

# Changing in use of Mass Media

201110778	Mizuho Harada
201110772	Shumpei Terauchi
201110757	Kazuyuki Shiomi
201110883	Takuya Matumoto

# **Introduction & Hypotheses**

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# Introduction

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- A role of mass media

To many people...

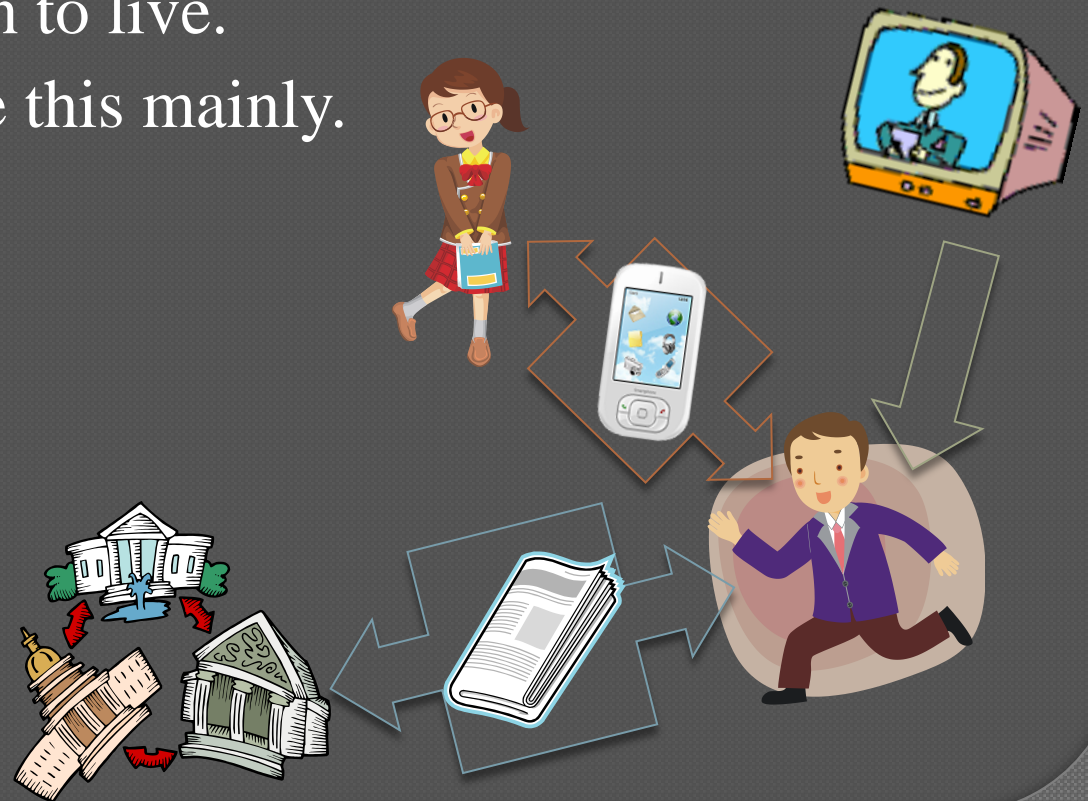
- Conveying news
- Amusement
- Communication
- Connecting people to society

...and so on

# Introduction

## ○ Mass media and our daily lives

- Our life is supported by many types of mass media.
- we need information to live.
- Mass media provide this mainly.



# Introduction

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## ◉ **Changing in use of mass media**

The role and medium of mass connection has changed. we research the change of it's roles and mediums.

# Hypothesis

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We form these hypothesis .

- youth use traditional media less than older people. because the Internet has developed in this 10years.for example ,the trend away from books,TV.
- Youth use PC and mobile phone more than older ,because youth have grown up surrounded by PC and mobile phone.

# Method

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# Method

- This survey is based on questionnaires given to students and workers.

Age	Male	Female	Total
Under 30 ( ~ 29 )	<b>21</b>	<b>17</b>	38
Over 30 ( 30 ~ )	<b>19</b>	<b>23</b>	42
Total	40	40	80



# Method

## ○ Our survey

- i .Check purpose of use of media (multiple-choice)
- ii .Investigate how did change use of media  
(distribute 10 points to 8 sections)

ii .Example) Which media do you use now?

1.TV	2	2.The Internet on PC	4
3.Radio	1	4.News paper	1
5.Magazine	0	6.Books	0
7.Mobile phone	1	8.Others	1

# Method

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## ◉ Our questions

Q1 . Check your purpose of use of media  
(Multi choice is possible).

