Day in the life
Case studies

REVEALING REALITY

Ofcom

Taking a holistic approach to understanding media literacy

Respondents' lives and experiences with media were explored in granular detail through full-day ethnographies. This included spending a whole day with someone, with a mixture of interview, observation, and shadowed activities, to cover key activities and observe the moments where media plays a role in people's lives in real time.

Respondents then completed a 7-day media diary, including a written account of their day and recording the different ways they consumed and used media, whether that was on their phones, laptops, or non-digital devices. For a majority of the respondents, this included capturing 3 days of full screen record on their phones, from first thing in the morning to last thing at night. This meant every moment of their phone screen time was recorded, meaning every behaviour, platform, and piece of information could be seen. After reviewing the diary, specific moments and touchpoints were explored in follow-up interviews to understand the more granular decision making behind different behaviours and interactions with media and information across the week.

The benefits of this kind of ethnographic research include building a detailed picture of participants' day-to-day lives, which give the research findings greater depth and context.

For the purposes of this report, participants' real names and some details have not been used for legal reasons.

REVEALING REALITY

Exploring media literacy across areas of people's daily lives

This research explored media literacy across many areas of daily life. Through observational fieldwork, interviews with respondents, and qualitative analysis, it became apparent that these areas of activity are where media literacy is playing a role in people's lives. These categories evolved over the course of the research to ensure media literacy was being explored across many different areas of life.

This diagram is used throughout the report and represents the extent to which media literacy plays a role in these areas of an individual's daily life. For example, the diagram on the right shows that media literacy plays a greater role in someone's finances and a much smaller role in their working life.

Alongside it sits more detailed explanations for each respondent about the ways that media literacy is creating opportunities and limitations.

N.B. this report references experiences in some places that readers may find distressing or offensive. When this is the case, content will have a trigger warning which will be a triangle symbol with an exclamation mark inside. A brief description of the upcoming content will then be provided.

REVEALING REALITY
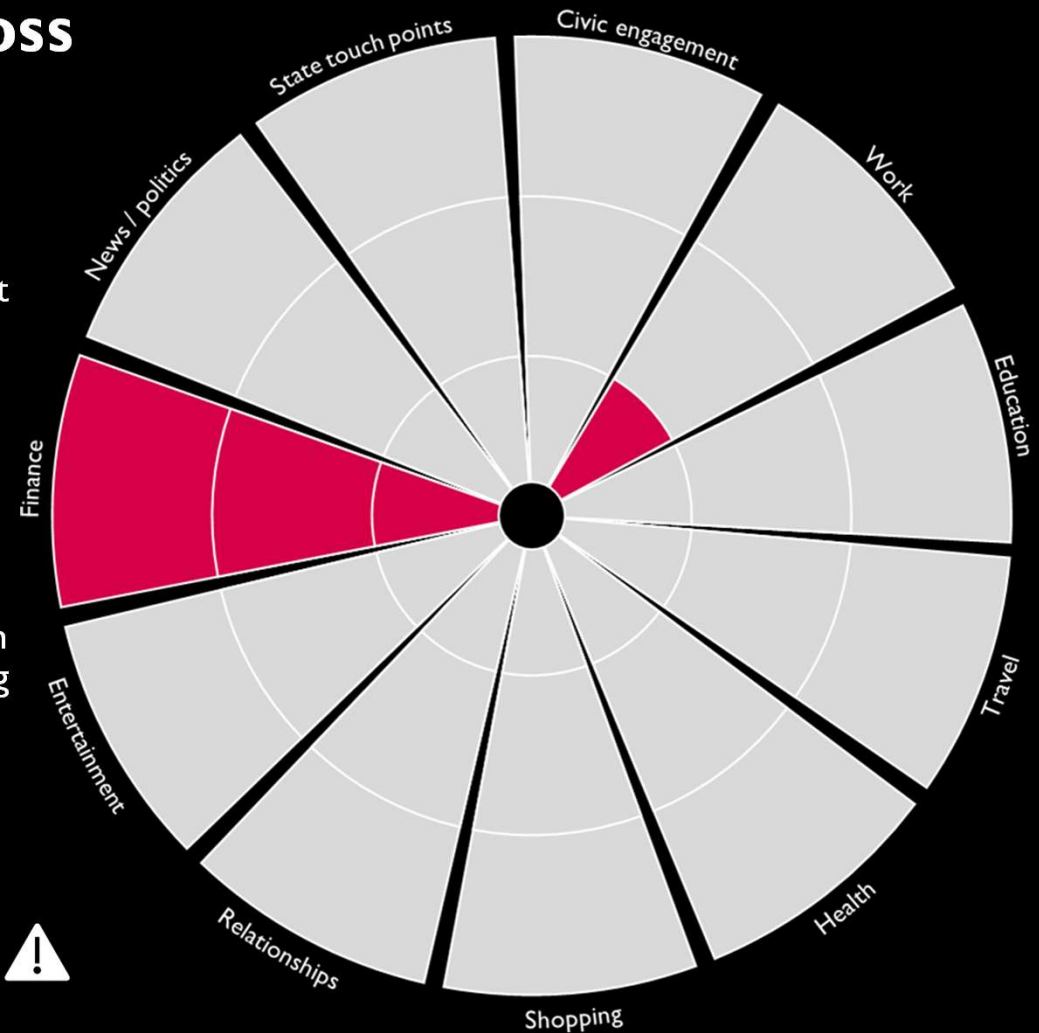
Where does media literacy play a role in respondents' lives?

We mapped how much of a role that media literacy was playing across different areas of activity.

- For many respondents, media literacy played a large role in their consumption of news and politics.
- For some respondents, media literacy played a small role in their finances.
- For a few respondents, media literacy played a large role in their relationships.

A few respondents

Some respondents

Many respondents

REVEALING REALITY

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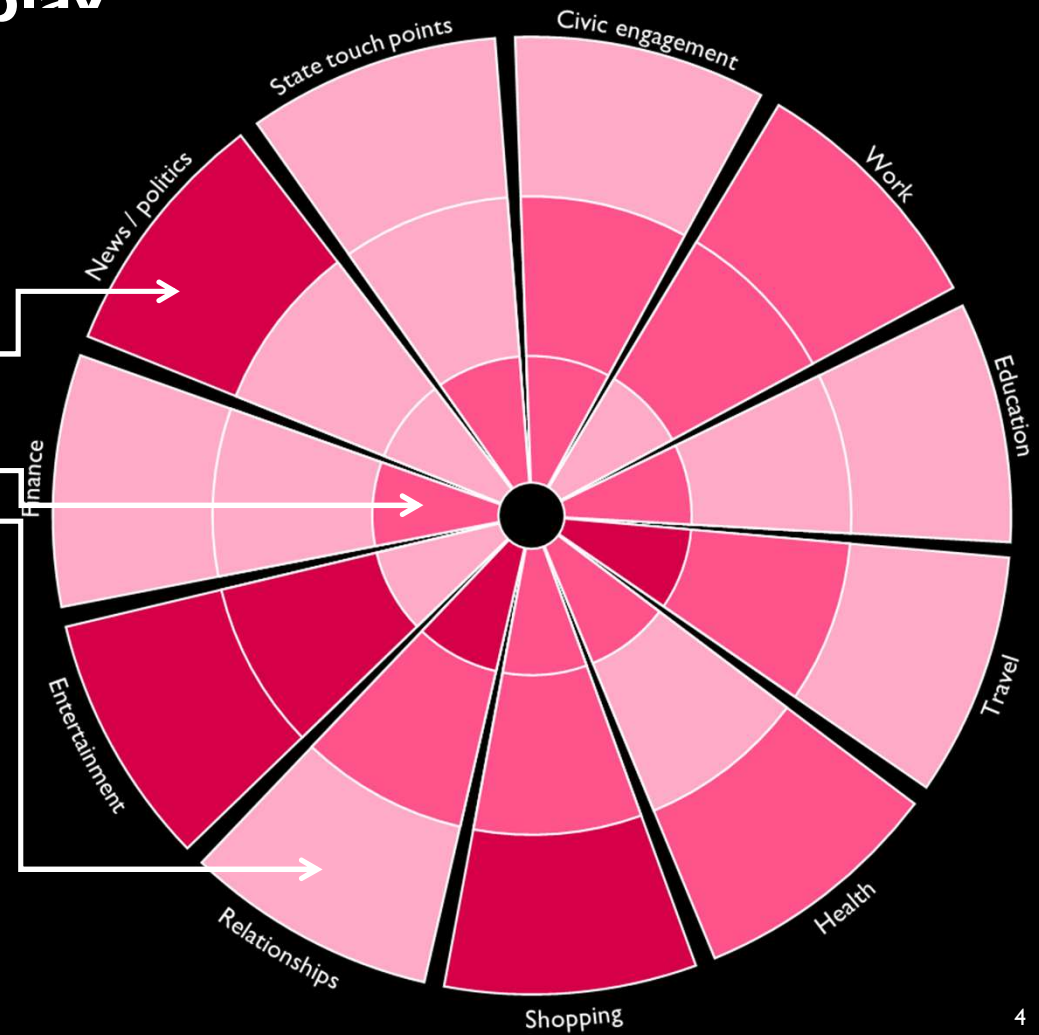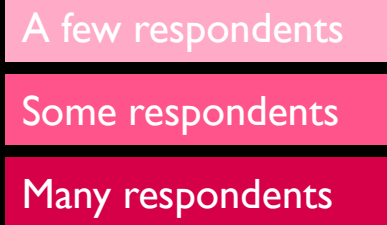
John, 65-75
Socio-economic group: C1

John lives in Wales with his wife, in a house that they are renovating.

John and his wife are both now retired and are enjoying having more free time. They spend a lot of time helping their children and doing activities with their grandchild who lives close by. An average day for them currently consists of working on the house, and then they will often visit friends or have friends come to visit them in the afternoon.

John has recently been the victim of an online scam. Since this incident, John spends several hours a week trying to trace the people who have scammed him and to see if there is a way for him to get his money back. He also warns other people about financial scams on Facebook by posting in groups or commenting on 'dodgy' adverts.

"Facebook shouldn't be allowed to carry adverts for websites like that."

A day in John's life

Time	Activity
6:30am	Wakes up
	Breakfast
9:00am	**Check the headlines**
12:00pm	Start work on the house
2:00pm	Have lunch
	Check Facebook and emails
9:30pm	Watch documentary
11.00pm	Go to bed

John and his wife are currently busy renovating their house. They are doing a lot of the work themselves and spend most of their time working on it when they are not seeing their family who live nearby.

After he wakes up, John spends time checking the news headlines, either on his phone or by watching the TV.

He tries to start work on the house for 9am as he likes to keep the same working hours that he had before his retirement.
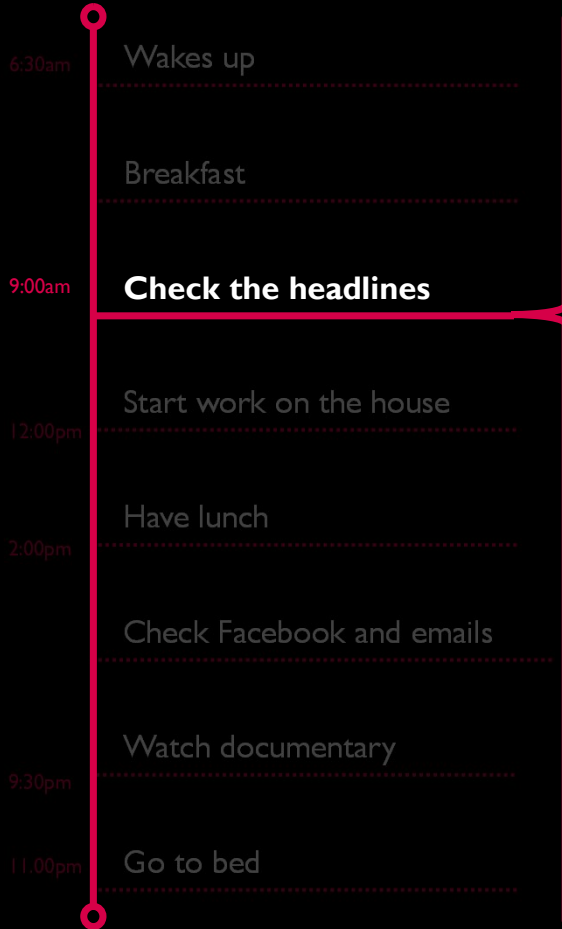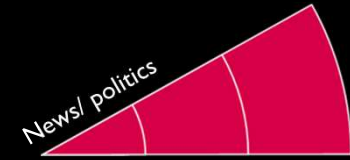
After lunch, John usually works on the house and then will spend time on his laptop. He mainly spends time on Facebook and checking his emails.

John is in lots of different Facebook groups. These are mainly groups related to his local area, fishing, or some for people seeking advice about online scams.
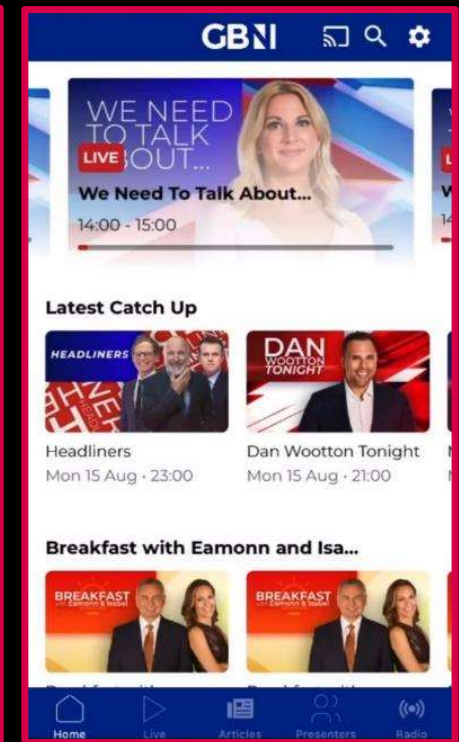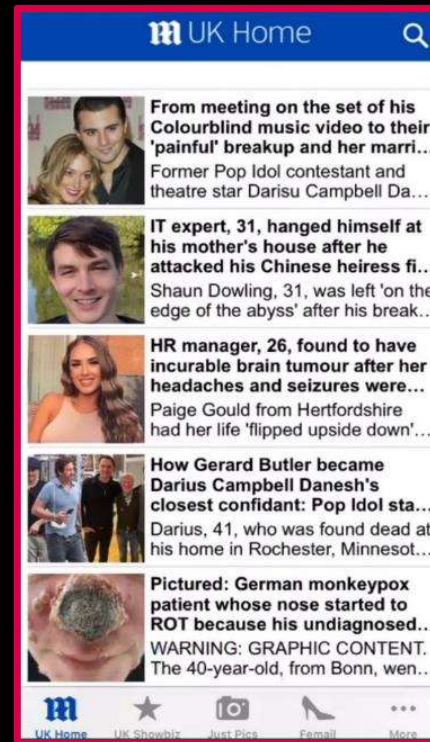
In the evening, John and his wife will typically watch a documentary before going to bed.

John checks the headlines each day

6:30am — Wakes up

Breakfast

9:00am — **Check the headlines**

12:00pm — Start work on the house

2:00pm — Have lunch

Check Facebook and emails

9:30pm — Watch documentary

11:00pm — Go to bed

John reads the headlines each day and finds it important to be informed on what's going on politically. John is careful about the news media that he consumes as he feels that a great deal of news coverage is biased towards different political parties. He relies on the Daily Mail and GB News to get news content as he feels that they 'say it how it is' and aren't influenced by different political parties.

John regularly receives spam emails

6:30am — Wakes up

Breakfast

9:00am — Check the headlines

Start work on the house

12:00pm

Have lunch

2:00pm

Check Facebook and emails

Watch documentary

9:30pm

Go to bed

11:00pm
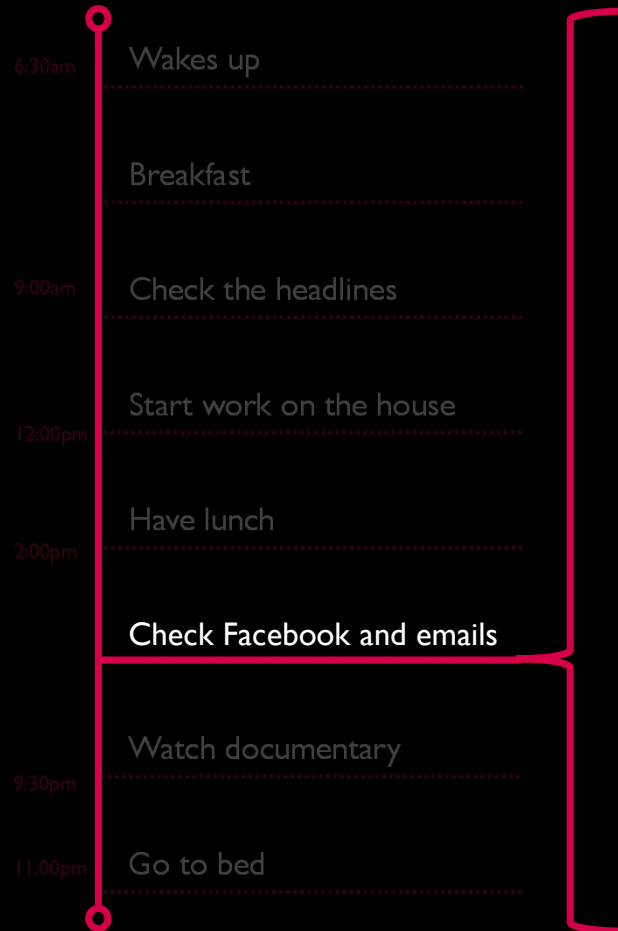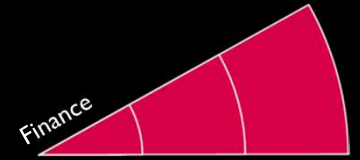
John is regularly targeted by spam emails offering to help him in relation to the scam he experienced. He reports each spam email he receives, as he is hoping that this will stop others being victims of such scams. Occasionally these emails will have an attachment in the form of a formal letter.

"I only know they're fakes because of what happened"

On Facebook, John regularly sees adverts for online investments that use Martin Lewis to promote their services. John now knows these are fake and posts comments on the adverts to try and warn others.

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Where does media literacy play a role in John's life?
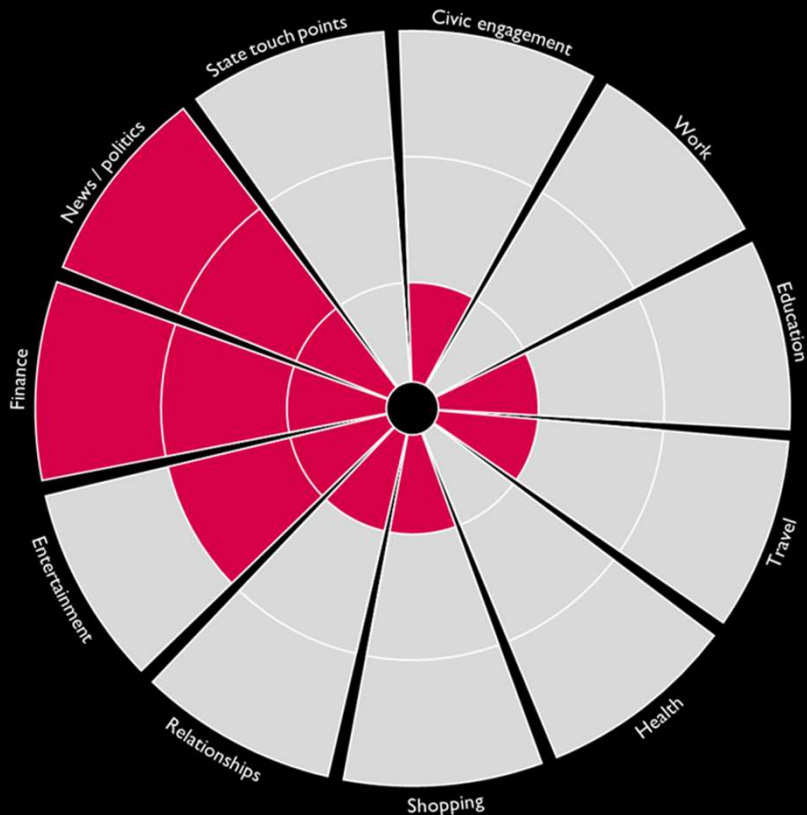
John has a smartphone and desktop computer - he uses them to stay in contact with people, do some online shopping, and stay up to date on the news. He prefers not to use his phone much as he finds some of the functionality difficult to use, particularly how small the apps are. Due to John being scammed previously in an online scheme, he now receives a number of calls each day from people trying to scam him who pose as recovery agents. He has decided to keep his phone as he thinks that it might provide the police with useful evidence if they manage to find the people behind the scam. He now reflects that he fell for the scam because he wasn't able to identify that the company didn't have a proper URL.

John also sees lots of adverts for online investment on social media that link to scam sites. He often clicks on them as he wants to see what they look like. As a result, he now receives even more of these adverts than before. He feels strongly that social media companies have a responsibility to remove such adverts from their sites.

John feels that the news media has become less trustworthy and reliable, in particular mainstream news channels. He sees that different news providers have political biases and now chooses to go to GB News and the Daily Mail for news, which he feels are the least biased.

Sue, 55-65

Socio-economic group C1

Sue lives alone in the Midlands after recently losing her husband. She has a number of disabilities. Since the loss of her husband, she has been feeling very low and anxious about the wider world, at one point refusing to leave the house. Today, Sue is building her confidence to try new things and meet new people. She has carers who meet her to help her with errands.

Despite feeling anxious over the past few years, Sue really wants to get out and "start living again". She is highly motivated to meet new people and try new things so she can have new and rewarding experiences. Sue has a small group of friends in the area and has met some people through group holidays. However, she feels one of her friends is taking advantage of her, and so wants to make more friends. Sue's hobbies include painting, reading, and going to the gym.

