

EXERCISE

"PERSONAL MEDIA LANDSCAPE"



Goal of the exercise

.....

To help participants analyze their daily media consumption habits by examining the content they consume and the time they spend on them.



Estimated duration

.....

30 minutes



Needed equipment and materials

.....

Computer, projector, “Media Landscape” presentation and handouts, flipchart, and markers.



Prepare in advance

.....

Computer, projector (check the equipment to ensure that it is working), flipchart, markers, “Media Landscape” presentation and handout (quantity depends on the number of participants), and pens.



Description of the Exercise

.....

NOTE: In this exercise, the most important thing is the discussion itself and stimulation of critical thinking, so prepare to be attentive to the participants' answers. Note interesting ideas and help steer conversations in a constructive direction. Avoid letting criticism of opinions or specific media channels derail the conversation.

ASK: Think about your typical day. Have you ever thought about how much time you devote to different types of media? How much time you spend reading the press, watching TV programs, listening to the radio, or using the Internet? Some participants may give various answers, such as 2-3 hours a day, etc., but for the most part, it will be difficult to name specific amounts because few people think about it in their daily lives.

After hearing the answers, ask what programs/content they prefer to watch/listen to/read (news, entertainment programs, series, music, etc.).

After the participants share their answers, begin the presentation and ask them to perform the task that will help them organize their individual preferences and consider the time spent on their favorite media.

PRESENTATION: “Media landscape”

You can either make a one-slide presentation or to show on screen picture “My media landscape”. If there is no opportunity to use multimedia projector, draw the picture on the flipchart paper.

Slide number

Facilitation Guide

1

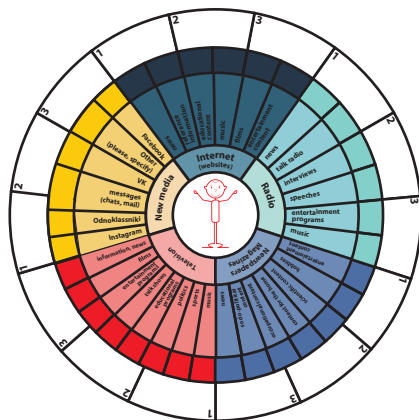
There is a little man in the center – this is you. Around you, there are the different types of media, which, in turn, are divided into different content (e.g., television – news, series, talk shows, entertaining programs, etc.; radio – news, music, themed programs, etc.).

In the surrounding circle, you write the time spent on different types of media. This circle is equal to 24 hours (a normal day).

Now think about your typical day and consider how many types of media you use, what type of content you choose, and how much time spend on each type. Think carefully about it and try to include everything related to your typical “media” day.

Slide picture

My media landscape






Give participants “My media landscape” handout to complete.

NOTE: Emphasize that this is an individual assignment, and these forms will not be collected from the participants, so they should complete them in detail. Also, this information will be useful in future discussions of this module. Individual work – 10 minutes.

NOTE: While participants are working, walk around the room to evaluate the process – they may have specific questions about completing the form. If some participants finish the task quickly, start a discussion. If you see that most participants do not catch up – give an additional 3-5 minutes to complete the activity. It is important that each participant carefully consider and analyze his or her media consumption preferences.

ASK: “Now, you see your media space and types of information flows that accompany you in everyday life. Also, if you completed the form carefully, you can see how much time you spend on media consumption in its various forms, so here it is very important to understand not only the content, but also the nature of the industry that produces it. This will be discussed in more detail later, but, for now, would anyone like to share his or her impressions of the analysis we have conducted?” Several participants can share their results or findings. They may share whether it was helpful to visualize their media consumption, what they discovered, how much time they spend on content that is both important and unimportant for them, or if they wish to change or improve something in their media consumption habits.




ASK: Look once again at your form and, also consider questions that are important for your life. Do you think your personal media landscape answers important questions for you that affect your life and the lives of your loved ones? Why? If not, what exactly needs to be changed? Perhaps you should change the type of content or reallocate the time more effectively?

NOTE: Listen to several answers, especially to those who chose to change something. This experience can be useful to other participants. This discussion has no wrong answers. Here, the main thing is the discussion itself and the fact that the participants considered their habits and began to analyze their media consumption.

EXPLAIN: The content of TV channels can be classified as information, news, entertainment, sports, music, research, etc. Some channels broadcast multiple types of content, and others focus on a specific theme, like sports, music, or news. Accordingly, audiences will vary from channel to channel.

ASK: Do you have some media channels that you watch regularly? Now, complete the last circle in your media space form – it is for the top 3 media channels that you prefer in different media (2 minutes to complete).

NOTE: Once participants complete their top 3 channels, continue your discussion without announcing results – it is a matter of individual preference which does not need to be evaluated. Try not to go into discussions like “which channel is the best”, “everyone prefers this channel”, “how could you choose this channel?” etc.




DISCUSSION CONTINUED: Now that you have completed your media landscape visualization (handout), let's discuss the reasons for and motivation behind these channel choices.

As for television, especially if you have a cable connection, you have the choice of hundreds of channels. What specifically do you look for when choosing your top 3, without mentioning their name? For example, "Generally speaking, I prefer sports channels because I like sports and want to be aware of sporting events", or "I choose a certain channel because I like its presenters/speakers, programs, minimum number of advertisements, and high-quality content", and more.

Write the answers on a flipchart.

ASK: "Did trust appear among the reasons that you have given? Do you think it's important for you? If so, why? If you watch entertaining programs or listen to music on a certain radio, how likely is it that in the break between your favorite shows you will watch (or hear) news or advertising? Do you think a media channel can impose additional programs, services/goods (through advertising) or specific messages/campaigning on you by taking advantage of your trust and loyalty?"

NOTE: There will be no right or wrong answers; here the very process of communication and stimulation is important to allow more critical thinking and information analysis by participants.



SUMMARY: We have briefly explored our personal habits of consuming different types of media, content types and the time spent on each of them. We choose our sources of information differently and react to them differently – and that's fine, because each individual has his or her own priorities, interests, and needs. The time that we spend on various types of media often depends on our lifestyle. For example, people who drive frequently often listen to the radio on the road, but prefer TV when they are at home. Stay-at-home parents may be more likely to multi-task by watching TV or listening to the radio longer while doing other household tasks; they may not have time to dedicate to reading the newspaper. The main thing here is that the sources that we select meet our unique circumstances and information needs.

Source: The Citizen Media Literacy Trainer's Guide//IREX-Ukraine, 2015

Exercise developed by IREX team