Q2. Which media do you use now?

Q3. Which media did you use 5 years ago?

Q4. Which media did you use 10 years ago?

Q5. Which media did you use 20 years ago?

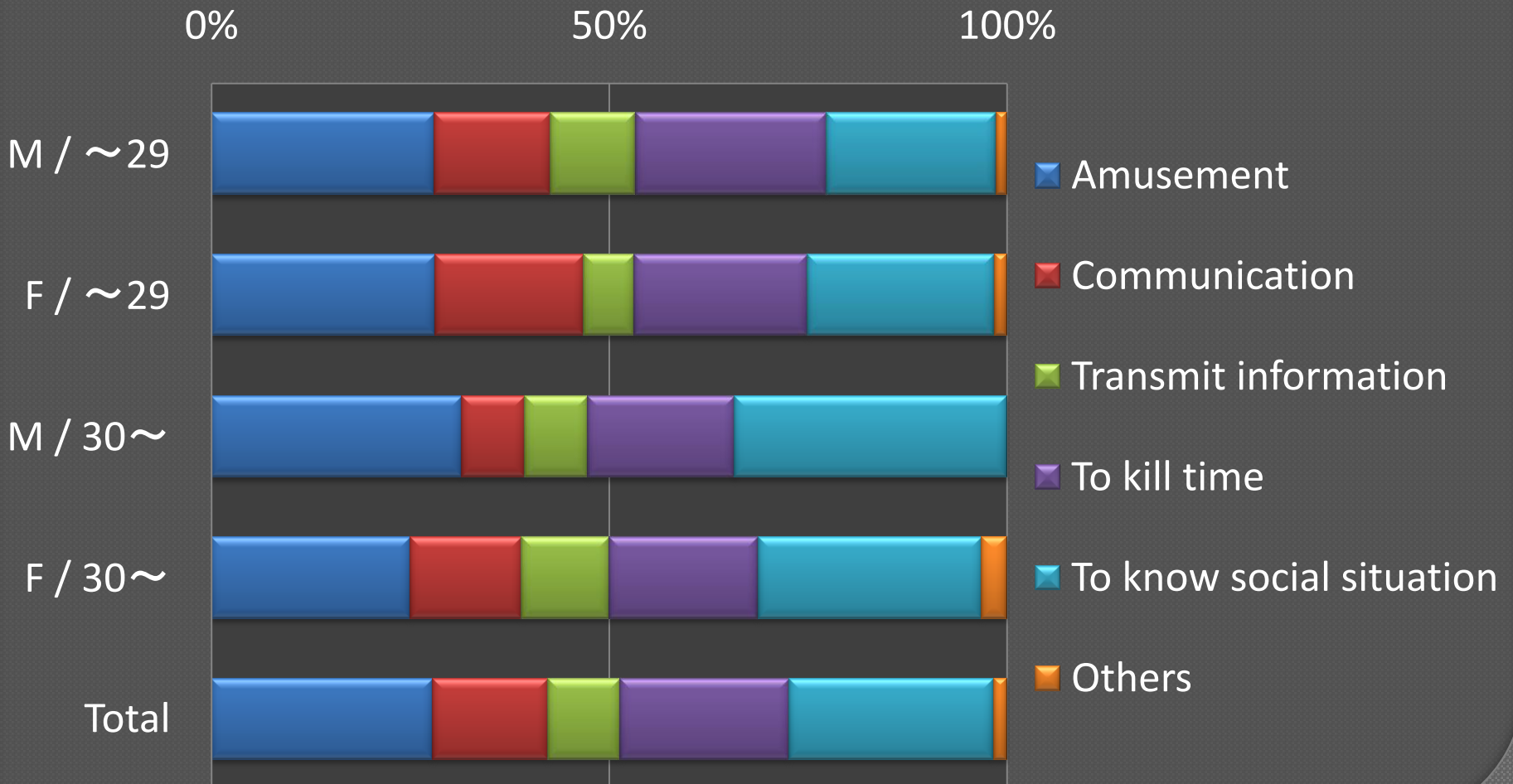
✂ Q5 was answered by *Only* over 30 .

