

Media Use Journal

Topic 0 - Tracking Media Usage - Due 1/22/23

Media Use Journal 1-17-23

Phone

- Alarm Clock
- Calendar
- YouTube
- Web Browser
- Instant Messaging (Texts, Discord, Slack)
- Audio Books (Libby)

Tablet

- YouTube

Smart Watch

- Sleep Tacking
- Alarm Clock
- Exercise Tracking
- Weather

Computer

- Email
- Web Browser (Canvas, Ghost, GDocs, etc)
- Instant Messaging (Texts, Discord, Slack)
- Video Chat (Zoom, Slack Huddles)
- Video Recording (QuickTime, Zoom)
- Headset & Microphone
- Spreadsheets (Excel, Numbers)
- Database System (AirTable)

VR Headset

- Exercise (Beat Saber)

Media Use Journal 1-18-23

Phone

- Alarm Clock
- Calendar
- Weather
- YouTube
- Web Browser
- Instant Messaging (Texts, Discord, Slack)
- Video Chat (Zoom)
- Earbuds

Smart Watch

- Sleep Tacking
- Alarm Clock
- Exercise Tracking
- Weather
- Instant Messaging (Texts)

Computer

- Email
- Web Browser (Canvas, GDocs, etc)
- Instant Messaging (Texts, Discord, Slack)
- Spreadsheets (Excel, Numbers)
- Database System (AirTable)
- Music (Spotify)
- Headset

TV & Game Console

- Shows (HBO, YouTube)

Media Use Journal 1-19-23

Phone

- Alarm Clock
- Calendar
- Weather
- YouTube
- Web Browser
- Instant Messaging (Texts, Discord, Slack)
- Shopping

Tablet

- YouTube
- Web Browser

Smart Watch

- Sleep Tacking
- Alarm Clock
- Exercise Tracking
- Instant Messaging (Texts, Discord, Slack)

Computer

- Email
- Web Browser (Canvas, GDocs, etc)
- Instant Messaging (Texts, Discord, Slack)
- Database System (AirTable)
- Shopping

VR Headset

- Exercise (Beat Saber)

Topic 1 - Childhood Toy Ads - Due 1/29/23

Media Use Journal 1-23-23

1. What are the most memorable toys that you played with as a child? What do you remember most about those toys?
2. How did you get the toys? Were they gifts? Did someone buy them for you? If you know, where were they purchased? Do you have a memory of purchasing the toy?
3. Do you remember any TV advertisements for the specific toys you are writing about? If not, was there some other reason behind your desire for the toy?

Click [here for Video response](#)

Topic 2 - Tracking Media Usage Ads - Due 2/12/23

Media Use Journal 2-7-23

YouTube Inside Video Ads

Only Crits - dice
Dscryb - role playing descriptions
Patreon - creator sponsorships
World Anvil - worldbuilding service
Squarespace - website building service

YouTube Between Video Ads

Hogwarts Legacy - video game (2)
Ant-Man and the Wasp: Quantumania - movie (2)
Brewed Cacao? - coffee
Paperlight - tech annotation
Body Lotion
Expedia - travel service
H&R Block - tax season
Citi Bank - Racial equity initiative
TMobile - home internet
Hotels.com - hotel booking
Firehouse Subs
Progressive - home and auto insurance (2)
Norris Marine - boat ads
Toyota - car commercial
Pompeii3 - jewelry
Hero Wars - fantasy idle rpg
Kion - fitness
Tilesshop.com - work with a design consultant
Tempur-Pedic - mattress
Cox - internet
Nissan - car commercial
Our Place - cookware
AMEX - bank account
VEGAS - video editor
Kraft - Mac & Cheese
Solar panels
Squarespace - website building service
Fortnite - Dragonball Z Super event
Dawn - Powerwash Dish Soap

Swiffer
Booking.com - hotel booking

Twitch Before Stream Ads

Taco Bell

Media Use Journal 2-8-23

YouTube Inside Video Ads

Bob World Builder - dice
Patreon - creator sponsorships
Flexispot E4 - Standing desk

YouTube Between Video Ads

Mr Clean
Pokémon Trading Card game
Squarespace - website building service
State Farm - Insurance
Zaxby's - chicken
Chewy - dog food (3)
Swifter (3)
Fabreze - car freshener (2)
Mintmobile - Cell service (2)
HBO Max - The Last of Us show
RV Expo
Cascade - Dish soap
Cox - internet
Booking.com - hotel booking (2)
GrubHub - food delivery
Chipotle
TMobile - home internet
TurboTax

