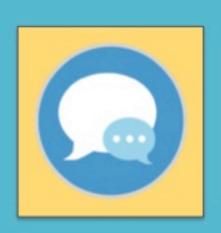


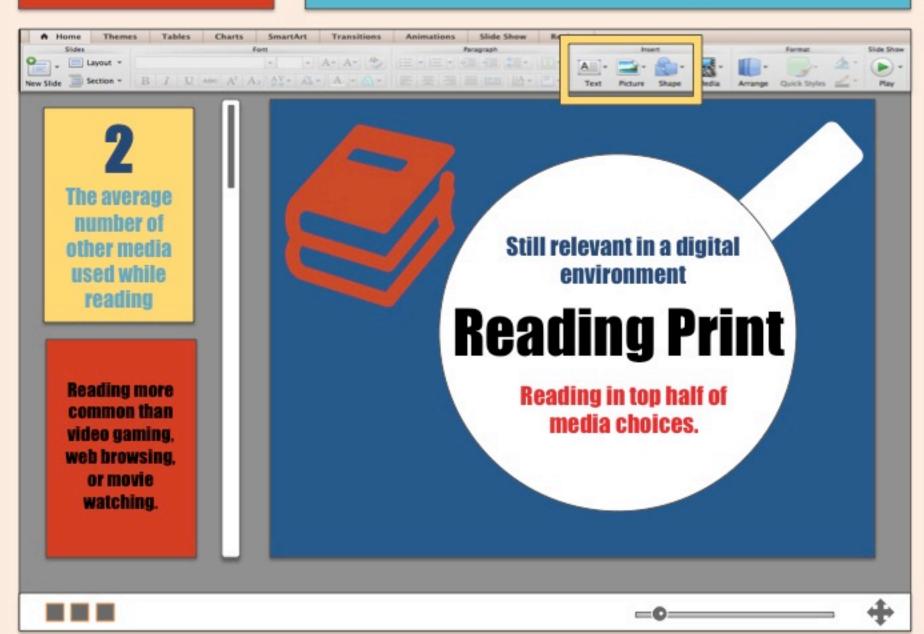
that young adults use multiple media platforms to rearrange the sequence of activities in their lives and compress their various activities into daily time slots.



within a ½ hour period

Activities related to socializing frequently complemented main media use





GENDER

Women are more likely to use media in public spaces



University inspires reading and computer use



Television & Music consumption increased in the evening and computer use decreased



TRENDS

Less than 5% of time was spent playing video and computer games. An industry of the past?



