**Exploring How Youth Use Media**

We looked at the Nielsen Report “How Teens Use Media.” We also looked at some other statistics, such as “Students Like Social Media.” Some of the results were surprising while other findings probably confirmed your own assumptions on how teens use media.

These reports are about consumption of media. At the beginning of the course, we discussed how we are consumers of media, but we can also be creators of media. This assignment will ask you to explore the concept of young people as consumers of media and the next assignment will explore how we can be creators of media.

**STEP ONE**

You can work by yourself or in a group of no more than three students. You are to select information either from the studies we reviewed or another issue we discussed in class or might have come up during your assignments.

**STEP TWO**

You need to create what is called a research question. You will not be doing a full research assignment, but you will be doing some steps involved in research. Your question should originate from some aspect of young people and their consumption of media. For example, the reports we reviewed discussed the use of cell phones, so a research question could be: **Do high school students use cell phones during instructional or class time?** Your questions must target a specific age group and focus on some area of media consumption (using media).

**STEP THREE**

Using your research question, you need to decide on a way to gather your data (instrument). You can do one of the following:

* Create a survey (online or handout)
* Create interview questions
* Create an observational handout (students can use to track their own use)

You will also need to get permission and consent from the students and teachers if you plan to use class time. Remember, there is also flex class time, particularly if your target group is high school students.

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**STEP FOUR**

Once you have gathered your data you will need to write a report. Your report should include the following:

* Your research question and what prompted you to explore this question
* Description of your target group (age, number of students, etc)
* Your methodology (how you gathered the data)
* Your results and how they compare to other reports. Do your results confirm or challenge the other reports and your own assumptions?
* Implications of the results (revisit the media literacy key concepts we discussed in class and consider which ones could be involved and suggest an area for further study)
* There has to be at least one graphic illustration of an important aspect to your results (bar chart, etc)

This report is to be posted to your blog and can be created as a written report, video (with text and/or voiceover), or as a multimedia presentation (remember to use software that allows you to share your document, such as Google Presentation. You already have an account since you use Blogger).

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* The research question effectively addresses an issue surrounding youth consumption of media.
* The research question includes a specific target group to study.
* The data collection instrument(s) created is strongly linked to the research question and there is evidence of much thought and effort in its design and implementation.
* The implementation, delivery and gathering of the data collection instrument(s) are efficiently and carefully executed.
* The report includes at least one graphic illustration that concisely summarizes an important result from the study.
* The report effectively explains what prompted the research question.
* The report provides a clear description on the methodology used.
* The results are effectively summarized in the report and include a reflection on how they compare to other findings from reports studied and discussed in class.
* A suggestion to further study is provided along with possible implications in regard to the results with a strong connection to key media literacy concepts.
* The report is posted to a student blog and is presented in an effective manner.

*5 points each for a total of 50 pts*

*Value: 25%*