



DAVIES

JOU 348: EMERGING MEDIA IN ADVERTISING AND PUBLIC RELATIONS

Assignment: Technology Communication Log

Point Total: 100

Overview: Student will deliver a 2-page, single spaced report that analyzes the communication.

Components: Students will spent one week tracking their digital communications, looking for patterns (much like you would with a food log). The student will log the number of communications they make each day with: text, instant message, Twitter, email, Facebook (email and chat), blog posts and comments.

These will be broken down in at least three categories: Friends, Family, School, Professional (if you have a job/internship). You will, at the end of each day, write a journal about your interactions throughout the day, summarizing the numbers into a narrative.

The paper will include:

- **Abstract:** This will be a brief overview of the project and the goal of the project
- **Methodology:** This will explain how you went about collecting information (e.g. end of the day, as you went). This should be brief, but very specific.
- **Findings:** This section should explain the summary of each day and make a larger point about the patterns that you found. You should include theoretical connections to the literature and discussion we've had in class.

The paper will also include, but not be counted as part of the 2-page requirement:

- **End Notes:** This will be the section for citations.
- **Daily Journal (appendix):** Students will be required to turn in their daily journal -- broken down by day. It should include both the written reflection (with qualitative and quantitative examples) and the written breakdown: Friends, Family, School, Professional
- **Presentation:** Students will be required to sum up their journal for in-class discussion. This will not be a formal presentation, but the student should have 2-3 concise and salient points.

Grading: Students who complete the *minimum* requirements for the paper will receive a "C", which is average work. To receive higher marks:

- The work will cite more than 3 end notes, including work not from the required list
- The work will be clear, concise, professional and analytical
- The work will demonstrate a creative angle and presentation

	A	B	C	D	F
Abstract (5)	5				
Methodology (10)		9			
Findings (50)		40	20		
End Notes (5)	5				
Daily Journal (30)		30			
Presentation (+/-)	X				
Total					

*This paper should include *at least* 3 end notes. Any referenced material or thought that comes from a source other than the student must be attributed as such.

91

91

91

65
25

Makenzie Davies
J348 Technology Log
February 1, 2011

Abstract

The goal of the project was to track my use of communication by way of technology for seven consecutive days in four particular categories: friends, family, school and work. At the end of each day, a daily journal was taken to analyze the particular results of that day. The goal of this project was to find patterns in the way I used technology to communicate and relate it to material discussed in class and reading assignments.

hypothesize how it you can - or tell what you believe you are tracking

Methodology

I collected my information at the end of each day by adding-up every text, email and tweet. However, in order to accurately track my Facebook use, I totaled the number of status updates, comments and likes after each interaction in a document on my phone. I did it this way because I have a Smartphone and tend to interact through social media sites while away from my computer. Luckily, Twitter tracks my tweets for me, which made things much easier to calculate at the end of the day. It was also very easy to collect my daily texts, emails and phone calls because my phone saved every interaction of that day. All I had to do was find it and add it up.

Give me the list of the days each com. I'll be there

don't tell a fake - no logical + clear

Findings:

There were several trends that caught my attention through this assignment. I had high to extremely-high levels of friend-communication during the 7-day experiment. The interaction I had with my friends was **absorbingly** higher than any other category calculated. Using technology to communicate with my family proved to be minimal, with the exception of the day I caught the flu. The school communication category hit its peak on Monday and progressively declined throughout the rest of the week, which isn't unusual. This was also the same pattern for the work and professional tier; however, its peak day was Sunday. My weekend technological communication as a whole averaged out to be less than that of the weekdays. However, phone calls on the weekends were made more often than during the week. The highest day of technological communication as a whole was on Monday, which makes sense because it's the first day of the week when appointments are being scheduled and the week begins to take shape.

how?

why?