Media Use Journal 2-9-23

YouTube Inside Video Ads

Kickstarter Campaign - Grim Hollow

YouTube Between Video Ads

Build Redux - Gaming PCs

Squarespace - website building service
State Farm - Insurance
Booking.com - hotel booking
Chewy - dog food
GrubHub - food delivery
Amazon Music - subscription
Evenity - osteoporosis medication (for women over 50 based on the ad)
Rocket Money - subscription canceling service
Swifter
Capital One - banking
Don't Nod - video game promotion
Fabreze - car freshener
Panera Bread
Dawn - Powerwash Dish Soap
Hogwarts Legacy - video game (2)

Reflection

Prompt: "In your Journal make note of the ads you see. Choose one that you saw more than once and consider the message: who the ad is targeting? How? What did you notice about the ad? What did you wonder?"

The Hogwarts Legacy game was shown to me repeatedly. I imagine this ad is targeting people who view video game content and Harry Potter content. Particularly through YouTube since that's where such data would have been gathered. I know I watch a fair bit of gaming news, podcasts, and Let's Plays. Additionally, recently I've watched more Harry Potter TTRPG materials, like those about the [unofficial Hogwarts RPG](#) that I played with some friends last month. All that to say, I've consumed enough related media that I imagine I am an "easy target" for this ad.

The Hogwarts Legacy ad is much longer than typical ads I'm served. It was over two minutes long and seems to be a preview of gameplay and the story. Also, likely due to its length, the ad was always skippable, whereas that's not always the case for shorter fifteen second advertisements. The ad was successful at communicating mystery and was capitalizing on intrigue and wonder to capture and hold attention. I do wonder how effective the ad campaign will be with the visible controversies about supporting the game. However, early reports suggest it will be a very successful game.

Topic 3 - Gender in Media Literacy

Prompt

We will start this particular Media Use Journal with a reading we will also be using for Slack discussions next week. [Noble, S. U. \(2012\). Missed connections: What search engines say about women. Bitch Magazine, 54, 36-41.](#)

In the article there is deep discussion about how the algorithms online impact different populations. After going through the reading, I want you to use the search engine of your choice and look for examples of how different genders are portrayed in the media. What do you notice about your searches? Your search terms? How are people represented in your media choice? How are they misrepresented? What are you left wondering after you do your search?

Reflection

I chose to focus on representations of “bisexual girls” in search results from both Bing and Google. Anecdotally, Bing returned better results than Google. Here are the top 5 results from each:

Bing

- [Understanding Bisexuality | The Trevor Project](#)
- [17 Things You Should Know About Dating a Bisexual Girl - Her Campus](#)
- [3 Ways to Tell if Another Woman is Bisexual - wikiHow](#)
- [How to Find a Girlfriend if You Are a Bisexual Teenage Girl - wikiHow](#)
- [12 Bisexual Women Who Aren't Just Experimenting - Gay News, ...](#)

Google

- [Myths About Bisexual Girls | Teen Vogue](#)
- ['Am I Bisexual? 18 Signs of Bisexuality in Females - Bodywise](#)
- [Bisexual women with straight male partners least likely to be out, study finds - NBC News](#)
- [Bisexual Women - Facebook](#)
- [Category:Bisexual women - Wikipedia](#)

Specifically, Bing's top five results ranged from neutral to LGBTQ+ media sources, including The Trevor Project, Her Campus Media, The Advocate, and wikiHow. In contrast, Google returned Teen Vogue, Be Bodywise, NBC News, Facebook, and Wikipedia sources. Honestly, I was surprised to see LGBTQ+ media sources at the top of search results at all. I've not seen that as often with Google searches I am more likely to pursue. The Google search results were returning media sites that do target women. And in both cases, there was a clear focus on dating and identity.

I recently downloaded Microsoft Edge onto my computer to experiment (and in anticipation for their AI rollout), but this exercise has me pausing to consider switching web browsers and search engines for a period of time to see how much difference I can detect. Being in this course, that includes reflecting on digital literacies and media literacy.