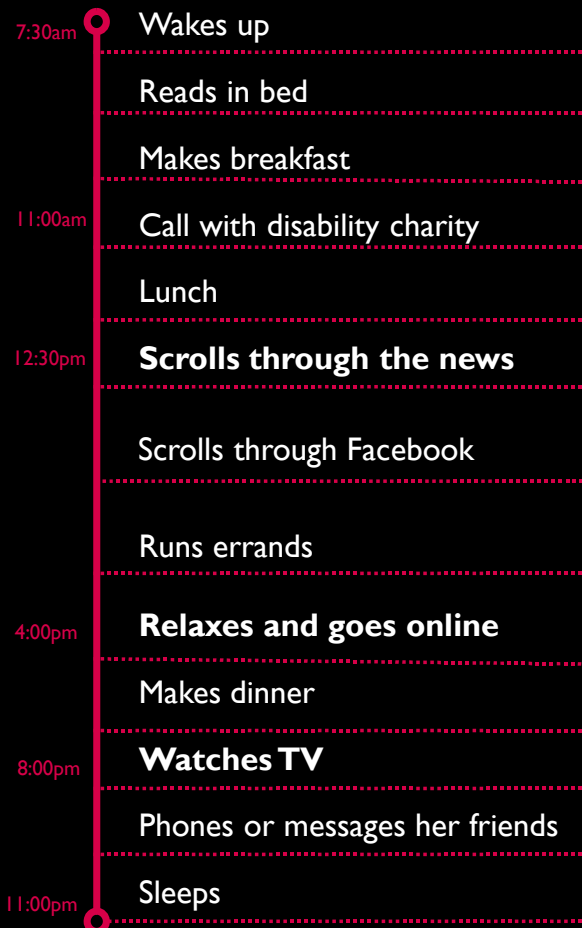Sue has a tablet, telephone, TV, and Alexa (Amazon cloud-based voice service). She spends time browsing Facebook and Google News to get updates about relevant disabled communities. Sue is slightly worried about data sharing and doesn't feel safe sharing information online as she fears someone may take advantage of her vulnerable position.

REVEALING REALITY

"I've got a couple of new apps on my phone that help with daily life."

A Day in Sue's life

Time	Activity
7:30am	Wakes up
	Reads in bed
	Makes breakfast
11:00am	Call with disability charity
	Lunch
12:30pm	**Scrolls through the news**
	Scrolls through Facebook
	Runs errands
4:00pm	**Relaxes and goes online**
	Makes dinner
8:00pm	**Watches TV**
	Phones or messages her friends
11:00pm	Sleeps

Sue has a very organised day - because of her accessibility needs, she sticks to a routine. In the morning, Sue enjoys reading in bed before getting up.
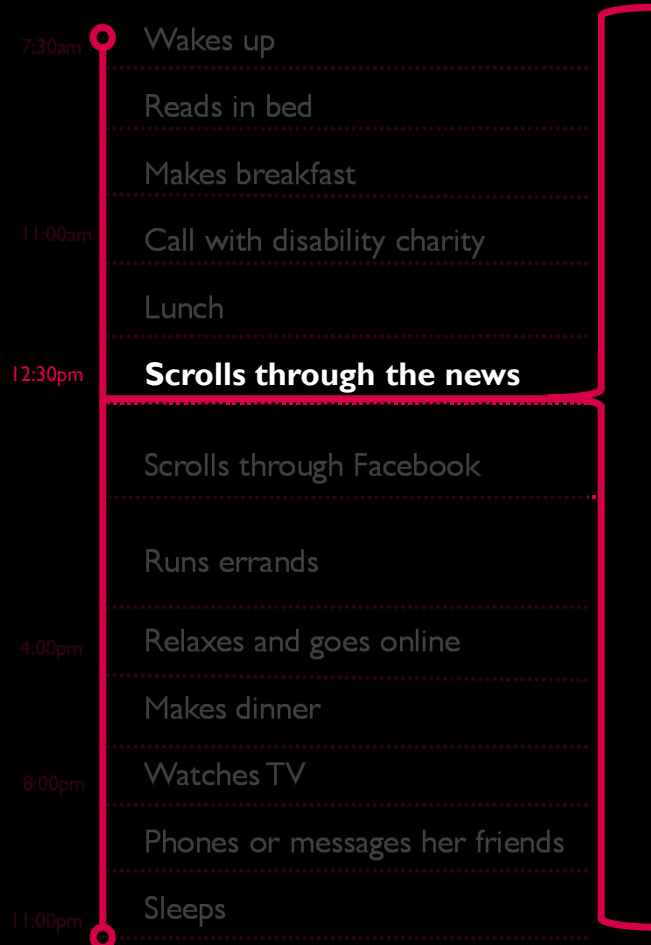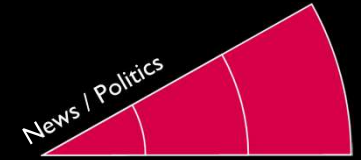
As well as her carers, Sue has a cleaner. Sue is not very confident going out by herself, although this is something she is working towards for more leisure trips.

She goes to the gym regularly, getting a taxi to drop her off and pick her up.

Sue also enjoys weekly phone calls with a disability support charity.

Sue checks Google for news on disability

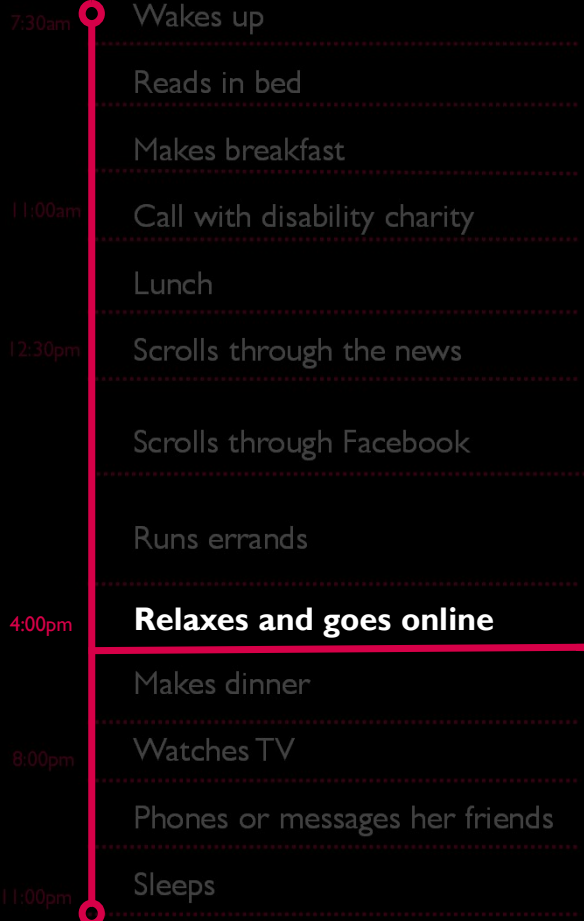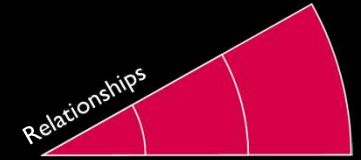| Time	Activity
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	Runs errands
4:00pm	Relaxes and goes online
	Makes dinner
8:00pm	Watches TV
	Phones or messages her friends
11:00pm	Sleeps

Sue really enjoys Google News – she finds that it always gives her articles that are relevant to her interests. Sue finds that using Google News allows her to focus on things that are important to her and not negative things online. She suspects this is because she searches a lot about disability.

While Sue still gets daily emails from different news sites, since finding out about Google News, she has not really engaged with her emails.

Sue has recently read a recommended article where a disabled woman was conned by a friend. This helped Sue realise that she was a victim of 'Mate Crime' where a friend was taking advantage of her finances. This information helped her manage her relationship and motivated her to meet new people.

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To relax, Sue will scroll through her Facebook

7:30am — Wakes up

Reads in bed

Makes breakfast

11:00am — Call with disability charity

Lunch

12:30pm — Scrolls through the news

Scrolls through Facebook

Runs errands

4:00pm — **Relaxes and goes online**

Makes dinner

8:00pm — Watches TV
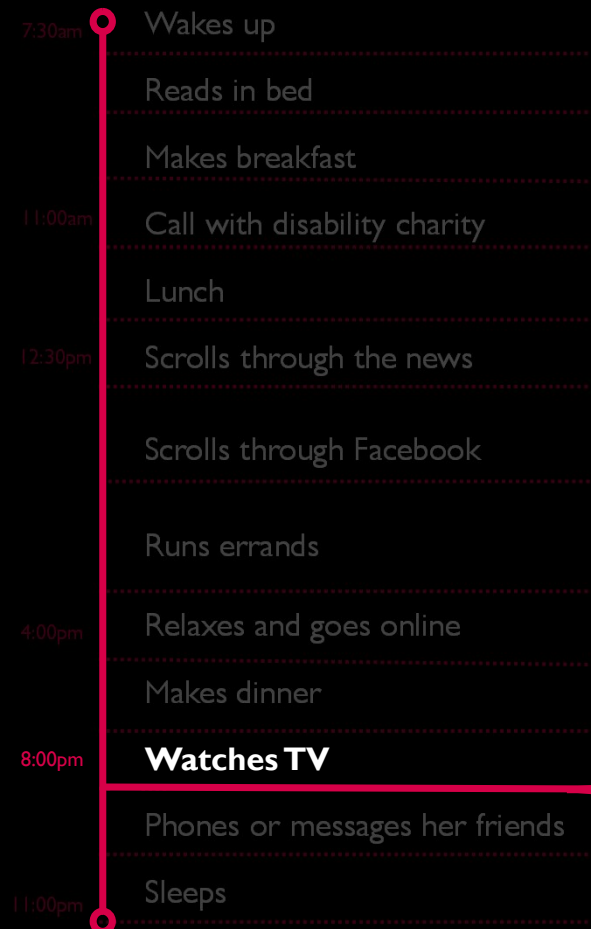
Phones or messages her friends

11:00pm — Sleeps

Recently, Sue joined Facebook to connect with people. She has followed several pages relevant to her, including local groups and disability pages to connect with people that have similar interests. She also uses Facebook to get an insight into what is happening around her – before she relied on daily emails but finds this a much better system.

She has been able to reconnect with old friends and people in her local community.

From joining groups, Sue was able to book a holiday with a disability group where she met new people and now feels very positively about her life. She read reviews and picked the group that seemed most accessible.

Sue likes reality TV and watches this most nights

7:30am — Wakes up
Reads in bed
Makes breakfast
11:00am — Call with disability charity
Lunch
12:30pm — Scrolls through the news
Scrolls through Facebook
Runs errands
4:00pm — Relaxes and goes online
Makes dinner
8:00pm — **Watches TV**
Phones or messages her friends
11:00pm — Sleeps

Sue usually watches a programme or two in the evening.

She's recently had her digibox updated but found the process very stressful as they had provided her with the materials but no one to help her. Sue looked up different YouTube tutorials but could not find the relevant one. After some phone calls, they were able to send an engineer to help install her new digibox.

Sue particularly enjoys reality TV shows where she thinks she'll see more disabled people, like the Undateables and ER. However, as a disabled person looking to date, Sue really hates the name of the Undateables show.

"I'm going to try and catch up with Coronation Street, on ITV hub then watch Grand Designs on Channel 4 then the Undatables [sic]. I hate that title, so rude implying us disabled folks can't date. The other thing that irritates me is that the people in the prog are always matched with someone with the same disabilities. Oh well I suppose they like a happy ending."

An extract from Sue's media diary

REVEALING REALITY

Where does media literacy play a role in Sue's life?
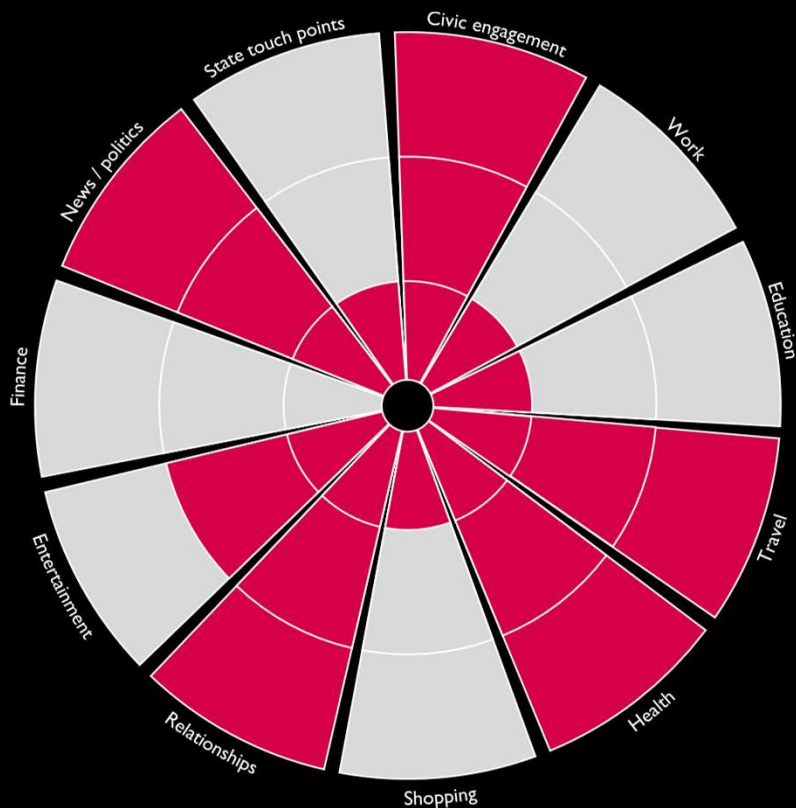
Since Covid restrictions have lifted, Sue has worked to expand her social circle. She's recently joined Facebook and has followed community pages and groups relevant to her.

Sue also went on a group holiday a few years ago but didn't enjoy it. Since then, she's been looking for a disabled tour group in the UK. She did some research online, reading reviews and turning to Facebook groups for disabled people, where she found valuable advice and first-hand experiences to help her find the agency and holiday that worked best for her. Sue recently went with a new holiday group on a UK break and was very happy that she went, despite being a bit nervous beforehand. She has made new friends and feels more confident in herself. The trip was very inspiring for Sue - she feels excited for her future and has since started looking at joining online courses where she can learn skills to help her manage her disability. She's now booked more trips with them.

Being on different groups on social media and following different newsletters means that Sue is up to date on disability news in the UK. She feels empowered knowing the different things happening and has subsequently joined campaigns and signed petitions around accessibility issues.

Nigel, 35-45
Socio-economic group: C2

Nigel lives in South East England, in a small flat. He's divorced and has two children, one of whom he doesn't see very often. He spends time with his other child on Saturdays and a few evenings a week. Nigel has had a medical condition for many years, which has gradually reduced the amount of work he can do. He's worked in a manual role since he was a teenager but as his mobility has decreased, has moved to a part-time, remote role.

Nigel's social network became much smaller after his divorce, as his working life changed. He struggled with his mental health for a period of time before he moved to his new flat, which Nigel saw as a fresh start. After he started going to church for the first time in his life Nigel began to build a community around himself.
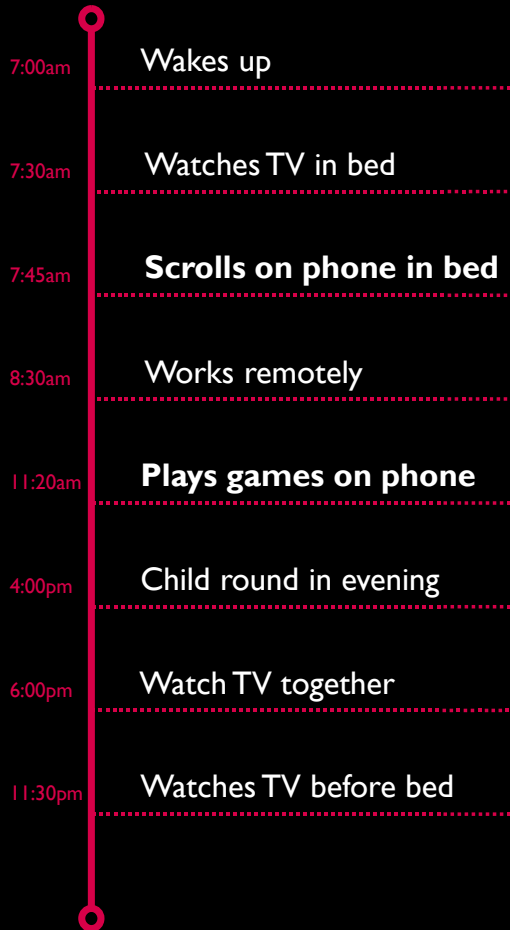
Nigel has a lot of spare time since his working hours have reduced. He spends most of his time chatting on Facebook groups and playing games on his phone as a way to make additional money. Money has become tight for Nigel with his income reducing, along with arrears with his bills and debt for the new flat and its furniture.

REVEALING REALITY

"The minute the internet drops, I go back to the dark ages… there's also spaces where no one knows I have a condition."

A day in Nigel's life

Time	Activity
7:00am	Wakes up
7:30am	Watches TV in bed
7:45am	**Scrolls on phone in bed**
8:30am	Works remotely
11:20am	**Plays games on phone**
4:00pm	Child round in evening
6:00pm	Watch TV together
11:30pm	Watches TV before bed

Nigel wakes up early most days but will spend some time in bed, **scrolling on his phone** and watching TV. Nigel finds his symptoms are worse first thing in the morning, so he doesn't like to get up quickly.
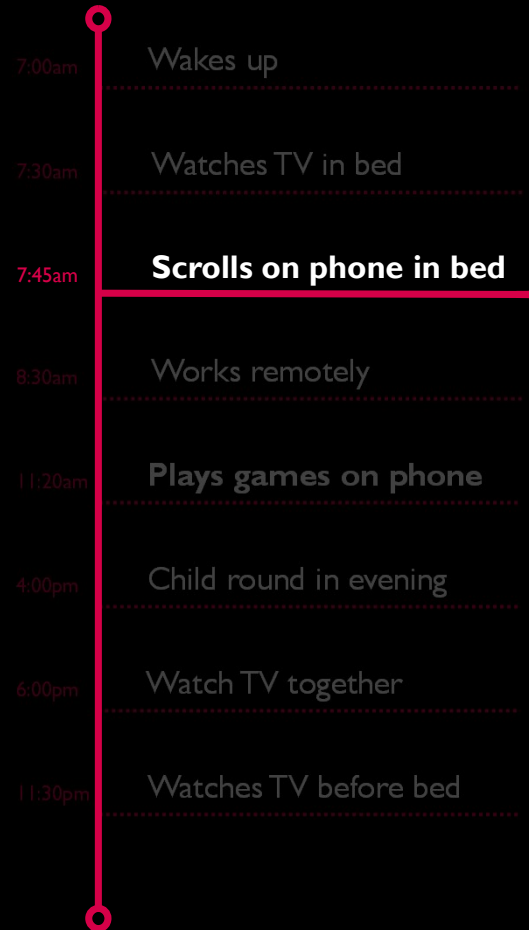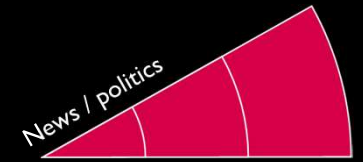
He works remotely for a few hours a couple of mornings a week. This often involves contacting various people and therefore it is work that he can do from home.

For the rest of the day, Nigel spends a lot of time on his phone. He gets a lot of notifications, most of which he ignores. Mostly, he's **playing games on his phone** as a way for him to earn 'points' which he can then transfer into cash or vouchers. Sometimes he plays these games simultaneously across multiple devices to earn more money.

One of Nigel's children comes round for a few evenings a week. They'll have dinner together and watch TV, often old films or shows such as Fawlty Towers or the Carry On films. After they have left, he'll watch TV in bed and play a few more.

Nigel starts his day by scrolling on his phone

7:00am — Wakes up

7:30am — Watches TV in bed

7:45am — **Scrolls on phone in bed**

8:30am — Works remotely

11:20am — **Plays games on phone**

4:00pm — Child round in evening

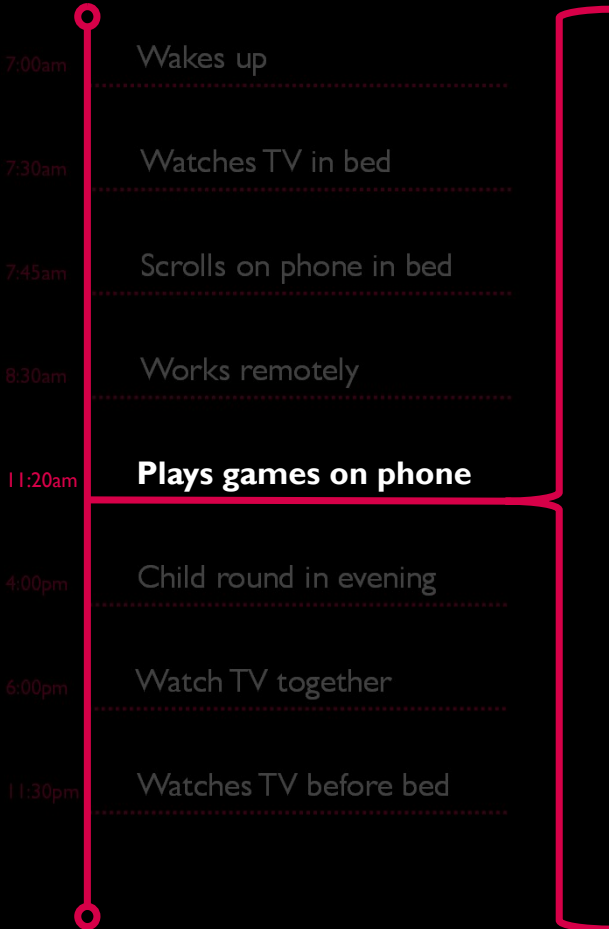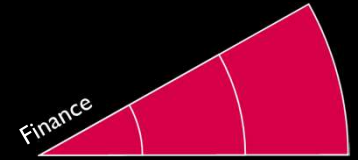6:00pm — Watch TV together

11:30pm — Watches TV before bed

Soon after waking up, Nigel turns to his phone which is charging next to his bed. He scrolls through his Facebook feed and checks his notifications. This is a common behaviour for Nigel – he'll unlock his phone and scroll through them regularly throughout the day.

"If I'm honest, I find them overwhelming… like what is this even all for?"

Nigel described the constant notifications from his emails, social media, news notifications, and the many other apps as immense. He is aware it's not a useful way for him to access information but isn't sure how to manage them or how to change his settings. Nigel reflected that sometimes this means that useful information (e.g. about his children's school) gets lost alongside everything else.

Nigel spends hours playing games on his phone

7:00am — Wakes up

7:30am — Watches TV in bed

7:45am — Scrolls on phone in bed

8:30am — Works remotely

11:20am — **Plays games on phone**

4:00pm — Child round in evening

6:00pm — Watch TV together

11:30pm — Watches TV before bed

Later in the morning, Nigel starts playing games on his phone. He has a few that he's currently playing regularly to save up 'points' to transfer into vouchers, but often switches them up on the recommendation of people on Facebook groups. These games are posited as a way to make additional money in fast and easy ways.

