Media Consumption Habits amongst College Students
MIT Study Extension

FINAL REPORT

Marketplace Planning
Aleigh Payne

July 2006
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  (with collages)
BACKGROUND

MIT began a study on their campus to explore the media consumption habits among college students in a dorm environment. The study focused on the interplay between three concepts:

1. Pop cosmopolitanism: the experience of people who are increasingly being profoundly effected by cultures that are not their own.
2. Moral Economy: the connections of consumers of music and other media to the artists that produce them.
3. Performance of Brand Identities: the mapping of a flow of behaviors as people began to express their sense of connection to brands.

PURPOSE

MIT Original Research: The purpose of the MIT original research is to use the information gathered via observations and research to develop innovative programming, marketing, and branding strategies.

GSD&M Extended Study: The extended study by GSD&M aims to broaden the depth of research previously collected by MIT. The additional research expanded the original profile to include those that attend colleges other than MIT and those that may not currently reside in a dormitory, but have at one point in their college career. The additional research gathered by GSD&M will also be used to augment other in-house studies of this demographic segment.

OBJECTIVES

• Better understand how college students consume media and the evolution of these media habits/choices
• Determine the effects that others and/or a community environment have on college student’s media consumption habits
• Explore what media obsessions exist among college students and how they describe these obsessions
• Gain insight into the purchase behaviors of college students
• Gauge the perception of advertising/company communications amongst college students

METHODODOLOGY

In-depth Interviews

• 12 interviews; 5 with males and 7 with females
  • Freshmen through Grad Students in College (as of Spring 2006)
  • All currently attending college
  • All have moved out of a high school/family residence to a college residence
• 1 ½ hours each
- Began with 20 minutes of collage work to express what media means to them; 10 minutes to explain collage
- 45 minutes to an hour for conversation about stated objectives

**Markets:**
June 21-23  Austin, TX

**SUMMARY OF LEARNINGS**

I. **Unrealized Media “Obsession”**
An interesting contradiction arose from discussions about the interviewees’ media habits and obsessions. Most interviewees responded that they did not have any sort of media habit that could classify as an obsession. In fact, not one of the respondents even mentioned their cell phone as one of the media devices that they use/consume, yet every one of them had one and when asked, approximately half responded that they use their cell phones as a primary device to stay in touch with others. Additionally, nearly all of the interviewees cited that they carry their cell phone with them everywhere they go. This indicates that most of the interviewees don’t even think to identify certain media habits they practice on a minute-by-minute basis because the habits have become so “normal” or “ordinary” that they are completely looked over. The majority of interviewees described themselves as not being manipulated by media content or devices; however, with further discussion they reveled that they use their computers, listen to music, record programs, purchase content, etc., on a daily basis. In addition to the time that the students are scheduling to consume their media dosages, media has clearly become an “in-between time” activity that is transparent to many in their own lives.

II. **Social Communication Paradox**
Within the responses and dialogue with the interviewees, there is an obvious split in opinions as to whether the influx of technology and communication capabilities are isolating people or connecting people. The majority of the respondents found the ability to create relationships across the globe and have access to things anywhere in the world (that would never be possible without the vast communal networks) extremely empowering. There were some, however, that felt the ability to do so much, to the extent of maintaining primary communications through the internet, has destroyed more personal contact and connection.

One girl could not believe that others just blog about their lives and let others comment on it instead of sitting down and having conversations with each of them. On the other hand, the blogging adept interviewee could not imagine talking on the phone with so many people about the same thing over and over, so to her, it is more efficient to let everyone
know all at once. Without her blog, she doubts that she would let anyone know about what is going on with her because other, more traditional methods aren’t as efficient.

Although people have differing opinions as to whether the web is beneficial for communicating and connecting people; they all agree that it is valuable for increasingly expanding the world and its many offerings to all people. One respondent gave the advancement in technologies credit for his ability to get into the film industry. He cited that it has given him access to the same technologies that film professionals currently use and allows him access to information and programs that keep him on the cutting-edge of the industry.

III. The World as American Idol
The consensus amongst the interviewees is that the web has given people access to each others’ content and creations. There was not one interviewee that wasn’t part of some type of social networking site (Facebook, Flickr, MySpace, personal blogs, etc.). All of the social networking sites require the users to share information about themselves in some format whether via pictures, files, interests, etc. Additionally, the web is inundated with sites specifically dedicated to user generated content and file sharing. Many interviewees referred to these sites as sources of entertainment that they take interest in themselves. In fact, one interviewee, Merritt, cited the fact that people can become stars over night based on the number of hits his/her submitted content receives. There are many companies/brands/sites that have offered customers the ability to even create content for the brand itself that would give them global recognition or another type of reward. In Merritt’s words, “A corporation could never create that kind of content.”

With the rise of more and more networking sites, the wisdom and opinions of the masses can now be aggregated to make information more pertinent to all seeking it. Several respondents cited this development when talking about sites like Wikipedia.com, del.icio.us.com, digg.com, etc. This trend has created a demand within people, especially shown by these respondents, to have the ability to access and contribute to the sharing of content around the world.

In some way or another, the predominant opinion was in support of this mass ability to reach success – for the best ideas, people, etc. to float to the top – because it eliminates the uneven playing field of economies, race, etc. Essentially, these college students felt that the world has become the judge of who makes it and who doesn’t and that is empowering to them.

IV. Sharing My-Media Myself
The media habits of these college students might appear a bit narcissistic to those that do not share their online practices, but to them, they are just “sharing” and keeping in touch. As previously mentioned, the majority of interviewees cited that they create their own content via social networks or forums online. The overall reasoning for putting information or files on these sites was so that others could see it and so that they could see others’ information.
They want people to see what they look like, what they are doing, what their interests are, whether they are dating, what their opinions are on certain pictures, and what their “favorite…” is.

These habits indicate an overwhelming trend amongst college students to communicate who they are to other people, to find a community with similarities to their own interests, and often times to show others in their communities how they differ from that particular community, too.

V. Generation of Multi-taskers
The majority of respondents are multi-taskers, not occasionally, but all of the time. While explaining her collage, one of the respondents stated her frustration with trying to find the perfect picture to show her use of the laptop. She said that there were several pictures of a laptop by itself, but not an image with people multi-tasking while on it; eventually, she was satisfied with an image of someone eating and doing other activities while their laptop was in front of them.

Furthermore, nearly all participants said that they use multiple media at the same time and their attention to one over another varies depending upon what is most urgent or pertinent at the time. First and foremost is normally the use of their cell phone if it is ringing, and then it varies. They recognize the fact that they become bored quickly and have learned to easily switch their attention from one activity to the next or between multiple activities at the same time.

Several of the participants cited that they enjoy using multiple media at the same time just for the sake of having background noise. Lauren explained that she uses the TV to keep her from getting bored while she is online or reading a magazine, or downloading songs from the internet. The other common multi-media exposure was several interviewees citing that they always had their music on while they were actively focusing elsewhere.

VI. Communal Habits
Nearly every participant preferred to consume most of their media alone; however, the majority referred to at least a program or two on television that they enjoy viewing with others. Gaming consoles, mentioned by a few of the male interviewees, were the only additional group media activity cited. This is not necessarily a blessing to the 30-second spot; in fact, this communal practice is used not for the sake of the programming in most cases, but for the sake of building social ties with one another. When they do engage in watching TV, as soon as the commercial break comes on it is time to socialize.

Another effect accomplished through the community atmosphere experienced by college students is the ease of sharing technologies and media preferences. When asked, the majority of participants were very aware that they had picked up media/technology interests of those around them; however, many revealed that they aren’t conscious of it within their daily lives. They see themselves as immune to outside influences, so as not to feel like followers.
Lauren described the experience of being in a community environment at college and mentioned how much easier it is for media to be passed around and recommended to her peers and by her peers. She said that these valued recommendations and exposures have really sped up the media consumption patterns that she and her peers have come to practice. Other interviewees described a similar phenomenon at their colleges and seem to find the communal environment of college more conducive than any other setting to exposing them to new media devices, programs, artists, habits, etc.

VII. Morality Web2.0

Within our respondents, there was an even mix of those that were willing to purchase their content versus those that were downloading it illegally. When asked why they chose one or the other there was an array of explanations from money to quality to ethics.

Zandra and Nick both explained their music acquisitions similarly; they both “shared” with friends and didn’t use downloading sources for that. Although they admitted that it is not purchasing the music themselves, they felt that since they were getting it from their friends who had purchased the content, then it was just sharing and it was acceptable. Zandra’s explanation for her acquisition of anime content, her passion, varied; she downloads the content up until the point that it becomes available for purchase at respectable levels of quality. She, Andrew, and others saw eye-to-eye on this. Similarly, many interviewees expressed that they purchase their content out of respect and support of the artists more than anything, although they admitted that artists would be exposed to more people if they offered the ability to listen to their music/content without charge.

On the other hand, several interviewees said that they never consider the legality of their media habits, especially when it comes to viewing/listening/downloading content. Although this is upsetting many in the industry, these students like Mark Wilson cited that “the content is online to be shared and downloaded and that is what we do with it.” Several don’t view it as an illegal act, but rather a way to have access, perhaps to things that they can’t afford or can’t find to purchase, and then they justify it because everyone else is doing it.

CONCLUSIONS

Although they are all participating in media usage, there is a great deal of variation amongst the why, the what, and the how – the true consistency amongst college student’s media behaviors is "customization."

• Social communities/networks both online and offline are constantly shaping the media consumption patterns of this group of young college students regardless of whether they admit to be influenced or not.
• This group has access to more technologies than ever before and although they definitely recognize and appreciate the provided benefits, few hardly realize the true extent that media has inundated their daily lives.
• To college students, media has become the portal to all things and all people and allows each person the ability to reveal themselves to the world in an empowering way.
• This group has the ability to seek what ever their hearts desire at the click of a button. They expect this when they are seeking anything from mates to careers to information and are taking advantage of the social networking and collaborative sites that deliver these opportunities to their finger tips.
• These college students are the embodiment of multitasking to the n\textsuperscript{th} degree. Because they have grown up with so many options to consume their time, this group of young adults has become accustomed to switching or maintaining their attention to many things at once, especially when it comes to media.
• This group finds value in media, but their habits vary as to whether they will purchase it or obtain it illegally. Those that choose not to are overwhelmingly those that don’t even think to consider the legality of their behaviors. However, those that will purchase their content primarily do it out of respect for the origins of the content whether artist, company, actor, etc.
MIT Study: Revised Questionnaire

Collage: Show what the area of media/technology/communications means to you. Be able to explain.

General questions for start-up discussion:
1. Tell me about yourself?
2. Where do you intern?
3. What are your future interests?
4. So what do you do in your free time?
5. What kinds of activities do you enjoy?

Devices Used:
• How do you consume media that you watch? Hear? Read? Play?
• Do you manipulate your life to fit in with certain media or do you manipulate the media to make more sense with your life? Why do you choose to do one thing as opposed to the other?
• How long ago did you begin using these types of media, and what reason was most influential in your choice to begin using this specific type of media?
• Do you even consider whether your media habits are legal or not? Would you continue to use the media you are using now if it became illegal?
• Do you think you now have access to more media than before? If so, why do you think that this is? How do you feel about it?
• How do you feel about the people behind the scenes who are producing the media that you use? Are you happy with their services and or intentions? If you are disappointed do you tend to give them the benefit of the doubt or become bitter?