Topic 4 - Race In The Media

Prompt

We will start this particular Media Use Journal with a reading we will also be using for Slack discussions next week. [Scharrer, E., & Ramasubramanian, S. \(2015\). Intervening in the media's influence on stereotypes of race and ethnicity: The role of media literacy education. Journal of Social Issues, 71\(1\), 171-185.](#)

Watch an online interview or a previous political debate on television or the Internet (. It may be either a debate for political office or a panel discussion on a news networker anything else you can find. As you watch, think about the article above and the analysis of how race shapes public discourse in ways we often don't even notice, and record your impressions. Be sure to respond to each of the following: Who is talking? What is the conversation about? Does the conversation mention race? If so, what were their arguments? If not, do you believe race should have been considered during the conversation? Why or why not? Submit a file or handwritten note in this week's slack discussion.

Media

[Tressie McMillan Cottom - Upending Stereotypes of Black Womanhood with "Thick" | The Daily Show](#)

Bonus video:

[Trevor & Tressie McMillan Cottom Talk R. Kelly - Between the Scenes | The Daily Show](#)

Reflection

Who is talking?

Tressie McMillan Cottom and Trevor Noah. Tressie is a writer, sociologist, and MacArthur Fellow. Trevor is the former host of The Daily Show.

What is the conversation about?

Tressie and Trevor converse about several things in this interview. Tressie had just released her next book, *Thick*, which contains slice-of-life essays on the experiences of black women and black womanhood. They also spoke about black women being contributors to public discourse and trusted media sources should represent the voices we want to hear from on all topics. In fact, we should be practiced in looking around a room and recognizing which voices are not present. Finally, Tressie discussed intentionally not using code switching to actively work against stereotypes. Specifically her powerful statement: "I am acknowledging the fact that I have achieved certain status symbols that we tend to associate with people who don't look like me. And I want to make people uncomfortable with the fact that they are uncomfortable with me. Reconcile the fact that if you think I am anything worthwhile—intelligent or attractive or

important—I want them to reconcile that with the fact that I sound like I sound, I look like what I look like, and I am what I am.”

Does the conversation mention race? If so, what were their arguments? If not, do you believe race should have been considered during the conversation? Why or why not?

The conversation mentions race in a variety of contexts, most of which center around the voices of black women. I love when Trevor inquires about Tressie’s book and about why she used essays as opposed to a traditional book format. Tressie responded how she intentionally didn’t want *Thick* to be considered a definitive experience on black womanhood. Rather, Tressie wanted to share slice-of-life perspectives to communicate that there are more stories to tell beyond what she had captured in her book. Another argument made during the interview was how voices that have earned the “spot to contribute to the public discourse, then you should be at publications that help shape that kind of discourse.” In a nutshell society would be richer for seeking the wisdom of black women.

In relation to the “Thinking about Intervening in the Media’s Influence on Stereotypes of Race and Ethnicity: The Role of Media Literacy Education” article:

Like the examples mentioned in the reading that were used for media literacy interventions, I’d be curious how this clip would be received by students. I recognize Tressie may not be a name they are familiar with, but she is such an eloquent speaker and I wonder how that would resonate with 6th graders. My instinct is that it would resonate positively in such media literacy interventions, but I recognize that statement comes without data. Tressie is just so great!

Topic 5 - Break Week

Topic 6 - Starting The Wrap Up

Prompt

Did your parents or guardians have any rules or restrictions on how you used media? At the time did you agree with their policies? Why or why not? Looking back, would you give your parents different advice regarding those policies or rules?

Do you have/did you have any rules or restrictions for any young people in your life regarding their use of the media or electronics? Explain why or why not?

Thinking about the students you teach or the target audience for your final project, what do you think is the hardest part of being a young person in today's media environment?

How do you think the landscape of the Internet will change in the next 10 years? Do you think it will change for the better? Why or why not?

Reflection

My parents were fairly open about media use in my youth. There were some guidelines in place, but not too many. For example, I wasn't able to watch rated R movies until about 13-14 years old. Even then the list was curated by my father. We started watching Alien, Terminator, and such together around that time. A few years later, any rated R movie was available for viewing for the most part. Since I had younger siblings though, there were innate restrictions as I still couldn't watch such films when they were in the same spaces. Video games were similarly open. There was only one time where my parents backtracked on a restriction. I had purchased Grand Theft Auto 3 for Xbox from game exchange with my parents' permission. I was surprised and asked them to watch some gameplay to make sure it was okay to play. After seeing it, they decided it should be returned and replaced with something else. It didn't bother me too much as I was already playing Halo and such at the time. I agreed with their policies. The openness was important because I felt like I could talk to them about it. Not that it was specifically negotiable, but it felt that way at the time.