REVEALING REALITY

Where does media literacy play a role in Nigel's life?
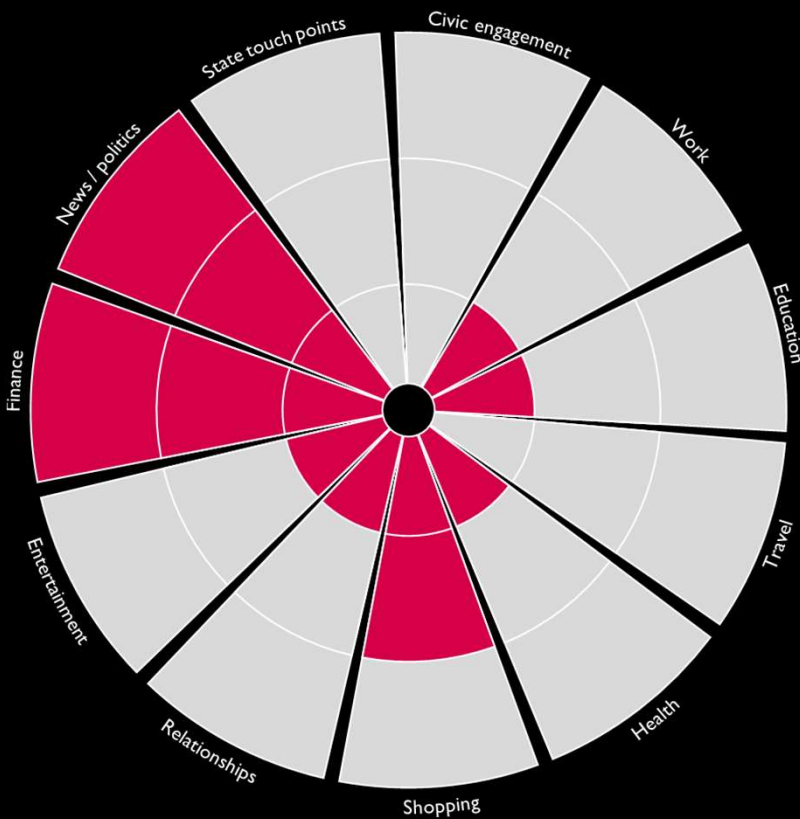
Nigel currently spends a lot of time on his phone as his work hours have been reduced. He isn't engaging with a lot of new information very often or seeking out answers – he sees his days as being focused on his children and playing games to earn himself vouchers. He receives lots of information through the constant stream of notifications and emails that he receives. However, he isn't sure how to manage or filter this stream of information to get the items that are more important or interesting to him.

His level of media literacy has the greatest impact on his finances. Money feels tight for Nigel at the moment. He described that the only way he's trying to manage his finances currently is through playing games, from the advice of people in a Facebook group, and that he didn't want to think about changing his career. For the moment, he hasn't looked into whether there might be more efficient ways of supplementing his income other than games and hadn't reflected on the motivations of those who suggest he plays them.

Veronica, 35-45

Socio-economic group: E

Veronica lives in charity-assisted housing in the North East of England with her child, Niki. She moved to the UK from Europe many years ago to find work. She lived in a refuge before moving into her current home. She is unemployed and not very motivated to find work as she isn't confident that it will fit her childcare schedule.

Veronica met her closest friends through Badoo, an app where users make friends and romantic connections, including a close friend who sometimes takes them both on trips away. Veronica's family lives in Europe but have unreliable internet signal, making communication difficult. Veronica enjoys reading up on current affairs, history, physics, and chemistry. She feels unfamiliar with her local area and usually walks to go to the store or pick up Niki from school. She takes an Uber to the job centre every two weeks as she finds the buses unreliable.

Veronica has a smartphone with a £10 data plan, but she sometimes needs to buy more data. She spends a lot of time scrolling through TikTok and playing games on her phone. Her laptop, which a family member bought for her, broke in 2019 and she doesn't have the money to get another one. She has live TV which typically plays BBC news in the background, or more recently, Disney+, after she bought a subscription to the service. She tries not to share her email to avoid spam, only sharing it with companies she 'trusts', like Amazon and Netflix.

"I like having the news on because you learn something new every time. I want to know what's going on in my country, I must learn English, I must learn how people live."

A day in Veronica's life

Time	Activity
7:45am	Gets Niki ready for school
8:30am	Niki watches YouTube, then goes to school
	Cleans the house and cooks
9:00am	Watches BBC news
12:15pm	**Watches Disney+ / plays games on phone / scrolls on social media**
3:00pm	Collects Niki from school
3:15pm	**Niki watches YouTube, cartoons, or plays Minecraft whilst Veronica cooks**
4:30pm	Watches TV or plays on phone
5:30pm	**Talks on the phone to her friend**
6:00pm	Watches Disney+ / plays games on phone / scrolls social media
	Prepares Niki for bathing and sleeping
8:00pm	Watches BBC News
9:00pm	Goes to bed, on phone until 2am

Veronica gets Niki ready for school every morning. Before school, Niki watches YouTube.
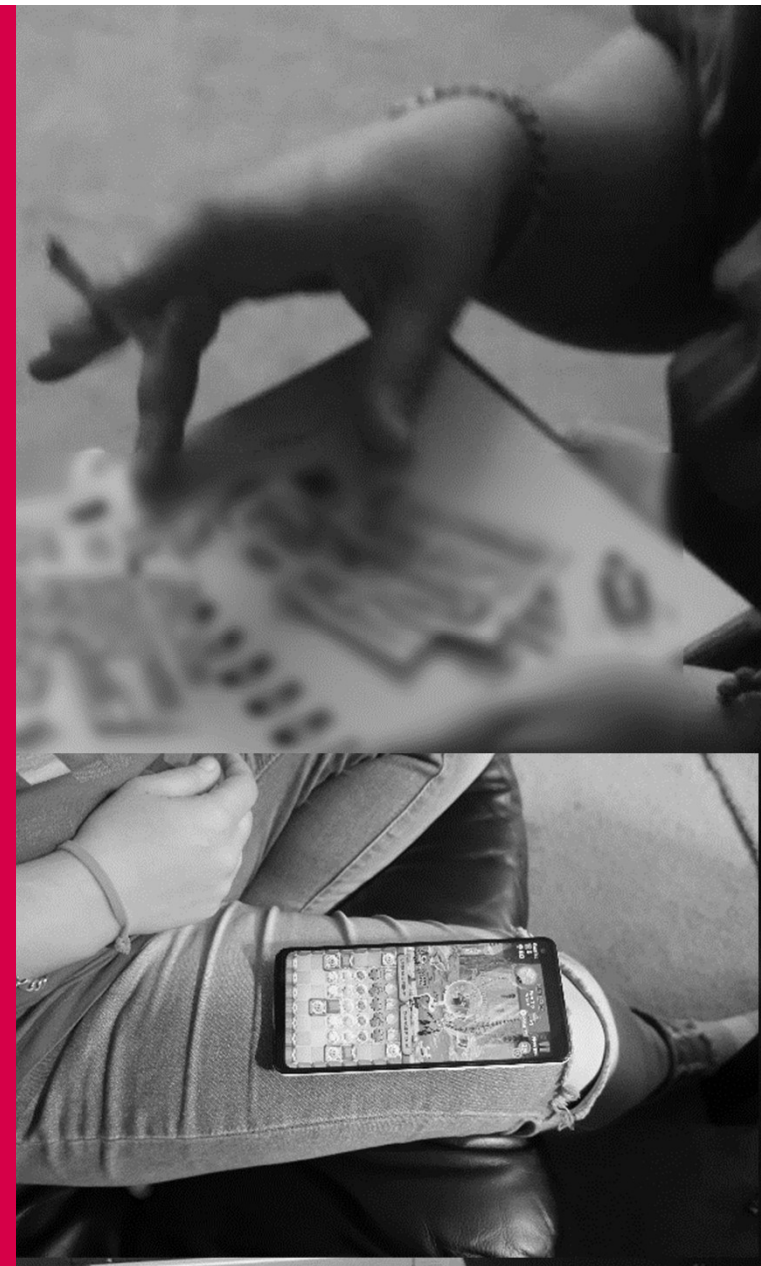
Once Veronica has dropped Niki off at school, she goes home to clean the house and cook. Veronica enjoys playing something in the background as she cleans, such as BBC news or a movie on Disney+.

Throughout the day, Veronica enjoys using her phone and TV for entertainment. When Niki gets home from school, they will spend time watching YouTube, cartoons, or playing Minecraft, whilst Veronica cooks dinner.
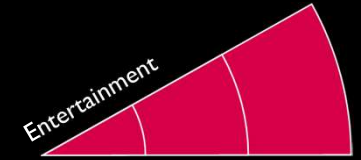
Veronica calls her friend in the evening. While talking to her friend, she often plays games on her phone, watches TV, or scrolls through social media. Later, Veronica will get Niki ready for bed and then watch BBC news or a TV show, falling asleep watching a movie on her phone.

Veronica uses digital devices to pass the time

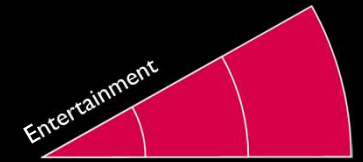| Time	Activity
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4:30pm	Watches TV or plays on phone
5:30pm	Talks on the phone to her friend
6:00pm	Watches Disney+ / plays games on phone / scrolling social media
	Prepares Niki for bathing and sleeping
8:00pm	Watches BBC News
9:00pm	Goes to bed, on phone until 2am

Veronica uses her phone and watches TV to relax. She has been playing a game on her phone for over four years, receiving a notification every 24 hours when she needs to complete a task and retain her progress. She pays about £5 a month for the game and reflected that it is bad for her because she doesn't have time, but equally, she does enjoy it.

When Veronica scrolls on social media, she browses TikTok and Facebook. She uses TikTok to watch funny videos and videos that teach her new things. On Facebook, she likes to see what her friends are doing and stay up to date with them.

Since getting Disney+, Veronica has also switched to playing series or films in the background instead of the news.

Veronica uses parental controls for Niki

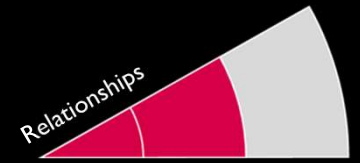| Time	Activity
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8:30am	Niki watches YouTube, then goes to school
	Cleans the house and cooks
9:00am	Watches BBC news
12:15pm	Watches Disney+ / plays games on phone / scrolls on social media
3:00pm	Collects Niki from school
3:15pm	**Niki watches YouTube, cartoons, or plays Minecraft whilst Veronica cooks**
4:30pm	Watches TV or plays on phone
5:30pm	Talks on the phone to her friend
6:00pm	Watches Disney+ / plays games on phone / scrolls on social media
	Prepares Niki for bathing and sleeping
8:00pm	Watches BBC News
9:00pm	Goes to bed, on phone until 2am

Veronica strongly monitors Niki's online behaviour. Niki is only allowed to use YouTube Kids, and Veronica will not allow them to have TikTok because she believes that the content is inappropriate for children.

She has parental controls on Niki's tablet to ensure that Niki has to tell her what they want to download so that Veronica can check it is appropriate. Veronica also ensures that Niki's age is accurate on YouTube Kids to make sure that they are only served age appropriate content. Veronica says that Niki is sensitive and doesn't want them to watch anything scary.

Veronica will check if the games that Niki wants to download say if they will contain violence. If they do, she will not allow Niki to download them.

Social media helps Veronica make friends in the UK

Relationships

| Time	Activity
7:45am	Gets Niki ready for school
8:30am	Niki watches YouTube, then goes to school
	Cleans the house and cooks
9:00am	Watches BBC news
12:15pm	Watches Disney+ / plays games on phone / scrolls on social media
3:00pm	Collects Niki from school
3:15pm	Niki watches YouTube, cartoons, or plays Minecraft whilst Veronica cooks
4:30pm	Watches TV or plays on phone
5:30pm	**Talks on the phone to her friend**
6:00pm	Watches Disney+ / plays games on phone / scrolls on social media
	Prepares Niki for bathing and sleeping
8:00pm	Watches BBC News
9:00pm	Goes to bed, on phone until 2am

Veronica made her closest connections in the UK through dating apps like Badoo.
In the evening, Veronica often talks to one of her friends on the phone.

Whilst she is talking, Veronica scrolls on social media and plays games. She said that she can't live without being online now because life would be boring. She described that she always feels an urge to scroll, especially when cooking or doing household chores.

She identified that before the internet people would go outside more. Now, she thinks kids are inside and on the internet instead. However, Veronica is happy with how she chooses to spend her time on the internet and feels that it provides her with what she wants.

Where does media literacy play a role in Veronica's life?
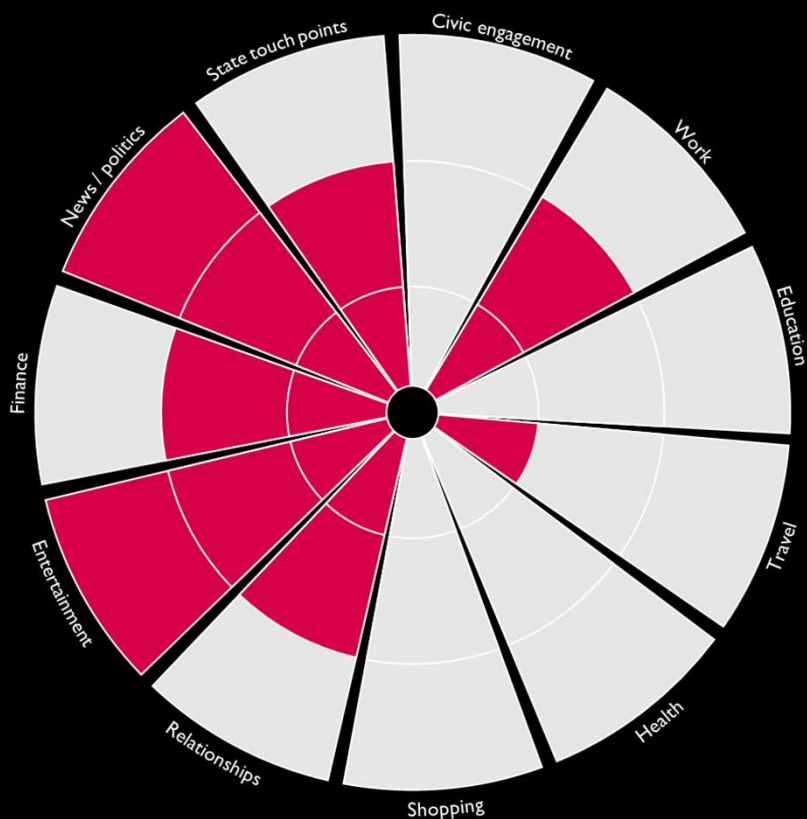
Veronica spends a lot of time online throughout her day, using it as a form of entertainment. She enjoys using it to learn new things, watch funny videos, play games, and keep up to date with her friends. The news is often playing and Veronica says she enjoys feeling informed about the world. Since getting a Disney+ subscription, however, Veronica watches the news less.

Despite using dating apps to make more connections, Veronica has few friends in the UK. She has close offline relationships with the friends she has managed to make. Veronica has difficulty staying connected online/over the phone with her family in Europe, who has poor internet connection.

Veronica uses technology to receive emails on new job vacancies and track her application for the EU settlement scheme. She seeks help in-person from employees at the Job Centre for further advice about both of these processes.

Veronica uses moderation tools available to monitor Niki's online behaviour. Veronica is aware of data-sharing and has put measures in place to reduce the identification of her location. However, she describes that the only information she believes the games have access to is her 'nickname', despite the accounts being connected to her Facebook account.

Marco, 15-25
Socio-economic group: C2

Marco lives with his family on the outskirts of a village in South West England. His dad's family have lived in South West England for several generations and have always worked in the same industry. Marco would like to follow a similar career.

Marco is a student. He travels to his place of study and back by bus, which he finds himself missing quite often. During the holidays, he works as much as he can as he is saving up to buy a car. He currently has three part-time, low income jobs. He finds work through Facebook groups, often local area 'noticeboard' pages that are better for finding work with immediate starts and cash-in-hand.

Marco has lots of friends from the village nearby whom he has known since he was younger. Since starting his course in a nearby town, he has made some new friends and started a relationship with someone, but finds it difficult to see them as the local transport is expensive and unreliable.

Marco uses his phone a lot, often for scrolling on Instagram and TikTok. His feeds are mostly memes and accounts that are selling clothes. If he has any spare time, he'll scroll on Facebook Marketplace to see if there are any deals on cars in his local area.

"The main thing I'm doing is [Facebook] Marketplace – I don't want to miss out on work or good deals."

A day in Marco's life

Time	Activity
9:30am	Wakes up
10:00am	**Scrolls on phone**
	Walks to work
12:00pm	**Starts work**
	Short break for food
11:00pm	Finishes work, walks home
	Hangs out at home
1:00am	Goes to sleep

During the summer holidays Marco is working as many hours as he can get to save for a car.

On this day, Marco had a lie in as he had been at work late the evening before. He scrolls on his phone for a while when he wakes up, looking at Instagram.

At around midday, he gets up and walks to work which he starts at around 12:30pm. He then works until 7pm before walking home, having some food with his family and watching TV while scrolling on his phone again.

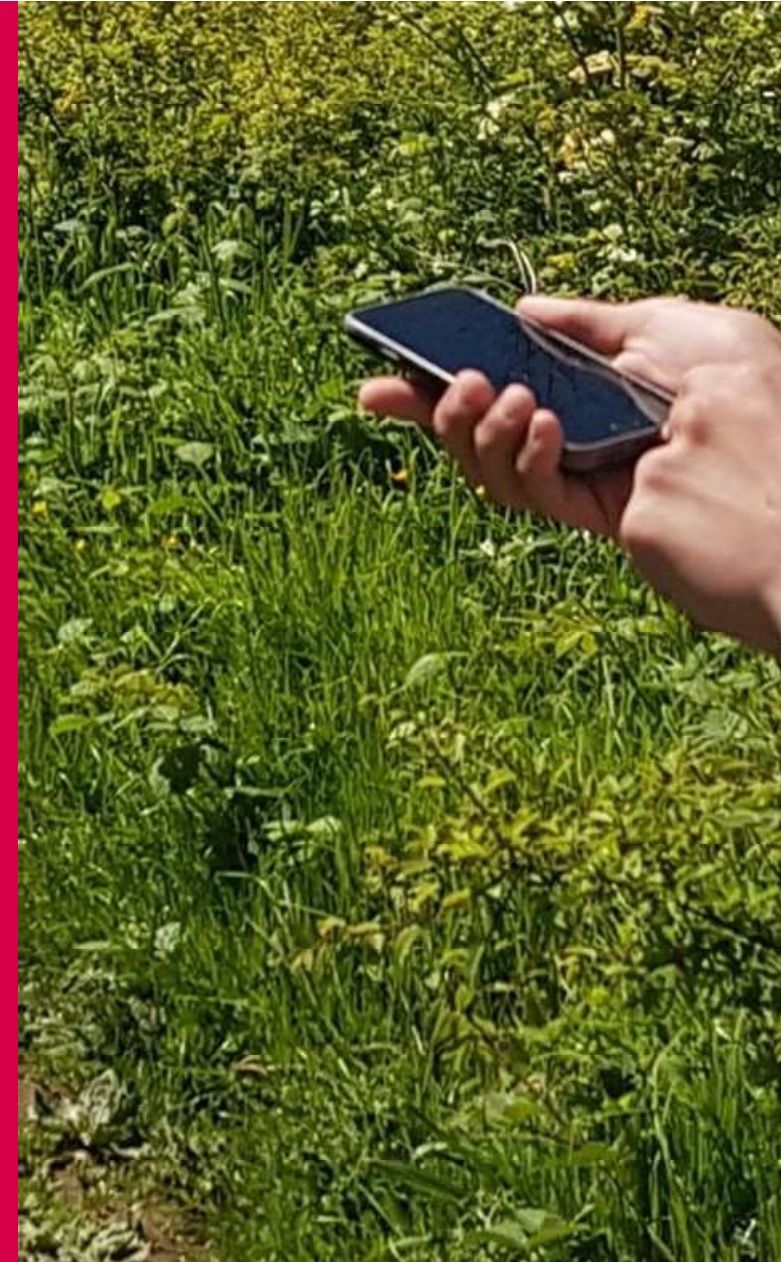He gets into bed at around 10pm, scrolls on Instagram and talks to his friends on Snapchat, before going to sleep at around 1am.

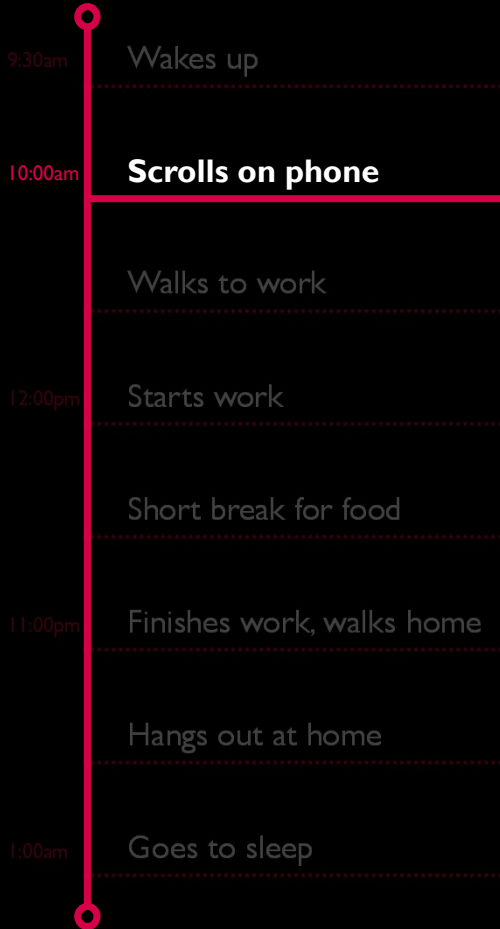# Marco scrolls on Instagram when he wakes up

Shopping

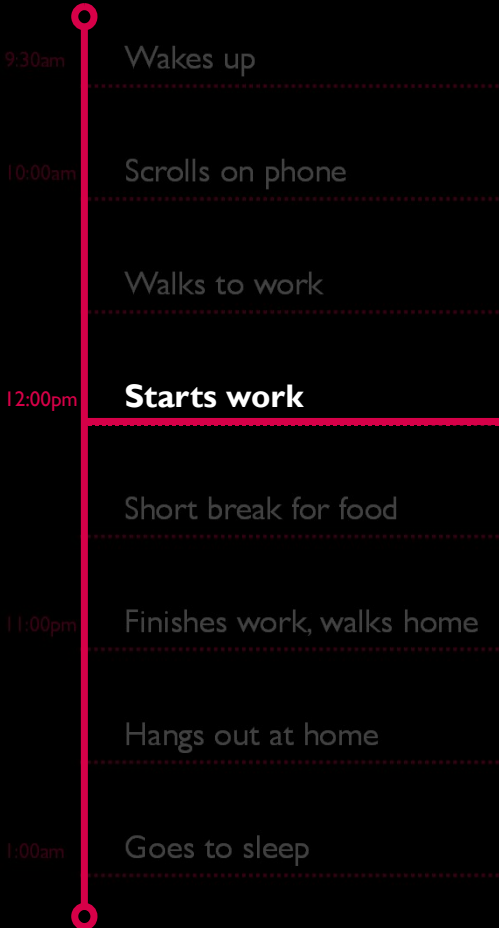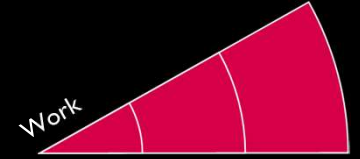| Time	Activity
9:30am	Wakes up
10:00am	**Scrolls on phone**
	Walks to work
12:00pm	Starts work
	Short break for food
11:00pm	Finishes work, walks home
	Hangs out at home
1:00am	Goes to sleep

First thing in the morning, Marco unlocks his phone and opens his Instagram app. He scrolls through his home feed, opening some videos so they are full screen. Lots of the content is jokes and memes.