Take it or leave it:
• When you moved out of your house, what did you choose to bring with you? Leave at home? What was the reasoning behind this? Did you go through a process of deciding?
• Did where you were going to live or who you would be living with influence your decision?
• How has your media usage changed since you moved away from home to go to college?
• In what ways do you use media to communicate with others since you have been in college?

Obsession/Fanatic:
• Are there any programs, devices, movies, books, films, etc that you would say you are obsessed with?
• Why do you think you are obsessed with this particular thing over other things out there? How do your habits differ between programs/media that you are obsessed with v. those that you are just loyal of.
• How do you think your obsessions relate to those around you and their obsessions?
• What sustains this obsession?
• Can you consume this obsession through multiple channels?
• Do you create any of the content that you are obsessed with? Ex. Your own MySpace page, internet sites, music, YouTube, etc.
• Are you obsessed/like other things that users create?
• Will this obsession last? For how long?

**Community as it relates to media usage:**

• How do people play into your media usage/obsession? Do you feel you typically are ahead of a media ‘trend’ or on the tail end of it? If you associate your media usage/obsession with a group of people or a fan base, how do you see yourself fitting in compared to others in this fan base?
• How have your tastes and behaviors changed in regards to media habits since you have entered a community environment? Do your friend’s tastes affect yours?
• When you left the college dorm/apartment community, do you find that you still consume media in the same way or has it changed? In what ways has it stayed the same and in what ways has it stayed the same?
• When you are using certain media are you most often by yourself or with other people? Why do you find that you gravitate to this particular method more than another? Does it differ by medium or channel – like TV v. Internet?
• Have you/ do you ever consider that the media you consume allows you to be in touch with other cultures, share other cultures, and know more about other cultures? Do you think about it that way, or do you just think that it is what you like and that is it?
• When you are using media, how often do you find yourself using more than one media at once? If this situation happens frequently, which media are you most likely to pay attention to?
• Does your usage of certain media change how other people perceive you or how you perceive other people? If so, what perceptions are associated with certain media? Is there any appeal to things because they are “where you come from” groups/media?

**Purchasing behaviors in conjunction with media usage:**

• What do you shop for most? Take me through a typical shopping experience briefly.
• When you pay attention to advertisements, do you use them as a means to purchasing a product? Do they help to inform you or remind you of something you will purchase?
• What media do you find most frequently informs you about a product? If you want to find out what products there are out there, what media do you typically turn to? Same with distinguishing products from one another? Purchasing a product?
• What types of media do you pay attention to and what type of media will you actually seek out? Why are these types of media different than the ones that you do not pay attention to?
• When you finally purchase something, are you most often purchasing the product via the medium that informed you about it or not? Why or why not?

Additional Questions:
1. Sometimes people know the product they are consuming better than the people that make it. True or False
2. What’s the coolest/most creative thing you have seen in the media this year?
3. What impact do your friend’s referrals to certain media have on what media you consume?
4. What would make you buy media versus acquiring it for free?
5. What advertising do you like the most? Hate the most?
## Study Participants

<table>
<thead>
<tr>
<th>Name</th>
<th>Age</th>
<th>Sex</th>
<th>Hometown</th>
<th>School</th>
<th>Year</th>
<th>Living</th>
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<tr>
<td>Zandra Gilmore</td>
<td>19</td>
<td>F</td>
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<td>Georgetown University</td>
<td>So.</td>
<td>S-House; F-Apt.</td>
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<td>Nancy Jeng</td>
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<td>Aleigh Payne</td>
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<td>UT-Austin</td>
<td>Grad</td>
<td>House</td>
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<td>Colorado @ Boulder</td>
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<td>House</td>
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<td>Jessica Peronni</td>
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<td>Merritt Fields</td>
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<td>Nick Hoffman</td>
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Interview Transcripts with Collages

Zandra Gilmore (collage)
Nancy Jeng (collage)
Aleigh Payne (no collage)
Lauren Lusk (collage)
Lauren Haga (collage)
Marlo Nespeca (collage)
Jessica Peronni (no collage)
Merritt Fields (collage)
Nick Hoffman (collage)
Walter Musgrove (collage)
Mark Wilson (collage)
Andrew Matthews (collage)
Zandra Gilmore

Collage:
A lot of video game stuff. It is media and it is interactive. A picture of a TV in a car because media and tech is everywhere you go and it goes with you. I searched for a picture of laptop with something with it because I am never JUST on the computer without doing anything else. She has a camera and she uses it when it is with her. Phones are getting more media heavy. Phones are constantly updated. Video camera is interactive too.

1. Tell me about yourself?
2. Where do you intern?
3. What are your future interests?
4. So what do you do in your free time? She reads Japanese comics and makes costumes. She attends conventions for Japanese anime. She works; that isn't her free time I guess. She goes running when she finds the time. She hangs out with her friends. Many of her friends are in town for the summer.
5. What kinds of activities do you enjoy?

Devices Used:
• How do you consume media that you watch? Hear? Read? Play?
  o She uses her laptop often. She doesn't watch TV that much because her sister is watching stuff. When I watch it is what others are watching. She watches movies. When she does watch movies it is for background noise. She listens to music – also for background while she is making costumes, etc. She normally listens from her computer directly. She listens to the radio in the car and she normally always listens to NPR in the car. She normally gets her music from CDs that she has or from friends, she doesn't spend time looking for music online. She shares play lists with her friends and her brother. She doesn’t download off of a system. She uses bit torrent for downloading some things like anime
• Do you manipulate your life to fit in with certain media or do you manipulate the media to make more sense with your life? Why do you choose to do one thing as opposed to the other?
  o She fits media in her life – she doesn't let it control her. She normally uses media when she has a need, not just sit down without a purpose. She uses the computer more for communication than anything else.
• How long ago did you begin using these types of media, and what reason was most influential in your choice to begin using this specific type of media?
• Do you even consider whether your media habits are legal or not? Would you continue to use the media you are using now if it became illegal?
Bit torrent she uses when something hasn’t been produced in the US. She wouldn’t download things that are “really” illegal. She downloads things that she doesn’t have access to. She downloads videos and she shares her music with friends.

- Do you think you now have access to more media than before? If so, why do you think that this is? How do you feel about it?
- How do you feel about the people behind the scenes who are producing the media that you use? Are you happy with their services and or intentions? If you are disappointed do you tend to give them the benefit of the doubt or become bitter?
  - The only thing that she has a problem with is reality TV. She thinks that the way that people produce shows these days is ridiculous. She did get “hooked” on Grey’s Anatomy.

**Take it or leave it:**
- When you moved out of your house, what did you choose to bring with you? Leave at home? What was the reasoning behind this? Did you go through a process of deciding?
  - She took her computer because she got it for school. Took her phone and CD player. She uses it for running.
- Did where you were going to live or who you would be living with influence your decision?
  - She didn’t think about what others were bringing because her roommate already told her that she was bringing a TV.
- How has your media usage changed since you moved away from home to go to college?
  - She checks her email a lot more. She wakes up and turns her computer on because it is right in her room and she has easy access. When school is on she doesn’t read as many comics because she is always busy. She uses more media when she is at home because she has more time on her hands.
- In what ways do you use media to communicate with others since you have been in college?
  - She doesn’t like talking on the phone to have a conversation. She isn’t good about instant messenger because when she is on the computer she is normally on to do other things. She is easily distracted. These are more of “oh” I need to ask you something. Is she wants to talk she would prefer to do it face to face.

**Obsession/Fanatic:**
- Are there any programs, devices, movies, books, films, etc that you would say you are obsessed with?
  - She uses a Mac. She doesn’t have an iPod. She definitely won’t go out and buy all of the Mac products.
- Why do you think you are obsessed with this particular thing over other things out there? How do your habits differ between programs/media that you are obsessed with v. those that you are just loyal of.
  - She used to watch TV and now she thinks that there really aren’t very good programming out there. She doesn’t like being “hooked” on a show – she doesn’t like the dependency on TV. The computer is just more communication and you have more control there. She has a blog online and that is how she knows what is going
on in her friends’ lives. They all have live journals and she has a blog on her own website. She has never used MySpace and she has a Facebook page that she doesn’t use that often. She will put pictures up there because it is an easy way to get it to her friends.

- How do you think your obsessions relate to those around you and their obsessions?
  - She has several friends that do it with her. Although they connect on that level they do other things together too.
- What sustains this obsession?
- Can you consume this obsession through multiple channels?
- Do you create any of the content that you are obsessed with? Ex. Your own MySpace page, internet sites, music, YouTube, etc.
  - She has her own blog site. She has had it for 5-6 years. She shares it with several of her friends. It started as an animas fan site. Now it is dedicated a lot to her costumes she just made for the convention. She keeps links on there for other people that are into anime. It is a daily blog that she keeps up with, even down to the fact that someone had a good or bad day.
- Are you obsessed/like other things that users create?
  - She doesn’t do that often because she thinks she is lazy. Many of her friends will look up series and blogs on anime series. It is also a time issue for her too; she can’t just browse around.
- Will this obsession last? For how long?

**Community as it relates to media usage:**

- How do people play into your media usage/obsession? Do you feel you typically are ahead of a media ‘trend’ or on the tail end of it? If you associate your media usage/obsession with a group of people or a fan base, how do you see yourself fitting in compared to others in this fan base?
  - These were high school friends that are interested in anime. She saw it in junior school on Dragon Ball Z, etc. She and another girl had a friendship that developed around that and they became friends outside of that too. She doesn’t think of it as competitive it is more of a sharing community. There is definitely a fan base. She knows of sites that she will go to for accessing information on it.
- How have your tastes and behaviors changed in regards to media habits since you have entered a community environment? Do your friend’s tastes affect yours?
  - They listen to each others recommendations and they will visit each others links that are put up online.
- When you left the college dorm/apartment community, do you find that you still consume media in the same way or has it changed? In what ways has it stayed the same and it what ways has it stayed the same?
• When you are using certain media are you most often by yourself or with other people? Why do you find that you gravitate to this particular method more than another? Does it differ by medium or channel – like TV v. Internet?
  o By herself most of the time. Then she talks to others about it.
• Have you/ do you ever consider that the media you consume allows you to be in touch with other cultures, share other cultures, and know more about other cultures? Do you think about it that way, or do you just think that it is what you like and that is it?
  o She is definitely aware that she is exposing herself to other cultures through her Japanese anime. She listens to a great deal of international music because she shares with her friends that like music from other cultures. She thinks about it because she likes having music from other cultures.
• When you are using media, how often do you find yourself using more than one media at once? If this situation happens frequently, which media are you most likely to pay attention to?
  o She most urgently pays attention to her cell phone. Then it varies depending on why she is using each medium. If it is Grey’s then the TV. If it is just that it is a movie for background noise then she will probably pay more attention to the conversation that she is having online.
• Does your usage of certain media change how other people perceive you or how you perceive other people? If so, what perceptions are associated with certain media? Is there any appeal to things because they are “where you come from” groups/media?
  o She likes that she makes costumes - that is her ice breaker when she meets people. Her site is her “baby” that makes her unique. She thinks what she does might color others perceptions of her, but not significantly. She said most people that she meets face to face don’t see her “media side.”

