

1. Where are you from? (City, State, Country)

Text Response

Houston, Texas, USA
 Atlanta, Georgia, USA
 Atlanta, Georgia, USA
 New York
 Cranbury, NJ, USA
 Greensboro, NC
 East Setauket, New York USA
 Chicago, Illinois, USA
 New York City
 Virginia Beach, Virginia, USA
 Medina, Ohio, United States
 Santa Cruz, CA, US
 Atlanta, GA, USA
 Powder Springs, Georgia
 Raleigh, NC, USA
 Seattle, Washington, USA
 Kansas City, MO
 Highland Park IL, USA
 Indian Harbour Beach, Florida, USA
 Baltimore, MD USA
 Charlotte, North Carolina, United States
 Memphis, TN, USA
 Paris
 San Jose, CA, USA
 Decatur, Ga, USA
 Stone Mountain, Georgia, USA
 Baltimore, Maryland, United States
 Atlanta, Georgia, USA

Statistic	Value
Total Responses	28

2. Which classification/year category do you fit?

#	Answer	Response	%
1	First year	9	32%
2	Sophomore	15	54%
3	Junior	2	7%
4	Senior	2	7%
	Total	28	100%

Statistic	Value
Min Value	1
Max Value	4
Mean	1.89
Variance	0.69
Standard Deviation	0.83
Total Responses	28

3. What is your gender identity?

#	Answer	Response	%
1	Male	10	36%
2	Transgender	0	0%
3	Prefer not to respond	0	0%
4	Other	0	0%
5	Female	18	64%
	Total	28	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	3.57
Variance	3.81
Standard Deviation	1.95
Total Responses	28

4. How do you self identify in terms of race or ethnicity?

Text Response
White
White
Caucasian
African American
Caucasian
Caucasian
Asian
African American
White
white
White
White
White
white
white
White
bi-racial; latina and white
Latino
White
White
Lebanese/Arab-American
White
White
Hispanic and Latina
White
Black/African American
White/Caucasian
White

Statistic	Value
Total Responses	28

5. What is your major (or anticipated major)?

Text Response

English
 Psychology
 Communications
 Africana studies
 Not sure yet!
 Undecided (possible Psych or Com)
 undecided
 Political Science
 Environmental Studies
 undecided
 Pre-med
 Engineering
 Unknown
 engineering
 psychology
 Public Health or Psychology
 Sociology
 not entirely sure, maybe something in the social sciences
 Biology
 Economics
 Sociology
 Undecided (Interested in Advertising, Design, and Business - have been taking communications, writing, digital studies, and art classes)
 Undeclared
 Possibly Political Science, Interdisciplinary Studies, Sociology
 Undecided
 Economics
 Political Science
 Political Science/ Spanish

Statistic	Value
Total Responses	28

6. What is your minor (or anticipated minor, if any)?

Text Response
Possible Film and Media Studies
Either communications, Spanish, or sociology
German or Psychology
Communications
Not sure yet!
undecided, possible com or gender & sexuality studies
anticipated communications minor or Hispanic studies minor
Sociology
Art history/ urban studies
spanish
math
Computer Science (possibly)
Unknown
Medical Humanities
Theatre
n/a
Communications
Possibly Spanish
Anticipated Ethnic Studies (Africana Track)
See Above
Undeclared
Possibly Theatre, Film and Media Studies, Digital Studies
N/A
None
Spanish/ Communications

Statistic	Value
Total Responses	25

7. Which of the following do you own?

#	Question	Own it	Don't own it	Don't own it but have access to it.	Total Responses	Mean
1	Laptop	28	0	0	28	1.00
2	Tablet (ipad, etc.)	7	20	1	28	1.79
3	Cell phone	28	0	0	28	1.00
4	TV	13	4	11	28	1.93

Statistic	Laptop	Tablet (ipad, etc.)	Cell phone	TV
Min Value	1	1	1	1
Max Value	1	3	1	3
Mean	1.00	1.79	1.00	1.93
Variance	0.00	0.25	0.00	0.88
Standard Deviation	0.00	0.50	0.00	0.94
Total Responses	28	28	28	28