There are also accounts he has recently followed which are people selling branded clothing or accessories. Most of them are people local to him, so he would be able to go and collect the clothing from them.

His feed is full of similar posts selling clothing and accessories, so Marco is often tempted to purchase the items. His overall goal is to save up money for a car, but will sometimes spend some of his savings on clothing from pages like this instead.

Facebook groups help Marco find local work

9:30am — Wakes up

10:00am — Scrolls on phone

Walks to work

12:00pm — **Starts work**

Short break for food

11:00pm — Finishes work, walks home

Hangs out at home

1:00am — Goes to sleep

Marco has been able to easily find temporary jobs through Facebook groups for his local area. This means that he can quickly and easily take advantage of job opportunities that he'll be able to walk to in the town centre.

Now it's the summer holidays, Marco has more spare time. He wants to save up for a car and to be able to take his driving test, but he is aware that this is likely to cost a lot of money. For both finding work, and finding good deals on cars, Marco uses Facebook. Facebook Marketplace allows Marco to scroll through all of the latest, local used cars that are for sale. As he has used the filters to make sure they are nearby, this enables him to quickly go and view the cars with his dad.
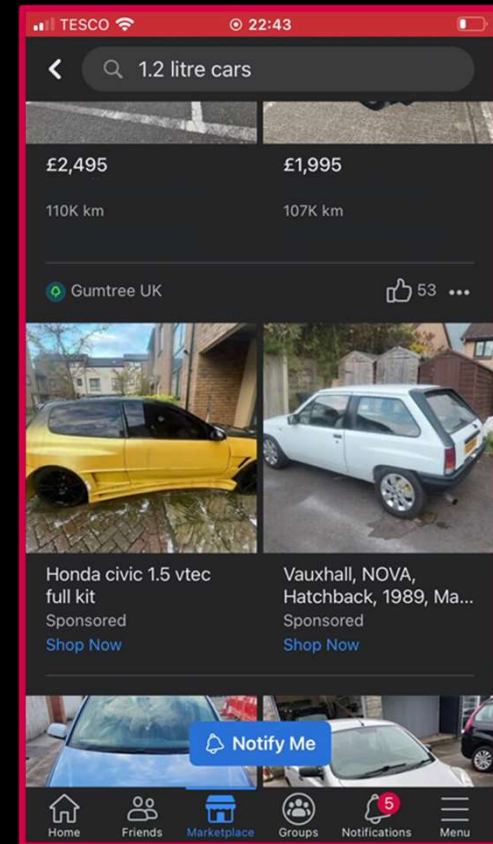
Where does media literacy play a role in Marco's life?
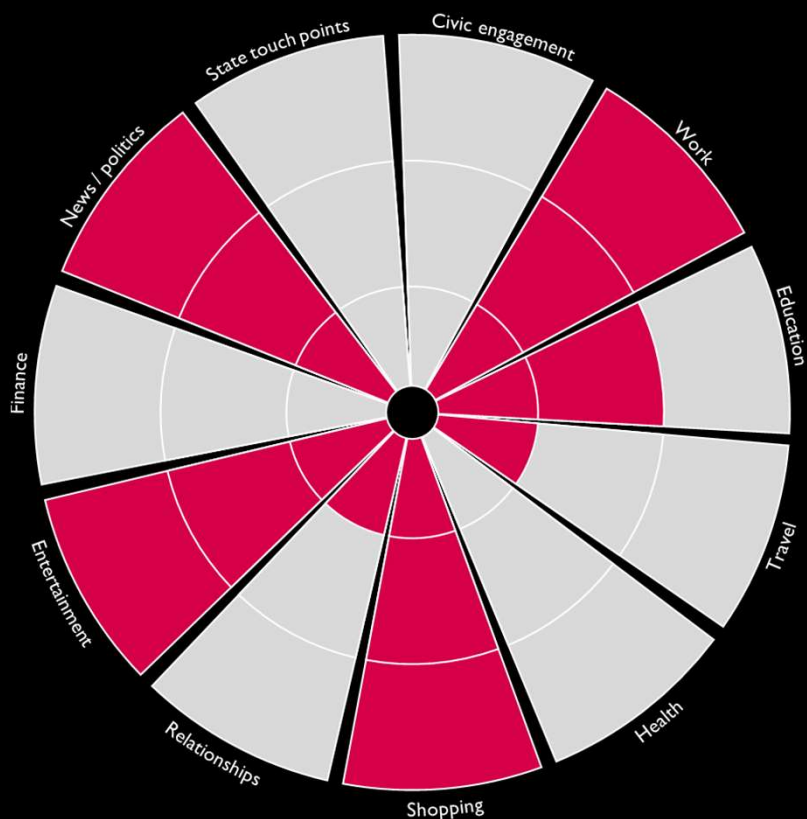
Marco regularly uses Facebook to find work and look out for the car he wants to buy with his wages. He's found that Facebook groups showing local work are an easy way to find jobs that start quickly, and that Marketplace will show him local, up-to-date cars.

On Instagram, Marco often sees a lot adverts by brands or accounts selling clothing. He is inclined to believe that these are good deals as they are being sold by people in his local area.

Marco is keen to start an apprenticeship next Autumn. A tutor pointed him in the direction of some websites and Marco was able to use them to filter opportunities that are local to him and relate to the topic he's interested in.

Marco spends a lot of time on social media platforms, including Instagram, TikTok, and Snapchat. He reflected that he doesn't find a lot of the content very interesting, but that it's a habit now and "just something to do."

The only source of news that Marco engages with are posts on a few local area Facebook groups. Often these are travel updates or developments in other local towns and villages. He reflected that he didn't feel other news content was useful to him (e.g. national news, politics).

Nina, 18-28

Socio-economic group: C1

Nina is a student living in North West England. She's currently studying and living in student accommodation with a group of other students. There are some tensions between her flatmates and so she has made friends with people from other flats. This means she either spends time in her bedroom or in the communal areas of other flats, avoiding her kitchen where possible.

Nina's routine is flexible and doesn't leave her feeling busy. She described that her in-person learning feels fairly optional which means she usually attends around one lecture a week. During her free time, she watches a lot of Netflix and scrolls on Instagram and TikTok. She also goes out with her friends, either to go shopping, to bars and restaurants, or to go on nights out. She's got a wide group of friends that she knows from home and through her accommodation.

Nina would like to work in the beauty industry. She knows some girls from home who have done something similar and follows them on social media. Ultimately however, she doesn't think she'll actually do the same. Her parents are both finance professionals and she imagines she'll end up in a similar, 'safe' career.

Nina's main device is her phone which she spends over 5 hours on each day. Often, she's listening to music, Snapchatting her friends, or on TikTok and Instagram in her free time. She likes that she sees updates from her friends on the platforms but finds some of the content less interesting.

REVEALING REALITY

"I love going on [Instagram] stories… just to see what everyone's doing really."

A day in Nina's life

Time	Activity
9:00am	Wakes up
10:00am	**Scrolls on phone in bed**
11:00am	**Watches YouTube**
	Travels to city centre
	Goes to a restaurant
	Goes to a bar
11:30pm	**Scrolls on phone**
12:00am	Goes to bed

Nina wakes up and has a lie-in, scrolling on her Instagram and TikTok explore pages for a few hours. While she gets up and ready to go out later that morning, she has YouTube playing on her phone which she props up on her desk while she uses the mirror.

Nina rarely has a lot of structure to her day, especially during term time. She spends most of her time in her room or out with her friends. She'll occasionally go to a lecture or seminar, but at this point in her course it's not a priority for her.
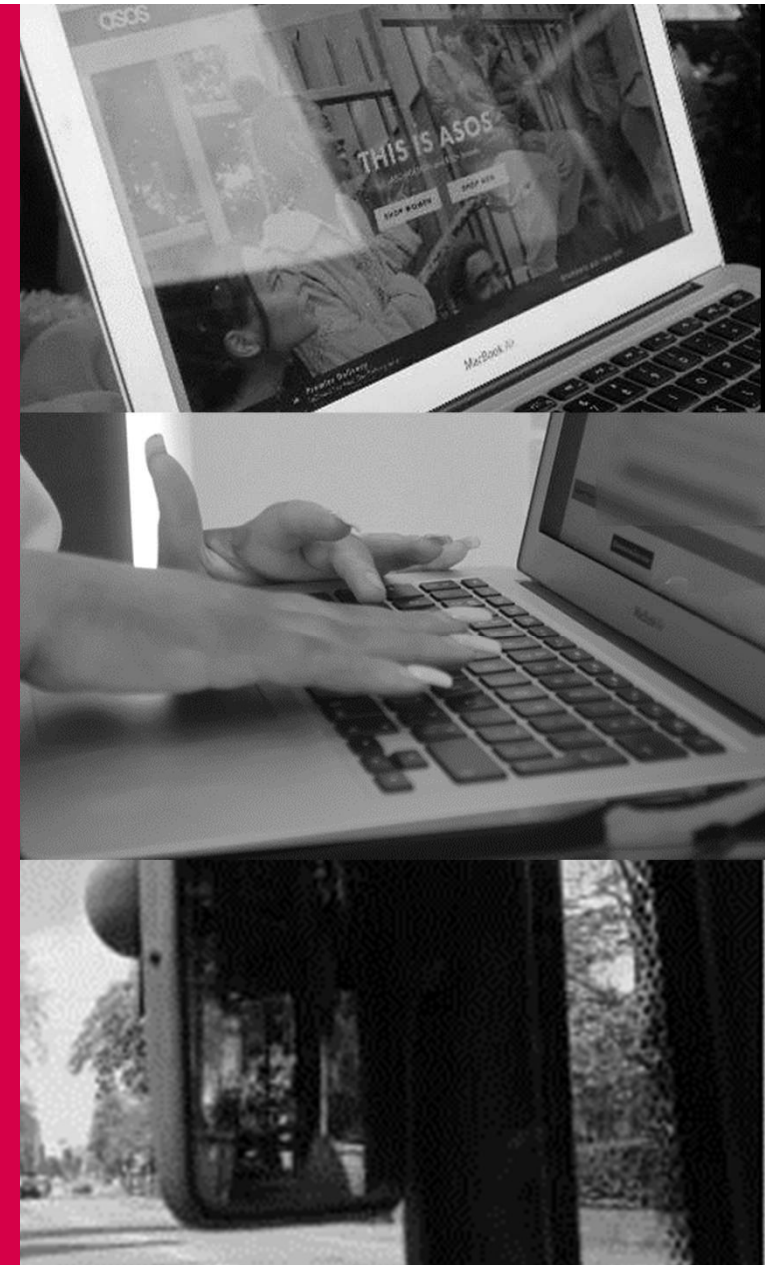
Nina travels to meet her friends by bus, listening to music and checking her friends' Snapchat stories on the way. They spend the rest of the day at bars and restaurants. She spends a lot of time with friends, often being quite spontaneous and doing whatever they fancy at the time.
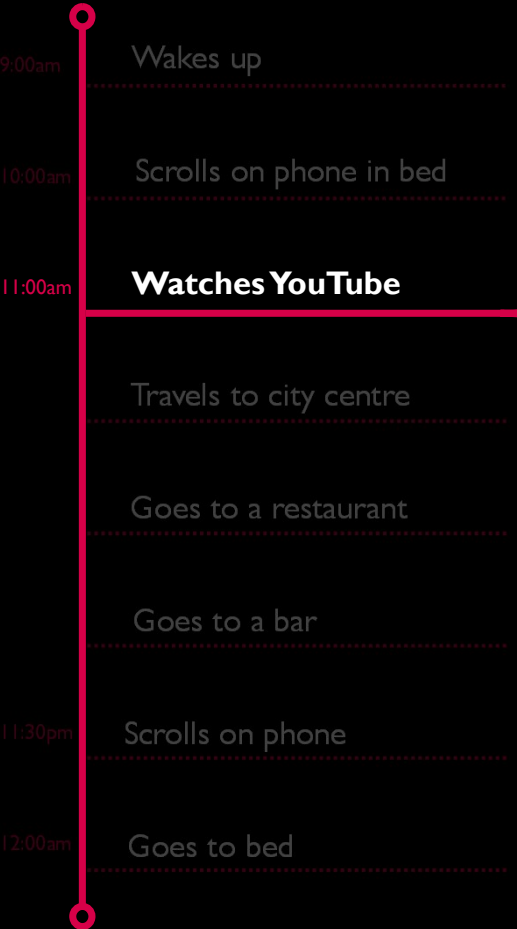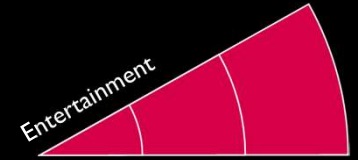
Before bed, Nina scrolls on her phone again, checking her friends' Instagram stories from back home.

Nina watches YouTube while getting ready

9:00am — Wakes up

10:00am — Scrolls on phone in bed

11:00am — **Watches YouTube**

Travels to city centre

Goes to a restaurant

Goes to a bar

11:30pm — Scrolls on phone

12:00am — Goes to bed

⚠️ **FGM**

While getting dressed and doing her make-up in the morning, Nina has YouTube videos playing on her phone that she props up on her desk in front of a mirror. She usually enjoys listening to 'Story Time' videos, where people tell accounts of their experiences. She likes them as they are often very different to her own life and things she might not have heard about before, such as one woman's experience of Female Genital Mutilation.

Nina often has YouTube open in the background, especially when she is practising beauty techniques which she wants to practice as potential future business ideas.

REVEALING REALITY
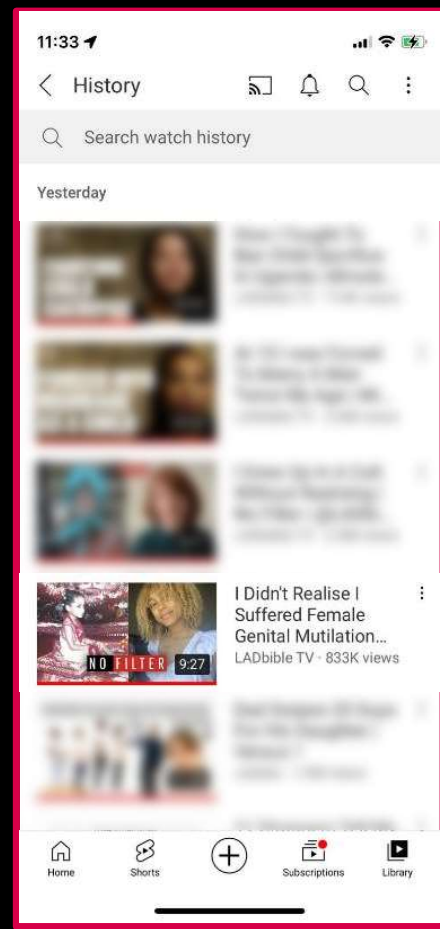
Nina scrolls on Instagram before bed

Entertainment

9:00am — Wakes up

10:00am — Scrolls on phone in bed

11:00am — Watches YouTube

Travels to city centre

Goes to a restaurant

Goes to a bar

11:30pm — **Scrolls on phone**

12:00am — Goes to bed
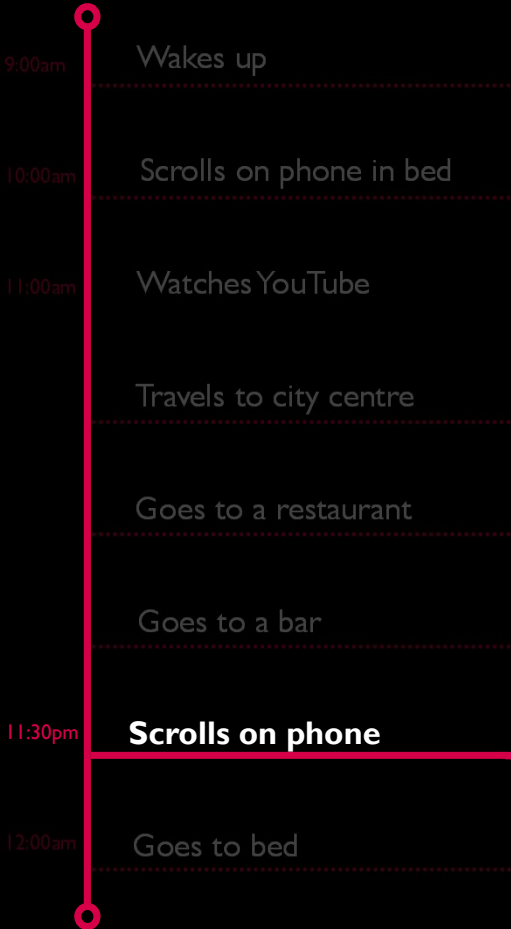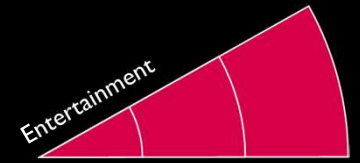
At 11:30pm, Nina gets into bed and scrolls on Snapchat and Instagram for nearly an hour. Snapchat is one of the main places she sees any news content, but this is often about more light-hearted and surface-level topics.

On Instagram, she sees some updates from friends, but there are lots of posts from influencers and celebrities.

She reflected that the main reason she enjoys social media is to see what her friends are doing, not influencers – but that her explore page and timeline were often full of updates from the latter.

Where does media literacy play a role in Nina's life?
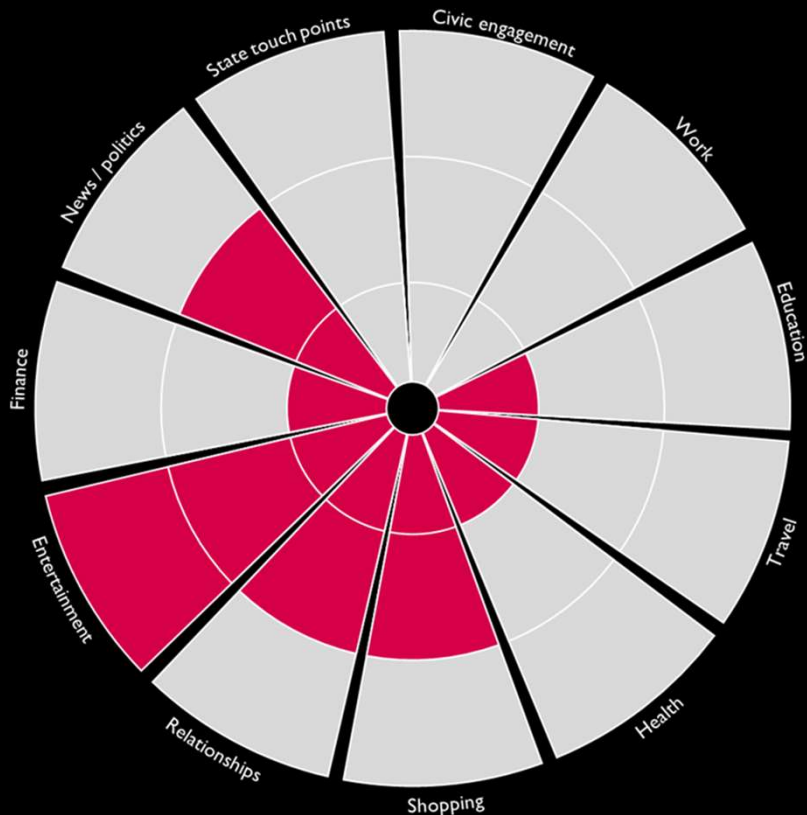
Nina spends a lot of time scrolling on apps but doesn't question why and whether she might find something else more interesting. She doesn't tend to reflect upon algorithms or how these might be incentivising her to spend longer on applications. All of the entertainment choices she makes are made to 'fill' her time, whether that's a journey into town or a few hours before she goes to sleep.

Nina has a news app and gets some breaking news notifications, but doesn't tend to really see any news, apart from updates on social media. For the moment, this doesn't seem to be impacting Nina's life.

Lots of the content Nina sees on social media is brands or influencers promoting clothes and make-up (e.g. sponsored posts, adverts), which she often ends up purchasing. She is finding herself in her overdraft at the end of each term and wants to try and save money for the summer.

REVEALING REALITY

Jamie, 18-28
Socio-economic group: C1

Jamie is a student living in the North East of England. He has a medical condition that has meant that he has had to take a few years out before university, but he feels a lot more confident managing it now and has been given many tools by the Disabled Student Allowance to support him throughout his studies.

Jamie doesn't get on well with his family. He does have a group of friends he's made at university and a partner who lives five minutes away from him. In his spare time, he enjoys reading and used to play in a band.

Jamie has an iPhone, laptop, and medical watch. He regularly uses Instagram, Facebook, Snapchat, YouTube, and BBC news. He has reflected that he's not happy with how much time he spends on social media but does enjoy the content. He also feels that he wouldn't know what to do instead of social media – while he has some hobbies, he feels that activities at university are tailored to people who want to participate more professionally in that activity, and less so for those wanting to participate purely for fun.

Jamie doesn't spend much time thinking about data sharing and generally feels that "it is what it is."

"Media is sort of life now, isn't it?"

Jamie, 18-28

Time	Activity
8:00am	Wakes up and checks his medical watch
	Scrolls on his phone and talks to partner
	Gets ready for university
9.30am	Lecture
	Goes to the library with his friends
12.30pm	Lunch
	Online lecture – attends from his room
2:30pm	**Revision**
3.30pm	Watches trial
	Plays on his PlayStation
5:00pm	**Uses his phone**
	Meets his friends for dinner
	Goes back home and reads in bed
11.00pm	Goes to sleep

REVEALING REALITY

During his last term of the year, Jamie does not have as many lectures and attends two a week.