# Results

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# Results 1

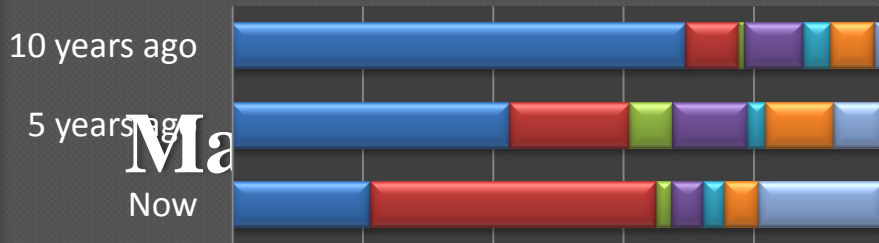
Q1. Check your purpose of use of media.



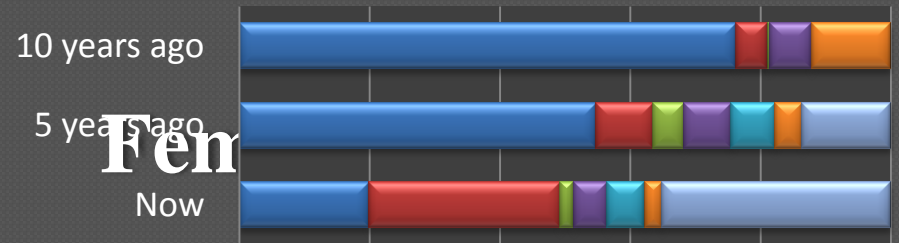
# Result 2

## Q2. How did change use of media

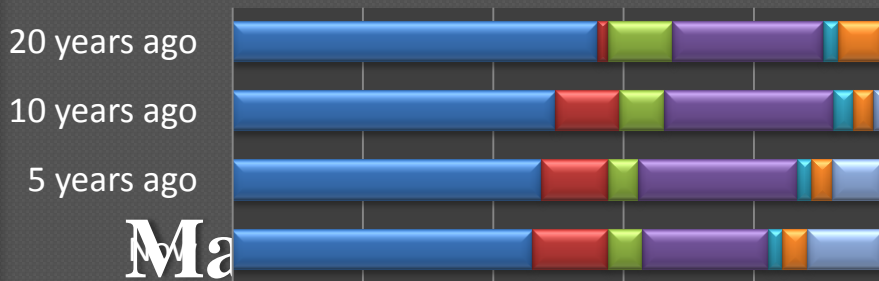
