Student:

Kate

Topic:

Modern digital media vs traditional print media

What is your name?

Hi, I’m Kate

What was your research question?

So my question for Research Project was if modern digital media is causing the demise of traditional print media?

How did you decide that would be your question?

I’ve always been really interested in studying journalism, up until the last few months of year 12 I was and I was really interested in the media and I did work experience at a newspaper in year 10, so yeah I just wanted to investigate for myself the effect that digital media was having on print media, to what extent it was having and if ultimately you know print media was sort of dying out especially newspapers and things like that. The final sort of conclusion that I came to was that yes there obviously is a big effect that you know the internet and social media is having.

How did you plan to answer your question?

So my question at the start was really general, it was just sort of ‘Is print media dying?’ but over time, as I did my interviews and as I did some research I found that there was an especially a big impact on newspapers so I sort of refined it to if digital media was having an impact on newspapers more than other things, like magazines and things like that.

Where did your information mainly come from?

So my biggest sources of information were probably my interviews so I really wanted to get some opinions from, you know, people in that media industry. I sent a lot of emails out to newspapers and magazines all over the country and I got quite a few replies by email and I also interviewed in person the head of news at the Advertiser and also the manager of a country newspaper. So they were really interesting to talk to and I also did a phone interview with a columnist from Shop magazine in Sydney. I spoke to some uni students who were studying journalism. They were really interesting to talk to because they are really the future of the industry. It was good to find out what their opinions were. I used a lot of internet sources obviously because there’s a lot of information that’s really, sort of, current issues, so there was heaps out there on the internet and I also did some surveys to find out just the views of the public and what every day people thought about it and I compared generations. So I compared older generations to younger generations to see if there was sort of a difference to how they source their news.

How did you present your research outcome?

So my findings were presented just in a final report. I had a lot of information so it was quite hard to sort of collate it all together. I ended up trying to just find some key themes that I found and group it all together that way. So then I separated up my report into those key themes and talked about it like that to get sort of to a final conclusion with everything that I went through, I thought that would be the best way to present it. I used a lot of examples, specific examples from my research and lots of quotes from my interviews and stuff. I just put them all into footnotes. I had a few appendices on the end and they had some photo’s in them that I had taken and they had some graphs from my surveys and things like that so it all complemented what I was talking about.