Jamie will prioritise studying in the morning and the early afternoon. He uses this time to go over his lecture notes, make progress on his essay assignments, or revise for his upcoming exams.

Jamie feels prepared for exam / submission season and feels that the tools given to him by the DSA have played a big factor in helping him.

His main activity in the afternoon was engaging with a livestream of a high profile defamation trial, which he watched every day at 3pm on YouTube.

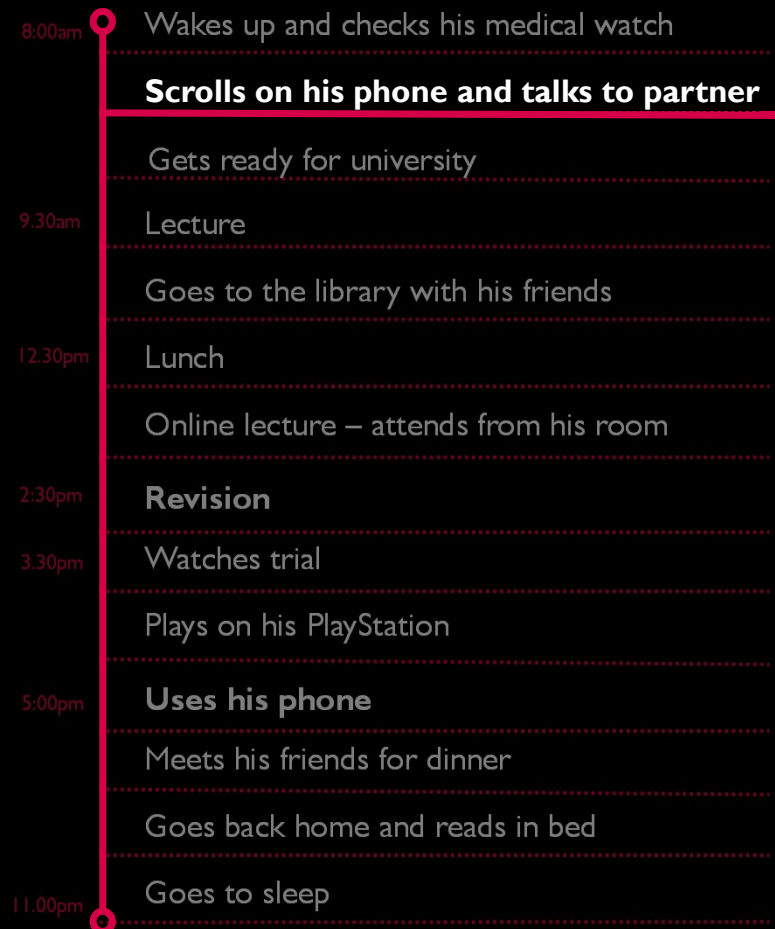He will also check his medical watch every day to manage his health.

Your Stats
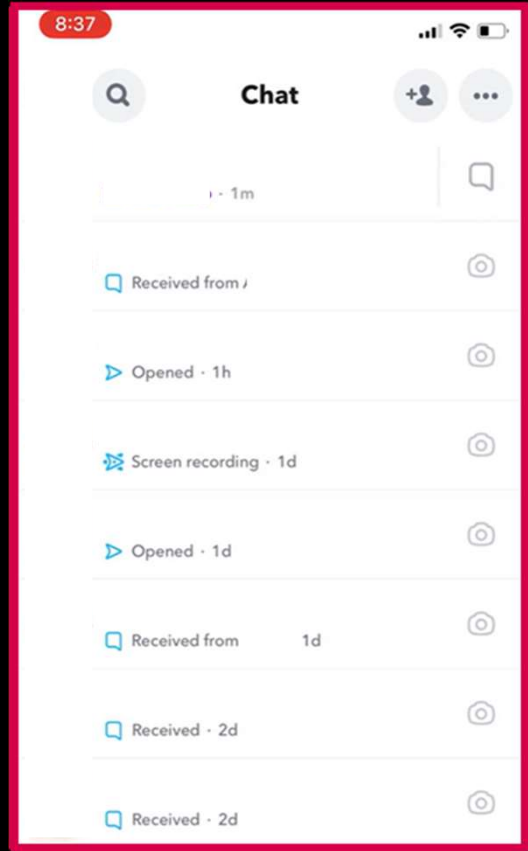
🔵 Rest   9h 1

🟢 Movement   0

Jamie checks his notifications every morning

Time	Activity
8:00am	Wakes up and checks his medical watch
	Scrolls on his phone and talks to partner
	Gets ready for university
9.30am	Lecture
	Goes to the library with his friends
12.30pm	Lunch
	Online lecture – attends from his room
2:30pm	**Revision**
3.30pm	Watches trial
	Plays on his PlayStation
5:00pm	**Uses his phone**
	Meets his friends for dinner
	Goes back home and reads in bed
11.00pm	Goes to sleep

One of the first things Jamie does in the morning is to check his phone and look through his social media notifications. He also uses this time to catch up with his partner over WhatsApp and his friends over Snapchat - his preferred mode of communication because "everyone has it."

Jamie spends a lot of time on his phone, usually on Instagram, Facebook, and Snapchat. He isn't happy with how much time he spends on Instagram and believes it's too much time compared to the value he is getting.


8:37

Chat

Received from / · 1m

Opened · 1h

Screen recording · 1d

Opened · 1d

Received from   1d

Received · 2d

Received · 2d

Jamie revises using his DSA tools

Time	Activity
8:00am	Wakes up and checks his medical watch
	Scrolls on his phone and talks to partner
	Gets ready for university
9.30am	Lecture
	Goes to the library with his friends
12.30pm	Lunch
	Online lecture – attends from his room
2:30pm	**Revision**
3.30pm	Watches trial
	Plays on his PlayStation
5:00pm	**Uses his phone**
	Meets his friends for dinner
	Goes back home and reads in bed
11.00pm	Goes to sleep

As his exams are approaching, Jamie will usually revise in the afternoon. He uses some of the different tools provided by his DSA. As part of his disability student allowance, Jamie was given a laptop with assistive technology. One of the tools is a software that transcribes his lectures. He is able to go back and annotate the lecture, and the software can organise this into a diagram or longform notes.

Jamie really likes this tool as he can manage his time and workload better. As his condition is triggered by stress, this has been really helpful during this period.

He has also previously looked up YouTubers who discuss the topic of studying to learn new study tips.
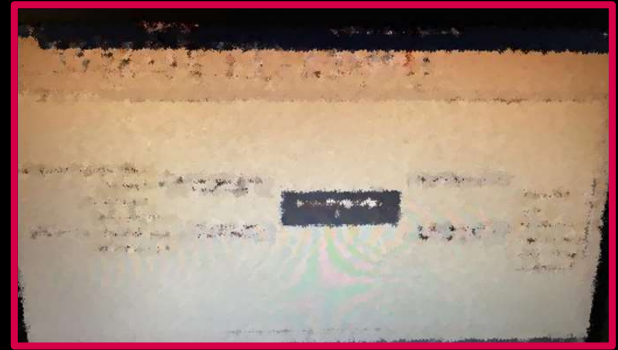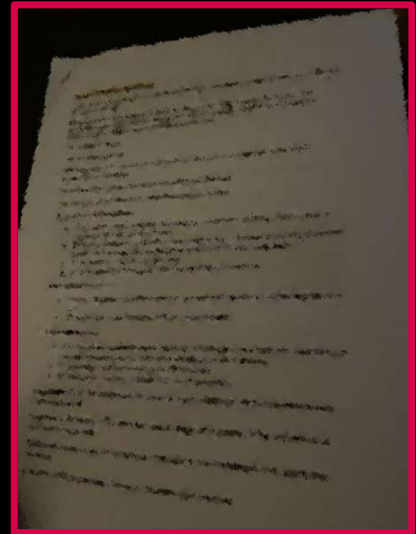
Recently, Jamie has been reading more news

News/Politics

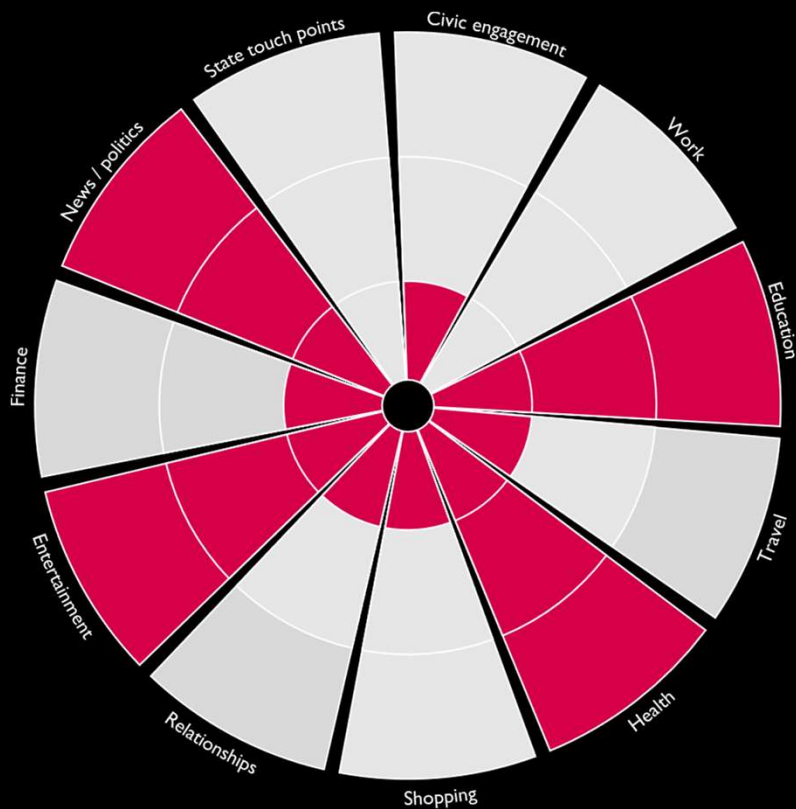| Time	Activity
8:00am	Wakes up and checks his medical watch
	Scrolls on his phone and talks to partner
	Gets ready for university
9.30am	Lecture
	Goes to the library with his friends
12.30pm	Lunch
	Online lecture – attends from his room
2:30pm	**Revision**
3.30pm	Watches trial
	Plays on his PlayStation
5:00pm	**Uses his phone**
	Meets his friends for dinner
	Goes back home and reads in bed
11.00pm	Goes to sleep

Jamie has the BBC News app downloaded. Since spending a lot of time engaging with a high profile defamation trial, he has been reading more news and will sometimes check the app for headlines around his topics of interest.

While he feels fed up with breaking news and thinks that a lot of news at the moment is clickbait and "distracting from the real issues", he does feel that the BBC is more trustworthy than others.

Jamie also sometimes looks at science news because "it's a different pace" and less dramatic. As much as possible, he won't look at breaking news (unless there is an election or a crisis).

8:08
Menu   My News   Edit
Coronavirus   Climate change   UK

POLLING STATION

Polls open
local electi
1 hour ago | Leeds

Getty Images

Lab-grown meat and insects 'good for planet and health'

By Helen Briggs
Environment correspondent

25 Apr | Science & Environment

Dining on the likes of lab-grown meat or ground-up insects could lead to big savings in carbon emissions and water, as well as freeing up land for nature.

Where does media literacy play a role in Jamie's life?

Radial chart with segments labelled: Civic engagement, State touch points, News / politics, Finance, Entertainment, Relationships, Shopping, Health, Travel, Education, Work

Jamie is someone who can be very proactive in relation to his health. When sorting out his DSA and managing his education in line with his condition, Jamie is very good at looking at and comparing information to see what will suit him best and make his experience easier. He tries to keep up to date with new information and ways of managing his health condition. Jamie reads different articles and also uses the NHS website and compares it to other big sites such as Mayo Clinic, as well as consulting with his doctor.

Jamie is also a bit wary of different news sources and likes to take a step back to assess whether something is being sensationalised. However, when it comes to the things he engages with and believes in, Jamie is happy to accept information as it is. For example, while Jamie is very critical of news coverage on the high profile defamation case 'against' one party, he does not question articles that are positioned 'against' the other party.

He has also reflected that he wishes his screen time was lower, but also feels that it is necessary to be on his phone because this is the main way that he connects to other people and the wider world.

Liv, 20-30
Socio-economic group: C1

Since completing her university degree, Liv has moved to South East England. She has two jobs in media - both jobs which she loves. She regularly sees her partner and circle of friends who all live nearby.

Liv is very laid-back and enjoys hobbies like gaming and yoga. She aspires to have her own radio show one day and has some experience of the industry.

Because of her job and hobbies, Liv is very digitally engaged, mainly through her iPhone but also through her laptop, Nintendo Switch, and game consoles at work. Her main social media interactions are through Twitter and BeReal, and she also uses games on her phone. Liv finds that data sharing is hard to avoid and doesn't think about how she shares data. Overall, if sensitive information is not included, she doesn't mind.

REVEALING REALITY

"Media is my life.. It's my job, it's what I turn to for entertainment."

Liv, 20-30

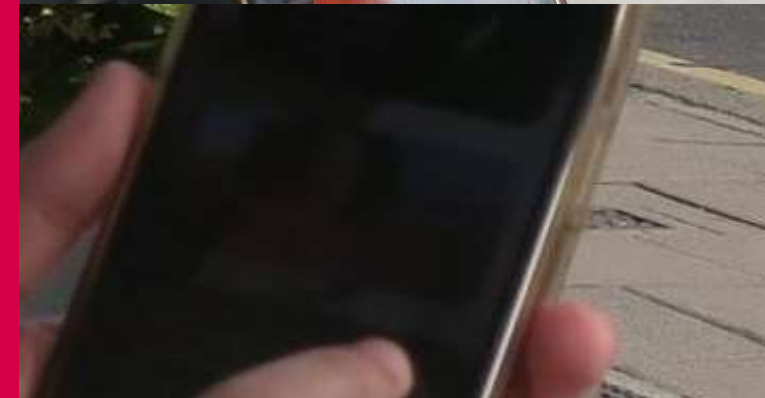| Time	Activity
7:30am	Wake up
	Scrolls online
	Gets ready for the day
9:30am	Walks to work, listens to a podcast
	Works
5.00pm	Grabs dinner
	Prepares for livestream on social media
6:30pm	**Livestreams for 4 hours**
	Walks back home
	Watches videos or plays games
1:00am	Sleeps

Liv usually wakes up around 7.30am and will spend some time scrolling on her phone while she gets ready for the day.

She walks to work and sometimes listens to a podcast. By the time she gets to work it is 9.30am and Liv works until 5pm.
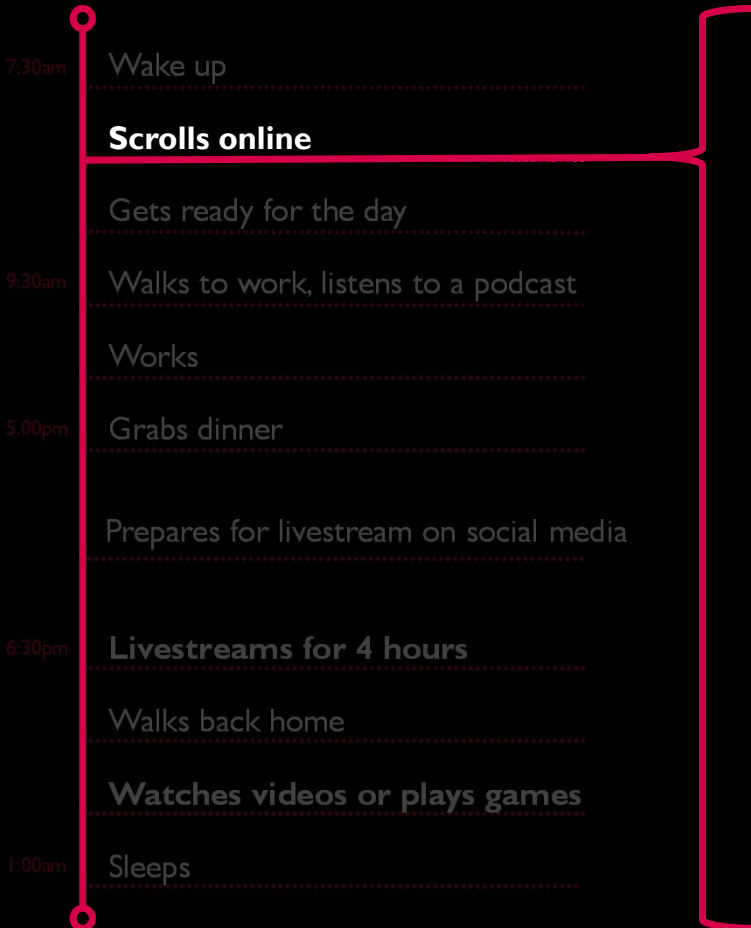
After work, Liv has dinner and prepares questions for her livestream on social media.

Liv livestreams with her colleague for roughly 4 hours from the office. She plays a series of games with her co-worker during this time.

Liv will walk home and typically spend all evening on her phone, watching YouTube or playing games before falling asleep late at night.

Liv checks her phone first thing in the morning and scrolls through her social media

7:30am — Wake up

Scrolls online

Gets ready for the day

9:30am — Walks to work, listens to a podcast

Works

5:00pm — Grabs dinner

Prepares for livestream on social media

6:30pm — **Livestreams for 4 hours**

Walks back home
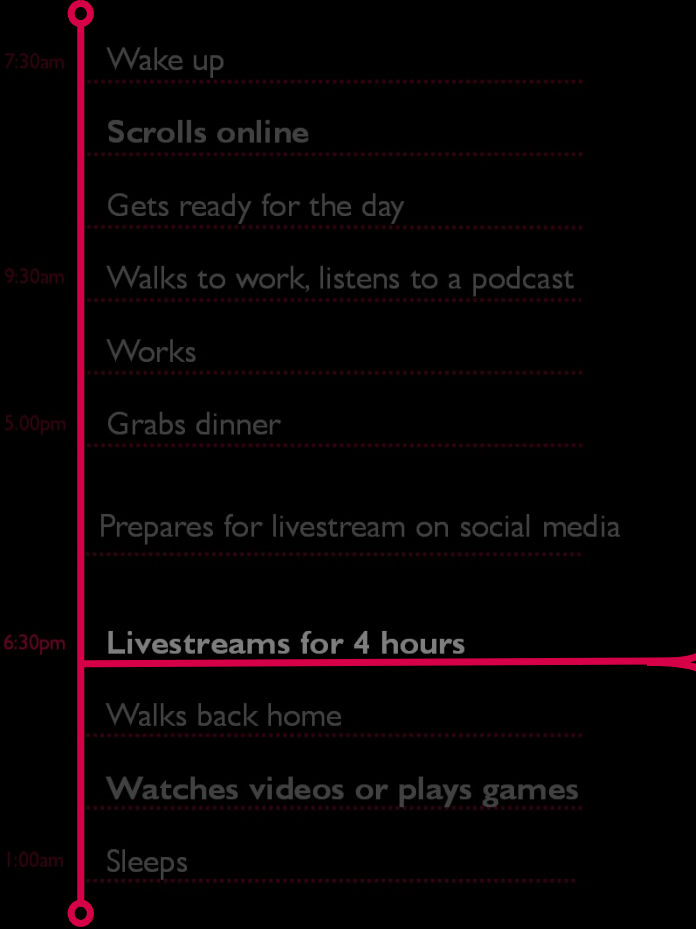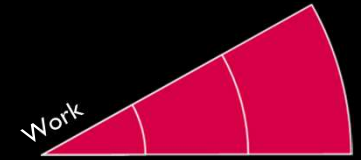
Watches videos or plays games

1:00am — Sleeps

Liv uses Twitter for news and entertainment, although she doesn't follow many people as she feels that the algorithm does a good job of feeding her things she'd like to see. She uses Twitter for updates on current affairs – it is her ear to the world.

"I don't use Twitter for interacting. I just use it to get information and see what's going on in the world at the time"

She also uses Instagram but says that she does not like to use it a lot because "it's not real" and prefers more unfiltered forms of social media like Twitter or BeReal. However, one of her most-used social apps is Instagram.
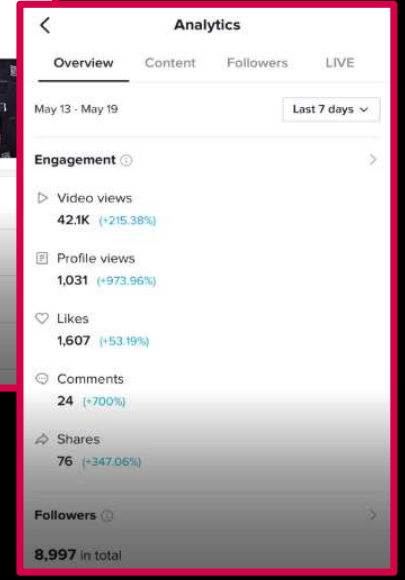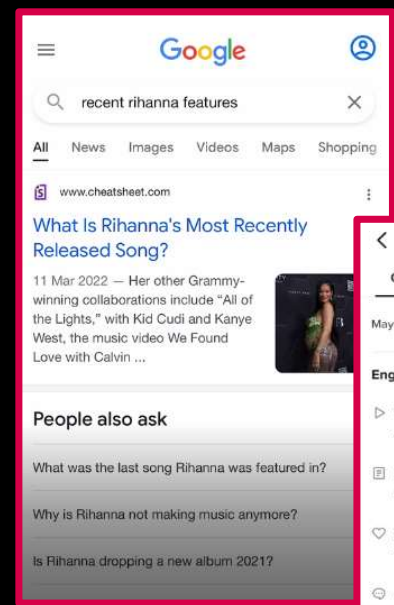
As part of her job Liv will host a livestream

7:30am — Wake up

Scrolls online

Gets ready for the day

9:30am — Walks to work, listens to a podcast

Works

5:00pm — Grabs dinner

Prepares for livestream on social media

6:30pm — **Livestreams for 4 hours**

Walks back home

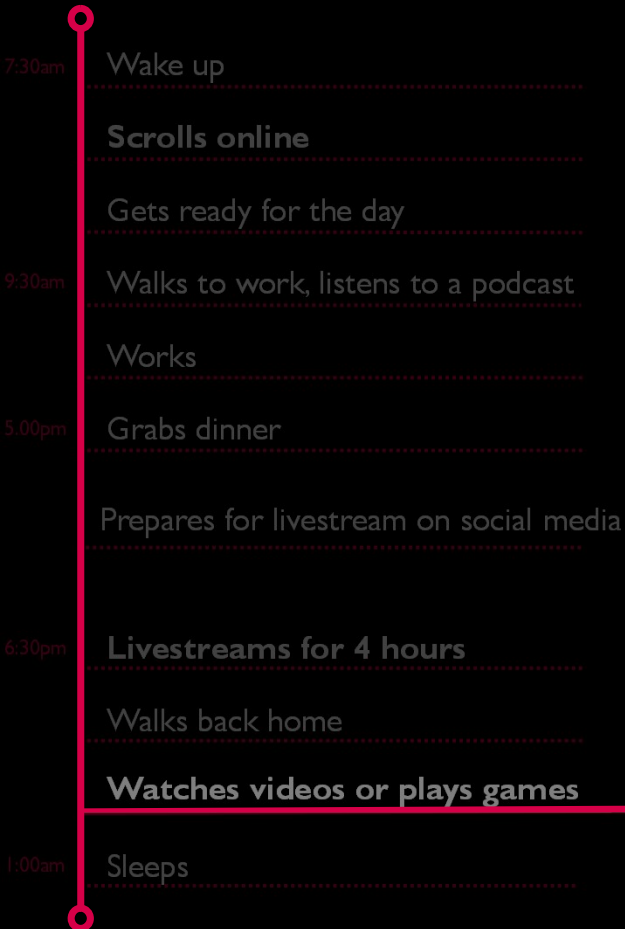**Watches videos or plays games**

1:00am — Sleeps

Some evenings, Liv will host a livestream on social media with her co-worker.