Findings include context - so what is that context

Furthermore, the day with the highest level of communication strictly with friends was on Saturday. As a whole, my educational and professional communication was much higher at the beginning of the week only to take a huge decline by Saturday. I also found that my busiest school-work days had drastically low family, school and work communication interaction; however, those days had high friend communication. In seven days, I interacted with 818 text messages to friends alone and 195, or almost 25%, were with one person alone. All in all, my main technological communication audience was friends, which wasn't what technology was intended to do.

well maybe not exactly at the statement

same

grammar

According to J.C.R. Licklider in Man-Computer Symbiosis [1], computers were to be used as agents to help humans use their time more effectively and creatively. They should act as though

they are personal assistants they help people search, archive and retrieve information quickly and easily. What I've realized through analyzing my technology log is that use technology in the manner that Licklider intended about 5-10% of the time, while using the other 90-95% to communicate with other people in a social aspect and not an educational aspect. This misuse of technology is a large trend in how many people use the Internet today.

Citation needed

not a misuse

In the lecture, *Why This Came to Be*, we discussed the questions we should ask ourselves when using technology: How is this helping someone find an answer? How is this helping someone think better? When I communicate through technology I do not ask myself these two questions. According to Chad Pollitt [2], people use the web for reasons: to solve a problem or to be entertained. My technology log proved both theories to be true.

In *A Brief History of the Internet* [3], it discusses the functions of a network, which are to allow people to find each other and share information. The goal of the network was for people to start aggregating information in large chunks. However, Facebook is a network where people can retrieve large chunks of information about only the people they approve as friends. So in a way, people are restricting their own knowledge through Facebook by selecting who they want to befriend and then repeatedly stalking them. The notion of "we default to play" as discussed in class comes to mind. It tends to be a regular occurrence in the way I use technology, which again is not the way things were intended to be.

growth too important

citation

Well once the Internet took off and allowed everyone the ability to manipulate it, people didn't try to help someone think better. They thrived on the idea of speaking to each other as discussed in the lecture *How the Digital World Came to Be*. This concept of using the Internet to communicate helped people find each other more easily, store, archive and search everything that was said. This has escalated into the pattern of technology use today. People use technology to find an answer in a convenient way, just as my technological data proved.

With today's natural tendencies of using technology to communicate, people aren't thinking about how to help someone find an answer. Most are entertaining themselves or trying to solve a problem as Pollitt [2] stated. As this pattern continues to grow, the expectations of the Internet will grow with it. People are dependent on the Internet as a convenient and efficient tool to find answer.

In *The Loneliness of a Long Distance Thinker* [4], Engelbart emphasizes that the computer fails to utilize the mind as an amplifier and understand the capabilities of what the amplified minds are able to accomplish still to this day. This reiterates the fact that I am not using technology to the best and most creative ways in which it was intended, which causes a restriction on the augmentation of knowledge that Licklider had intended technology to provide.

you disappear from entire by the 90s. Support are thought the research

Makenzie Davies
Technology Log Endnotes
February 1, 2011

[1] Licklider, J.C.R. March 1960. *Man-Computer Symbiosis*. Retrieved from: <http://groups.csail.mit.edu/medg/people/psz/Licklider.html>.

[2] Pollitt, Chad H. March 29, 2010. *Facebook Evolution: Business Communication Tool to Viable Conversion Platform*. Retrieved from: <http://kylelacy.com/facebook-evolution-business-communication-tool-to-viable-conversion-platform/#idc-cover>.

[3] Howe, Walt. March 24, 2010. *A Brief History of the Internet*. Retrieved from: <http://www.walthowe.com/navnet/history.html>.

[4] Rheingold, Howard. April 2000. *Tools for Thought: Chapter Nine –The Loneliness of a Long-Distance Thinker*. Retrieved from: <http://www.rheingold.com/texts/tft/9.html>.