Purchasing behaviors in conjunction with media usage:
  5. What do you shop for most? Take me through a typical shopping experience briefly.
    o She doesn’t shop often. She has been doing a lot of grocery shopping and that is impulse driven. She takes the bus there; normally she is going with a friend or two. She goes and walks down the aisles to get what she needs. Usually gets what is on sale at that determines how much of something she gets. She said it always seems to cost more than she thought.
  6. When you pay attention to company communication, do you use them as a means to purchasing a product? Do they help to inform you or remind you of something you will purchase?
    o She ignores online ads. She is more likely to read the titles of emails before discarding. She will read ads in magazines.
  7. What media do you find most frequently informs you about a product?
    o She generally asks people about things before online because online can be overwhelming. She might ask people at the store.
  8. If you want to find out what products there are out there, what media do you typically turn to?
o Most of it is peripheral; she doesn’t feel that she is paying attention to it. It is more subconscious than that to her. If it is something that is interesting then later something might remind her of it and she might seek it out later if she is somewhere that she came.

9. Same with distinguishing products from one another? Purchasing a product?
10. What types of media do you pay attention to and what type of media will you actually seek out? Why are these types of media different than the ones that you do not pay attention to?
11. When you finally purchase something, are you most often purchasing the product via the medium that informed you about it or not? Why or why not?

Additional Questions:

a. Sometimes people know the product they use better than the people that make it. True or False
   o It depends – don’t have an answer
b. What’s the coolest/most creative thing you have seen in the media this year?
   o No clue; maybe an interactive video game
c. What advertising do you like the most? Hate the most?
   o Hates screaming ads; where people are screaming the offer; that is just obnoxious. She likes things that are stylish and different. You don’t want to see a car driving down the road for the 10th time.
Zandra’s Collage
Nancy Jeng

Collage
Google maps. Welcome ads if they were there b/c the information is needed. Power to the people = people producing content is a good thing

1. Tell me about yourself?
   d. Nancy, junior at UT, loves music, especially Mariah Carey and Everclear
2. Where do you intern?
   a. Out of Home Buying Intern
3. What are your future interests?
   a. Wants to work in advertising

Devices Used:
- How do you consume media that you watch? Hear? Read? Play?
  o Internet, TV, some magazine, radio, iPod, CDs, camera
- Do you manipulate your life to fit in with certain media or do you manipulate the media to make more sense with your life? Why do you choose to do one thing as opposed to the other?
  o The media.
- How long ago did you begin using these types of media, and what reason was most influential in your choice to begin using this specific type of media?
  o She got her laptop for school and didn’t really use it that often, only to write papers, but now is obsessed with it. She did bring all of her many CDs to school and her roommate had a TV. (in the dorm)
- Do you even consider whether your media habits are legal or not? Would you continue to use the media you are using now if it became illegal?
  o No, she does not download things, she buys CDs, and sometimes downloads TV shows from iTunes for her video iPod (but not often)
- Do you think you now have access to more media than before? If so, why do you think that this is? How do you feel about it?
  o Yes, because everything is constantly emerging and evolving
- How do you feel about the people behind the scenes who are producing the media that you use? Are you happy with their services and or intentions? If you are disappointed do you tend to give them the benefit of the doubt or become bitter?
  o “The world is evolving so that everything is pushing you to use the computer. “everything is so much easier and cheaper”
**Take it or leave it:**

- When you moved out of your house, what did you choose to bring with you? Leave at home? What was the reasoning behind this? Did you go through a process of deciding?
  - Laptop, CDs, and Discman
- Did where you were going to live or who you would be living with influence your decision?
  - No, she didn’t have a TV, but otherwise brought everything else
- How has your media usage changed since you moved away from home to go to college?
  - She spends more time on the internet and has an iPod and digital camera
- In what ways do you use media to communicate with others since you have been in college?
  - MySpace, Facebook, email (lots of email, especially for potential jobs)

**Obsession/Fanatic:**

- Are there any programs, devices, movies, books, films, etc that you would say you are obsessed with?
  - Laptop, checking her email, and music
- Why do you think you are obsessed with this particular thing over other things out there? How do your habits differ between programs/media that you are obsessed with v. those that you are just loyal of?
  - Because she uses email so much for communication, and has always loved music (Mariah Carey and Everclear mostly)
- How do you think your obsessions relate to those around you and their obsessions?
  - She doesn’t really think of them as relating to others
- Can you consume this obsession through multiple channels?
  - Yes, she goes to the Mariah website often (has it book marked) and watches her whenever she makes appearances on TV, and is currently bidding on concert tickets on eBay
- Do you create any of the content that you are obsessed with?
  - No
- Are you obsessed/like other things that users create?
  - No
- Will this obsession last? For how long?
  - Yes, because she will always use email and love music

**Community as it relates to media usage:**

- How do people play into your media usage/obsession? Do you feel you typically are ahead of a media ‘trend’ or on the tail end of it? If you associate your media usage/obsession with a group of people or a fan base, how do you see yourself fitting in compared to others in this fan base?
o She feels she is not ahead, nor at the top, but she is curious about new things coming out, her awareness is higher (because she reads about it everyday for work, etc.) but she hasn’t experimented with it necessarily. As far as fans she feels: Mariah – doesn’t feel attached to fan base, too big, too many fans, too many types of fans. Everclear – yes, b/c she went to shows with friends, and made Everclear friends, and went with them, weird Everclear universe

• How have your tastes and behaviors changed in regards to media habits since you have entered a community environment? Do your friend’s tastes affect yours?
  o Not really: A lot of her friends could not go a few days w/out laptop/ internet, but her roommate that is an education major only uses it for Facebook “just a Facebook viewing machine” she rarely uses it for anything else

• When you left the college dorm/apartment community, do you find that you still consume media in the same way or has it changed? In what ways has it stayed the same and what ways has it stayed the same?
  o Her major has influenced the evolution of her internet usage (more of it). Just got a new computer because the fan broke, but was at the store immediately to buy another one

• When you are using certain media are you most often by yourself or with other people? Why do you find that you gravitate to this particular method more than another?
  o By herself.

• Have you/ do you ever consider that the media you consume allows you to be in touch with other cultures, share other cultures, and know more about other cultures? n/a

• When you are using media, how often do you find yourself using more than one media at once? If this situation happens frequently, which media are you most likely to pay attention to?
  o All the time: Gotten so used to multi tasking that it feels weird if she is not. Has AOL and uses that for news, etc. clicks on things that pop up there. She has a Rolling stone magazine subscription. Scrolling through Facebook while law and order is on TV, watches law and order at the gym, paying attention but not completely there, has a laptop, “not paying attention to either.” More engaged into TV b/c cant pick back up like she can with online or magazine. But law and order and is so formulaic there is not as big of a need to pay attention

• Does your usage of certain media change how other people perceive you or how you perceive other people? If so, what perceptions are associated with certain media? Is there any appeal to things because they are “where you come from” groups/media? n/a

**Purchasing behaviors in conjunction with media usage:**

• What do you shop for most?
  o Orders things from Amazon, eBay, checks email a lot, doesn’t like to order something online because of reputation. Doesn’t like to use things with bad reputation like Craig’s list. Has to trust the site to order from it.
Also checks eBay tickets, likes to browse online for products. Signed up for Nordstrom and Express newsletters, but doesn’t really buy online, would rather go to the store because there usually isn’t the same thing online as in the store.

- When you pay attention to advertisements, do you use them as a means to purchasing a product? Do they help to inform you or remind you of something you will purchase? n/a
- What media do you find most frequently informs you about a product? If you want to find out what products there are out there, what media do you typically turn to? Same with distinguishing products from one another? Purchasing a product?
  - The internet
- When you finally purchase something, are you most often purchasing the product via the medium that informed you about it or not? Why or why not?
  - No, because although she sees it most online she typically buys in store

**Additional Questions:**
- Sometimes people know the product they are consuming better than the people that make it.
  - No, because they don’t see the day-to-day things about the product that consumers see
- What’s the coolest/most creative thing you have seen in the media this year?
- What impact do your friend’s referrals to certain media have on what media you consume?
- What would make you buy media versus acquiring it for free?
  - Likes it to be legal because she trusts it more and wants to be able to go somewhere in case it messes up. Also, she likes to buy it because she likes to have it (CDs versus iTunes)
- What advertising do you like the most? Hate the most?
  - Likes: 5 TiVo ads right before show starts
  - Hates: SPAM and pop-ups
Nancy’s Collage
Aleigh Payne

1. Tell me about yourself?
   - I am 20, just graduated from UT, about to start grad school in advertising with concentrations in anthropology and marketing. I have interned here for 2 semesters. I am from San Antonio and have 2 sisters.
2. Where do you intern?
   - Market Place Planning
3. What are your future interests?
   - Account/communication/marketplace planning; consumer research; etc.
4. So what do you do in your free time?
   - Work out; art; read; TV/films; hang out with friends; use my computer; talk on the phone

Devices Used:
- How do you consume media that you watch? Hear? Read? Play?
  - I have my laptop; I watch TV and DVDs without any recording device or on-demand style device. I read books in my bed mostly. I don’t play any video games or musical instruments. I have a digital camera that I love. I definitely use iTunes often and I used to use My Tunes Redux which allowed me to share songs with my entire dorm of 300+ girls. Now I only buy music and DVDs on my own without downloading them illegally.
- Do you manipulate your life to fit in with certain media or do you manipulate the media to make more sense with your life? Why do you choose to do one thing as opposed to the other?
  - The majority of the media fits into my life whenever I am bored or have a need for information, entertainment, etc. The only times that I schedule my day around media is when Grey’s Anatomy comes on (new seasons) and in the morning I always have the Today Show on when I am getting ready.
- How long ago did you begin using these types of media, and what reason was most influential in your choice to begin using this specific type of media?
  - I started using the computer a long time ago when I had an Acer computer and would play Carmen San Diego, Myst, Monopoly, etc. on the computer. I must have been in grade school. I then got my laptop Spring of my senior year before I went away to school. I remember being so proud of it I would take it everywhere I went. My parents didn’t even have a laptop so I was the first one in our family to get one. I got a digital camera about a year ago because my sisters and friends had them and I wanted to have one to be able to take pictures of events that I always wanted to remember – really it had a lot to do with a death in the family and wanting to have pictures of people in case something like that happened again. TV was something that I used to watch much more than I do now because my sister always had it on and we would watch certain shows after school. Now I don’t really have time for that.
• Do you even consider whether your media habits are legal or not? Would you continue to use the media you are using now if it became illegal?
  o I definitely thought about it and don’t like the feeling of stealing from artists, that is why I buy my music now. It also isn’t as tempting because I don’t have an entire dorm to share music with as easily and it is easier to get viruses from it too.
• Do you think you now have access to more media than before? If so, why do you think that this is? How do you feel about it?
  o I obviously do and I think that it is great. You have more people that can be exposed to more technologies that can enrich their lives, but like everything, media should be consumed in moderation because it can prevent people from expanding their horizons in other ways. Also, it makes it too easy for people to over work themselves, etc.
• How do you feel about the people behind the scenes who are producing the media that you use? Are you happy with their services and or intentions? If you are disappointed do you tend to give them the benefit of the doubt or become bitter?
  o I don’t really think of things like that. But I do get pissed when one of my media devices breaks; it makes me realize how much I rely on them. 😞

Take it or leave it:
• When you moved out of your house, what did you choose to bring with you? Leave at home? What was the reasoning behind this? Did you go through a process of deciding?
  o I took my computer because that is why I got it and I would need it for school. I took my cell phone and I didn’t really want a TV so I didn’t bring that – I wasn’t going to have time and I hadn’t had much time even in high school because I played so many sports. I also took and alarm clock and that was it; not even a CD player.
• Did where you were going to live or who you would be living with influence your decision?
  o Not really, except I knew if I wanted to watch TV there would be one in the lounge.
• How has your media usage changed since you moved away from home to go to college?
  o Home I didn’t use that much media except for music and TV at nights while I was doing homework. With school I still do the same, but not as much TV, not even as background noise.
• In what ways do you use media to communicate with others since you have been in college?
  o I definitely use email, cell phone and recently I got on Facebook. Mostly on the phone though.