They also usually prepare a quiz round and will use other websites such as Pop Sugar or Buzzfeed to help compile quiz questions.

Liv will also review the reach and analytics of her live stream and other social platforms. However, Liv feels that reach is very variable and that weekly trends won't have a large impact on overall engagement.
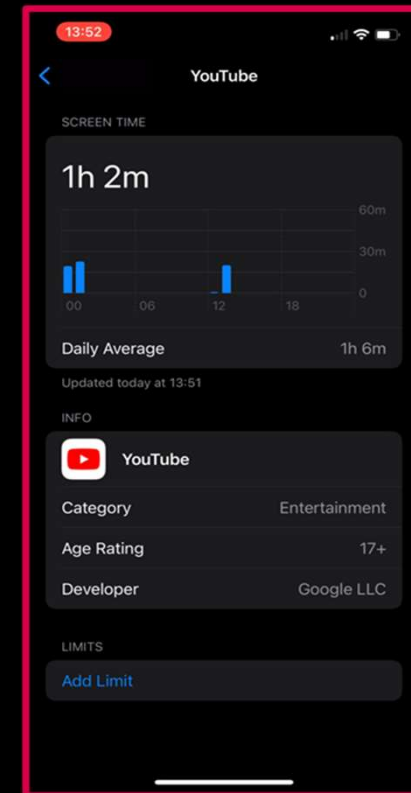
Before going to bed, Liv goes on YouTube or aims to reach a new level on the game Two Dots

7:30am — Wake up

Scrolls online

Gets ready for the day

9:30am — Walks to work, listens to a podcast

Works

5:00pm — Grabs dinner

Prepares for livestream on social media

6:30pm — **Livestreams for 4 hours**

Walks back home
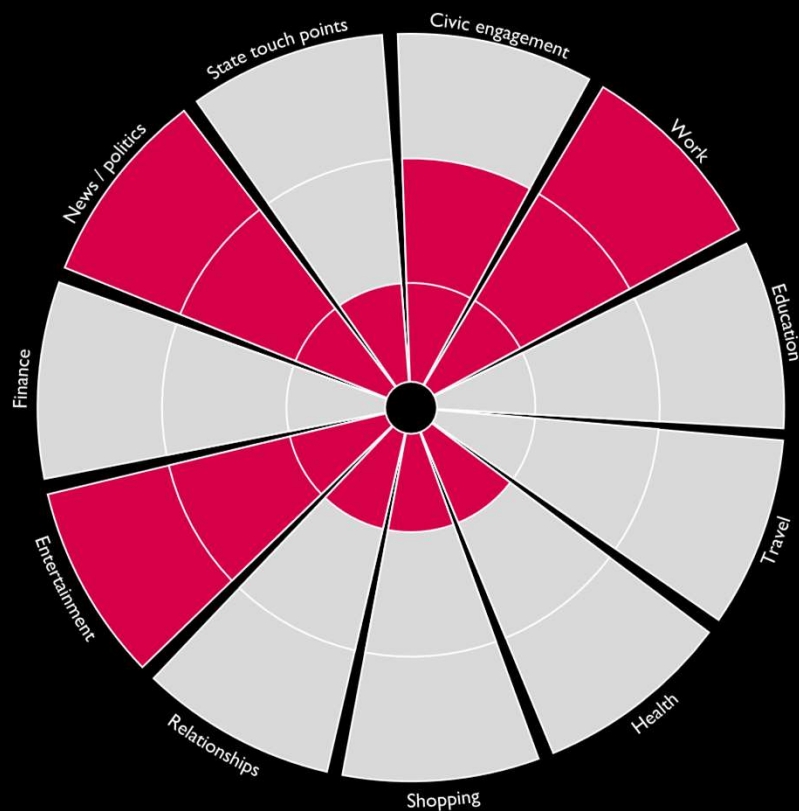
Watches videos or plays games

1:00am — Sleeps

Liv loves playing games and describes herself as having an addictive personality – she will spend ages playing a game trying to reach the highest level. In the past, this was Candy Crush and now is typically Two Dots.

"I probably spend too much time on my phone"

Sometimes she'll play games or watch videos early into the morning and feels that she cannot stop. However, Liv doesn't feel that this negatively impacts her, as she enjoys it.

13:52

YouTube

SCREEN TIME

1h 2m

60m

30m

0

00   06   12   18

Daily Average   1h 6m

Updated today at 13:51

INFO

YouTube

Category   Entertainment

Age Rating   17+

Developer   Google LLC

LIMITS

Add Limit

Where does media literacy play a role in Liv's life?

Liv spends a lot of her time on her phone, with a screen time averaging between 8-10 hours a day. She can spend hours playing the same game on her phone or watching videos, and sometimes does not get much sleep because of this. However, as she works with media, she sees this as a normal part of her profession.

One of Liv's favourite apps is Twitter. She uses it to find out information about the world and doesn't follow many people as the algorithm feeds her tweets anyway. However, she has reflected that this means there is an echo chamber. She first realised this in the 2019 general election where a lot of the political information that she saw echoed her own views. This impacted her news engagement. The results of the election surprised her because she had no idea it could turn out this way - she felt that she was missing something.

Liv has recently discovered an Instagram page which summarises news stories that she really likes and trusts. However, she does feel a bit 'stuck' in an echo chamber and feels that there's not much she can do to get out of it.

Sammy, 20-30
Socio-economic group: C2

Sammy lives in the North West of England. He has also recently moved in with his partner and their child. Sammy is work-driven and is aiming for a higher position. He sees himself as a natural leader and improves his skills through work training.

Sammy is very much a 'people person,' seeing friends from the area regularly for drinks. Though he is finding it hard to adjust, Sammy is trying to "become more of an adult" and spend more time with his partner and her child. He previously had a lot of hobbies, including rugby and volunteer coaching, but has stopped since lockdown.

Sammy has an iPhone that he uses to browse Twitter, Facebook, TikTok and LinkedIn. Previously, he used Tinder to meet people because of his long working hours and the difficulty of meeting people organically. He doesn't have any strong feelings towards data sharing, assuming his data is out in the world anyway.

"I'm so busy I'm rarely on [social media] but my screen time is disgusting."

A day in Sammy's life

6:30am

Wakes up and has a cup of coffee

Watches BBC news

Gets ready for work

Arrives at office

11:00am

Workplace visit 1

Lunch

Workplace visit 2

Networking visit

3:30pm

Drives back to the office

Office work

Finishes his day

Goes to the pub with friends

Goes home and has dinner

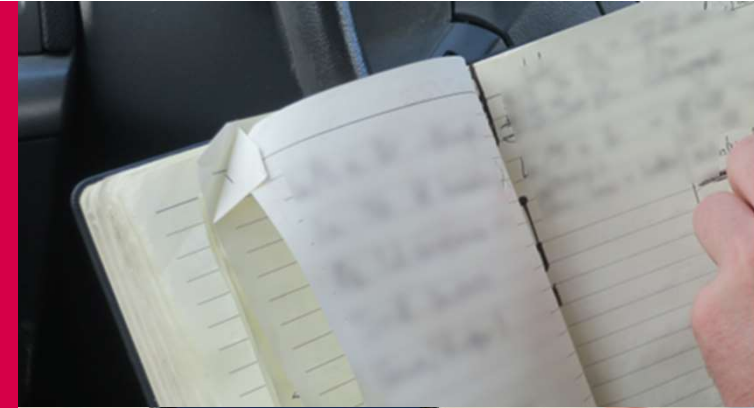**Scrolls on phone until bed**

10:00pm

Sammy's work days are spent in the office and once a week he visits different workplaces in the North West.

On a day that Sammy does a visit, he wakes up early and heads into the office for a team meeting. He then travels to several workplaces to network, meet project managers, and check in on his staff.
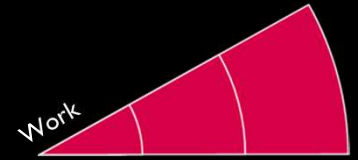
Sammy's work requires him to have his phone with him at all times. Throughout the day, he'll have to take calls.

In the afternoon, he'll head back to the office. After work, he may go to a pub and then home for dinner.

After dinner, he'll relax on his phone until he goes to bed.

Sammy visits construction sites to network

6:30am

Wakes up and has a cup of coffee

Watches BBC news

Gets ready for work

Arrives at office

11:00am

Workplace visit 1

Lunch

Workplace visit 2

Networking visit

3:30pm

Drives back to the office

Office work

Finishes his day

Goes to the pub with friends

Goes home and has dinner

10:00pm
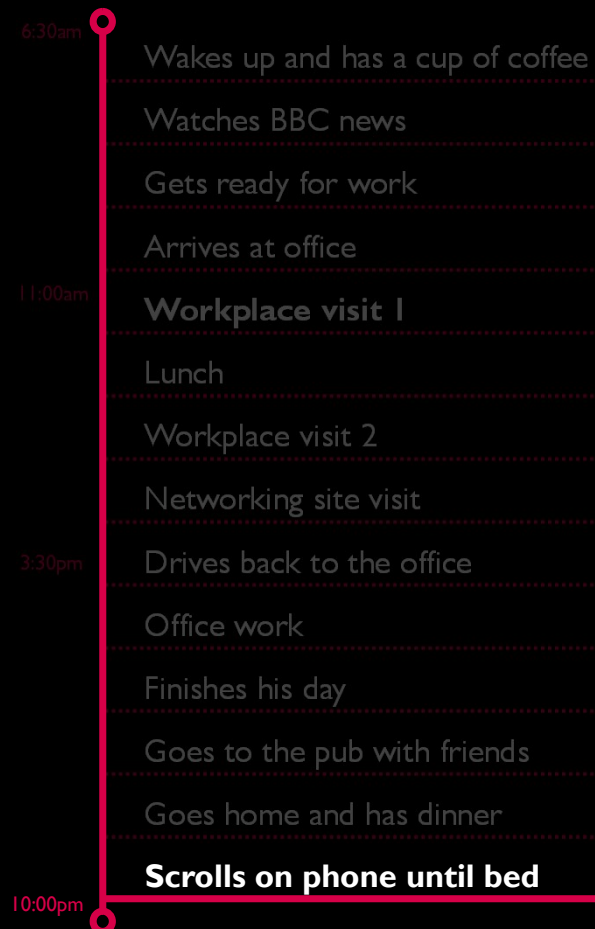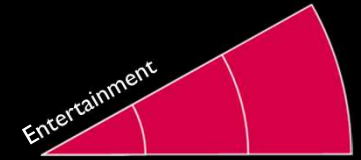
Scrolls on phone until bed

On the way to his workplace visits, Sammy uses Waze to help him navigate – he finds this a much better tool than Google or Apple Maps as the updates are informed by other users on the road. Before a visit, Sammy will prepare by looking up the workplace, the project, and the project manager on a database. He finds the database a lot more useful than newsletters and magazines.

Sammy may use this time to catch up with work. He uses LinkedIn, Facebook or Indeed, but prefers speaking to people in person. He feels that for this industry, this is the best way to meet people as "everyone knows something about everyone."
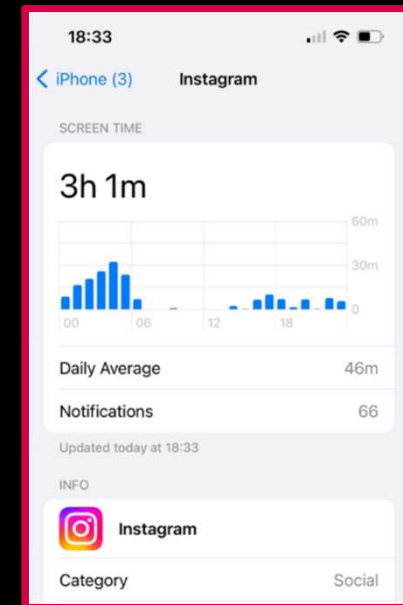
Groundworker Jobs

Asap start
Very long run of work for the right gang

1x 360 op
2x experienced ground workers
... See more

3   5 comments

Like   Comment   Share

Sammy often turns to social media to 'switch off'

6:30am

Wakes up and has a cup of coffee

Watches BBC news

Gets ready for work

Arrives at office

11:00am

Workplace visit 1

Lunch

Workplace visit 2

Networking site visit

3:30pm

Drives back to the office

Office work

Finishes his day

Goes to the pub with friends

Goes home and has dinner
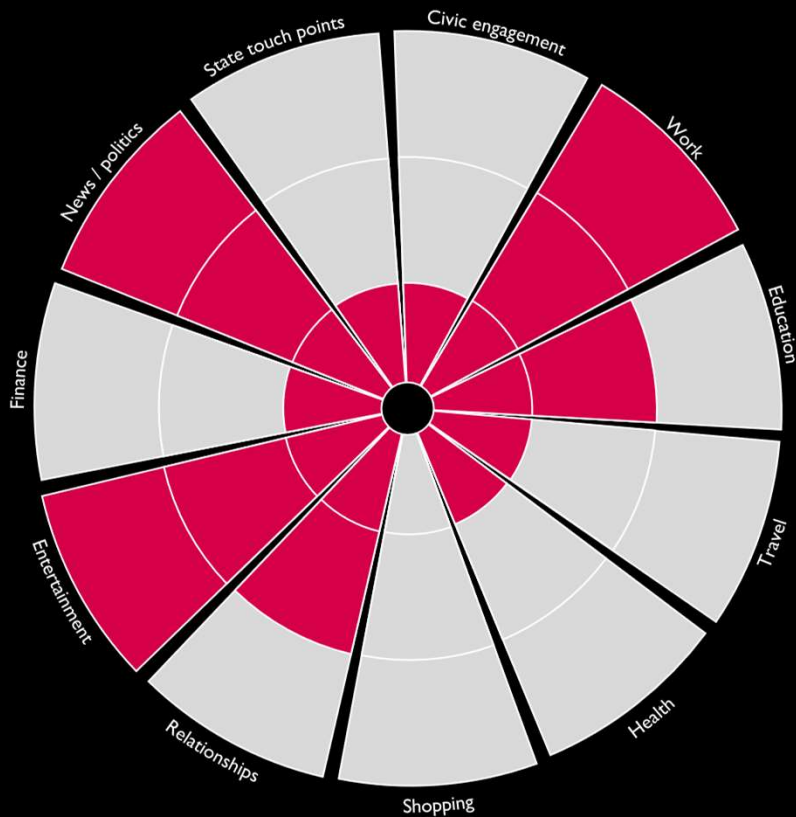
Scrolls on phone until bed

10:00pm

Sammy likes going on his phone before bed to relax. He uses this time to scroll on his social media feeds and watch videos on Instagram or Tik Tok. Sammy reflected that he doesn't really like Instagram because it feels that people are using it to show off. However, Sammy does enjoy it when people view his stories or 'like' his posts.

Sammy is usually 'exhausted' after a long day at work and doesn't like to engage in anything 'serious', like the news. He will normally choose to unwind by going on social media, sometimes until early morning.
In the follow-up interview, Sammy was surprised by his high screen time.

18:33

‹ iPhone (3)   Instagram

SCREEN TIME

3h 1m

60m

30m

00   06   12   18   0

Daily Average   46m

Notifications   66

Updated today at 18:33

INFO

Instagram

Category   Social

Where does media literacy play a role in Sammy's life?

A lot of Sammy's time is spent on either his phone or his laptop. The very fast-paced nature of his work means that he has to be available via his phone or email at all times, otherwise he could lose a potential client.

Outside of his work, Sammy goes on his phone for entertainment, mainly on Instagram, Tik Tok or YouTube. He scrolls through passively as he prefers to 'switch off' when he is not working. Sammy follows a lot of comedy pages and likes wildlife content. He follows a page that shares videos about animals in the wild, some of which are violent, and he thinks it's more informative than documentaries, as for him, it is less edited and shows what animals really do. Sammy can spend hours on Instagram and this makes him feel that he is missing out on other activities, such as rugby.

Sammy's partner will put on BBC Breakfast every morning, but he doesn't really watch or listen. He says that a lot of his friends have the BBC news app on their phones, so he'll usually trust what they say and only look up a topic if prompted by them. Sammy isn't up to date about current affairs and feels that he 'doesn't really know anything' about politics at the moment, outside of a few scandals, but is not bothered by this.

Rinda, 25-35

Socio-economic group: D

Rinda lives in Northern Ireland where she studied for her degree before starting her job. Her husband and children live abroad.

Rinda is highly dedicated to work and often works overtime to gain extra experience, in the hope of owning her own business one day. Rinda has no friends who live nearby, despite living there for a number of years. She mainly socialises through work, or on telephone calls to home. Outside work, she has just joined the gym and enjoys being part of the Facebook group run by her trainer, where different people share meal plans, recipes, and progress.
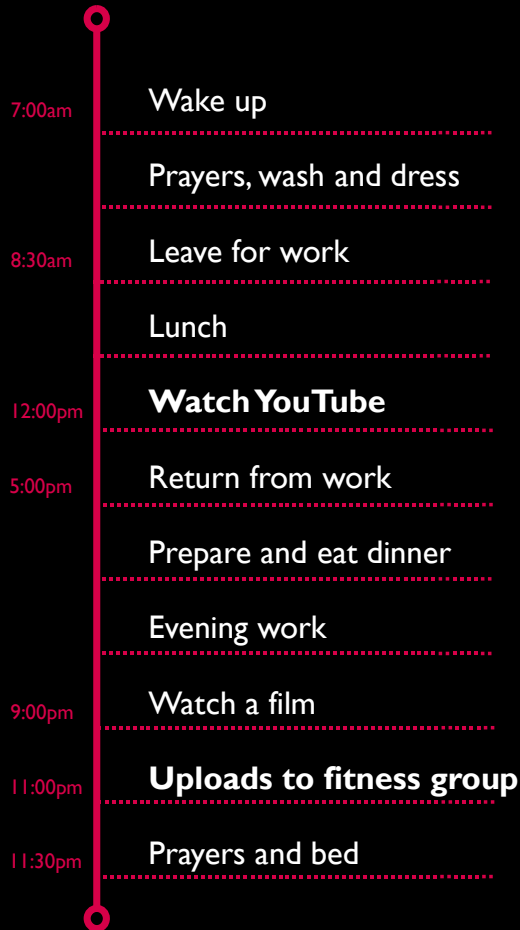
On her mobile phone, Rinda watches films and YouTube to pass the time. This is often during meal-times and in the evenings. The content she engages with on YouTube is often in her native language and includes 24-hour live streams of reality TV shows and local news. She also goes to YouTube for advice about her UK visa and citizenship, as well as other content targeted at immigrants in the UK.

Rinda reflected that she does not know how her data is collected, stored, or used online. For example, she felt unsure how cookies or algorithms work.

REVEALING REALITY

"There are so many blogs on YouTube. Some related to news in [country], some [nationality] people who have stayed in the UK."
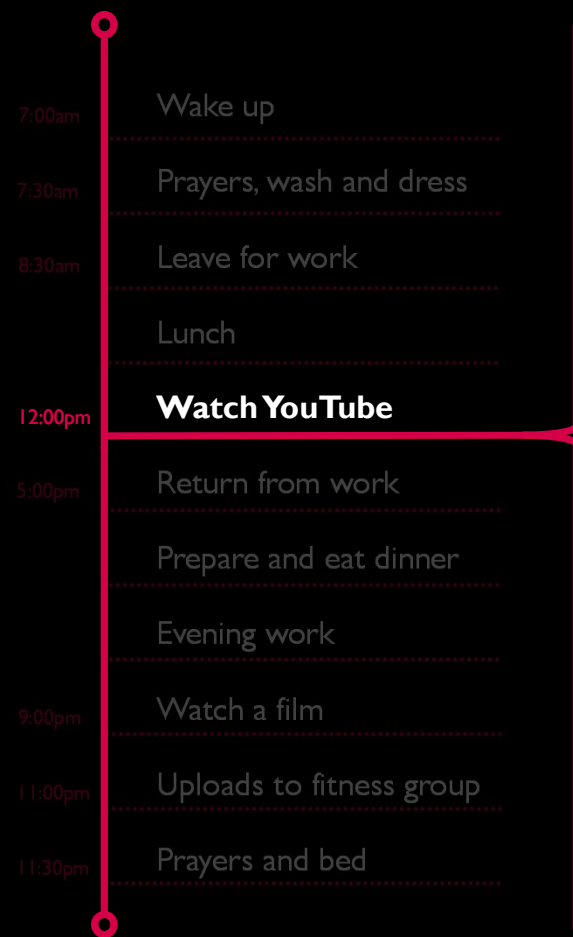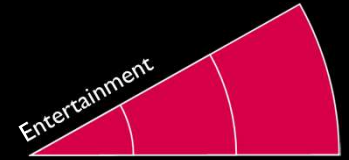
A day in Rinda's life

Time	Activity
7:00am	Wake up
	Prayers, wash and dress
8:30am	Leave for work
	Lunch
12:00pm	**Watch YouTube**
5:00pm	Return from work
	Prepare and eat dinner
	Evening work
9:00pm	Watch a film
11:00pm	**Uploads to fitness group**
11:30pm	Prayers and bed

Rinda has recently changed the balance of her work to spend more time in office-based work. She enjoys this slower pace and routine.

In the morning, Rinda will get dressed and go to work. She manages office admin and payroll - skills she thinks will be useful if she owns her own company in the future. She takes pride in the fact that her boss trusts her with a high volume of work. However, she often finds she must work late into the night, working unpaid overtime.