Technology Log
Daily Log #1

Sunday, January 23, 2011

	IM	Email	Texts	Tweets	Facebook Interaction	phone calls	Foursquare
Friends	0	0	48	2	12	18	0
Family	0	2	0	0	0	0	0
School	0	3	0	0	0	0	0
Professional/Work	0	36	0	0	4	0	0
					25 min		

Today was a day of searching, archiving and retrieving, a concept that the Internet was designed to do as we've discussed in class. With Spring Break on my mind, I spent most of my day using technology to search for rentable space, communicate with potential renters and discuss my retrieved information with friends via texting and phone calls. I can relate my findings with Licklider's study stated in "Man-Computer Symbiosis." Today, technology helped me find a solution faster than I would have on my own. By directing technology to go find information for me through Google, I found solutions to my problems much quicker than I would have flipping through a phone book. In addition, technology used previous searches to find results that fit my needs without me ever asking. I began receiving additional emails with more information related to my previous searches. Though my scenario wasn't directly on the same track as what Licklider had hoped the internet to do, it still had relational characteristics.

My technological communication with my family is minimum today, and it probably will be all week. We usually use emails and phone calls to communicate with each other, which is about once or twice a week. I do not project these numbers to have much impact on my use of technology to communicate. My school data was also low today because it's Sunday and I try to avoid school-related communication on the weekends.

According to a class discussion, I used technology as a default to play. I spent an estimated 25-minutes interacting with friends on Facebook today. I could have just as easily called them or text them to say hello; however, it's so much more convenient to hop online and drop in a comment. Plus, it's incredibly entertaining to read all of the status updates that get posted on Sunday – the day of the atrocious hangover.

The company I work for is in New York so all of my work is done through a computer and a phone. We are a community of women from all across the United States that use technology to communicate to with one another and work together, which is another driving force behind the development of the Internet.

where did this # come from?
you can't put a number down
if no explanation

~~According to Chad Pollitt~~, the web is used for two reasons: to solve a problem or to be entertained. Today, I dabbled in both. I solved my problem of not having a place to stay for Spring Break, and I also was entertained by my "friends" on Facebook through stalking their inappropriate status updates.

— cite correctly

Technology Log
Daily log #2

Monday, January 24, 2011

	IM	Email	Texts	Tweets	Facebook Interaction	phone calls	Foursquare
Friends	0	0	148	5	13	12	0
Family	0	2	0	0	0	0	0
School	0	18	0	0	0	2	0
Professional/Work	0	29	0	0	2	1	0
					35 min		

Today, the text messaging communication with my friends increased by 100 text messages compared to yesterday. This happened because it's Monday, and I spend most of my face-time interacting with school and work, which means I am not in personal reach of my friends. In order to solve this problem of disconnection, we usually keep a strong pattern of text-communication throughout the day hence the text increase.

My Facebook numbers were a little high today. I assume this is because it's habitual to check my profile when I am on the computer. Since I was interacting with email often today, I regularly checked my Facebook page. It's a natural pattern. Or is it an addicting pattern? Facebook is like a drug. Once you become a member of their network, you are addicted to idea of having knowledge about everyone in your particular community. In *A Brief History of the Internet*, it discusses the functions of a network, which are to allow people to find each other and share information. The goal of the network was for people to start aggregating information in large chunks. However, Facebook is a network where people can retrieve large chunks of information about only the people they approve as friends. So in a way, people are restricting their own knowledge through Facebook by selecting who they want to befriend and then repeatedly stalking them. c.f.

I usually have strong communication with my work team during the beginning of the week so that we can set a layout for what the week is going to look like, which is why I have several work/professional emails today. This also relates to the school-related emails. My productivity is strong at the beginning of the week before material has stockpiled.

Overall summary of the day: Monday's are high-technology days because of its position in the week. Communicating through technology to friends, family, professors and co-workers early in the week help me get a glance at what the week will entail. Networks such as Facebook are not only limiting the knowledge that we can achieve but also create addictions to the information provided.

Technology Log
Daily Log #3

Tuesday, January 25, 2011

	IM	Email	Texts	Tweets	Facebook Interaction	phone calls	Foursquare
Friends	0	0	144	6	35	2	0
Family	0	1	6	0	0	3	0
School	0	13	0	0	0	1	0
Professional/Work	0	18	2	1	3	2	0
					1 hr.		

