

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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