Rinda watches YouTube when eating lunch and dinner as she is often alone and likes having background noise. She is passionate about films, ranging from Bollywood to blockbusters. Watching things on her phone is her main evening activity. Occasionally, she reads the bible. She was also studying for her driving theory test during this time, so would use free time to revise from the test book that she was recommended by a friend.

Rinda watches YouTube to pass time alone

Time	Activity
7:00am	Wake up
7:30am	Prayers, wash and dress
8:30am	Leave for work
	Lunch
12:00pm	**Watch YouTube**
5:00pm	Return from work
	Prepare and eat dinner
	Evening work
9:00pm	Watch a film
11:00pm	Uploads to fitness group
11:30pm	Prayers and bed

At midday, while Rinda has lunch, she watches YouTube.

Rinda finds videos she is interested in by scrolling through her YouTube home page. She will hover over videos, watching via the auto-play function, until she knows if she is interested in watching the full video or not. Often, if she clicks to watch a video, she will leave it playing whilst scrolling for more content to engage with.

On her feed, videos are published in a mixture of her native language and English. Videos include beauty and health content, and current affairs/news.

Rinda seeks information from content creators who are also migrants to the UK. For example, she had watched videos of how to obtain a visa for her children to emigrate to the UK.
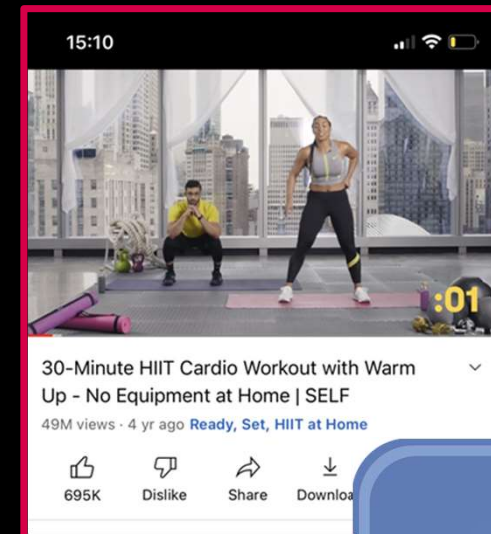
Rinda engages with her online fitness group

7:00am — Wake up

Prayers, wash and dress

8:30am — Leave for work

Lunch

12:00pm — Watch YouTube

5:00pm — Return from work

Prepare and eat dinner

Evening work

9:00pm — Watch a film

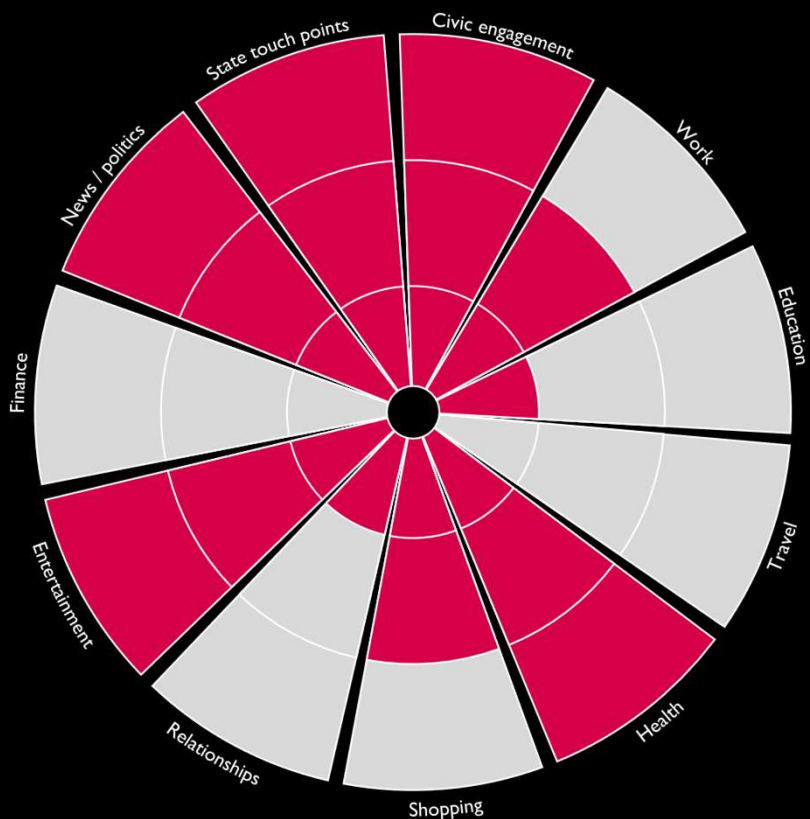11:00pm — **Uploads to fitness group**

11:30pm — Prayers and bed
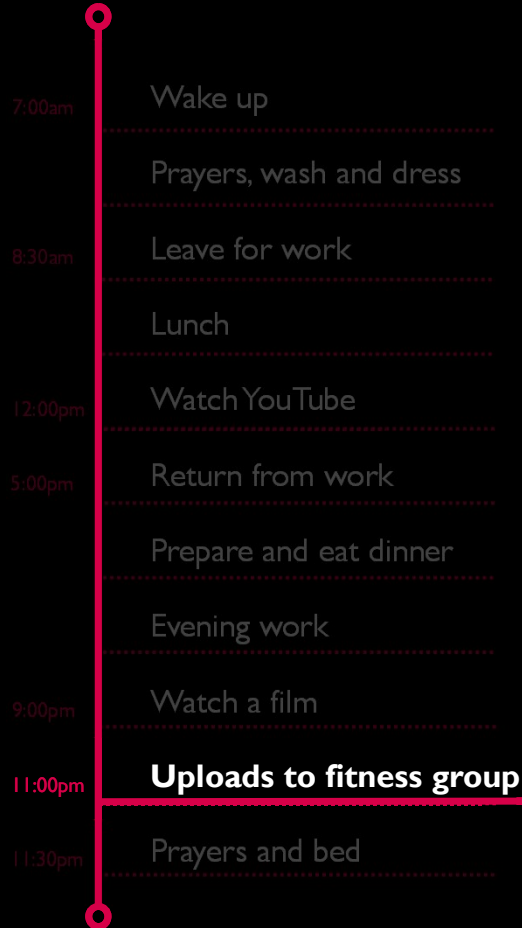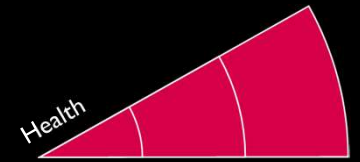
Before bed, Rinda uploads images of the food she has eaten that day to her fitness Facebook group. She then scrolls for twenty minutes on other posts in the group.

Rinda recently joined the gym near her home. She chose this gym as it was the most conveniently located.

She follows a fitness and diet programme created by one of the gym's instructors. This involves being part of a Facebook group where members share pictures of their meals. The instructor also uses the platform to promote brands of health snacks. Rinda listens closely to the advice and spends time shopping for the recommended foods.

15:10

30-Minute HIIT Cardio Workout with Warm Up - No Equipment at Home | SELF
49M views · 4 yr ago Ready, Set, HIIT at Home

695K · Dislike · Share · Download

Where does media literacy play a role in Rinda's life?

State touch points
Civic engagement
Work
News / politics
Education
Finance
Travel
Entertainment
Health
Relationships
Shopping

Rinda misses her children and would like them to join her in the UK. She paid an agent to organise her visa, but cannot afford this for her children. Instead, she loosely engages with information shared by content creators on YouTube.

Since joining the gym, Rinda accesses health information from one source – her gym instructor. She decided to follow their advice to ensure she is making healthy decisions. However, Rinda doesn't reflect upon whether each piece of advice is tailored to her.

Rinda says she does not like spending so much time alone but does not know what she could do to expand her networks. She was happy to recently find a local community group on Facebook, but expressed that she did not look for others or partake in activities shared in the group.

She would like to own her own business in the future but is unsure what the next steps would be to make this happen. In the meantime, she is gaining experience through her current job. She hopes that she might find a business partner who will help her get started.

Lindsay, 25-35

Socio-economic group: C1

Lindsay lives with her husband and children in the North East of England. After working in recruitment for many years, Lindsay decided to pursue being self-employed and also helps her husband run a company. She is in the process of setting up a networking group.

The majority of Lindsay's day revolves around her work and family commitments. She uses her phone to do the majority of her work because she finds it convenient to quickly complete tasks in between being with her family.

Lindsay is very motivated to do well in her career and enjoys how much she gets to engage with different people.

Lindsay's social network is also closely linked to her work. Her closest friends and her family are all customers of hers or work for the same company. She had considered getting a separate work phone, but she explained that due to the blurred lines between her work and personal life, she didn't think it made sense. She reflected that at times this can make it hard for her to "switch off" and it can result in her replying to work messages in the evening before she goes to bed. When asked how she would feel if she wasn't able to access her phone for a day, she replied, "*that would be amazing.*"
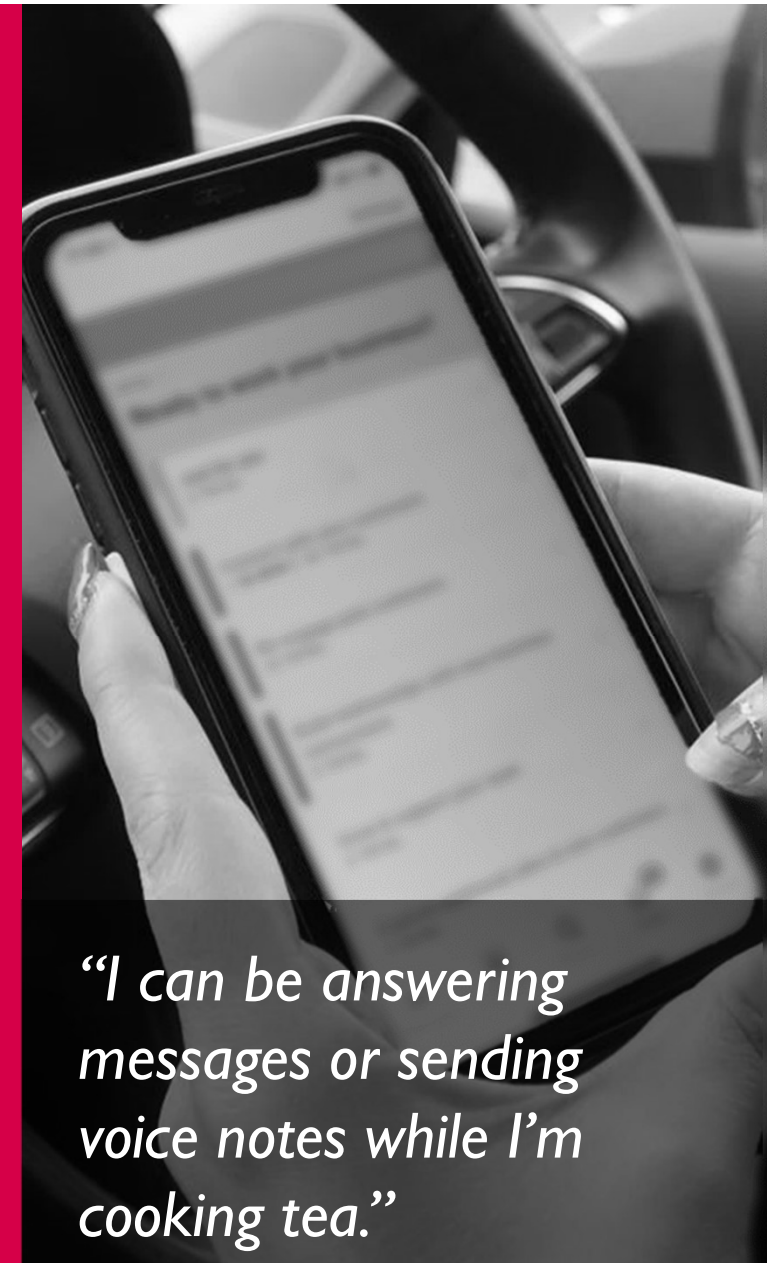
"I can be answering messages or sending voice notes while I'm cooking tea."

A day in Lindsay's life

Time	Activity
6:30am	Wakes up
	Housework & Tesco delivery
	Prep for event
	Networking group
	Housework
12:30pm	Lunch
	Prep for networking event
	Networking event
3:30pm	Organising calendar
	Drive to local town
	Pick up items for work
	121 with potential client
	Sorted dinner
11:00pm	Watch Netflix, texts clients

Lindsay usually wakes up by 6.30am and gets the children ready for school and nursery.

She then usually fits in housework around work calls. As she is self-employed, each day looks a bit different but usually involves calls and visiting customers and team members.

With all the meetings and different people that Lindsay is managing, she always has admin to do in terms of replying to messages and booking calls.

Often, she will do some of this once the children are in bed while she watches a show.

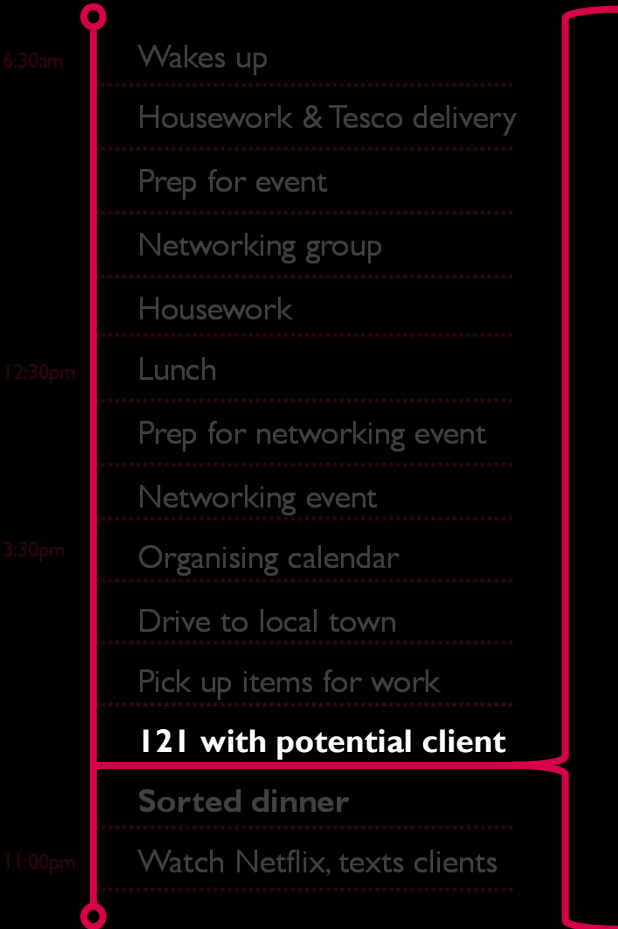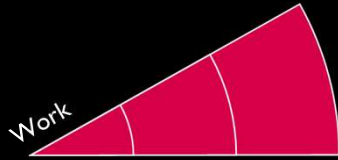# Lindsay fits in work around family life

Work

6:30am — Wakes up
Housework & Tesco delivery
Prep for event

Networking group

Housework
12:30pm — Lunch
Prep for networking event
Networking event
3:30pm — Organising calendar
Drive to local town
Pick up items for work
121 with potential client
Sorted dinner
11:00pm — Watch Netflix, texts clients
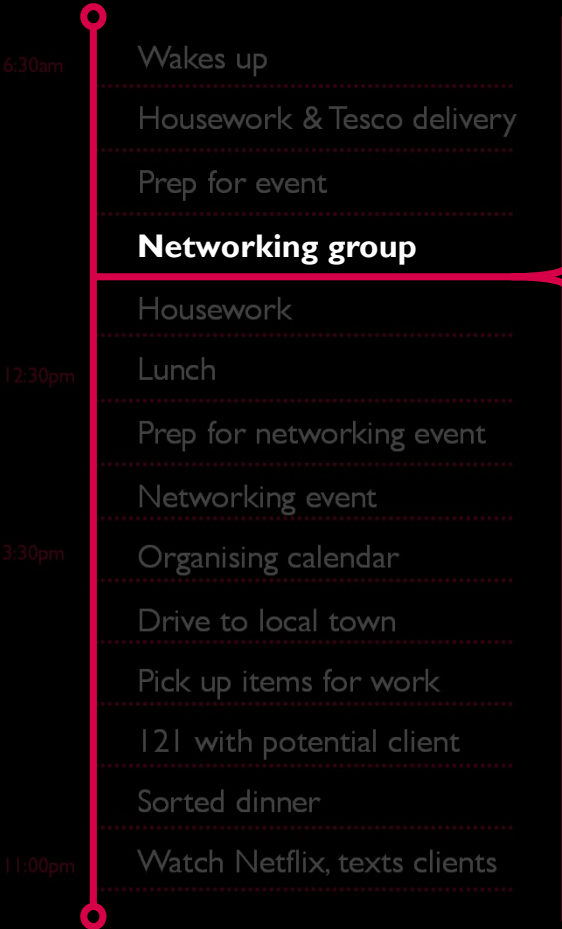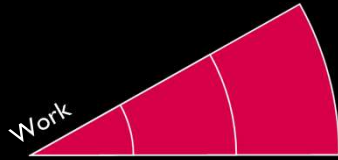
Lindsay juggles work with family commitments. She is involved in several different networking groups. Before events, Lindsay is often answering messages and making sure that people will attend.

When her children get home from school and nursery, she has to limit some of the time that she spends on her work. However, she usually picks up where she left off in the evening.

She tries to stop working at 9pm but will still answer some messages before she goes to sleep at around midnight.
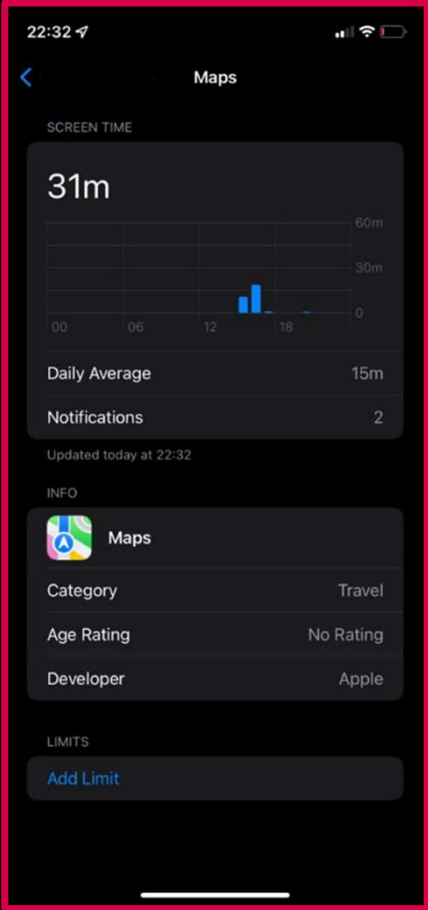
22:32

< Screen Time

| Week | Day |

SCREEN TIME

Today, 17 May
6h 13m

8h
avg
M T W T F S S
0
60m
30m
00 06 12 18

Social 3h 59m | Other 34m | Travel 34m

Updated today at 22:32

MOST USED   SHOW CATEGORIES

WhatsApp   1h 52m
Facebook   1h 51m
Safari   41m
Maps   31m

Lindsay regularly visits potential customers

6:30am — Wakes up

Housework & Tesco delivery

Prep for event

Networking group

Housework

12:30pm — Lunch

Prep for networking event

Networking event

3:30pm — Organising calendar

Drive to local town

Pick up items for work

121 with potential client

Sorted dinner

11:00pm — Watch Netflix, texts clients

Lindsay spends a lot of time visiting customers and other people in the industry. She relies on her satnav to navigate to the places that she needs to go and records her mileage so she can expense it against her business.

While she is driving, she will often use the handsfree call option to check in with colleagues or to organise who is picking up the kids.

22:32

Maps

SCREEN TIME

31m

60m

30m

0

00   06   12   18

Daily Average   15m

Notifications   2

Updated today at 22:32

INFO

Maps

Category   Travel

Age Rating   No Rating

Developer   Apple

LIMITS

Add Limit

Lindsay automates her groceries to save time

Wakes up

6:30am

Housework & Tesco delivery

Prep for event

Networking group

Housework

Lunch

12:30pm

Prep for networking event

Networking event

3:30pm

Organising calendar

Drive to local town

Pick up items for work

121 with potential client

Sorted dinner

Watch Netflix, texts clients

11:00pm
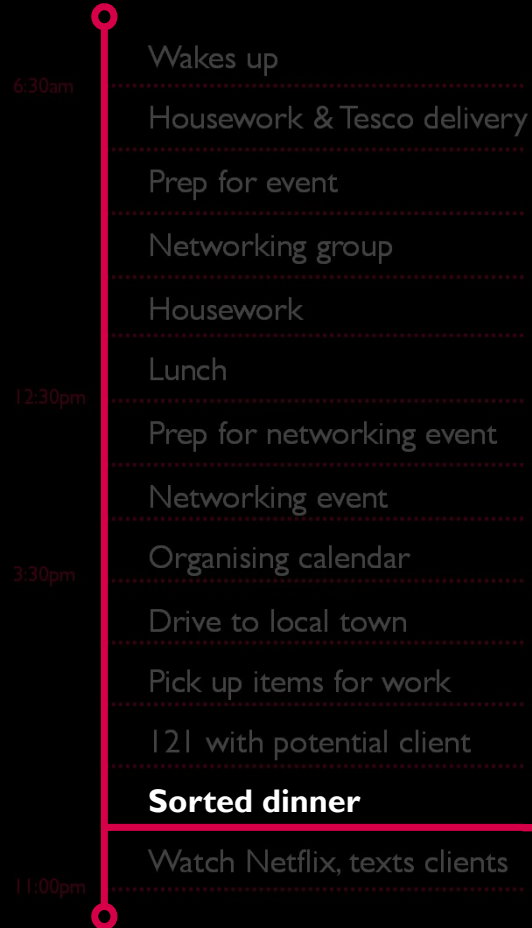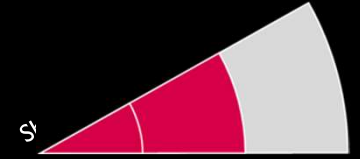
Lindsay likes to save time where she can and uses a Thermomix to cook all the dinners for her family, which she got through a network marketing event. She uses the recipe information on the device to plan her weekly shopping list.

