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Transmedia Diary Findings

Media Multitasking

Our data demonstrate 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.

8

Highest number of media devices **cycled** within a ½ hour period

Activities related to **socializing** frequently complemented main media use

2

The average number of other media used while reading

Reading more common than video gaming, web browsing, or movie watching.

Still relevant in a digital environment

Reading Print

Reading in top half of media choices.

GENDER

Women are more likely to use media in public spaces

LOCATION

University inspires reading and computer use

TIME

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?

NEW TRANSMEDIA ENABLED ROUTINES

Young adults make multiple uses of media in non traditional times and spaces to create independent personal schedules.