Obsession/Fanatic:
• Are there any programs, devices, movies, books, films, etc that you would say you are obsessed with?
o Not really. I like my music and my Nano, but definitely not obsessed – I would rather be outside or working out or hanging out with friends. I am probably obsessed with my cell phone, but that is normal – it is something that I have to always have on me and I feel strange and without appendage if I don’t.

• Why do you think you are obsessed with this particular thing over other things out there? How do your habits differ between programs/media that you are obsessed with v. those that you are just loyal of. If you consider my cell phone then I am obsessed because it travels everywhere with me and I wouldn’t consider using another device to replace it – only a new cell phone with better product specs, etc. Other things that I am just loyal of are things that I don’t depend on for my life to function – sad but true. I can use multiple devices to have access to music and I am fine with those, but without my cell phone I would not be okay with just the internet or email or whatever to communicate – it is not instant and it cannot travel with me in the same way.

• How do you think your obsessions relate to those around you and their obsessions?
  o I could on everyone else to have their cell phone with them too.

• What sustains this obsession?
  o That I need it everyday – the fact that I always need to communicate with people from my family to my coworkers to 411.

• Can you consume this obsession through multiple channels?
  o No

• Do you create any of the content that you are obsessed with? Ex. Your own MySpace page, internet sites, music, YouTube, etc.
  o Yes, but I am not obsessed with it - Facebook

• Are you obsessed/like other things that users create?
  o Yes, I am fascinated by the amount of media out there that is created by individuals like me and you. It is unbelievable and I only hope that the trend continues to expand. I love reading other peoples blogs or looking at other peoples artwork, music, etc.

• Will this obsession last? For how long?
  o Phone- always; other things – I don’t know.

Community as it relates to media usage:
• How do people play into your media usage/obsession? Do you feel you typically are ahead of a media ‘trend’ or on the tail end of it? If you associate your media usage/obsession with a group of people or a fan base, how do you see yourself fitting in compared to others in this fan base?
  o Other people might affect what media I use because it can be a communal habit, but I don’t think about it like that. I think I am probably somewhere in the middle in terms of fitting in with others that use media. I don’t like to inundate my life with everything tech, and to be honest, I don’t have the money for it.
• How have your tastes and behaviors changed in regards to media habits since you have entered a community environment? Do your friend’s tastes affect yours?
  o I definitely watch more “hit” shows with my friends just to spend time together. It gives us something to bond over. Also, I have definitely been exposed to a wider array of music than I would have in high school, and I like that. It is always fun to be able to share great bands, etc. with people that don’t know about them, and Austin is a great place to do that. – ACL, SXSW!!!
• When you left the college dorm/apartment community, do you find that you still consume media in the same way or has it changed? In what ways has it stayed the same and what ways has it stayed the same?
  o It is similar, but I am not exposed to as many new artists as I was in the dorm, but as far as communal TV watching – it is the same, but on a smaller scale in terms of the number of us that watch it together.
• When you are using certain media are you most often by yourself or with other people? Why do you find that you gravitate to this particular method more than another? Does it differ by medium or channel – like TV v. Internet?
  o With planned TV watching I am with others, with unplanned watching I am normally by myself. With music I am normally by myself because it is via portable device unless it is background noise in my house.
• Have you/ do you ever consider that the media you consume allows you to be in touch with other cultures, share other cultures, and know more about other cultures? Do you think about it that way, or do you just think that it is what you like and that is it?
  o Absolutely, especially the music I consume; it is Latin and it definitely makes me more aware of the Latin culture and their values. I also have been able to share that music with some of my friends that I hang out with. I do actually think about it, but only when people are around that don’t really know me – I always think that it kind of marks me with something different than others.
• When you are using media, how often do you find yourself using more than one media at once? If this situation happens frequently, which media are you most likely to pay attention to?
  o Often – normally a combination of “something,” music, and cell phone. I am most likely to pay attention to the cell phone then the “something” and usually just have music always on.
• Does your usage of certain media change how other people perceive you or how you perceive other people? If so, what perceptions are associated with certain media? Is there any appeal to things because they are “where you come from” groups/media?
  o I don’t think so – my media habits are relatively ordinary – I don’t use any devices that are ahead of the curve or have a certain brand perception already associated with them – maybe my Nano does?

**Purchasing behaviors in conjunction with media usage:**

1. What do you shop for most? Take me through a typical shopping experience briefly.
  o Shop most for clothes after groceries, and maybe more for clothes than groceries. I generally go to the stores, but I will generally look online as well, especially when I get emails from my specified retailers.
2. When you pay attention to advertisements, do you use them as a means to purchasing a product? Do they help to inform you or remind you of something you will purchase?
   - They normally just inform me of something new and/or remind me of something that I want to go check out. I normally don’t use them as a means for purchasing directly.
3. What media do you find most frequently informs you about a product?
   - Magazine ads or TV commercials.
4. If you want to find out what products there are out there, what media do you typically turn to?
   - The internet always!!! Unless I see something that I could find better info about from a specialized magazine.
5. Same with distinguishing products from one another? Purchasing a product?
   - Purchase things normally via store visit and distinguish products via online or visiting the store.
6. What types of media do you pay attention to and what type of media will you actually seek out? Why are these types of media different than the ones that you do not pay attention to?
   - I pay attention to magazines and I will seek those out along with the internet, but most likely I will not intentionally pay attention to TV ads.
7. When you finally purchase something, are you most often purchasing the product via the medium that informed you about it or not? Why or why not?
   - No because there isn’t normally a purchase option via magazines or TV. Yes if I can only get it online, but normally I like to go to the store and see things in person and “test them out” myself.

Additional Questions:
1. Sometimes people know the product they are consuming better than the people that make it. True or False?
   - False – not after all of the R&D that goes into a product. There are few exceptions.
2. What’s the coolest/most creative thing you have seen in the media this year?
   - Sling box
3. What impact do your friend’s referrals to certain media have on what media you consume?
   - Already answered, but they have an affect in terms of me going to check something out, but I don’t think I like something because they do.
4. What would make you buy media versus acquiring it for free?
   - I generally always buy it now, but I used to share it with people in my dorm.
5. What advertising do you like the most? Hate the most?
   - Like well-done OOH and anything that is breaking the mold – grabbing my attention in an un-offensive way.
   - Hate traditional things that you see all of the time and could attach to any brand.

No Collage
Lauren Lusk

Devices Used:
- How do you consume media?
  - Magazines, TV shows, ITUNES, DVDs
- Do you manipulate your life around media or media around your life?
  - Doesn’t change life for shows. If she misses a show she just downloads it off of ITUNES.
- How long ago did you start using certain types of media? Most influential part of what media you choose to use? n/a
- Do you consider legality of media?
  - Doesn’t really think about it much. If she can get it legally for a decent price she will but if she cannot find it on ITUNES she will use Napster.
- Do you have more access than before to media?
  - College environment speeds up the media consumption process and therefore she felt that we do have more access now than before to many different types of media.
- How do you feel about the people behind scenes? n/a

Take it or Leave it:
- When you moved what did you bring with you? What was the reasoning behind this?
  - Brought typical things: computer, TV with built in DVD player, lots of DVDs. Didn’t put a lot of thought into what to bring.
- Did where you were going to live influence your decision? n/a
- How has your media usage changed since you left home?
  - High school used Napster to burn several CDs a week but now uses ITUNES. TV usage increased in college. Watches TV with more people now that she is in college. The content of TV programming changed in college based on what the students around her watched. Switched from SATC to Family Guy. Watching TV was a social activity during dorm life.
- In what was has your communication through media changed since you got to college?
  - Communication in and of itself hasn’t seemed to change because she said she used the computer in high school and still does now to communicate with other people.

Obsession/Fanatic:
- What are you obsessed with?
  - ITUNES, Lost, SATC
- Why this over something else? n/a
- How does this relate to others obsessions around you?
o She consumed Family Guy and SATC in a weekly group environment. Their obsessions mirrored each other.

- Can you consume this obsession through multiple channels?
  o Yes, she watches LOST on TV and also downloads it on ITUNES if she missed the episode. She commented that she would rather watch it on the computer, which led us to believe she might watch this show with a group of people. She uses the website but only to see if the show is new that week.

- Do you create any media content?
  o Doesn’t create this media content

- How long will this obsession last?
  o Depends. Believes that your enjoyment for certain types of entertainment shouldn’t be more powerful than your will power to control it.

Community as it relates to media usage:

- How do people play into your media usage?
  o Consumes media mainly with other people because in Colorado at Boulder it is a social thing.

- How have your tastes changed since entering a community environment?
  o See above note about Family Guy.

- How has your media consumption changed since college?
  o Same as above

- Do you use media mostly by yourself or with other people?
  o Other people because of the shows that we all enjoy together.

- Do you think media has opened your eyes to other cultures? n/a

- Do you think that there are perceptions associated with the media people use? n/a

Purchasing Behaviors:

- New products seen on TV or in a magazine
- Uses the computer to research more on a product
- Likes to purchase online because it has more options and you don’t have to drive as far away.

Additional Comments:

- She commented that our generation is used to having multiple things going on at once and this might lead to how we consume media. This would be interesting to see how much of our attention is actually focused on any one media for a very lengthy period of time.
Lauren Lusk’s Collage
Lauren Haga

Devices Used:

- How do you consume media?
  - Radio, regular cable TV, internet, magazines, IPod
- Do you manipulate your life around media or media around your life?
  - Before she worked she manipulated her life so she could watch certain TV shows, now if she misses something she just misses it.
- How long ago did you start using certain types of media? Most influential part of what media you choose to use?
  - Most influential is what is convenient to her at the time
- Do you consider legality of media?
  - Doesn’t really consider it. Considers now more than before when she was downloading lots of music from Napster type sources
- Do you have more access than before to media? n/a
- How do you feel about the people behind scenes?
  - Doesn’t really have any feelings toward them.

Take it or Leave it:

- When you moved what did you bring with you? What was the reasoning behind this?
  - TV, computer, radio, CD player, lots of DVDs
- Did where you were going to live influence your decision?
  - I don’t think so.
- How has your media usage changed since you left home?
  - Tends to like what she has always liked and generally that seems to follow the trends of what her friends like. Didn’t consume more media in the dorm than at home but did consume media differently when she moved to an apartment than in the dorm.
- In what was has your communication through media changed since you got to college?
  - Uses the internet to communicate more frequently than before.

Obsession/Fanatic:

- What are you obsessed with?
  - Friends and the Sunday night line up (desperate housewives, greys, etc)
- Why this over something else?
  - Just enjoys these shows more than other shows. Can relate to them more easily.
- How does this relate to others obsessions around you?
Her friends like many of the same shows but she didn’t feel that had anything to do with their friendship, just coincidence.

