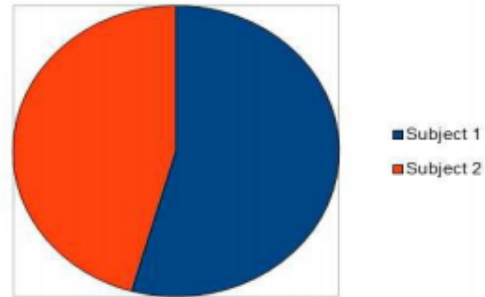
Student 5: Low Achieved

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In my experiment I had to find out how two people of different ages (14 and 40) interacted with news media in their daily lives. News media is defined where a certain person interacts with media trying to get some sort of news out of it (Weather and Sports) My research subjects that I have experimented on was Subject 1, a 14 year old boy who enjoys gaming and being on social networking sites. Subject 2 is a 40 year old woman who enjoys reading and catching up on current events. 1

The minutes in the week they interacted with news media

Subject 1	Subject 2
620	520



This pattern is the minutes in the week they interact with news media. This occurs when a subject looks at anything to do with news. Talking to friends about current events or just reading the newspaper or online newspaper. The pattern was very similar with a difference of 100 minutes news media interaction in one week. From the monitoring form I have gathered that there are lots of differences. For example Subject 1 spends only 30 minutes on social networking sites on a daily basis but Subject 2 spends no time on social networking during the week but spends 4 hours in the weekend on social networking sites. 2 3

Some differences include instead of spending a broad amount of time on social networking sites Subject 1 spreads out his time averaging 30 minutes a day on social networking whereas Subject 2 spends two hours on social networking sites Saturday and Sunday. This may occur because of age difference with Subject 2 being much older she might be behind on the digital switch over whereas Subject 1 is more up to date. According to the monitoring form Subject 2 spends most of her news media time on traditional news media such as Television and Newspaper whereas Subject 1 spends time looking at news media either through television or on his laptop. 5 3

Who are you with?

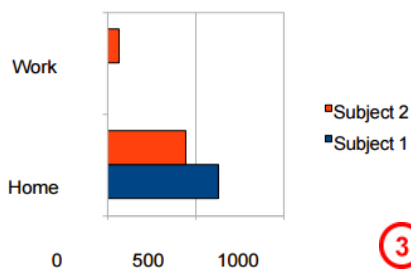
	Subject 1	Subject 2
Alone	370	630
Partner	150	0
Colleagues	15	0

In this trend/pattern I asked the subjects who were they with when they interacted with news media. This pattern shows that both subjects used most of their news media time by themselves. 2
 In the graph above and in the monitoring form it shows that Subject 1 spends all of his time interacting with news media alone. On the other hand Subject 2 spends time interacting with news media alone, with colleagues and with her partner. 3

This is also a difference. Subject 2 spends time with other people when interacting with news media. This could occur wherever there is a big age difference, for example 27 years can make a big difference. Subject 2 spends a lot of time with her partner and colleagues because she works in a building where they try to make it as social as possible. Subject 1 on the other hand spends his time alone when interacting with news media because he is rather shy. (4)

	Subject 1	Subject 2
Home	630	450
Work	0	70

Time spent on media at home and work



In this pattern I tried to find out where each subject spends their time interacting with news media at home or work. This pattern occurs because both subjects only interact with media at home and at work. The similarities of the two subjects are very usual when people spend most of their time on news media at home more than anywhere else. The differences between the two subjects are where Subject 2 spends news media interaction at work and Subject 1 doesn't. (2)

These differences may occur because they prefer to access the news media from home than anywhere else. Subject 2 spends a lot of time with her partner and colleagues because she works in a building where they try to make it as social as possible, Subject 1 on the other hand spends his time alone when interacting with news media because he is rather shy. (4)

What media they spent most of their time on.

	Subject 1	Subject 2
Social networking	210	0
TV3	410	0
TV1	0	90
Prime	0	130

I looked for what news media my subjects interacted with. According to the monitoring form the two subjects were significantly different. Subject 2 spent 210 minutes on social networking sites and 420 minutes watching TV3 on the other hand subject 2 spent her time watching news, 90 minutes on TV1 and 130 minutes watching Prime. The differences between the two subjects are where Subject 2 spends most of her day watching TV together news. On the hand Subject 1 gets most of his news media from TV and social networking. Subject 2 spends most of her time watching TV1 or Prime News but Subject 2 watches TV3 and gets a lot of news media from social networking. (3)

	Grade Boundary: High Not Achieved
6.	<p>For Achieved, the student needs to demonstrate understanding of how individuals interact with the media.</p> <p>This involves describing at least two key patterns of media interaction for at least two individuals and identifying similarities and/or differences.</p> <p>This student has chosen two individuals, based on perceived identifiable differences in their use of news media, as outlined in the hypothesis (1). The student identifies two key patterns of media use by two individuals, in terms of how much interaction is taking place (2), which forms of media the individuals interact with (3), and where this is taking place (7).</p> <p>Two similarities and differences between the patterns of media use are identified (6) (7). These are supported with some evidence.</p> <p>To reach Achieved, the student could:</p> <ul style="list-style-type: none"> • describe the patterns by providing more details of what media is being consumed, such as the 90 minutes spent by Subject B on ‘traditional media’ • identify the similarities and differences more clearly and in more detail (2) (3) (6) • support the descriptions with more specific evidence, such as what is being viewed on new media and traditional media (4) (5) (6).