A few numbers are low today compared to the previous days, which could be the result of a two things. First and foremost, I caught the flu today and spent the afternoon/evening in bed only speaking to people via text so that I do not spread the illness. Secondly, my Tuesday schedule is usually jam-packed from 8 a.m. to 6 p.m. restricting my time to interact with people via technology, because I usually spend my day with the people I would talk to in class. Though I have access to Facebook, Twitter, Foursquare and emails on my phone, I barely have time to check in and update my technological life due to classes.

However, my text number is still pretty large, because I had the same pattern with texting as yesterday, which was chatting with friends via text about nonsense to keep us entertained. I had some time on my hands because of my health situation allowing me more time to communicate through technology. While I spent my evening bed-struck, I did some Facebook stalking for personal amusement, which is why that number is so high. The notion of “we default to play” as discussed in class and by Chad Pollitt comes to mind. It’s starting to become a regular occurrence, especially when I’m bored.

The communication between my family and I rose today, which was a result in the fact that I was sick. Other than instances like these, I usually do not spend a lot of time communicating with my family through technology. Checking in once a week is the typical trend.

The overall summary of today is that the more time I have to waste, the more I use technology to communicate with friends. It would make much more sense to utilize that time to augment my knowledge on other issues as Licklider envisioned; however, learning isn’t as fun as playing.

Technology Log
Daily log #4

Wednesday, January 26, 2011

	IM	Email	Texts	Tweets	Facebook Interaction	phone calls	Foursquare
Friends	0	0	91	1	7	10	1
Family	0	0	0	0	0	2	0
School	0	8	0	0	0	0	0
Professional/Work	0	17	0	6	2	1	0
					10 min.		

Again, today's numbers are low as a result of being sick and bed-struck for the first half of day. I also had a work event that evening that I had to do some major hands-on preparation for, which constricted the ability for me to access my phone or computer. My Twitter count was a little higher today, because I tweeted about the work event I had planned and invited a few followers to come. I also utilized Facebook to blast the out the invite message for the event.

I had my first Foursquare check-in today. I was the Arts and Journalism building for a class and wanted to know who else was spending the afternoon trapped in the building too. My account is also linked with my Twitter so that my followers that don't have Foursquare have the chance to meet up with me as well.

Wednesdays are the days that my mindset begins to shift. It's mid-week and I do not have class on Friday meaning my weekend can begin on Thursdays. This affects my technological communication in a few ways. My email rates will start to decrease because I don't want to answer to anyone during my play time. The text and phone call numbers will increase in the friend category because we'll all try to organize our schedules.

Though I used Facebook and Twitter minimally today, I used them in a strategic way for work. I had an event on campus this evening and blasted out a few comments through the two social media sites with hopes to build momentum and attendance. It worked. Some followers responded to my communication method and showed up at the event. As suggested in the video *Social Media Revolution 2*, word of mouth is the new advertising because of 78% of consumers trust peer recommendations compared to 14% that trust advertisements. Instead of paying to print ads in the Daily Newspaper, I promote work events through emails and social media because my attendance rates have proven to be better.

Technology Log
Daily Log #5

Thursday, January 27 2011

	IM	Email	Texts	Tweets	Facebook Interaction	Phone calls	Foursquare
Friends	0	0	97	6	1	11	1
Family	0	0	0	0	0	1	0
School	0	6	4	0	0	0	0
Professional/Work	0	7	0	0	3	2	0
					5 min.		

Today was by far the busiest day of the week. My technological communication is a strong reflection of my active day because the numbers are incredibly low compared to previous days. When my daily schedule is hectic, I spend less time on my computer responding to emails, tweeting and checking Facebook. If I receive an email, I always check it on my phone, but feel compelled to post-pone a response until I reach a computer. I'm old-fashioned and feel it's unprofessional to respond to an email with a mobile email.

My phone call interaction was higher, because I was organizing evening arrangements in Indianapolis with some old friends. Instead of texting and driving, I made phone calls on my drive down to confirm plans. This wasn't the safest choice, but the most convenient, which is an essential part of what technology provides, as discussed in class.

In effort to communicate with followers in the local area to meet up, I checked-in on Foursquare while I was mingling with friends at How at the Moon. My account is connected to my Twitter so my messages reach a wider range of people. Sure enough, an old friend saw the Foursquare check-in tweet and contacted me about joining the group later in the evening.