- Can you consume this obsession through multiple channels?
  - Yes, she mainly enjoys watching the TV shows rather than watching TV shows online but will watch online if she needs to. Additionally she thinks that having 'friends' available through so many different mediums has helped continue her obsession with friends
- Do you create any media content? n/a
- How long will this obsession last?
  - Forever, because friends has been off air for a few years now and she is still obsessed with re-runs and enjoys watching some of the older episodes just as much as newer episodes

**Community as it relates to media usage:**

- How do people play into your media usage?
  - Has more of a media community now in her apartment than she did in the dorm. She said her roommates use this TV time to catch up with what has gone on during the day, except only during commercials. Nobody is allowed to talk at all during the actual TV show.
- How have your tastes changed since entering a community environment? n/a
- How has your media consumption changed since college?
  - Now that she is in college she consumes more on the internet and especially now at work she uses the internet all day/everyday and has changed what information she is informed of on a daily basis.
- Do you use media mostly by yourself or with other people?
  - Depends on the type of media. TV shows are mostly watched with a group but when on the internet she is typically by herself.
- Do you think media has opened your eyes to other cultures?
  - Maybe more knowledge about what is going on in the world.
- Do you think that there are perceptions associated with the media people use?
  - Aside from the typical “blackberry people are important and get lots of emails” she didn’t see any other perceptions that could be associated with any particular type of media.

**Purchasing Behaviors:**

- Sees things in magazines or on TV
- Will go online to research more about it if it’s a decently large purchase or she finds the product cool or interesting
- Likes to go to the store to get the product for many reasons including ability to try things on, easier returns, to get out of the house
Lauren Haga’s Collage
Marlo Nespeca

Collage
Media’s ability to create art for others; the picture represents art within media and is inspiration for Marlo in that she would like to see her own art in media

1. Tell me about yourself?
   o Marlo, she is American, but grew up in Australia. Went to an Australian university her first year studying law. Then moved to the U.S. to go to school at U.T., film major. Lived in a house with roommates her first year. Lived with her brother in Austin. Now lives alone.

2. Where do you intern?
   o Broadcast

3. What are your future interests?
   o Film, creating, directing, etc.

4. So what do you do in your free time?
   o Watches films, Listens to music

5. What kinds of activities do you enjoy?
   o Film

Devices Used:

• How do you consume media that you watch? Hear? Read? Play?
  o She just started watching TV as she just now has cable; she listens to music on her iPod, on her record player, and her CD player. She also watches DVDs. And she uses the internet as a big resource for email, googling, and reading news.

• Do you manipulate your life to fit in with certain media or do you manipulate the media to make more sense with your life? Why do you choose to do one thing as opposed to the other?
  o She does not manipulate her life, but lets the media fall in its place. For example, she uses her iPod on her way between classes, etc.

• How long ago did you begin using these types of media, and what reason was most influential in your choice to begin using this specific type of media?
  o She used all of the media mentioned before college, except for the iPod which she bought her first year at UT, and just started watching television.

Do you even consider whether your media habits are legal or not? Would you continue to use the media you are using now if it became illegal?
She would rather buy media, in reference to music and film, to support the artist and for quality and to have it b/c she is loyal to the interest, but she is also not against gaining content illegally b/c she wouldn’t mind it herself if her content was downloaded b/c as long as it is being promoted and heard, she doesn’t care.

- Do you think you now have access to more media than before? If so, why do you think that this is? How do you feel about it?
  - Yes, mainly her iPod
- How do you feel about the people behind the scenes who are producing the media that you use? Are you happy with their services and or intentions? If you are disappointed do you tend to give them the benefit of the doubt or become bitter?
  - Because she understands the way films are made, she thinks that yes, the producers know more because (in reference to films) they know the tactics, etc. used.

**Take it or leave it:**
- When you moved out of your house, what did you choose to bring with you? Leave at home? What was the reasoning behind this? Did you go through a process of deciding?
  - She bought her iPod here, bought an American record player here, but brought her LPs, her computer, her CDs, and CD player
- Did where you were going to live or who you would be living with influence your decision?
  - No
- How has your media usage changed since you moved away from home to go to college?
  - More internet, and the iPod
- In what ways do you use media to communicate with others since you have been in college?
  - She uses MySpace to communicate with friends in Australia. She also is really big into e-mail.

**Obsession/Fanatic:**
- Are there any programs, devices, movies, books, films, etc that you would say you are obsessed with?
  - Email, film, music, and Googling. She watches TV mostly at night before bed, been watching eliminate, seemed embarrassed by “trashy TV.” Her biggest obsession is email and then Googling. Gets free film rentals at waterloo and rents four to five a week, mostly old, favorite Japanese post-war films
- Why do you think you are obsessed with this particular thing over other things out there? How do your habits differ between programs/media that you are obsessed with v. those that you are just loyal of.
  - Her interests direct her obsessions (i.e. film, music, etc.)
- How do you think your obsessions relate to those around you and their obsessions?
  - She shares common interests with those around her (work friends, school friends, etc.)
• What sustains this obsession?
  o Her interests.
• Can you consume this obsession through multiple channels?
  o Sometimes, she doesn’t necessarily seek her interests out on the internet per say, but her style reflects her interests; her activities reflect her interests, etc.
• Do you create any of the content that you are obsessed with? Ex. Your own MySpace page, internet sites, music, YouTube, etc.
  o Yes, she creates films, and they have been in various film festivals, one being south by southwest
• Are you obsessed/like other things that users create?
  o She enjoys looking on youtube.com
• Will this obsession last? For how long?
  o Yes, because film and music is her passion, and technology (such as the internet) will always be there

**Community as it relates to media usage:**
• How do people play into your media usage/obsession? Do you feel you typically are ahead of a media ‘trend’ or on the tail end of it? If you associate your media usage/obsession with a group of people or a fan base, how do you see yourself fitting in compared to others in this fan base?
  o She highly respects referrals from her friends in terms of film and music, but does not associate herself with a fan base
• How have your tastes and behaviors changed in regards to media habits since you have entered a community environment? Do your friend’s tastes affect yours?
  o Same as above.
• When you left the college dorm/apartment community, do you find that you still consume media in the same way or has it changed? In what ways has it stayed the same and in what ways has it stayed the same?
  o It has stayed the same, other than obtaining her iPod and now having cable.
• When you are using certain media are you most often by yourself or with other people? Why do you find that you gravitate to this particular method more than another? Does it differ by medium or channel – like TV v. Internet?
  o By herself, but sometimes she listens to music with others
• Have you/ do you ever consider that the media you consume allows you to be in touch with other cultures, share other cultures, and know more about other cultures? Do you think about it that way, or do you just think that it is what you like and that is it?
  o Certainly.
• When you are using media, how often do you find yourself using more than one media at once? If this situation happens frequently, which media are you most likely to pay attention to?
  o She listens to music while on the internet, but has it on as a background.
• Does your usage of certain media change how other people perceive you or how you perceive other people? If so, what perceptions are associated with certain media? Is there any appeal to things because they are “where you come from” groups/media?
  o N/A

**Purchasing behaviors in conjunction with media usage:**

• What do you shop for most?
  o DVDs (renting), CDs, LPs

• When you pay attention to advertisements, do you use them as a means to purchasing a product? Do they help to inform you or remind you of something you will purchase?
  o She mentioned that she isn’t very impressionable but found it interesting that she was hooked by the special k commercial she recently saw as she is now watching TV, and said that even though she knows the tactics they use, it still has her hooked and wanting to try the special k challenge

• What media do you find most frequently informs you about a product? If you want to find out what products there are out there, what media do you typically turn to? Same with distinguishing products from one another? Purchasing a product?
  o The internet

• What types of media do you pay attention to and what type of media will you actually seek out? Why are these types of media different than the ones that you do not pay attention to?
  o She pays attention to things that spark her interest.

• When you finally purchase something, are you most often purchasing the product via the medium that informed you about it or not? Why or why not?
  o Yes and No. Yes, because she gets inspiration from movies and things for clothes, but otherwise she finds it herself.

**Additional Questions:**

• Sometimes people know the product they are consuming better than the people that make it.
  o She feels that consumers DO know the product better, was referencing films.
• What’s the coolest/most creative thing you have seen in the media this year?
  o No answer.
• What impact do your friend’s referrals to certain media have on what media you consume?
  o She respect her friends referrals, and will check them out
• What would make you buy media versus acquiring it for free?
She likes to buy it, so she will have it, but otherwise she is all for acquiring it for free (referencing youtube.com) because it promotes the artists, etc.

- What advertising do you like the most? Hate the most?
  - She hates local TV ads, and loves the stuff GSDM does
Marlo’s Collage
Jessica Perroni

6. Tell me about yourself?
   a. My name is Jessica, I moved to Austin four years ago for school. I lived in a dorm for the first year and in a sorority house for two years, and now an apartment with two roommates. I will be going to law school in the fall and living by myself in an apartment.

7. Where do you intern?
   o Media – AT & T

8. What are your future interests?
   o Working in a big law firm or doing something fabulous with my life

9. So what do you do in your free time?
   o Relax, walk, shop, watch some TV, and be with my friends

10. What kinds of activities do you enjoy?
    o Fashion, Shopping, going to museums, traveling, reading

Devices Used:
- How do you consume media that you watch? Hear? Read? Play?
  o I watch TV and movies, I read news online and rarely in print, I read magazines (have a subscription to Glamour), I read books, I listen to music on my iPod, the radio, and from my computer.
- Do you manipulate your life to fit in with certain media or do you manipulate the media to make more sense with your life? Why do you choose to do one thing as opposed to the other?
  o I rarely know when something is on TV and usually just have it on to keep me company. I watch the Today show in the mornings as I get ready for work. When I wasn’t working I liked to watch Ellen and sometimes the View in the mornings. I did have a DVR and recorded Oprah, Lost, Project Runway, and Nip/Tuck. So, I would say the only manipulation I did was recording the latter shows.
- How long ago did you begin using these types of media, and what reason was most influential in your choice to begin using this specific type of media?
  o I just got a DVR this past year when I moved into my apartment mostly because my roommates wanted one and I did also because my parents have one and it was amazing! My second year of college my parents bought me my TV and have had it since. And two years ago I received an iPod from my Dad b/c he had one and loved it. I use the iPod on long-distance trips in my car and sometimes at work and walking to class. I have always loved fashion magazines.
- Do you even consider whether your media habits are legal or not? Would you continue to use the media you are using now if it became illegal?
o In high school when Napster was popular I wasn’t necessarily concerned with legality, but rather logistics. I never got into the downloading until iTunes and my iPod because I just didn’t get it. User-friendly and easy things, like iTunes, is one reason why I use the things I use.

- Do you think you now have access to more media than before? If so, why do you think that this is? How do you feel about it?
  o Yes, simply because the technology is emerging so quickly. I think it’s great. It is a bit of a whirlwind trying to keep up with it all, but as long as it’s easy to use I’d be up for anything.

- How do you feel about the people behind the scenes who are producing the media that you use? Are you happy with their services and or intentions? If you are disappointed do you tend to give them the benefit of the doubt or become bitter?
  o I think they are smart and clever and will do anything to drive consumerism.

