

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.