

INTG 415 MEDIA USES SURVEY RESULTS

Fall 2013

1. Sex: Male: **8** Female: **11** (19 total)
2. What communication devices do you use at Monmouth College?

Television in room at Monmouth	19
Laptop	19
Desktop Computer	3
Tablet Computer (I-pad, etc.)	8
E-reader (Kindle, Nook, etc.)	3
Cell Phone	17
Smart Phone	18
I-pod/MP3 Player	15
Game Machine (X-Box/2, Wii/3 PS3/3, N64/1, PS2/1)	12
DVR or equivalent	3

3. What mass communication “channels” do you use most frequently?

Satellite/cable top channels: **MTV, ESPN, Fox, FX**

Internet news or information site (hours/week) estimate: **2.8 hours/week**

Top internet news or information sites: **Yahoo News, CNN, Google**

YouTube (hours/week) estimate: **3.1 hours/week**

Streaming Service (Hulu, Netflix, etc.) (hours/week) estimate: **4.6 hours/week**

Twitter: (visit the site/week) estimate: **8 visits/week**

Facebook (hours/week) estimate: **8.6 hours/week (these answers really varied; between 0-35 hours/week)**

Skype (uses/month): **11 uses/month**

Texts (sent/week): **296 sent/week**

Other frequently used channels: **Snapchat, Instagram**

4. Estimated hours a week listening to radio (including streaming internet at Monmouth: **4.2 hours/week**
If so, what station or service?: **Pandora, Spotify, 103.7, I Heart Radio**
5. Estimated hours/week spent watching TV: @MC: **9.4 hours/week*** @home: **6.1 hours/week***.
6. Favorite television shows: **Pretty Little Liars/3, How I Met Your Mother/3, Sports Center/3, Walking Dead/3 (mostly drama, comedy, and reality – a widely dispersed range of shows)**
7. Times/week watching a television news show: **1.2 /week**
8. Favorite news shows: **WGN, ABC, Fox, Daily Show**

9. Hours/week at Monmouth do you watch video: **7.1 hours/week**

Hours/week at Monmouth listening to recorded music: **20.4+ hours/week**

Hours/week playing video/computer games: **5.1 hours/week**

10. How do you use the internet? 5=lots (several times a day), 4=often (almost daily), 3=occasionally (1-4 times/week), 2=rarely (once a week or less), 1=never

E-mailed acquaintances	3.5	Submitted papers electronically	2.8
Used web for course research	3.4	Looked for consumer information	2.9
Used "chat"/IM	2.2	Played games on-line	2.6
Pursued personal interests	3.6	Visited a sexually-oriented site	1.2
Participated in an e-mail list	2.4	Gotten news/etc. information	3.1
Made a "virtual" friend	1.7	Made a purchase	2.6
Gotten sports/etc. information	2.8	Did product research	2.9
Gotten travel information	1.9	Gotten entertainment information	3.8

Other internet uses: **Blog, Weather Check, Skype,**

Have you ever followed up on someone else's "Like" on Facebook?: Yes: **12** No: **7**

If so, for what and how often?: **Restaurants, Salons, Businesses (For Coupons) Quite often**

11. Do you subscribe to any newspaper/news magazines? Yes: **2** No: **17**

If yes, which ones: **Popular Mechanics, Popular Science, Slam, Use from Library**

12. How many times a week do you read a newspaper/news magazine? At home: **1.1** At school: **0.6**

13. How many movies have you seen in theaters since June?: **3.3 movies**

14. How many rental/download commercial videos have you seen since August?: **9.1+ videos**

15. About how many live theater performances have you seen in the last year? **2.8 performances**
Your whole life: **9.6+ performances**

16. Who is your favorite performing artist? **Luke Bryan, Beyonce, R&B Artists, Rock Bands**

17. What is the most important use you have for communication media? **Keeping in touch with family and friends (social purposes), Skype with Significant Other, Global Awareness**

18. What do you consider the best source of news and public information for your interests? **Internet (Yahoo, Google News, Online Version of Papers) Radio/TV (Espn, Local News.)**