

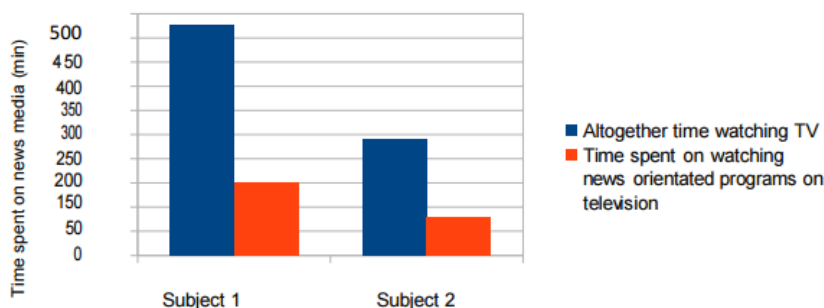
Student 2: High Merit

NZQA Intended for teacher use only

### 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.

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.



### 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)

### 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.