8. How often do you use each of the following?

#	Question	Never	Less than Once a Month	Once a Month	2-3 Times a Month	Once a Week	2-3 Times a Week	Daily	Total Responses	Mean
1	Laptop/computer	0	0	0	0	0	1	27	28	6.96
2	Tablet	13	8	0	4	0	1	1	27	2.15
3	Cell phone	0	0	0	0	0	0	28	28	7.00
4	TV	1	3	5	4	6	7	2	28	4.43

Statistic	Laptop/computer	Tablet	Cell phone	TV
Min Value	6	1	7	1
Max Value	7	7	7	7
Mean	6.96	2.15	7.00	4.43
Variance	0.04	2.67	0.00	2.70
Standard Deviation	0.19	1.63	0.00	1.64
Total Responses	28	27	28	28

9. How often do you use each of the following?

#	Question	Never	Less than Once a Month	Once a Month	2-3 Times a Month	Once a Week	2-3 Times a Week	Daily	Total Responses	Mean
1	Email	0	0	0	0	0	0	28	28	7.00
2	Facebook	1	1	0	0	1	4	21	28	6.39
3	Twitter	10	0	0	1	2	4	11	28	4.46
4	Instagram	4	0	0	2	1	1	20	28	5.82
5	YikYak	12	3	0	1	2	5	5	28	3.46
6	Tumblr	17	2	2	2	0	2	3	28	2.43
7	YouTube	1	2	0	2	6	11	6	28	5.39
8	Linked In	20	2	2	2	1	0	1	28	1.79
9	Snapchat	4	0	0	0	0	4	20	28	6.00
10	Vine	12	4	1	5	2	1	3	28	2.86
11	Whatsapp	26	1	0	0	0	0	1	28	1.25
12	Pinterest	17	1	3	2	3	1	1	28	2.29
13	Google+	21	2	0	2	1	1	1	28	1.82
14	Meetup	28	0	0	0	0	0	0	28	1.00
15	Tinder	24	1	0	1	1	1	0	28	1.46
16	Reddit	20	2	2	0	0	2	2	28	2.00
17	Flickr	25	3	0	0	0	0	0	28	1.11
18	Blog(s) (Wordpress, Blogspot, etc.)	22	2	0	1	3	0	0	28	1.61
19	Podcasts	22	4	0	0	0	2	0	28	1.50
20	Radio shows	20	2	2	1	3	0	0	28	1.75
21	Movies	1	0	6	11	6	4	0	28	4.18
22	TV shows	1	1	2	8	7	6	3	28	4.75
23	Netflix	1	1	1	4	7	10	4	28	5.18
24	Hulu	16	5	1	3	1	1	0	27	1.93
25	Cable	6	5	3	6	1	6	1	28	3.46

2 6	Other TV programmin g outlet	18	3	2	3	0	1	0	27	1.78
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a n d a r d D e v i a t i o n	0 0	4 7	7 3	1 8	5 7	1 8	5 7	5 2	1 1	1 2	1 4	8 6	7 0	0 0	2 9	9 6	3 1	4	3 2	3 8	1 6	4 6	4 7	4 4	9 5	4
T o t a l R e s p o n s e s	2 8	2 8	2 8	2 8	2 8	2 8	2 8	2 8	2 8	2 8	2 8	2 8	2 8	2 8	2 8	2 8	2 8	2 8	2 8	2 8	2 8	2 8	2 8	2 7	2 8	2 7

10. What do you use the internet for the most? List your most frequent internet activities.

Text Response

Email, Research, Social Media, Blogging

Moodle, Netflix, email, Facebook, online shopping

Checking email, facebook, and listening to music on Spotify

Email, Facebook, shopping

Email, Facebook, Spotify, Homework assignment access, Grade book access

Email, social media, checking/completing homework assignments

social media, studies, email, entertainment, shopping

Schoolwork, entertainment

Instagram/facebook/email

homework

Videos, homework, shows

Email, looking up random information, school research, Skype

Reddit, Watching Youtube, and homework

school related, sports, tumblr, youtube netflix

homework, keeping track of info for sports

Checking email, homework purposes, buzz feed

Netflix, Hulu, email, messaging on my computer

Netflix, online gaming, social media (facebook)

School work, email, netflix, google and social media

Mostly just school work like readings, email, ect.