Take it or leave it:
- When you moved out of your house, what did you choose to bring with you? Leave at home? What was the reasoning behind this? Did you go through a process of deciding?
  o I brought my computer and my cell phone and a printer, and CDs and some DVDs. I didn’t bring a TV because both I nor my roommate had one, and there was one right down the hall in the lounge.
- Did where you were going to live or who you would be living with influence your decision?
  o Yes and No. Yes because we didn’t need one because there was one down the hall, and No, because I simply did not have a TV.
- How has your media usage changed since you moved away from home to go to college?
  o More internet usage because I had a laptop, I have evolved into an e-mail junkie. I use the internet more as a resource now, especially for classes. I also have been downloading music through iTunes and have both a Facebook and MySpace account.
- In what ways do you use media to communicate with others since you have been in college?
  o I use Facebook and MySpace to communicate with old and new friends. I use email a lot to communicate. But, I still use the phone the most, and sometimes AIM (but that has faded).

Obsession/Fanatic:
- Are there any programs, devices, movies, books, films, etc that you would say you are obsessed with?
  o Email, Google, my cell phone

- Why do you think you are obsessed with this particular thing over other things out there? How do your habits differ between programs/media that you are obsessed with v. those that you are just loyal of.
I am obsessed with email because it is such a valuable and easy resource. It is often easier and more efficient than the phone. Also, Google is where I go first for anything I need to find and my cell phone because so many people I love are far away.

• How do you think your obsessions relate to those around you and their obsessions?
  o They are so common, so I am sure many others also have the same obsessions.

• What sustains this obsession?
  o Need.

• Can you consume this obsession through multiple channels?
  o Not unless I got a smart phone (which I really want, simply so that I can check my email wherever I am).

• Do you create any of the content that you are obsessed with?
  o Only MySpace and Facebook profiles and pictures from my digital camera which I upload to photobucket.com and use on MySpace and Facebook.

• Are you obsessed/like other things that users create?
  o I am not obsessed. I will look at things others create.

• Will this obsession last? For how long?
  o Yes, because I never see email and cell phones going away.

Community as it relates to media usage:

• How do people play into your media usage/obsession?
  o If I hear something from someone I will sometimes check it out, or watch the TV show they have recommended, etc. Mostly word-of-mouth plays into my media usage. Do you feel you typically are ahead of a media ‘trend’ or on the tail end of it? I think in the middle. If you associate your media usage/obsession with a group of people or a fan base, how do you see yourself fitting in compared to others in this fan base? N/A

• How have your tastes and behaviors changed in regards to media habits since you have entered a community environment? Do your friend’s tastes affect yours?
  o Not really – I don’t think that I am affected by them. I like what I like most of the time.

• When you left the college dorm/apartment community, do you find that you still consume media in the same way or has it changed? In what ways has it stayed the same and it what ways has it changed?
  o It has definitely changed, not necessarily because of the move, but more because technology has changed and thus given more access to more media.

• When you are using certain media are you most often by yourself or with other people?
  o By myself.

• Why do you find that you gravitate to this particular method more than another?
o Because my roommates are lame and if I’m with my friends we don’t sit around and use media together, we are out doing stuff.
• Does it differ by medium or channel – like TV v. Internet?
  o TV and listening to music is the medium I do most with others.
• Have you/ do you ever consider that the media you consume allows you to be in touch with other cultures, share other cultures, and know more about other cultures? Do you think about it that way, or do you just think that it is what you like and that is it?
  o Most definitely. Both. When I listen to new music or something I think about it that way, but usually I just think that this is what I like.
• When you are using media, how often do you find yourself using more than one media at once? If this situation happens frequently, which media are you most likely to pay attention to?
  o Very often. I have my laptop with me when I watch TV quite often, or have the TV on when I look at a magazine. The only time I usually have one medium is if I am reading a book, or really into a show. And I would pay attention to the other thing besides the TV.
• Does your usage of certain media change how other people perceive you or how you perceive other people? If so, what perceptions are associated with certain media? Is there any appeal to things because they are “where you come from” groups/media?
  o There are certainly perceptions about media usage. Those that use more media, more often I perceive as very “in the know” and media savvy.

Purchasing behaviors in conjunction with media usage:
1. What do you shop for most?
  o Shoes, Clothes, Things for my new apartment
2. When you pay attention to advertisements, do you use them as a means to purchasing a product? Do they help to inform you or remind you of something you will purchase?
  o Sometimes, mostly I just like to watch them (when they are good). I find myself using content, versus advertising, to inform me of things. Like articles in magazines, or things on TV.
3. What media do you find most frequently informs you about a product? If you want to find out what products there are out there, what media do you typically turn to? Same with distinguishing products from one another? Purchasing a product?
  o The internet
4. What types of media do you pay attention to and what type of media will you actually seek out? Why are these types of media different than the ones that you do not pay attention to?
  o I pay attention to all kinds of media because I like to. But I seek out the media that I use the most: TV, internet, magazines, etc.
5. When you finally purchase something, are you most often purchasing the product via the medium that informed you about it or not? Why or why not?
   - Usually I am not, because when I buy things I buy them because I find them at the store and have had no previous knowledge.

Additional Questions:
- Sometimes people know the product they are consuming better than the people that make it.
  - True.
- What’s the coolest/most creative thing you have seen in the media this year?
  - The MySpace phenomenon.
- What impact do your friend’s referrals to certain media have on what media you consume?
  - Some do and some don’t. If it relates to something I am already interested in, then I will inquire.
- What would make you buy media versus acquiring it for free?
  - I would buy it if it was easier than acquiring it for free. Convenience is the key for me.
- What advertising do you like the most? Hate the most?
  - I hate obnoxious advertising (which is a lot!)
  - And I really like the new HP ad with Jay-Z. And any good advertising I like.
Merritt Fields

Collage:
People my age have a huge global communal consciousness, especially with the rise of networking groups. That is what the web is about and that is why I put Wikipedia on there. I like digital video. I like gadgets and photography and digital video. I like to write. Travel opens up media and electronics. Even having a plane is advanced travel options. You can’t put all the history behind you; you have to think about those that come before, i.e. The Beatles. He watches The Simpsons.

1. Tell me about yourself?
   o From Amarillo; he thinks differently than people from there. He wants to use his creativity in his life and make stuff and say that he did it. He likes challenges.
2. Where do you intern?
3. What are your future interests?
   o His future interests are to stay in the field of media production. His goal is to start his own production company.
4. So what do you do in your free time?
   o He makes lots of music, videos, writing. He feels uniquely suited to the industry. He uses the libraries at UT.
5. What kinds of activities do you enjoy?
   o He likes to play music. He plays guitar. Bass, electric and acoustic. He plays a bamboo flute and a mandolin, a harmonic, piano. He likes to make music and write. He likes to read. Hang out with friends; cook.

Devices Used:
- How do you consume media that you watch? Hear? Read? Play?
  o He is Mac based. He has a power book and that is best for his interest in RTF and production. He hasn’t gotten an iPod. He is not as connected musically, but he does like a lot of music. He doesn’t mess with a wireless connection. He likes Canon camcorder and high-end cameras. He has a PS2, but he doesn’t play it too often. He plays GTA. He won’t buy the XBOX360 he would wait for the PS3. He reads everything from novels to physics information. He reads books about quantum theory, etc. He does Tai Chi and reads Doust philosophy books. He has a fender tube amp that he uses. He has a Stratocaster.
- Do you manipulate your life to fit in with certain media or do you manipulate the media to make more sense with your life? Why do you choose to do one thing as opposed to the other?
  o He schedules his day around media. He tries to avoid TV when he can, but there are a couple of shows he might watch. He goes to the library to pick up certain DVDS, etc. and he has to be there at certain times because it is open or closed.
- How long ago did you begin using these types of media, and what reason was most influential in your choice to begin using this specific type of media?
o He got a Mac because he took a multimedia class in high school. He had wanted a computer for a while in high school. He had to sell his parents on getting him a Mac. His parents had a PC, but they weren’t tech savvy. He thought that he wanted a Mac and went online to check it out. He also went to the store and talked to friends that had computers. He didn’t get an electric until after he had played for several years. He took a photography class last semester and got more interested in it once he knew what each piece of the camera was.

• Do you even consider whether your media habits are legal or not? Would you continue to use the media you are using now if it became illegal?
  o He doesn’t want to get arrested, but he always thought about it that everyone does it. He disconnected his internet and he feels disconnected from the world. He can walk to school to get access. If he needs to get online immediately he can walk around and find a signal. That saves him money.

• Do you think you now have access to more media than before? If so, why do you think that this is? How do you feel about it?
  o He is happy with the access because it has changed his sector of media with film making because with the entire history of film it has been elitist, but now people can edit their own things at their house. The industry and individuals are using the same programs. He can learn the business and the tools in his own house. He can get a much richer experience and other people have access that wouldn’t otherwise. It is fueling a revolution. Changes are happening all of the time – know there are all of these knew things coming along. He likes that it shakes things up. 60% of all people on the internet are content creators. He started talking about YouTube giving people access to immediate success and fame with a single popular viral video.

• How do you feel about the people behind the scenes who are producing the media that you use? Are you happy with their services and or intentions? If you are disappointed do you tend to give them the benefit of the doubt or become bitter?
  
**Take it or leave it:**

• When you moved out of your house, what did you choose to bring with you? Leave at home? What was the reasoning behind this? Did you go through a process of deciding?
  o He had his power book that he got senior year because there were some things that he needed to edit and learn on his own. He bought a printer. The only other thing that was an issue was getting his internet set up. He paid by gigabyte.

• Did where you were going to live or who you would be living with influence your decision?
  o He talked to his roommate about how was bringing the TV or the PSP.

• How has your media usage changed since you moved away from home to go to college?
  o He used his cell phone o communicate more than any other device.

• In what ways do you use media to communicate with others since you have been in college?
Obsession/Fanatic:

- Are there any programs, devices, movies, books, films, etc that you would say you are obsessed with?
  - His Mac. You can’t do this stuff on any other system.
- Why do you think you are obsessed with this particular thing over other things out there? How do your habits differ between programs/media that you are obsessed with v. those that you are just loyal of?
- How do you think your obsessions relate to those around you and their obsessions?
  - He likes to think that he is objective about those things now. Maybe at the beginning I had a sway towards Macs because of my friends Dad. Now he thinks that Brand loyalty doesn’t factor too much into it – that he is going for the product, not the name. Canons are something that he likes, but he does look at other brand’s products. Same thing with his guitar. He doesn’t feel like obsessions get to him – it is more about the product.
- What sustains this obsession?
- Can you consume this obsession through multiple channels?
- Do you create any of the content that you are obsessed with? Ex. Your own MySpace page, internet sites, music, YouTube, etc.
  - He hasn’t posted any of his videos that he makes. He is resistant to MySpace. He hasn’t put himself out yet on YouTube. He likes Facebook for social networking purposes. He has several friends on MySpace from the group that started the page. He was able to invite people to the event that he planned.
- Are you obsessed/like other things that users create?
  - He looks through other people’s videos, etc. online. He was reading an article on viral videos and it got him interested. He says “A corporation could never create that.”
- Will this obsession last? For how long?