In summary, today's findings relate to Licklider's Man-Computer Symbiosis study of spending 85% preparing and 15% thinking. Instead of calling all of my friends that live in Indy to arrange a large group gathering, I only contacted a few and used a simple form of technology to do some leg work for me. It doesn't completely align with the concept that Licklider intended technology to do; however, the concept is much of the same. Don't waste your time trying to prepare for something that can be done much faster and efficiently with the help of technology.

Technology Log
Daily Log #6

Friday, January 28, 2011

	IM	Email	Texts	Tweets	Facebook Interaction	Phone calls	Foursquare
Friends	0	0	151	5	2	17	1
Family	0	0	3	0	0	2	0
School	0	3	8	0	0	0	0
Professional/Work	0	7	1	0	0	1	0
					5 min.		

My text and phone call communication with friends jumped back up today because we were trying to organize our evening plans. When the weekend rolls around, the technological communication between friends heightens because of people trying to coordinate plans with each other. Technology makes this extremely convenient with texting and phone calls

Through analyzing my data from today, I found that I had 62 interactive text messages from one person alone, which is half my text count for the entire day. This is incredibly interesting to me. I have seen this person every single day this week and still manage to text her that much a day. This got me thinking a little deeper about whom I am actually communicating with. What I found is that most of my technological communication is with people I see on a regular basis. According to Licklider and Bush, I am using technology completely wrong. I'm not thinking any better with technology. I'm merely staying in close contact with my friends because it's convenient.

My Facebook time has dropped significantly since the beginning of the week, because I spent face-time with the people that I chat with online so there is no need for me to be on it. Plus, today I had no desire to scope out what my Facebook "friends" were posting. I was in an urgency mood so I found it easier to text or call them, as the data proved.

A few things that stand out to me about today's data and explanations are the words easy and convenient. As discussed in the lecture "How the Digital World Came to be," the Internet was a smart program that was designed to be dumb, which gave users control with what they could do with it. By allowing the Internet to be free and accessible to anyone, it exploded in growth allowing people to speak with each other. This concept of communicating through technology has escalated dramatically and is now an everyday regimen for our generation. We use phones that act as computers yet they are smaller and have easier mobility. To imagine how fast the technological advancements are is shocking. It's scary and exciting to think of what tomorrow's technology will bring.

Technology Log
Daily Log #7

Saturday, January 28, 2011

	IM	Email	Texts	Tweets	Facebook Interaction	phone calls	Foursquare
Friends	0	0	139	11	34	13	0
Family	0	1	0	0	0	2	0
School	0	6	0	0	0	0	0
Professional/Work	0	6	0	0	8	1	0
					1 hr.		

The final day.

With the weekend here, the first technological communication that stands out to me is my increased use of Facebook. I had more time on my hands today than usual weekdays so I took advantage of it by snooping through other people's lives. Following along my trend of the week, I again used technology to default to play.

Another trend that caught my attention was the dramatic decrease in email use. This was because it was Saturday; and I mentioned on the first day of this exercise (Sunday), I try to avoid doing school-related things such as emailing on the weekend. I feel that it blocks my mentality from relaxing.

The IM section was never used this entire week. This is because I do not use it as a communication tool.

My tweets are at an all-week high today. Again, I feel that this is related to the ability of time I had on my hands. The more time available, the more time I spend aimlessly communicating through technology through social media sites such as Facebook and Twitter. In addition, my texts and phone calls can extend from the same notion.

The concept of using technology as a "default to play" is the definite theme for the final log day. This draws me to previous reading material that defines my inability to properly use technology. In *The Loneliness of a Long Distance Thinker*, Engelbart emphasizes that the computer fails to utilize the mind as an amplifier and understand the capabilities of what the amplified minds are able to accomplish still to this day. This reiterates the fact that I am not using technology to the best and most creative ways in which it was intended, which causes a restriction on the augmentation of knowledge that Licklider had intended technology to provide.