For youths in my life, I avoid suggesting content with language and sexual content. A recent example was when I was suggesting Actual Play D&D podcasts and shows to my cousins who have just gotten into Dungeons & Dragons. They shouldn't watch the popular D&D shows until they are likely a bit older. I also only make recommendations that are likely safe. Not just for the youth, but so their parents don't have to review large amounts of content for their children to watch. I don't want to put that work on the parents as much as I can help it.

The hardest part about media today is how well targeted it can be for an individual. The algorithms are too good at keeping people engaged for long periods of time. Additionally, extremist content is too easily accessible. Not only that, some social media algorithms bring it to the top because such content can encourage more views (or correct the algorithm profile of a person, testing how extreme of content someone is willing to watch). There's also dedicated efforts to spread misinformation and advertisements all over the place. The big changes I expect we will see over 10 years are the proliferation of machine learning bots and "A.I." that is so convincing it is difficult to distinguish content sources. The other change that seems on the horizon are paid accounts for extra benefits to accessing content on the internet. Twitter and Facebook are already exploring these options. With capitalism squeezing every dollar out of citizens the "free" and open internet may get smaller over the next 10 years. I hope I am wrong about this.

Topic 7 - Media As Storytellers

Prompt

This time the CYOA (choose your own adventure) is allowing you to look at that one issue/idea that you've had this semester that you'd like to share with the course.

1. Look back at the previous ones and pick a format that you'd like. Share your media use, share your media ideas.
2. Create a journal that is uniquely yours. Focus on anything that you have wanted to share but haven't had the opportunity yet in this course.

Reflection

Looking back on all the materials we've studied over this semester, there's one idea that has stuck with me more than any other. In fact, I've thought about it nearly every day since writing about it in Slack during our Topic 5 week of posts. The idea came from the following "Media As Storytellers" video:  The Mean World Syndrome - Media As Storytellers (Extra Feature)

In this feature, Gerbner shares the history of storytelling. How it was once solely a community activity that evolved over time with the dawning of the printing press, television, and beyond. No longer was storytelling sourced from inside of communities and homes, rather it was printed or broadcasted in. The implications of this change are significant because the shift in storytelling culture means fewer people are telling stories that are then reaching more audiences.

The reason this resonates so strongly with me is due to my love of storytelling and recent dive into the tabletop role-playing community. It is a space of collaborative storytelling that I thoroughly enjoy sharing with others. Where this is relevant to Gerbner's idea is that it has shifted my worldview in terms of why we should be telling stories in communities. It is our opportunity to reclaim storytelling for ourselves. Not accept the storytelling of television or YouTube that is laced with advertisements and ulterior motives, but opportunities to experience our shared humanity at a table of friends and/family through our imaginations. When I see this idea developed at larger scales, in ideal cases I postulate, more voices from more diverse communities can be heard and recognized.

As Gerbner stated in the aforementioned video, human beings are the "storytelling animal" and consequently I feel we should rekindle this shared inherent love together, in community. As I've considered this idea more over the last few weeks, it is an idea I will be sharing in my final project for the course: [How to be a Dungeon Master in Dungeons & Dragons \(5th edition\)](#).

To fully communicate the message of Gerbner in the above video, I wanted to share some of the quotes I recorded after watching. I've remixed the order in which they are delivered as I feel this also tells a powerful story:

"Today a handful of global conglomerates own and control the telling of all the stories in the world." - George Gerbner

"For the first time in human history, most of the stories, most of the time, to most of the children, are told no longer by the parent, no longer by the school, no longer by the church, no longer by the community, no longer handcrafted, no longer community-based, no longer historically inspired; inherited going from generation to generation but essentially by a small group of global conglomerates that really have nothing to tell them but have a lot to say." - George Gerbner

"The most distinctive characteristic of human beings as a species is that we are the storytelling animal. For the longest time in human history stories were told face-to-face in the community, in the tribe, in the family. And for many hundreds of thousands of years that was the only thing that is possible. Of course there was also imagery; monuments like pyramids, or obelisks, or murals, [or] cathedrals, they're all images and they're designed to create a sense of awe or a sense of understanding of nature or of power. This is a true magic of human life." - George Gerbner