**COMM 101**

Authors Name

Institutional Affiliation

Course number and name

Instructor name

Due date

**COMM 101**

**Interviews conducted**

A diverse group of respondents was selected to gather insights on new media from various perspectives. The young high school student represented the younger generation, while the salesman shared insights on email and online communication. The university student reflected prevalent media platforms among students. The HR manager explored media integration in work and personal life. The accountant offered insights from a transitional age group, and the retired teacher provided the older generation's perspective. Together, their views provide a comprehensive understanding of media choices and their implications across different age groups.



**Types of media the respondent preferred to discuss**

Respondents from different age groups had varied media preferences. The 18-year-old high school student highlighted social media and smartphones, emphasizing the excitement of creating a Facebook account, connecting with friends, and exploring content. They emphasized the importance of smartphones' convenience and limitless potential.

The second respondent, a 27-year-old salesman, shared nostalgic memories of radio, television, films, smartphones, and email, highlighting their transformative influence on media consumption and communication. The third respondent, a 22-year-old Saudi university student, associated radio with storytelling, television with entertainment, movies with a special experience, and discussed the role of smartphones and email in connectivity and university life.

The fourth respondent, a 35-year-old female human resource manager, discussed newspapers, television, films, and email. Their early memories revolved around reading comic strips and solving puzzles in newspapers with family, watching television shows and movies, and later using email for communication and work-related purposes. The fifth respondent, a 39-year-old male accountant, reminisced about their first smartphone, TV shows, website exploration, car ride music and radio, and email usage for work and personal communication. The sixth respondent, a retired teacher aged 60, fondly recalled the era of radio dramas, music shows, and news broadcasts enjoyed with family. Daily newspapers provided information and conversation starters, while television offered limited channels but brought families together for shared experiences.

Across different age groups, respondents shared similarities in their choices. Television stood out as a common medium, symbolizing entertainment, family bonding, and popular culture. Younger participants emphasized the transformative role of smartphones and social media. Email held greater relevance for late teens and professionals. These choices can be attributed to various factors such as technological advancements, cultural influences, personal preferences, and the availability of media during different time periods. The evolution of media and its integration into daily life have shaped the preferences and experiences of individuals across age groups.

**The Respondent Media Usage Frequency**

The respondents in different age groups had varying frequencies of media usage and distinct motivations for using particular types of media. The first respondent, an 18-year-old high school student from Kuwait, engaged with television, social media, video games, and websites. They utilized these media for entertainment, socialization, news, inspiration, and education, driven by the desire to relax, connect, stay informed, and explore personal interests. The second respondent, a 27-year-old salesman from Kuwait, engaged with social media, streaming services, and smartphones. They utilized these platforms for connection, content discovery, entertainment, communication, and gaming, driven by the desire to stay connected, pursue interests, and enjoy leisure activities.

The third respondent, a 22-year-old student from Saudi Arabia, mentioned using social media, streaming services, and smartphones. Their motivations for using these media types were similar to those of the second respondent, emphasizing socialization, entertainment, and convenience. The fourth respondent, a 35-year-old female human resource manager from Kuwait, engaged with social media, streaming services, and websites. They utilized these platforms for connection, content sharing, entertainment, and knowledge-seeking, driven by the desire to stay connected, seek entertainment, and stay informed.

The fifth respondent, a 39-year-old accountant from Iran, utilized websites, newspapers, social media, and television. They relied on these mediums for research, news updates, social connection, and entertainment, driven by the need to gather information, stay connected, and find enjoyment. The sixth respondent, a 60-year-old retired teacher from Kuwait, mentioned using television, newspapers, and radio. They used television for entertainment and staying informed, newspapers for news and editorials, and radio for music, talk shows, and news updates. Their motivations included entertainment, staying informed, and enjoying music and conversations.