Male ♂ / ~29



Female ♀ / ~29



Male ♂ / 30~

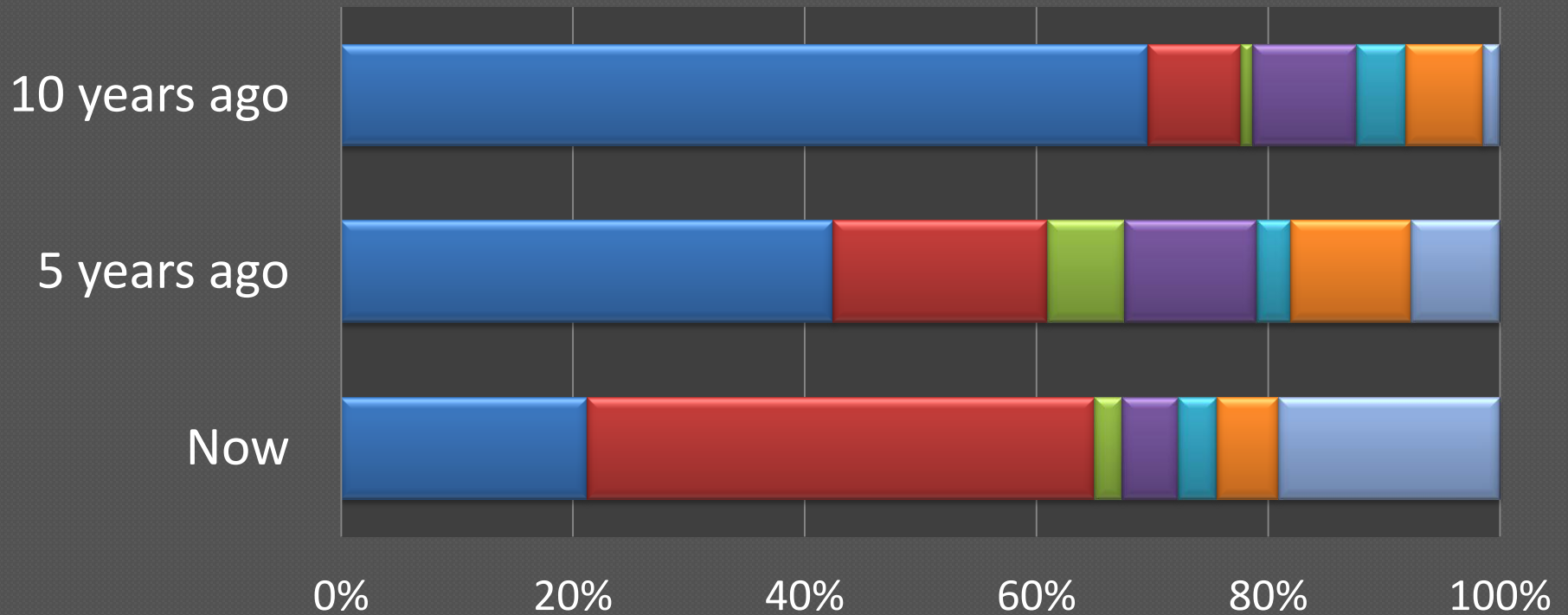


Female ♀ / 30~



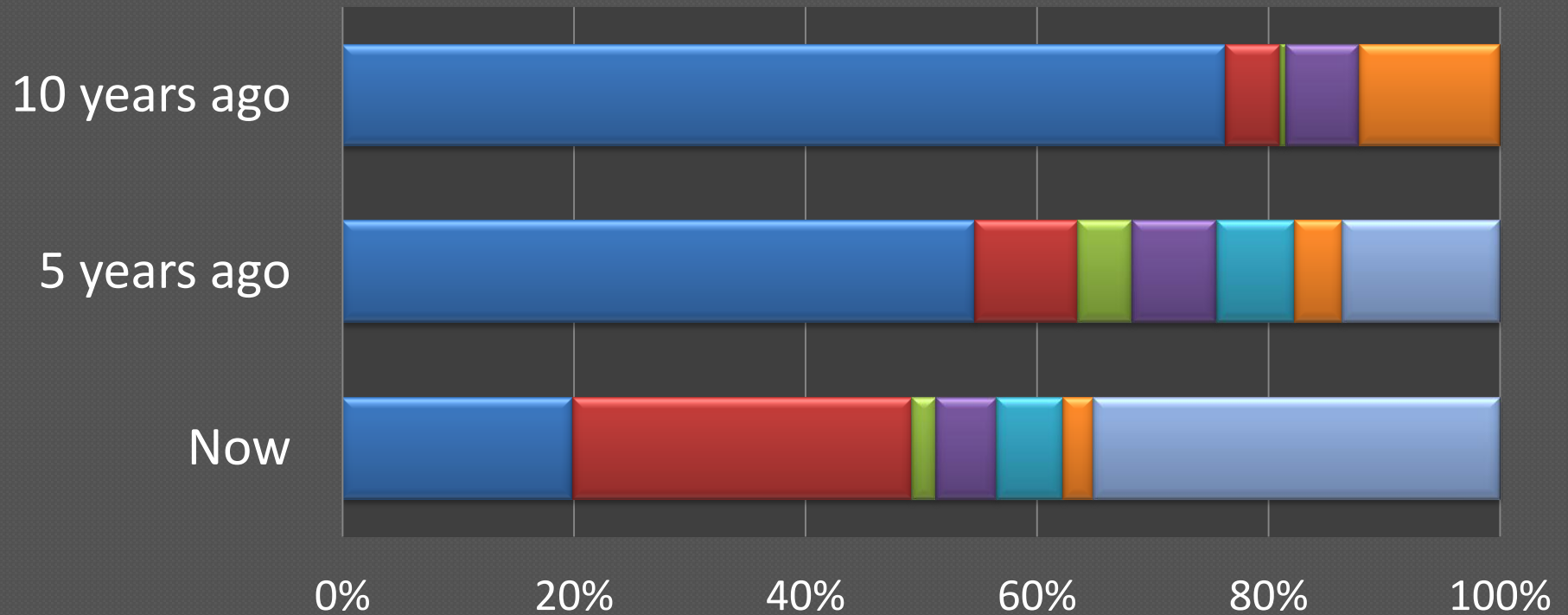
■ TV 
 ■ PC 
 ■ Radio 
 ■ Newspaper 
 ■ Magazines 
 ■ Books 
 ■ Mobilephone 
 ■ Others