Community as it relates to media usage:

- How do people play into your media usage/obsession? Do you feel you typically are ahead of a media ‘trend’ or on the tail end of it? If you associate your media usage/obsession with a group of people or a fan base, how do you see yourself fitting in compared to others in this fan base?
  - He was a solitary user of media. The people next to him always had people in there using media communally. He said there were always times that you would want to share media with others.
- How have your tastes and behaviors changed in regards to media habits since you have entered a community environment? Do your friend’s tastes affect yours?
  - His tastes have changed in terms of sports. His first roommate liked sports and he did too. That is one communal media habit that he participates in. Big games he would go watch with lots of people.
- When you left the college dorm/apartment community, do you find that you still consume media in the same way or has it changed? In what ways has it stayed the same and in what ways has it stayed the same? Now he doesn’t have the internet. Other than that they haven’t changed. The library has changed his habits.
When you are using certain media are you most often by yourself or with other people? Why do you find that you gravitate to this particular method more than another? Does it differ by medium or channel – like TV v. Internet?

Have you/ do you ever consider that the media you consume allows you to be in touch with other cultures, share other cultures, and know more about other cultures? Do you think about it that way, or do you just think that it is what you like and that is it?

- He definitely thinks about it. He took an anthropology class and that made him aware of it. He likes Japanese culture. His favorite directors are from Japan. He enjoys anime and Hollywood is ripping of Japanese movies. He is interested in Eastern cultures – Chinese philosophy, Indian flute, George Harrison, etc. His interest in other cultures started in high school. He has met up with other students around UT that play Indian Classical music. He uses sites online that speak to his interests.

When you are using media, how often do you find yourself using more than one media at once? If this situation happens frequently, which media are you most likely to pay attention to?

- The internet keeps his attention most. He gets sucked into Wikipedia. He doesn’t contribute to it, except for one time when something wasn’t there that he already knew.

Does your usage of certain media change how other people perceive you or how you perceive other people? If so, what perceptions are associated with certain media? Is there any appeal to things because they are “where you come from” groups/media?

- Mac thing in intern training – “The Mac guy”

**Purchasing behaviors in conjunction with media usage:**

- What do you shop for most? Take me through a typical shopping experience briefly.
  - He is not impulsive. His primary purchase is food. He doesn’t buy clothes, he is a frugal shopper. He has a list and gets it – after that he doesn’t “shop.” He recognizes on his own when he needs things and then goes and gets them. He goes to the store normally and it is thought out in advance.

- When you pay attention to advertisements, do you use them as a means to purchasing a product? Do they help to inform you or remind you of something you will purchase?
  - What media do you find most frequently informs you about a product? The internet

- If you want to find out what products there are out there, what media do you typically turn to? Same with distinguishing products from one another? Purchasing a product?
  - He uses magazines to inform him if it is not through friends. Rolling Stone, Wall Street Journal, Wired. He generally then goes to the internet if it is a high-involvement product.

- What types of media do you pay attention to and what type of media will you actually seek out? Why are these types of media different than the ones that you do not pay attention to?
  - He keeps his media exposure low. He keeps his guard up for TV advertising and Radio.
• When you finally purchase something, are you most often purchasing the product via the medium that informed you about it or not? Why or why not?

Additional Questions:
1. Sometimes people know the product they are consuming better than the people that make it. True or False.
   ▪ Because the people that have to produce it know the products in and out. It would be rare for that to happen.
2. What’s the coolest/most creative thing you have seen in the media this year?
   ▪ Where the sound was cut out of commercials to get you to pay attention.
3. What impact do your friend’s referrals to certain media have on what media you consume?
   ▪ Asked previously
4. What would make you buy media versus acquiring it for free?
   ▪ If the quality is significantly higher then I would buy.
5. What advertising do you like the most? Hate the most?
   ▪ He hates ads that are too straightforward that don’t even try for salience like infomercials. He is not that picky, he tries to avoid it anyway.
Merritt’s Collage
Nick Hoffman

Collage:
Plasma TV Wal-Mart ad (the TV to watch sports and wal-mart because it is “the mecca” for college students)
Loves golf, Phil is his favorite player, loves college football

1. Tell me about yourself?
   o Nick is from Indiana and goes to Purdue. His first year he went to a community college, but then lived in his dorm his first year at Purdue, and now lives in a house with friends

2. Where do you intern?
   o Interactive Intern

3. So what do you do in your free time?
   o Likes to be outside, into sports, especially golf

4. What kinds of activities do you enjoy?
   o Golf, being outside, camping, etc.

Devices Used:
• How do you consume media that you watch? Hear? Read? Play?
  o Read books, doesn’t stay on the internet too long (especially in the summer), Watches ESPN, checks Facebook, checks email occasionally, checks bank account

• Do you manipulate your life to fit in with certain media or do you manipulate the media to make more sense with your life? Why do you choose to do one thing as opposed to the other?
  o No, he doesn’t mind if he forgets his iPod at the gym, etc. and doesn’t manipulate his life at all

• How long ago did you begin using these types of media, and what reason was most influential in your choice to begin using this specific type of media?
  o Got iPod at school and brought his CDs and computer and DVD player to school

• Do you even consider whether your media habits are legal or not? Would you continue to use the media you are using now if it became illegal?
  o No, he doesn’t download, never has, gets his music from buddies

• Do you think you now have access to more media than before? If so, why do you think that this is? How do you feel about it?
  o Yes, because of technology, but can’t afford it, would love to have it if he had the money
Take it or leave it:

- When you moved out of your house, what did you choose to bring with you? Leave at home? What was the reasoning behind this? Did you go through a process of deciding?
  - Freshman year he brought a DVD player, TV, computer, CDs but nothing else. It has evolved some, he has more CDs, he has an iPod (uses it to run, etc.).
- Did where you were going to live or who you would be living with influence your decision?
  - No
- How has your media usage changed since you moved away from home to go to college?
  - More internet, and the iPod
- In what ways do you use media to communicate with others since you have been in college?
  - Facebook and sometimes email

Obsession/Fanatic:

- Are there any programs, devices, movies, books, films, etc that you would say you are obsessed with?
  - Says he didn’t have any certain obsessions., but does like his iPod (fills with friends music) Never bought from iTunes, also is big into sports
- Why do you think you are obsessed with this particular thing over other things out there? How do your habits differ between programs/media that you are obsessed with v. those that you are just loyal of? n/a
- How do you think your obsessions relate to those around you and their obsessions?
  - Shares common interests with friends (i.e. sports, going outdoors, etc.)
- What sustains this obsession?
  - Interest in sports.
- Can you consume this obsession through multiple channels?
  - Yes, goes to whitesox.com a lot to check info, browses on the Purdue sports website. Does alto of random searches, for example, searched for father’s day presents
- Do you create any of the content that you are obsessed with?
  - I don’t do that.
- Are you obsessed/like other things that users create?
  - No
- Will this obsession last? For how long?
  - The obsession with sports will because he likes it so much
Community as it relates to media usage:

- How do people play into your media usage/obsession? Do you feel you typically are ahead of a media ‘trend’ or on the tail end of it? If you associate your media usage/obsession with a group of people or a fan base, how do you see yourself fitting in compared to others in this fan base?
  - At the tail end
- How have your tastes and behaviors changed in regards to media habits since you have entered a community environment? Do your friend’s tastes affect yours?
  - Only that they share common interests, but, for example, some of his friends play video games, but he has never been into that
- When you left the college dorm/apartment community, do you find that you still consume media in the same way or has it changed? In what ways has it stayed the same and in what ways has it stayed the same?
  - More internet, and the iPod has changed
- When you are using certain media are you most often by yourself or with other people? Why do you find that you gravitate to this particular method more than another? Does it differ by medium or channel – like TV v. Internet?
  - By himself when it comes to TV, internet, etc. but his friends sometimes get together and watch movies or sports
- When you are using media, how often do you find yourself using more than one media at once? If this situation happens frequently, which media are you most likely to pay attention to?
  - He said not very often (but I doubt it)
- Does your usage of certain media change how other people perceive you or how you perceive other people? If so, what perceptions are associated with certain media? Is there any appeal to things because they are “where you come from” groups/media?
  - He said yes, and that he recognizes that there are perceptions related to media usage (like those that are “techies” and the stereotypes that are attached)

Purchasing behaviors in conjunction with media usage:

- What do you shop for most?
  - Things he needs
- When you pay attention to advertisements, do you use them as a means to purchasing a product? Do they help to inform you or remind you of something you will purchase?
  - No, more of just liking the ad
- What media do you find most frequently informs you about a product? If you want to find out what products there are out there, what media do you typically turn to? Same with distinguishing products from one another? Purchasing a product?
  - The internet
• What types of media do you pay attention to and what type of media will you actually seek out? Why are these types of media different than the ones that you do not pay attention to?
  ▪ He pays attention to things he is interested in or likes (like the navy ad, even though he has no interest in the military), and seeks out information he wants or needs
• When you finally purchase something, are you most often purchasing the product via the medium that informed you about it or not? Why or why not?
  ▪ No, mostly in-store buys

Additional Questions:
1. Sometimes people know the product they are consuming better than the people that make it.
   ▪ Sometimes.
2. What’s the coolest/most creative thing you have seen in the media this year?
   ▪ Likes the new Nike commercial with Tiger about his Dad, likes the Crunch bar ad, likes the American express ads,
3. What impact do your friend’s referrals to certain media have on what media you consume?
   ▪ He'll check it out if they have a referral
4. What would make you buy media versus acquiring it for free?
   ▪ He gets most of it for free from his friends
5. What advertising do you like the most? Hate the most?
   ▪ Does not like TAG campaign. But, does like campaigns that tell a story like the American Express campaign. Also mentioned the Gatorade commercial and how it started.
Nick's Collage
Walter Musgrove

Devices Used:
- How do you consume media?
  - CDs, TV in the AM at Football practice, computer at work, computer for homework. He listens to burned CDs because he can pick and choose his favorite songs from multiple artists.
- Do you manipulate your life around media or media around your life?
  - The main way his media changes based on his life is that when he is in Houston he will listen to the radio because it has the most fresh rap songs whereas when he is in San Marcos he listens to CDs because the songs aren’t as new.
- How long ago did you start using certain types of media? Most influential part of what media you choose to use?
  - The media he consumes is mainly determined by the ‘upperclassmen’ that play football with him, which is a category he currently falls under.
- Do you consider legality of media?
  - Doesn’t think about legality much.
- Do you have more access than before to media?
  - Yes. Now he has more up-to-date media.
- How do you feel about the people behind scenes?
  - Consumers know that the media uses competition to get ratings up.

Take it or Leave it:
- When you moved what did you bring with you? What was the reasoning behind this?
  - He brought a computer, TV, phone and radio. He additionally got a web cam when he got to college. He decided to bring things based on what he was used to using.
- Did where you were going to live influence your decision? n/a
- How has your media usage changed since you left home?
  - In high school he had a pre-paid cell phone and now he has a real cell phone. He likes the real cell phone better because all of his friends have it and he also likes the speaker phone feature. He also used the computer in high school more to play around on and now uses it more for work and school.
- In what was has your communication through media changed since you got to college?
  - He uses the internet more, and began watching ESPN highlights on the internet.

