

Student 1: Low Excellence

NZQA Intended for teacher use only

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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