# Male ♂ / ~ 29



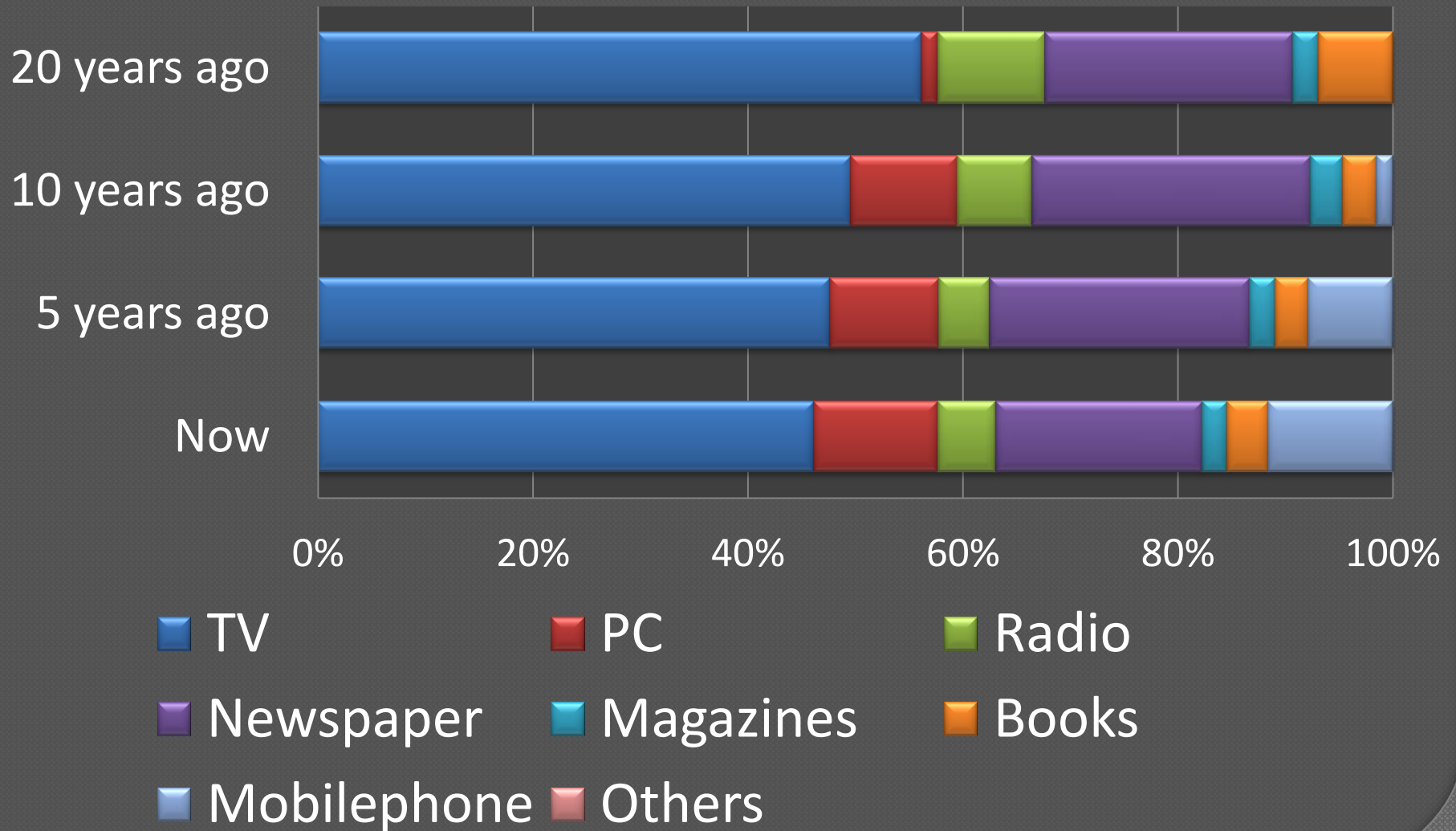
- TV
- PC
- Radio
- Newspaper
- Magazines
- Books
- Mobilephone
- Others