Email, Twitter (for news, entertainment, interacting with friends), Facebook, Instagram, YouTube, music streaming and music news websites, ESPN, Netflix, Facebook, Twitter

email

Check email, listen to music, watch videos/movies, check information(google), keep in contact with people/friends

Facebook, Email, Tumblr, Movies

Looking at the latest sports/hip hop news and searching for funny pics/videos

Homework, email, news, youtube, facebook (which can count as news [also, why is it not called "knews", that would make more sense with the whole "knowing" thing]), and occasional tangents

Social Media, School work, email, online shopping

Statistic	Value
Total Responses	28

11. List your top 5 favorite TV shows, movies, and/or genres.

Text Response

Gilmore Girls Clue (movie) Psych Rookie Blue Miranda
 The Office, Parks and Rec, Friday Night Lights, Gilmore Girls, Easy A
 TV Shows: Parks and Recreation, Friends, Gossip Girl, Orange is the New Black, Criminal
 Minds Movies: Saved, Big Fish, My Big Fat Greek Wedding, Mr. Bean's Holiday, Spirited Away
 Reality TV, the real, love and basketball, best man holiday, hgtv
 Currently watching all of Gilmore Girls so I LOVE that show! I adore the movies Life Aquatic,
 Dead Poets Society, Garden State, The Graduate, and Across the Universe
 The Bachelor/Bachelorette, Game of Thrones, Modern Family, Friday Night Lights, Nashville
 1. Breaking Bad 2. The Office 3. Parks and Recreation 4. Orange is the New Black 5. Law &
 Order: SVU
 TV Shows: Fresh Prince of Bel-Air, Martin, The Walking Dead, Prison Break, Sons of Anarchy
 Movies: Training Day, Inside-man, American Sniper, Straight Out of Compton, Coach Carter
 Genres: Action, Comedy, Drama, Horror
 Love actually, Greys anatomy, gossip girl, house of cards, Flight
 Good Will Hunting, Friends, The Office, Shawshank Redemption, House
 Scrubs, That 70's show, Yu-Gi-Oh, Never Back Down, Forrest Gump
 Forest Gump Breakfast at Tiffany's Good Will Hunting Friends The Office
 suits pursuit of happiness naruto shawshank redemption monk psych burn notice
 Rookie Blue Graceland Criminal Minds Castle Bones
 Friday Night Lights, The Newsroom, Gilmore Girls, the Devil Wears Prada, The Bourne
 Supremacy
 Shows: So You Think You Can Dance, Masterchef (junior and homecooks), New Girl, House of
 Cards, Walking Dead Movies: A Single Man, Princess Mononoke, 500 Days of Summer, Easy
 A, Her
 Archer, Parks and Recreation, It's Always Sunny in Philadelphia, Futurama, Orange is the New
 Black
 The Parent Trap, Remember the Titans, Parks and Rec, Friends, and Romantic Comedies
 Game of Thrones, Breaking Bad, True Detective, Law and order. I can't think of a 5th.
 The Office (US), Criminal Minds, Love it or List it, Witty sitcoms, interesting talk shows
 TV SHOWS 1) Breaking Bad 2) House of Cards 3) Luther 4) Fargo 5) The Office MOVIES 1)
 Fight Club 2) Whiplash 3) Birdman 4) End of Watch 5) Dope GENRES 1) Comedy 2) Drama 3)
 Thriller 4) Documentary 5) Action
 I don't really watcj TV.
 That 70s Show (tv show), Glee (tv show), Scrubs (tv show), 13 Going on 30 (movie),
 telenovelas :D
 The 100, Teen Wolf, Bob's Burgers, Tangled, Clue
 Game of Thrones, Breaking Bad, Archer, Arrested Development, Adventure Time
 "The Dark Knight", "Inception", "Batman: The Animated Series", "Lord of the Rings", "Star Wars"
 TV Shows: Scandal, Modern Family Movies: Comedies, romance, action

