

Media Research Interviews

Topic: Technology / consumer electronics & media consumption.

Approach: semi-structured, face-to-face interviews with fellow MIT students. Feel free to expand on these questions if you find that an interviewee is saying interesting things!

ANONYMIZE these interviews – don't tell us who you interviewed!

1. What's your age?
 1. Gender?
 2. Hometown?
 3. Race/ethnicity?
 4. Financial/socioeconomic background (if you're OK talking about that)?
 5. Primary language at home?
2. What do you study?
3. What consumer electronics do you use?
 1. Which of the ones you use, do you own?
 2. How long have you had (item they own)? Where did you get it?
 3. (If they don't mention owning or using a smartphone) Could you talk about your choice not to use a smartphone? They seem common; why don't you use one?
 4. (If they use computers) Does your computer have a touchscreen?
 5. (If they don't mention video games) Do you use any game consoles?
4. What piece of consumer electronics is most important to you? Why?
 1. How long have you used it or have you owned it?
 2. How did you get it or get access to it?
 3. (If they own it) How did you decide to buy it – or was it a gift?
 1. (If they bought it) Did you consider other brands or types? Why did you pick this one?
5. What do you think a day without consumer electronics would be like? (Obviously, they won't actually know – this is just about their ideas about how important consumer electronics are.)
6. Do you use or trust any particular brands of consumer electronics? Why or why not?

7. About how much of your day do you spend using electronics?
 1. Do you use social media on your electronics? Which ones? What social media?
 2. Do you play video games? What about mobile/casual/time-waster games?
 3. Do you ever buy music, movies or TV? Through what service? Using what devices?
8. What was the first piece of electronics you remember using?
 1. Did you own it?
 2. Did someone else use it too?
 3. What else do you remember about it? (Prompt their senses: ask them what it sounded like, felt like, etc.)

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