# Female ♀ / ~ 29



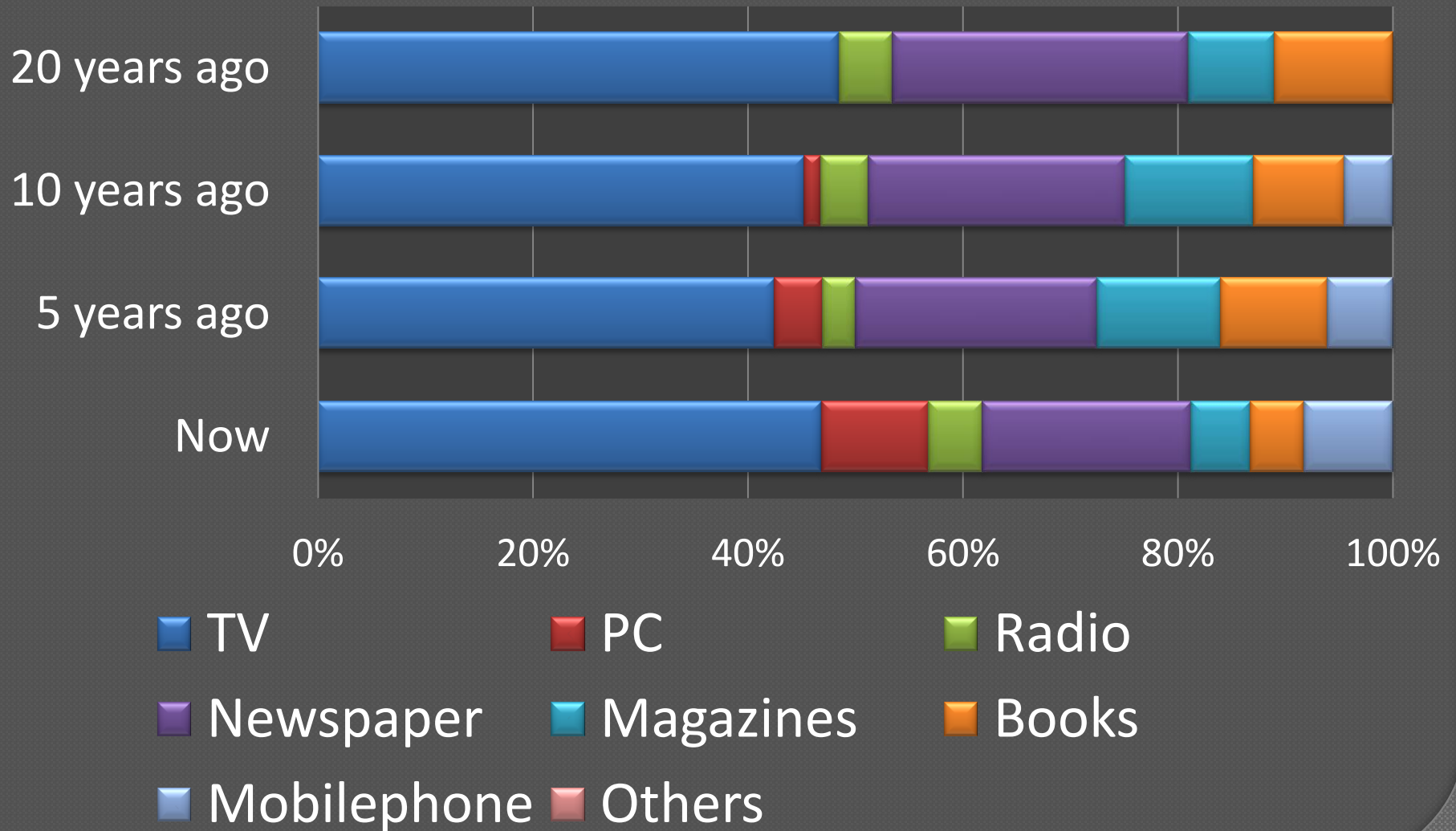
- TV
- PC
- Radio
- Newspaper
- Magazines
- Books
- Mobilephone
- Others

# Male ♂ / 30~





# Female ♀ / 30~



# Discussion

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# Discussion

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- The rate of TV decreased because
  - It takes a lot time to get information.
  - We can't choose information we want.
  - PC and Mobile Phone become popular.
  
- The rate of PC increased because
  - We can get new information soon.
  - We can choose information to know.
  - There are many information on the Internet.
  - PC and Internet become more inexpensive.
    - *But, some females feel difficulty to use PC , they think PC have too much function and they aren't used to keyboard.*

# Discussion

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- Mobile Phone increased because
  - It become inexpensive and popular.
  - We can use Internet with it
  - We can use it at anytime and in anywhere
- Because of these, source of information have moved from books and magazines to Internet.

# Discussion

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- The change of the older is smaller than the younger.
  - Using newspaper and watching TV have become custom for them?
  - They use media on business?
    - In the 1990s, many company started using PC.
    - Result shows that there is big difference between 20years and 10years ago,

# Conclusion

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# Conclusion

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- PC and Mobile Phone become popular tools to get information.
- Youth use PC and Mobile Phone than older people.
- TV, books, magazines and newspaper has become less popular tools among youth.

**Thank you for listening!**

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