Statistic	Value
Total Responses	27

12. What topics do you find yourself drawn to read about the most (whether books, articles, etc.)?

Text Response

Things that delve into the psyche, memoirs, things about the human experience, etc.
 Relationships, inspirational stories, anything sports related, especially football.
 Social activism, social networks, character driven novels, transformation stories
 Black studies
 I find myself attracted to topics that either deal with scientific thought or recent news/discoveries
 animals
 breaking news or fiction
 News articles
 the environment, food
 politics, international affairs
 Historical battles, entertaining fiction, and classics
 I like reading science articles, but if I am reading a book I like fiction. I'll read really anything that grabs my attention
 People with complex, counterintuitive stories.
 sportd
 dystopian fiction, and other less specific types of fiction
 Food, general health topics,
 articles on facebook that my friends post
 Things related to race or social class in the U.S.
 love stories/feel good stories, funny, topics that I can personally relate with
 Definitely mysteries.
 Race/Racism, Psychology, Integrative/Alternative Health, Intersectional analysis of social issues, Pop culture (celebrities, music, sports, etc.)
 Design, Aesthetics, Product Packaging, Advertising, Music, Sports, Technology, Innovators, Comedians
 Music, Fiction and Philosophy
 Science-Fiction, Romance, Pop Culture, International issues, Diversity/Multicultural issues, Historical Fiction
 I'm a sucker for any type of humorous media
 In terms of this class, political topics, issues of international relations, and issues involving the Middle East. If there's one that combines the three, as is often the case, I'll read that is I see it.
 Current events, pop culture related articles

Statistic	Value
Total Responses	28

13. What is one aspect about media and convergence that concerns you?

Text Response

Cuts out many human interactions and a need for certain skills so, if the technology were to fail, other options would be limited

The quickness at which it changes and the learning curve and the prevalence of technology in younger generations.

The constant need to buy/download new things

If one day we might have a chip in our head

The ownership aspect concerns me- we see a lot of platforms in the hands of a few, meaning that audiences get a limited perspective

That soon I will be irrelevant and 'old'

How strongly the media can affect the minds of children growing up in today's digital age.

One things about media and coverage that concerns me is that in large cities such as Chicago, it seems as though only negative stories are being shown.

having a large part of my life on one single device

dehumanization

The inability to escape its reach.

Younger generations only spending time on iPads and iPhones, because everything they could want is on one device, rather than going outside or doing active activities.

Our neglect of face-to-face communication

the way it and change and affect a people culture

how quickly things change. it seems like we try to get used to one thing and before we figure it out there are 10 new ways to do it

People having so much constant access to media that face to face interactions become a novelty

how it affects our ability to connect with ourselves and others (eye contact, self reflection, successful dialogue) and our physical nature (posture, eye health)

Big companies excluding certain content that competes with theirs from their service

I am concerned that people are losing the ability to socialize with one another without the influences of their devices.

Mainly that people are becoming addicted to their devices and that everyone will become less productive.

The economic aspect of convergence concerns me because formerly independent media outlets are now at the mercy of large corporations. I am convinced this aspect of convergence has put freedom of the press in great jeopardy.

Being inundated with a personalized stream of information on a daily basis, I worry what information I'm missing out on/separating myself from and also worry that breadth over depth is becoming an issue for me

All of them, my student status requires me to use many different media on a daily basis.

The fact that one needs to be on top of all the latest gadgets/inventions (not necessarily but for the most part).

The potential overshadowing of certain types of media (ex print books) by other types of media (ex tablets/kindles)

Too much important information in one place. Hackers and Cyber Terrorists have potential to be a major issue.