Obsession/Fanatic:
- What are you obsessed with?
  - Not really obsessed with anything, but I really like watching sports on TV.
• Why this over something else?
  o Enjoys sports
• How does this relate to others obsessions around you?
  o He plays football.
• Can you consume this obsession through multiple channels?
  o Yes but he doesn’t. If it's not on TV he won’t typically watch it. He did watch highlights on the net when he was in the dorm because they had Ethernet but now in his apartment they just have dial up so he doesn’t watch those anymore because the dial up is too slow.
• Do you create any media content?
  o Doesn’t create this media content
• How long will this obsession last? n/a

Community as it relates to media usage:
• How do people play into your media usage?
  o He and his friends like most of the same stuff on TV but he commented that when he is by himself he also enjoys watching things like the Discovery channel.
• How have your tastes changed since entering a community environment?
  o He said he didn’t feel like the dorm life changed his media usage because they didn’t use the common area to consume media together. He did live with all of the football players but didn’t feel like that affected his usage of media.
• How has your media consumption changed since college?
  o See previously mentioned.
• Do you use media mostly by yourself or with other people? n/a
• Do you think media has opened your eyes to other cultures? n/a
• Do you think that there are perceptions associated with the media people use?
  o Some friends and definitely family think he is smarter because he knows how to use the internet. He thinks his usage of the media relates to his friends perceptions of him because they know he values his education as well as sports.

Purchasing Behaviors:
• He sees new products on TV or through word of mouth
• The more expensive a product is, the more likely he is to research it on the web. Typically won’t research a product if it is under $100.
• Purchases things mainly in the store.
Additional Comments:
• He commented a lot about how media kept him connected with either people he cared about or the outside world. He likes the TV better than the internet or radio because it can give you an idea of what is going on with the outside world and you can see real emotions behind the stories.
• He also said he liked using a phone better than the internet because the phone allowed you to feel more personally connected.
Mark Wilson

Devices Used:
- How do you consume media that you watch? Hear? Read? Play?
  - On his own most of the time. TV with his girlfriend. Music only in the car, but a lot of it. Downloads on Limewire. Sometimes plays videogames, but not much. Prefers to spend most of his time consuming media via his Mac.
- Do you manipulate your life to fit in with certain media or do you manipulate the media to make more sense with your life? Why do you choose to do one thing as opposed to the other?
  - Definitely doesn’t manipulate life for any media except for his Mac, but he doesn’t see it as manipulating because it is his job and it doesn’t interfere with other things that he is supposed to be doing. He feels like there needs to be a balance between staying inside using media and going outdoors to do things.
- How long ago did you begin using these types of media, and what reason was most influential in your choice to begin using this specific type of media?
  - Started using media in 6th grade when he started photography. He used Photoshop and that became his obsession as far as media obsessions go. He continually updated and bought new versions.
- Do you even consider whether your media habits are legal or not? Would you continue to use the media you are using now if it became illegal?
  - Never considers legality of downloads or media choices.
- Do you think you now have access to more media than before? If so, why do you think that this is?
  - Of course; almost too much. Media is crossing the line at some junctions and needs to slow it down a bit.
- How do you feel about the people behind the scenes who are producing the media that you use? Are you happy with their services and or intentions? If you are disappointed do you tend to give them the benefit of the doubt or become bitter?
  - Very happy with their services and their intentions when it comes to my Mac. As far as other media goes; it is all about the money to many people and it can be a dangerous industry to be in.

Take it or leave it:
- When you moved out of your house, what did you choose to bring with you? Leave at home? What was the reasoning behind this? Did you go through a process of deciding?
  - He didn’t take anything with him because he didn’t have anything that was “his” at his house when he left for school. There was no process.
- Did where you were going to live or who you would be living with influence your decision?
He went to a boarding school for the first year and he didn’t consider what he was taking based on where he was going or who he would be living with. However, he did purchase a CD player with his roommate when he got to school.

- How has your media usage changed since you moved away from home to go to college?
  - Hasn’t changed that much except for the amount of time that I spend on my computer and the fact that my parents have bought me a cell phone because they want to stay in touch with me.

- In what ways do you use media to communicate with others since you have been in college?
  - My cell phone and MySpace, but I don’t really stay in touch with people and I didn’t really want to other than my family.

**Obsession/Fanatic:**

- Are there any programs, devices, movies, books, films, etc that you would say you are obsessed with?
  - My Mac. And all of the programs that are on it – it is so user friendly and it offers so much.

- Why do you think you are obsessed with this particular thing over other things out there? How do your habits differ between programs/media that you are obsessed with v. those that you are just loyal of?
  - I am obsessed because it has to do with my job and because it is so easy to use. I always try to convince other people around me to get one. I am a loyal user of Limewire, but I wouldn’t consider myself obsessed.

- How do you think your obsessions relate to those around you and their obsessions?
  - My obsession relates to the guys that I work with in creative development and design. They know about everything as soon as it comes out. They are like 5 steps ahead of the game when it comes to new technology and media.

- What sustains this obsession?
  - The fact that they keep putting out great products and they are easy to come by and use. They also are durable and have to do with my profession.

- Can you consume this obsession through multiple channels?
  - Kind of, but not really.

- Do you create any of the content that you are obsessed with? Ex. Your own MySpace page, internet sites, music, YouTube, etc.
  - MySpace and I create things with the programs that my Mac provides me with.

- Will this obsession last? For how long?
  - Yes, as long as the products are there and at the top of the field as far as design goes.
Community as it relates to media usage:

- How do people play into your media usage/obsession? Do you feel you typically are ahead of a media ‘trend’ or on the tail end of it? If you associate your media usage/obsession with a group of people or a fan base, how do you see yourself fitting in compared to others in this fan base?
  - I feel ahead of the trend compared to the general public because I am always checking the Mac website and other media sites for new content. I don’t feel influenced by others’ media habits other than the guys in design and creative development.

- How have your tastes and behaviors changed in regards to media habits since you have entered a community environment? Do your friend’s tastes affect yours?
  - My friend’s tastes don’t affect my own. My first year in school I would watch jackass as a group and drink beer, but half of the time you couldn’t even hear the TV. The only way others tastes will affect mine is when they like something I will generally like just the opposite to be different. But that is who we each are.

- When you left the college dorm/apartment community, do you find that you still consume media in the same way or has it changed? In what ways has it stayed the same and it what ways has it changed?
  - They have stayed the same a lot; I didn’t really consume that much media in groups.

- When you are using certain media are you most often by yourself or with other people? Why do you find that you gravitate to this particular method more than another? Does it differ by medium or channel – like TV v. Internet?
  - Mostly by myself because I don’t live with anyone other than my girl friend and we don’t watch really any particular shows together either.

- Have you/ do you ever consider that the media you consume allows you to be in touch with other cultures, share other cultures, and know more about other cultures? Do you think about it that way, or do you just think that it is what you like and that is it?
  - I am aware that I am consuming other cultures when I listen to my music because I primarily listen to reggae. It changes how I live my life – more in peace.

- When you are using media, how often do you find yourself using more than one media at once? If this situation happens frequently, which media are you most likely to pay attention to?
  - Don’t really use more than one medium at a time. It seems like I would, but I just don’t.

- Does your usage of certain media change how other people perceive you or how you perceive other people? If so, what perceptions are associated with certain media? Is there any appeal to things because they are “where you come from” groups/media?
  - Like anything else, it does. I am one of those Mac people and look at PC users a certain way I guess.
Purchasing behaviors in conjunction with media usage:

- What media do you find most frequently informs you about a product? If you want to find out what products there are out there, what media do you typically turn to? Same with distinguishing products from one another? Purchasing a product?
  - Everything on the internet. I am not a shopper, everything is T-shirts and shorts. I never buy from magazines although the clothes are nice- who has the money to spend on that?
- What types of media do you pay attention to and what type of media will you actually seek out? Why are these types of media different than the ones that you do not pay attention to?
  - I don’t really pay attention to ads because I don’t really use media in that way. I watch them or look at them because it is my business.
- When you finally purchase something, are you most often using the media that informed you about it or not? Why or why not?
  - Yes, the internet.

Additional Questions:

- Sometimes consumers know the product they are consuming better than the people producing it. True or False
  - Depends on who you are talking about and what products. If they are obsessed then yes, but at the same time, there is so much that goes into creating content, so I don’t know.
- What’s the coolest/most creative thing you have seen in the media this year?
  - The Coors beer cans can stay colder longer,
- What impact do your friend’s referrals to certain media have on what media you consume?
  - Not much at all, in fact, I try to consume things that they don’t just to be different.
- What would make you buy media versus acquiring it for free?
  - If it became so illegal that they would crack down. Why buy it for a price if I can have it for free online?
- What advertising do you like the most? Hate the most?
  - Hates cheesy spots, especially restaurants that show cheesy food commercials
  - I like ones that are well designed and unique, but that will depend on the client I guess.
Andrew Mathews

Devices Used:
- How do you consume media?
  - Downloads lots of music, X-box, internet
- Do you manipulate your life around media or media around your life?
  - Doesn’t think about it much.
- How long ago did you start using certain types of media? Most influential part of what media you choose to use?
  - He makes his own decisions on what types of media to use, but doesn’t like anything mainstream. Began using AIM in high school.
- Do you consider legality of media?
  - Doesn’t consider it much, but says he wouldn’t download music illegally if the services like ITUNES didn’t offer so much mainstream music and not enough random music.
- Do you have more access than before to media?
  - Obviously yes.
- How do you feel about the people behind scenes? n/a

Take it or Leave it:
- When you moved what did you bring with you? What was the reasoning behind this?
  - He brought his lap top and a printer, TV, etc.
- Did where you were going to live influence your decision? n/a
- How has your media usage changed since you left home?
  - See above mentioned change. Additionally he felt when he moved from the dorm to his apartment he became more dependant on his cell phone. Now that he is back home again he uses on demand TV but only because it is there.
- In what was has your communication through media changed since you got to college?
  - Relies on his cell phone more now than before.

Obsession/Fanatic:
- What are you obsessed with?
  - IPOD and X-box.
- Why this over something else?
  - X-box offers games like Halo exclusively on X-box. This also offers playing with other players on the internet. Likes the portability of the IPOD.
- How does this relate to others obsessions around you?
All of his friends have X-boxes but he doesn’t think this has anything to do with their friendship/ ‘obsession’ of X-box

- Can you consume this obsession through multiple channels?
  - You can buy TV shows now on ITUNES and you can also play video games online.
- Do you create any media content? n/a
- How long will this obsession last?
  - He said the rest of his life until he has kids.

Community as it relates to media usage:
- How do people play into your media usage?
  - He uses media with his friends but didn’t feel like they influenced his decisions to use certain types of media except in instances where he needed verification to purchase a certain product.
- How have your tastes changed since entering a community environment?
  - He goes to fewer movies now and felt that the community of a college dorm encouraged less consumption of media. TV usage went down, but music exposure and downloading went up.
- How has your media consumption changed since college?
- Do you use media mostly by yourself or with other people?
  - Typically consumes most forms of media alone. There is no reason behind this aside from this is how he enjoys consuming media most.
- Do you think media has opened your eyes to other cultures?
  - I don’t know; probably.
- Do you think that there are perceptions associated with the media people use?
  - Felt like an IPOD isn’t as trendy as it used to be because it’s like COKE for soda.

Purchasing Behaviors:
- He hears about products on Sports talk radio or in magazines
- He very rarely does research on a product but he might do research on a products website if it looks ‘cool’.
- Because he doesn’t have a credit card he doesn’t like to make purchases online and also doesn’t like to wait for shipping. The only thing he does purchase online is music.

Additional Comments:
- He doesn’t like anything main stream.
Andrew’s Collage