The respondents shared common experiences such as using social media for socialization, staying updated across different media, and finding entertainment and relaxation through television, streaming services, and video games. According to Tiwari & Tiwari (2020), individuals are connected online to one another through "social media" platforms. Motivations for media usage included social connection, entertainment, staying informed, and exploring personal interests, with individual preferences and motivations varying within these trends.

**Significant Changes in Different Types of Media**

Across different age groups, individuals described significant changes in various types of media and the media environment as a whole. These changes differed based on age and experience. The first respondent, an 18-year-old female student, highlighted transformations in television, video games, social media, and smartphones. Television evolved with abundant viewing options, while video games advanced in graphics and multiplayer features. Social media integrated into smartphones transformed communication, information consumption, and connectivity.

The second respondent, a 27-year-old male salesman, highlighted changes in television, the film industry, smartphones, and email. Television has evolved with digital platforms and streaming services, while the film industry embraces digital distribution. Smartphones have become versatile media devices, while email faces diminished relevance among younger generations. The third respondent, a 22-year-old student, highlighted the shift from radio to streaming services, the prevalence of streaming platforms for television and films, the versatile use of smartphones, and the transition from email to instant messaging and social media for communication.

The fourth respondent, a 35-year-old female human resource manager, mentioned changes in newspapers, television, films, and email. Newspapers shifted to online editions, television transformed through streaming, films embraced digital distribution, and email was supplemented by instant messaging and social media. The fifth respondent, a 39-year-old male accountant, highlighted changes in smartphones, television, websites, radio, and email. Smartphones now offer diverse functionality; television has shifted to on-demand streaming; websites provide improved access to information; radio has moved online; and instant messaging has replaced email for quick communication.

The sixth respondent, a retired teacher, mentioned radio's transition to digital broadcasting, newspapers' shift to digital platforms, and television's evolution with cable, satellite, streaming, and high-definition programming.

These responses align with concepts discussed in class, including the shift to digital media, the impact of streaming services, and the influence of smartphones on media consumption. These changes have increased accessibility, convenience, and control over media choices, shaping individuals' engagement with different types of media in their daily lives.

**Benefits and Drawbacks of Media Choices**

The respondents discussed the benefits of television, including a wide range of content options for different preferences. However, they also recognized the risk of excessive screen time and sedentary behavior, emphasizing the importance of proper management to maintain a healthy balance. Respondents recognized the benefits of social media, such as improved connectivity, but highlighted drawbacks like social comparison and self-esteem issues. In video games, engaging experiences were praised, while concerns about violent content and its impact on behavior were raised.

Online news and articles offer benefits such as access to diverse information, but the spread of misinformation is a drawback that requires critical thinking. Respondents had mixed views on the media's future, acknowledging positive aspects like technological advancements and immersive experiences in video games and streaming services. Personalized recommendations and interactivity were also mentioned as potential developments. Respondents identified challenges in media: content creation costs, fake news, online harassment, and data privacy. They emphasized the importance of reliable sources, unbiased reporting, and quality journalism. The future of media has positives (technology advancements) and negatives (content quality, privacy). On-going attention and regulation are needed for a positive and sustainable media environment, considering concerns about well-being and click bait culture.

**Conclusion**

The interviews yielded valuable insights into preferred media, usage patterns, and key changes across age groups. Common themes included the rise of social media and smartphones, the evolution of streaming services, and the shift towards digital media consumption. Connectivity, entertainment, and staying informed were universal priorities. The interviews emphasized the need for critical thinking, privacy protection, and content control in the digital age, reflecting the transformative impact of technology on media consumption. Overall, media presents opportunities and challenges for individuals and society, highlighting the importance of navigating the digital landscape with awareness and responsibility.

**References**

Tiwari, M., & Tiwari, T. (2020, June). *Factors Determining Social Media Usage Motivations: An Empirical Study*. ResearchGate | Find and share research. <https://www.researchgate.net/publication/342624883_Factors_Determining_Social_Media_Usage_Motivations_An_Empirical_Study>