The lack of depth that sometimes emerges from catering to a person's interests, and important issues, especially scientific ones that take a lot of time and details to explain, that get glazed over.

The lack of face to face communication and engagement that it promotes

Statistic	Value
Total Responses	28

14. What is one aspect about media and convergence that excites you?

Text Response

Increased ease in everyday tasks

The new possibilities and ease of usage.

Easier accessibility

It can all be on one device!

It's exciting that it is all constantly changing. What will everything be like in 10 years? Looking back on how things have changed is incredibly exciting.

The new fields of study it is opening, and the good that can come out of all the media & convergence

The ways in which media and convergence have changed interpersonal communication.

One thing that excites me is how fast media coverage travels these days.

convenience

simplicity and efficiency

Being able to manage my life from my fingertips

The possibilities of new technologies that are capable of truly doing everything that you could want, possibly even artificial intelligence.

Cross-platform literature

the immediate exchange of media and entertainment across all platforms of communication

new ways to do things/new combinations of new and old ideas

everyone being able to contribute their thoughts

It seems easier for artists to get exposure and be in dialogue with other artists

Accessibility to new content more easily

The possibilities of stronger communication and collaborations on a world wide scale

The ability to communicate with others like family members and loved ones over a long distance.

Access to one device (for instance, a smartphone) gives the user access to a wealth of knowledge and capabilities that can make life easier.

I'm excited to see what new technologies emerge in the future and how both they adapt to the public and also how the public adapt to work with them

The idea of one centralized platform en-globing all forms of media

How communication is being facilitated through each of those gadgets/devices/inventions.

transnational cultural sharing

The new technologies that are being integrated into normal life and how that will affect mass media.

The immediacy and the ability to advertise large events or products purely based on the excitement of particular individuals over such things (example: Bernie Sanders' campaign strategy).

The way it makes the world seem so much smaller

Statistic	Value
Total Responses	28

15. Other than the joy of acquiring new knowledge, what influenced you to take COM/SOC 275?

Text Response

I love the study of mass media and specifically, the influence of the audience on media and vice versa. I find it fascinating.

I took this class because I'm interested in communications and I am potentially considering a minor in communications. My mom works in advertising and it's a possible career path. I think taking a communications class will be beneficial if I decide to go down that career path.

Interest in both Communications and Sociology, also an interest in the field of advertising for a career.

For the com minor and I also heard great reviews on Dr. Martinez

After I made my Presidential speech on my last day of high school, people approached me and said, "You need to go into politics! You're a great speaker!" I love to speak, but politics is not my thing. However, I have always been interested in sociology, psychology, and communications, so this class seemed interesting to me. I want to explore the "behind the scenes" as to how we receive our information in our digital world as well as the theories that fuel our thinking and actions when utilizing technology.

I am considering a communications minor, and I am super interested in mass media and think I want to go into doing social media or mass communication work for some sort of non-profit.

I took COM201 my first semester at Davidson and was immediately intrigued by the subject.

Because of the fact that I am so involved in social media and the world of media coverage, I thought it would be interesting to hear about and acquire a deeper perspective on the things that I find myself using on a day to day basis.

interest in learning about how people use social media/ how it affects society, learning about innovations and technology that surrounds us every day

I am very interested in how the media affects the day to day lifestyles of society.

I am very interested in how media influences public opinion, especially when the public doesn't know it's happening. I enjoy knowing what influences people and how companies influence the public, so that I can think independently about ads and see the deeper meanings.

I was reading through class offerings and this one sounded interesting. I feel like it is an important thing to learn about because media is growing and expanding so fast during this time.

Reviews.

the course description made the class seem very interesting and new, very up to date with the way media is now.

I dropped Organic Chem and needed a fourth class and I thought it looked like a really interesting topic. Also I have never taken a COM or SOC class before so I thought I'd try it out. Mass media surrounds us everyday, and I wanted an inside scoop on their tactics and how we are unknowingly influenced by technology.

