

new media RESEARCH PROJECT

DEPARTMENT OF COMMUNICATION AND JOURNALISM

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Abstract:

The goal of the new media project is to investigate media use by college students at the University of Wisconsin –Eau Claire in relation to entertainment events in and around the University. This will be done by administering two surveys to University students. Both surveys will indicate how University students learn about entertainment news and events in and around the University by dividing the media into the categories of newspaper, television, radio, and the current University online news site, and by age group. Findings from this project show that new media impacts television news the greatest amount and strongly suggest further study in a larger scale.

Limitations:

The main limitation in this research was in the number of students participants open to the three surveys. Responses dropped with each subsequent survey, ending with a total of 18 responses. To compensate for the low numbers, this research should be viewed as a limited research, but also as proof that further study is warranted.

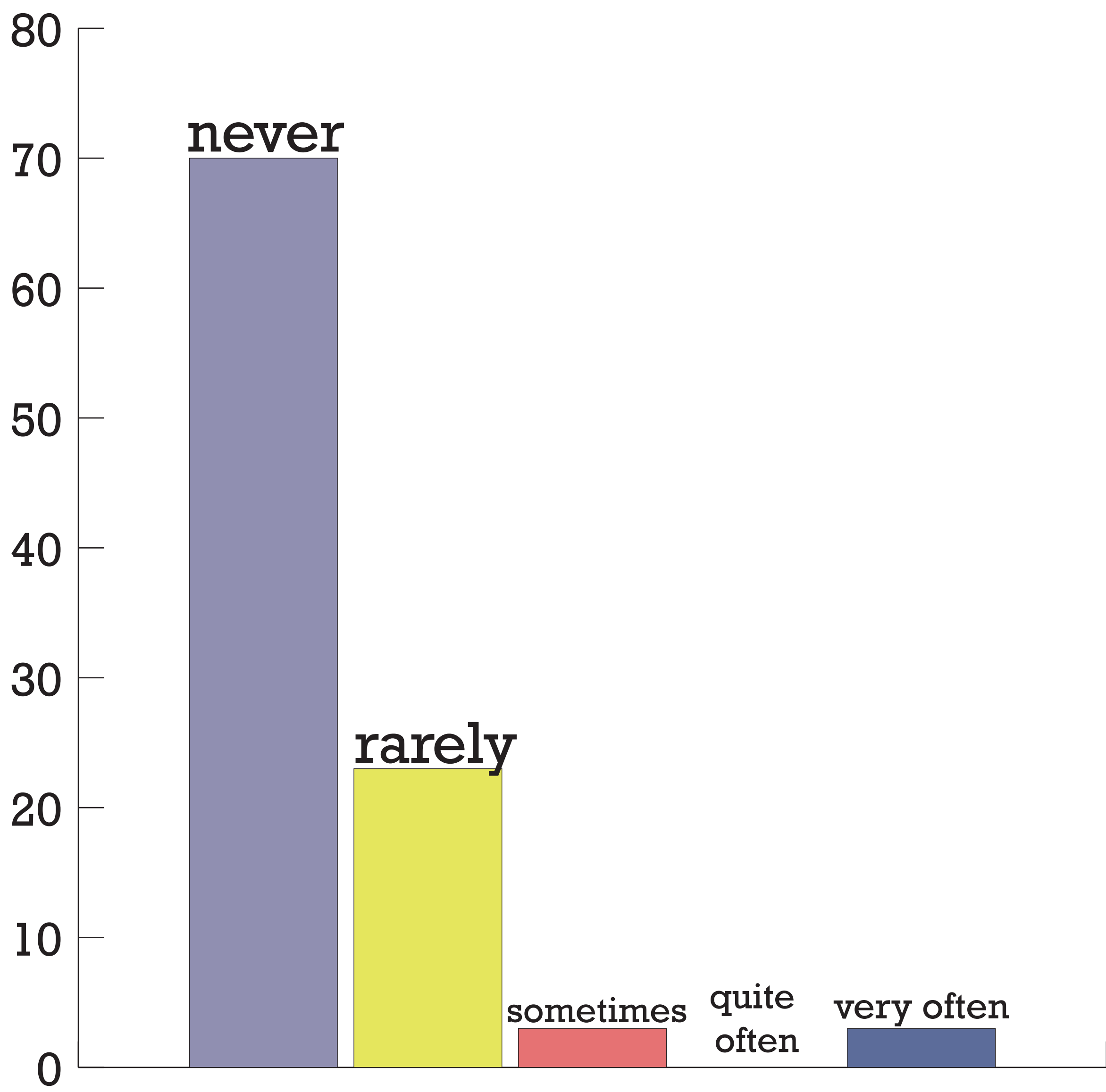
Future Research:

Normally, future research would expand the scope of this survey. Instead, the next research should expand the scope of this survey and make use of emerging multimedia sites as they continue to shape the state of the media. Future research should be conducted with two surveys: The first survey should be used to judge the current use of media, followed by a letter sent to some respondents, asking them to view pre-selected multimedia sites. Then a second survey should be sent to those who were asked as well as not asked to view the multimedia sites. This will give a larger response rate and provide the opportunity to compare survey results between the group who was asked to view multimedia sites and those who were left to consume media on their own.

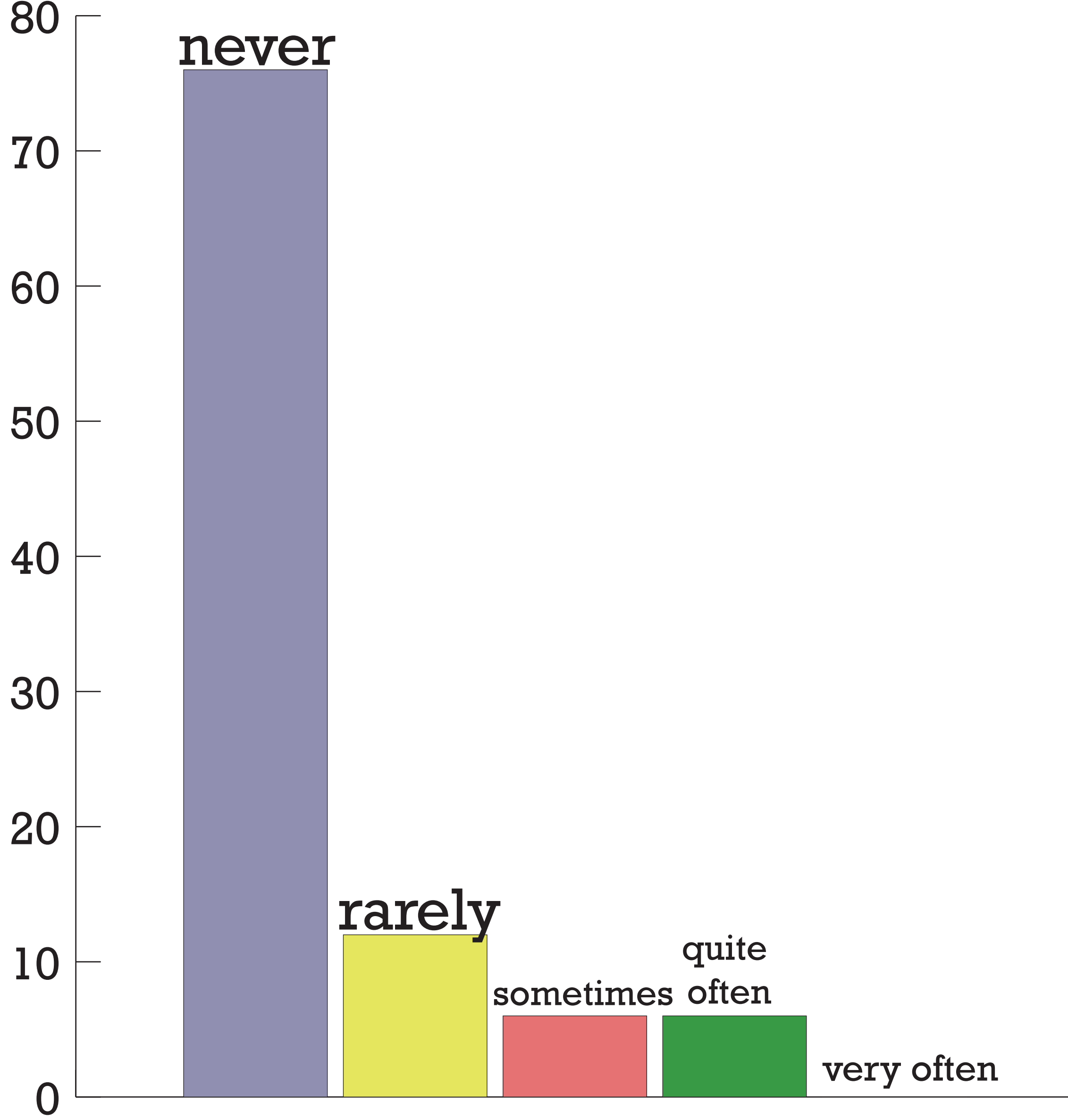
Results:

According to our survey, there is an overall trend of students moving away from television media after being introduced to a new media website like the Student Union Today. This contrasts to the common misconception that print media would be the most affected by the introduction of a multimedia source.