HYPOTHESIS:

Subject A and I have mostly everything that got to do with news media because Subject A is the same age as me and we live in the world where media is everywhere in our hands (smartphones) and at home on our computers. Me and Subject A both get our news from social media - for example we both use Facebook which can sometimes give us the news so we can read all about it. Social media has more impact on teenagers now because teenagers mostly use social media. Subject A and I don't get our news from traditional news from the newspaper but nowadays most teenagers get the New Zealand Herald online from their computer or phones. The time of day me and subject A access News Media is when you go look for good news that you are interested in. I think Subject A would read the music or entertainment section of the New Zealand because she is into that kind of stuff. I think Subject A spends her most of her time on social media looking for good news (Facebook) and is mostly browsing through the news on her laptop not on her phone. So Subject A is mostly likely to use new media then Subject B who is more likely to get her news on the TV and the newspapers because I think at her age she is not likely to use new media such as computers and smart phones. Subject B is not the same because I live in the world where social media is everywhere, where back in the days there was only newspaper and TV. If Subject B is on the internet looking for news she is mostly likely to go on the news site like 3news.com or the New Zealand Herald. I think Subject B doesn't have many computers at home because she likes to read the newspaper more than using the internet to find news. I think Subject A is mostly browsing through media at night because she has school during the day so she would go on the internet 4 to 12pm. ①

Pattern 1: amount of media use for 7 days: Subject 1:3610; Subject 2:2200

A trend in the data is that they both nearly use the same amount of media use in a week, they both interact with the same media on that days. I identify that Subject A use more media then Subject B in one week. I think it's because Subject A is a much younger person so she would interact with media more because Subject A goes to school and learns how to use media more. Subject B doesn't go to school, she goes to work which makes her use less media. The trend is showing that Subject A was on media more than Subject B, it shows that Subject A interacted with media more than Subject B because Subject A is younger then Subject B. In the interview with Subject A she said she likes to use media from evening to night and she likes to use the internet for entertainment. The interview with Subject B was different. She said she only use media only on some parts of the days because she has other things to do besides going on the internet. A similarity is that both of them hardly use traditional media. The difference is that one person is much older than the other so that would change the data. These similarities and differences may occur if one of the subject likes to interact with traditional media but both of the subject interacts with new media more. Subject A says the percentage of her interacting with media in one day is around 60-70% but subject B says the amount of percentage she uses is around 30-50% because she has other things to do then using media every day. One of the questions I asked Subject A was does she consider herself an over user on any networking sites and she says not compared to her friends. But when I ask Subject B she says that she is not an over user compared to her family members so I think they are both the same. I have identified that both of my research ② ③ ④ ④

subjects have the same in common: they both interact with new media and hardly use traditional media. Both of my subjects in 7 days mainly use the computer laptop or watch TV.

5

Pattern #2 - how much traditional media they use in 7 days - Subject A: 0; Subject B:90

The trend is that one subject only uses traditional media and the other didn't, Subject A during the 7 days didn't use any traditional media, she only used new media. On the other hand Subject B only used traditional media once during the 7 days - only 90 minutes on one day. I think that's because Subject A is a much younger person which will mean that she will spend less time on traditional media. But Subject B is a much older person she would most likely be using traditional media because she was born when there wasn't that much new media. The data shows that Subject B is using more traditional media than Subject A.

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6

Pattern #3 - time spent on the media at home: Subject A: 2865; Subject B: 1265

The trend shows where they are spending most of their time on media like at home or work or school. In this trend both subjects spend their time on media mainly at home. This occurs is because Subject A spent longer at home than Subject B because Subject A is a much younger person so she spends her time at home or at school while Subject B is much older and goes to work and has other things to do instead of staying home on media. The pattern between both subjects is nearly almost the same - they both have the same percentage of spending media at home. In the interview with Subject A she said she spent using media mainly at home because she doesn't go to work she goes to school. She said when she goes to school she uses her phone but when she gets home she uses the laptop to go on Facebook and other sites. Subject B said she mostly spends her time on work not staying home and staying on media for the whole day. I think it's because Subject A is a much younger person that likes to stay home on media and Subject B is an older person that had better thing to do than staying home. The similarities between subject A and B is that they both spend time on media at home mainly. But the differences between both the subject is that one is older than the other so the older person goes to work not like the younger one she goes to school and mainly stays home. The evidence in here to back me up was from my interview my subject A says she goes to school so she spend most of her time using media in school and at home and subject B is much older person that goes to work and has no time to stay home and stay on media

7