I've always been interested in how media maintains and pushes against systems of power and privilege. I've loved analyzing commercials, particularly focusing on trending aesthetics. In my Performing Arts class and a lecture I attended on the Power of Representation with Penumbra Theatre Company, I learned how problematic images have been reused and persisted even as media mediums change.

I was interested in learning how our society is being influenced with the recent surge in new media outlets

I believe that mass media has such a strong impact on society, however, I feel that it is not always a positive one. Therefore, I am really interested in learning the best and most efficient ways to utilize mass media outlets. With rapid technology growth, I feel that being able to

understand and properly use mass media realms is a vital skill to have not just for future employers but just in life as well.

Mass media and its convergence is not something that I think about often. I have definitely noticed the changes around me but never actually thought in depth about them so I thought it would be cool to learn about what is going on and be an informed citizen.

I love exploring and talking about the effects of mass media (especially social media and new media) on different aspects of life.

I have always been very interested in business and advertising and design, and learning about how those institutions have had to adapt to the technological landscape, in targeting new audiences in new ways through different, more personalized and specialized methods and approaches

The fact that it deals with a very pressing issue of our time

I am interested in the digital realm and I haven't taken a cross-listed class, or a communications nor sociology class, and I also wanted to learn more about these subjects.

am excited about mass media! Plus COM/SOC 218 last semester was rad

I am interested in possibly working in sports media and knowledge on mass communication would be extremely useful. And honestly I asked around and heard that you are a great professor :)

About half a year ago, as you probably heard, the national media took notes that riots rocked the city of Baltimore, my home city, over the death of Freddie Gray. According to various news stations and networks, the city seemed like it was in turmoil. Facebook, however, told a different story. Many of my friends from Baltimore who were a year younger than me, or who had stayed there and attended local colleges or universities, observed these depictions of Baltimore and took to social media in an attempt to debunk this vision. I was still in Davidson at the time, and, while I still shared several of the articles my friends points out to me, maintained the perspective of an observer. An example of the media coverage of Baltimore: the same day several hundred people rioted, ten thousand people marched through Baltimore in a peaceful protest. Guess which one got more media attention. Both the larger and the smaller forms of media in this story are an important part of this class and the future. Both have positives and negatives. The question for me is; how do we consolidate the gap between them and create a larger media scene based on knowledge rather than sensationalism.

I'm interested in a communications minor concentration and have never taken a sociology class so this course seemed perfect. Also, my Freshman Writing 101 class was called "Twitter Problems" and we discussed many of the same subject, which I really enjoyed.

Statistic	Value
Total Responses	28

16. Free response! What else is on your mind pertaining to our class that you haven't already been asked about in this survey?

Text Response

I hope classes of this subject matter (and maybe with more specifics) will be offered in the future with a smaller class size.

How the use of technology in schools, especially elementary schools, affects children and their learning. Also how the use of social media apps impacts our lives in ways either beneficially or harmfully.

I was a bit scared at first because I seemed to be one of a few freshman in the class, but now I am excited to hear the perspectives from my fellow peers at Davidson who are older than I am. I'm super excited for this course!!!

I can't wait! Seems like a great course.

I found it helpful to sit in a circle during class discussions in COM201 and I think it might work well in this class as well.

n/a

how media might change in the future

I very excited about our final exam media project!

Not much.

nothing lol

im excited to finally have a reason to get a twitter!

What does watching television before you go to sleep do to your mind????

I think it would be interesting to look into the affects that Mass Media has on cyber bullying as we go through the semester.

Will we be covering media from history or mainly just new media within the past two decades?

I wonder how much of the class will be focused on a predictive look at the future of the mass media landscape and how much will be used to analyze current and past trends

The societal part of the clas

Not sure really...

What is your favorite type of social media? Do you join a "hot" new app/social media soon after hearing about it? Or wait until you feel like you need it?

Should I create accounts on some of the various forms of social media listed above in order to better observe them for this class?

Really excited to learn more!

Statistic	Value
Total Responses	20