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.

Reading Print
Still relevant in a digital environment
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.