

AS Media Studies: The Essential Introduction for AQA

Web Activities: Introduction

Worksheet to determine the media consumption patterns of others

Some questions you may wish to ask your respondents:

Newspapers:

- Which daily newspapers (if any) do they read?
- What sections of newspapers do they turn to first, and why?
- What sections do they never read, and why?
- What kinds of stories do they usually read, and why?
- Is the newspaper free or do they, or does someone else, buy the newspaper?

Magazines:

- What magazines (if any) do they buy regularly, and why?
- What sections of the magazines do they read or not read, and why?
- Does the magazine have a website and if so do they access it?
- In what ways is the website the similar/different to the magazine?

Television:

- Approximately how many hours a week do they spend watching television?
- What times of day do they usually watch television?
- What programmes do they like best, and why?
- What programmes do they dislike most, and why?
- Do they watch alone or with others?
- If they watch with others, who decides what they will watch?
- Do they mainly watch the mainstream channels (BBC1, BBC2, ITV1, C4 and C.5) or free to view digital channels, subscription channels or on-demand channels?

Radio:

- What stations do they like best, and why?
- How are these stations accessed, via a 'normal' radio, a digital radio, satellite or pc?
- Approximately how many hours a week do they spend listening to the radio?
- What times of day do they usually listen to the radio?
- What stations do they dislike most, and why?

- Do they listen alone or with others?
- Where do they listen to the radio?
- What other activities (if any) do they do whilst listening to the radio?

Cinema:

- What films, if any, have they seen at the cinema in the last month?
- What films have they seen in other places – for example through DVD purchase or rental, satellite film channels (free or otherwise) or through video-on-demand?
- Who else watched the films with them?
- Who decided which films to watch?
- Where did they watch these films, at the cinema, on a television or a computer?

Internet:

- How often do they access the Internet?
- Where do they access the Internet – at home, at college or school, or at work?
- What are the main sites that they access?
- What are the main reasons for accessing these sites – for example for information, to make purchases, to communicate with friends, to download music or for entertainment?
- Do they belong to any social networking websites such as MySpace, YouTube, Facebook, etc? Why?
- What other activities (if any) do they do whilst accessing the Internet?