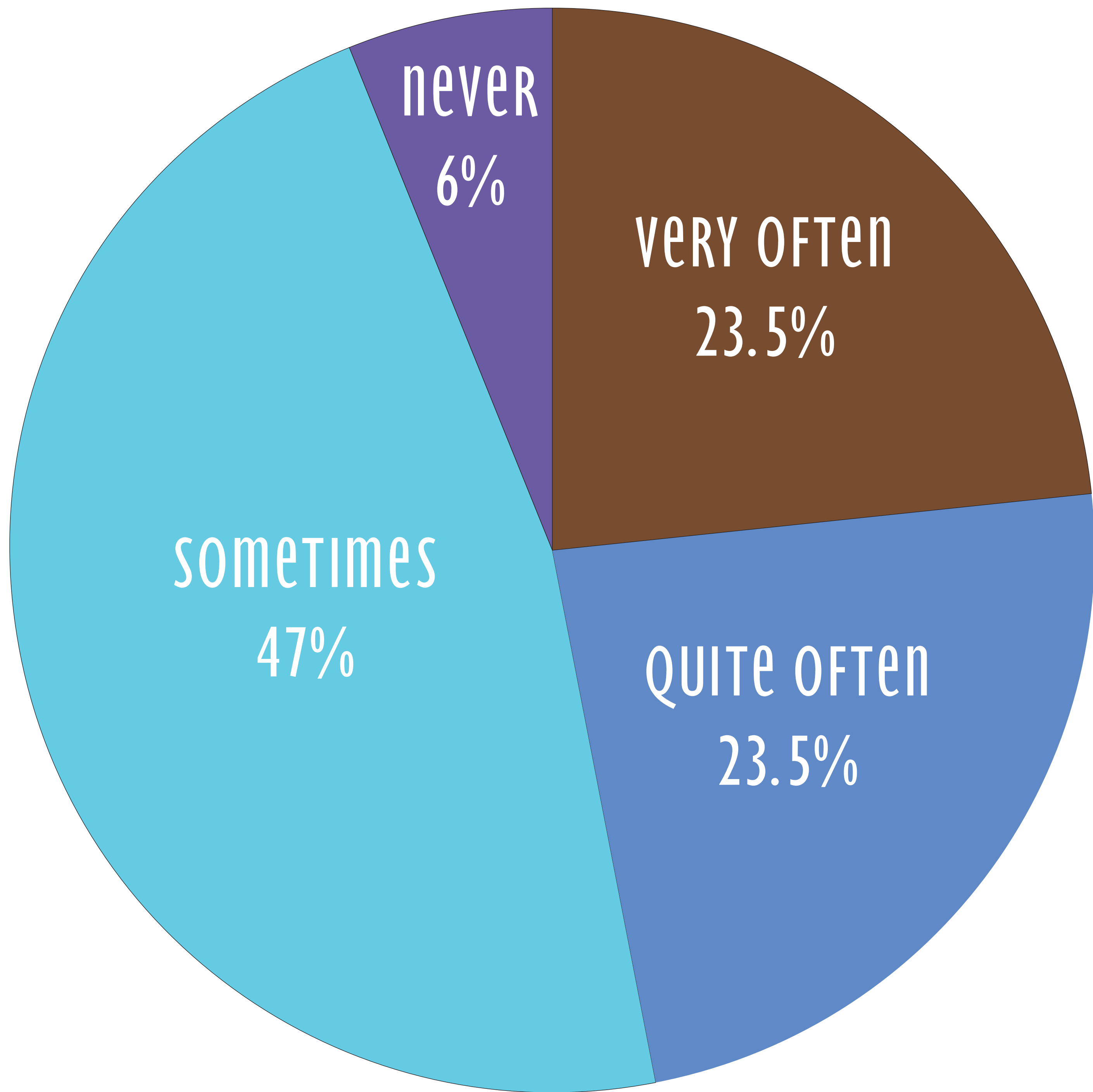
Initial survey on how often students use campus television media to find out about campus events



Final survey on how often students use campus television media to find out about campus events



How often would you use media convergence sites (like The Student Union Today) to find out about campus events?



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