Since they've had the device, she explained that her and her family have been having more home-cooked meals and it makes her online grocery order from Tesco much simpler.
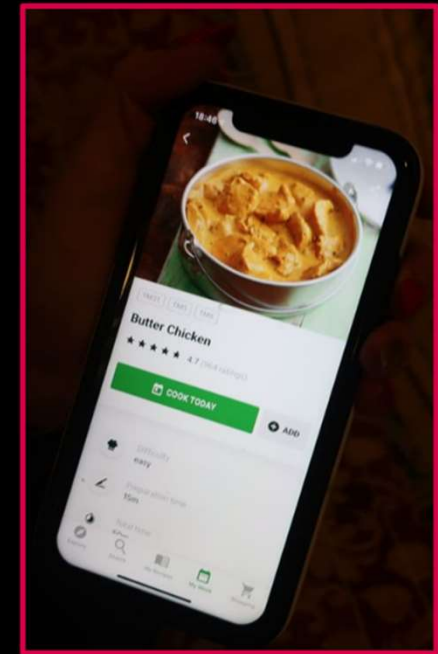
Where does media literacy play a role in Lindsay's life?
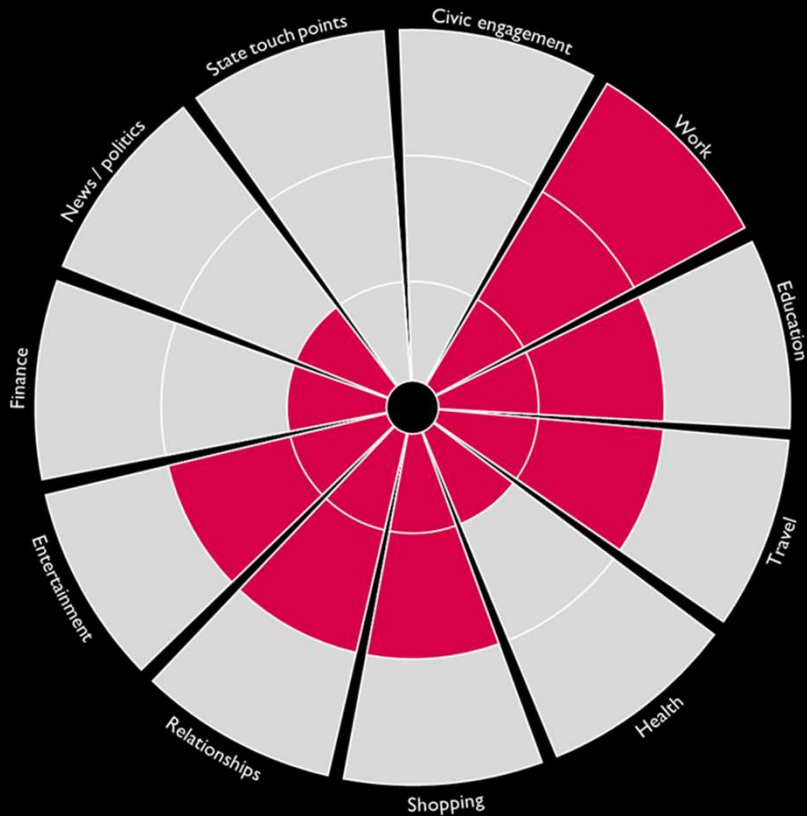
Lindsay is always looking for ways that she can optimise the time that she has as she manages multiple work and homelife commitments. She relies heavily on her phone to help her do her work while she is doing other things so that she can multi-task. She doesn't engage much with news or information online, unless it is related to her work.

For Lindsay, the lines between work and her social life are very blurred as most of her friends are also customers or she has met them through work. She also uses the same phone for work and her personal life meaning she sometimes struggles to switch off.

Lindsay relies completely on being online for her career and she is also able to seek out new opportunities and information by being online.

Lindsay is constantly in communication with people online and uses online networking to create new connections. However, she explained that at times she has struggled to make sure that these connections are bringing value to her.

Marcy, 35-45

Socio-economic group: C1

Marcy lives in North West England with her children and is working alongside completing her degree at university. She is enthusiastic about many plans in life, and has secured funding to start her own business.

Marcy often has lots of new ideas and says she is prone to changing her mind frequently. Her many projects are at varying levels of completion.

Marcy uses a number of media sources fluently and is critical of their content and functions – partially as a result of understanding how data is collected and sold through her job. She often uses YouTube to learn about her interests and pick up new skills. Through her course, she has studied how online marketing works. She has also watched videos about alleged conspiracies regarding the moon landing and Boston bombing.

Marcy has two phones – she says she always falls for a good deal. She also has a laptop that she uses for much of her online engagements. She often considers the privacy of her personal data, for example, by finding ways to get her phone number removed from calling lists.
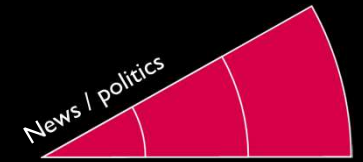
"[Media Takeout] is a website that makes loads of money from adverts. I think they just make up stories to get people to engage with stories."

A day in Marcy's life

Time	Activity
7:30am	Wakes up
	Checks emails
8:10am	**Checks local news website**
8:30am	Watches YouTube
	University
12:30pm	Checks emails on laptop
	Does work for university
4.30pm	**Uses Instagram or shops online**
5:00pm	**Checks local news website**
5:15pm	Checks gossip sites
	Orders dinner
7:00pm	**Watches YouTube videos**
11.30pm	Goes to bed

Marcy wakes up around 7:30am and checks her phone for emails, and checks the local news website. She also spends some time watching videos on YouTube.

Marcy attends classes at her university and does work for her portfolio and other courses throughout the day. She was working to several university deadlines at the time the research was conducted.

Marcy spends most of the afternoon on her phone, sometimes with the TV on in the background. She checks her usual local news source and scrolls through Instagram and websites like Media Take Out and Bossip.

After ordering/making and having dinner, Marcy watches videos on YouTube ranging from music tutorials and product reviews, to conspiracy theories and celebrity gossip.

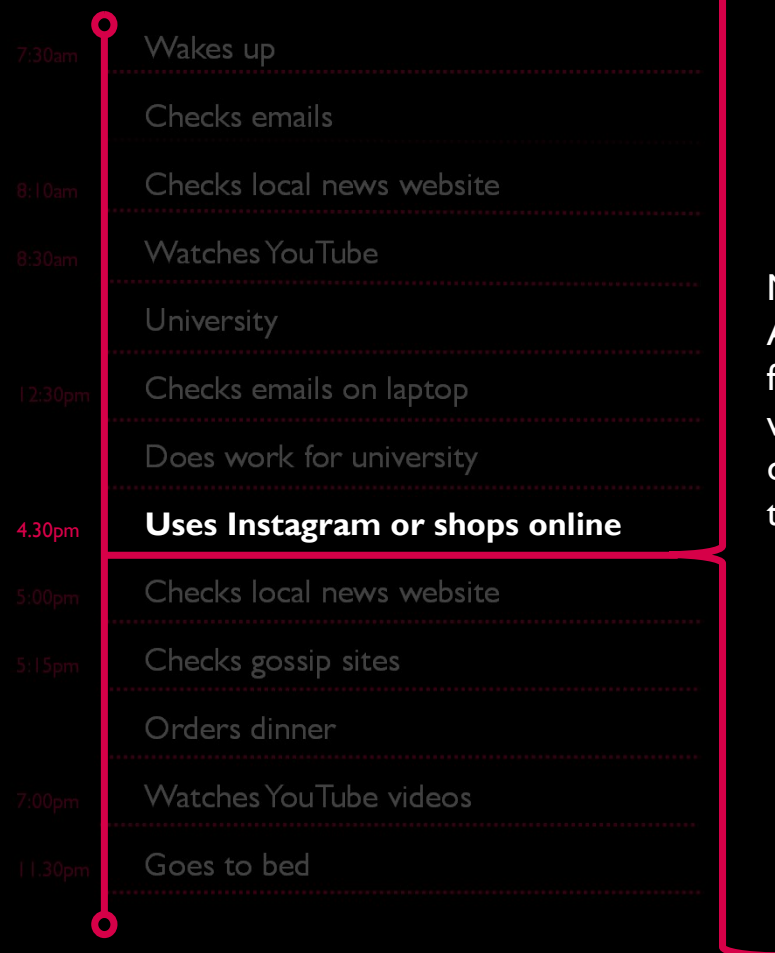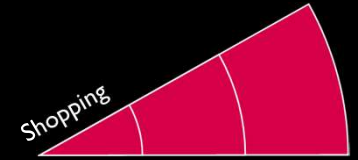# Marcy distrusts mainstream news outlets

7:30am — Wakes up

Checks emails

8:10am — Checks local news website

8:30am — Watches YouTube

University

12:30pm — Checks emails on laptop

Does work for university

4:30pm — Uses Instagram or shops online

5:00pm — Checks local news website

5:15pm — Checks gossip sites

Orders dinner

7:00pm — Watches YouTube videos

11:30pm — Goes to bed
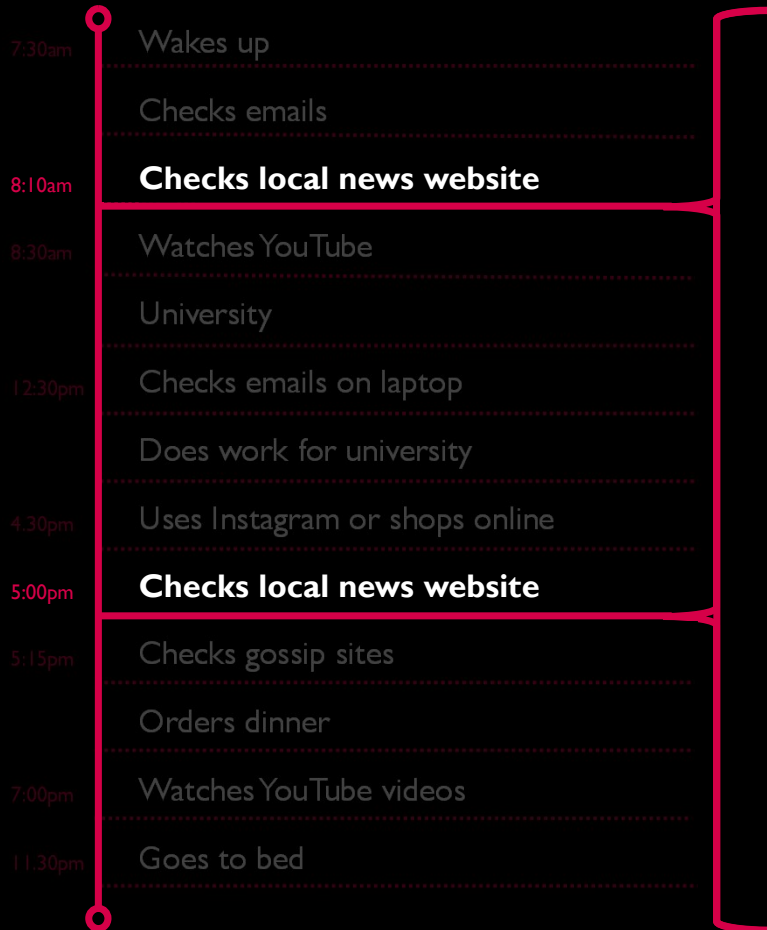
Marcy checks the local news several times a day. She does not trust more national media outlets, believing that these sources have a hidden agenda. She uses local news and YouTube videos to stay updated instead. Occasionally, she will check the Daily Mail or The Mirror websites to see popular topics.

Marcy often has disagreements with her children about the news – they think she is wrong for not reading and/or trusting mainstream news sources. On one occasion, her children were talking about the war in Ukraine, anxious over the potential start of another World War. Marcy said that once she heard they had read about it from mainstream news sources, she believed it was *"all rubbish"*.
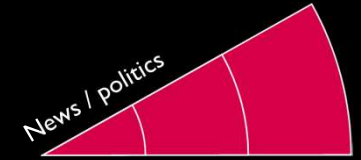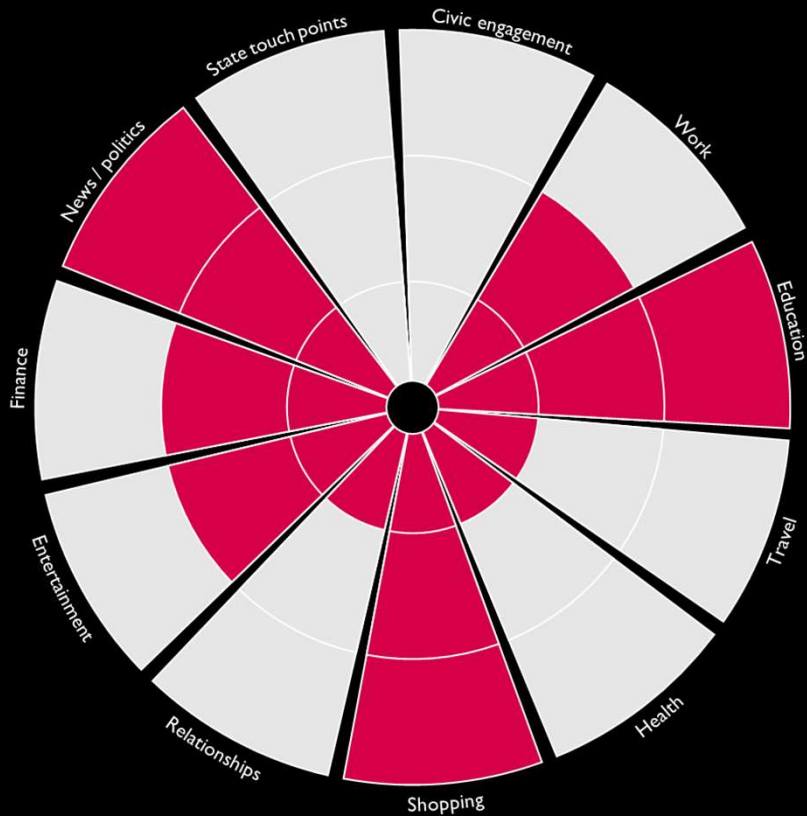
REVEALING REALITY

Marcy frequently buys products online

Shopping

Time	Activity
7:30am	Wakes up
	Checks emails
8:10am	Checks local news website
8:30am	Watches YouTube
	University
12:30pm	Checks emails on laptop
	Does work for university
4.30pm	**Uses Instagram or shops online**
5:00pm	Checks local news website
5:15pm	Checks gossip sites
	Orders dinner
7:00pm	Watches YouTube videos
11:30pm	Goes to bed

Marcy avoids buying from websites like Amazon as she thinks the price is often higher for brand names there. Instead, she finds websites that offer a lower price or better deals, though she accepts she sometimes has to wait longer for items to arrive.

Pay later with
Klarna.

🔒 zara.com/uk/en/wor

ZARA

WOMAN   MAN   KIDS   HOME   ZARA SF

KNITWEAR

JEANS

TROUSERS

SKIRTS

SHORTS | SKORTS

SWEATSHIRTS

COATS | TRENCH COATS

JACKETS | OVERSHIRTS

SUITS

CO-ORD SETS
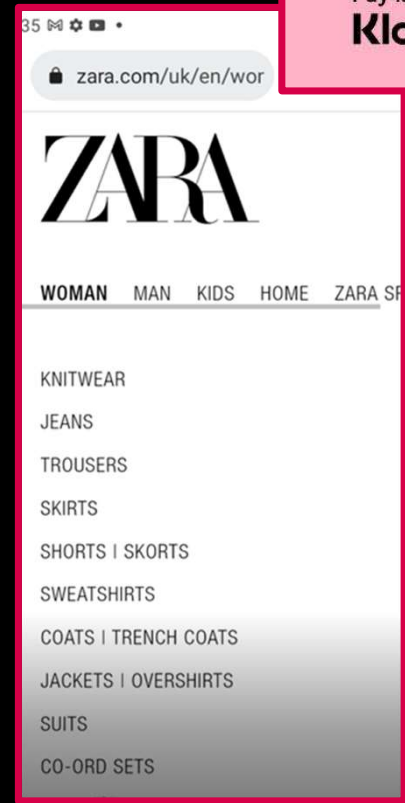
Marcy believes several conspiracy theories

7:30am — Wakes up

Checks emails

8:10am — Checks local news website

Watches YouTube

8:30am

University

Checks emails on laptop

12:30pm

Does work for university

Uses Instagram or shops online

4:30pm

Checks local news websites

5:00pm

Checks gossip sites

5:15pm

Orders dinner

Watches YouTube videos

7:00pm

Goes to bed

11:30pm

Marcy watches YouTube videos at the end of the day before she goes to bed. She often likes to watch videos about alleged conspiracies - often clips from high media coverage events whose truthfulness is questioned by a narrator. Marcy sometimes tries to determine if other popular news coverage is fake. She recently watched a school shooting video in the US and looked for signs that the event was staged. She concluded that the event was staged in order to encourage gun control legislation.

Marcy also watches videos that help her find new products to use, or tutorials to learn new skills. Recently, she has been very interested in music production and watches videos that demonstrate how to mix music and different software she can use to do so.

FESIFY

Where Is Logan?
32K views · 10 days ago

672 — Like   Dislike   Share   Create   Download

Fesify
245K subscribers   SUBSCRIBE

Comments 265

some parents don't deserve kids mayn.....

The Library CHANNEL

DARK PERSUASION
A History of Brainwashing from Pavlov to Social Media

JOEL E. DIMSDALE

uctv Dark Persuasion - The History of Bra from Pavlov to Social Media

11:28

...TER

...Surgery
...ear ago

AshleySaysSo!

39:31

OLD HOLLYWOOD SCANDALS - Luther Vandross "Really Lutha?✦✦✦✦"
Ashley SaysSo · 662K views · 8 months ago

Where does media literacy play a role in Marcy's life?

Marcy actively uses social media to explore her interests and hobbies, as well as for making purchases and investments.

Marcy engages with a lot of media in her day-to-day life, spending lots of time online and on social media. She is much more critical about some sources, namely mainstream media sources because of her scepticism about the people who produce the information. Others, such as some channels on YouTube, she trusts more to deliver authentic and genuine information.

Marcy frequently makes online purchases, sometimes after seeing deals advertised to her through targeted advertisements. Sometimes, she will visit other websites to make a purchase and feels confident finding the best deals for the product. Her finances are tight, so feeling like she gets a good price for a product is important to her, although she doesn't always use the products that she buys.

Safi, 35-45

Socio-economic group: D

Safi lives with her husband and children in the North East of England. She is currently unemployed due to suffering with multiple health conditions. She previously worked in customer service. Her days revolve around her children and doing housework, not leaving a lot of time for hobbies. She likes cooking a lot of different things, specifically Pakistani food.

Safi's main social connections are her family and going to the mosque. Recently, a lot of her time has been spent focusing on her child who has been unwell. She balances this with trying not to overexert herself due to her own health conditions.

Safi feels a close connection to Pakistan with family members living there. They try to go as a family regularly but the pandemic has recently restricted this. Although she mainly receives news about Pakistan by word of mouth from her husband, she also lightly follows the news, particularly about politics.

Safi has many devices in her household including her personal phone and laptop, as well as three TVs. There is often TV playing in the background. Safi claimed to not have strong digital skills, though she does shop online frequently.

REVEALING REALITY
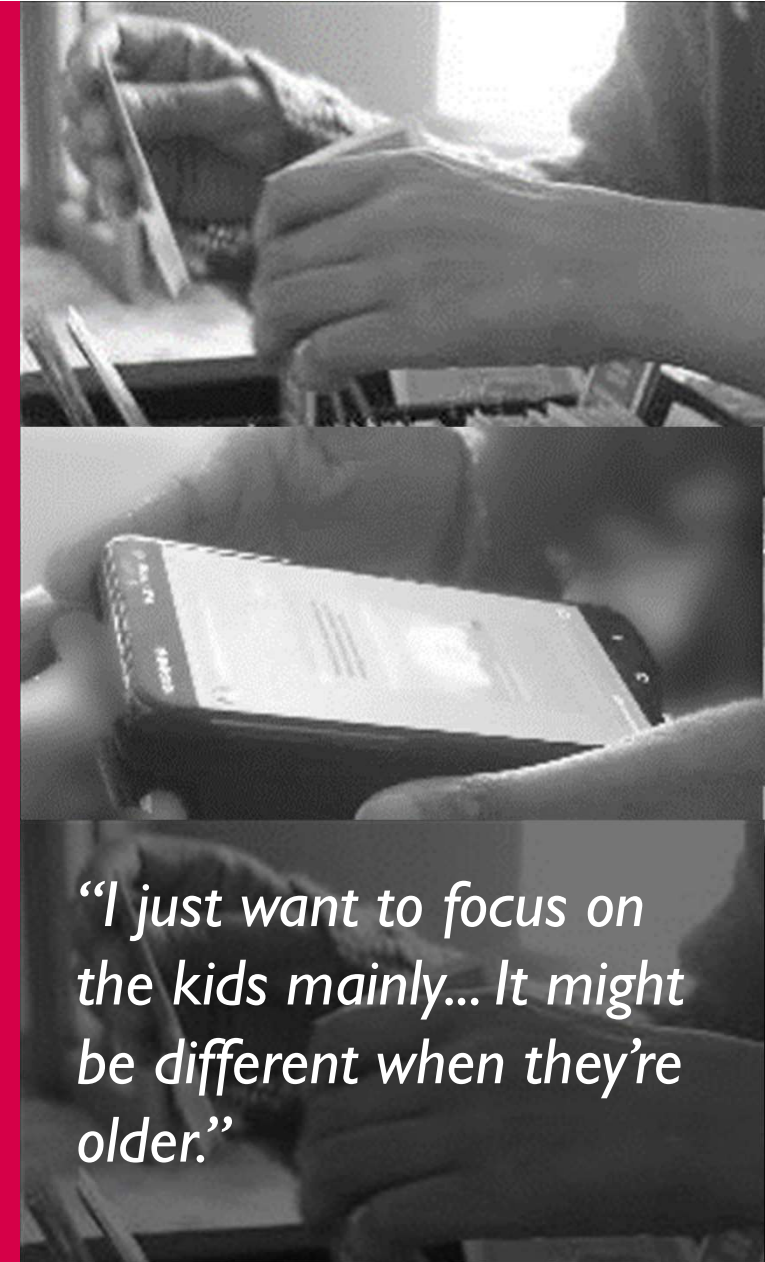
"I just want to focus on the kids mainly... It might be different when they're older."

A day in Safi's life

Wakes up and gets kids up

Drops kids to school

Goes to the shops

Goes on her phone

Housework

Cooking

Lunch

Online shopping

Goes on her phone

Watches TV

Cooking

Dinner

Plays games with her kids

Watches TV with kids

Safi normally wakes up and spends the morning getting her kids ready for school before dropping them off.

Recently, one of her children has been unwell so Safi has been staying home.

Normally, she goes to the shops and gets supplies for the house and anything essential that the children need.

Safi then spends a lot of time tidying and doing housework.

In the evenings, she cooks and watches TV (chosen by her kids) in the main room. Her husband typically is watching YouTube and ARY news upstairs.
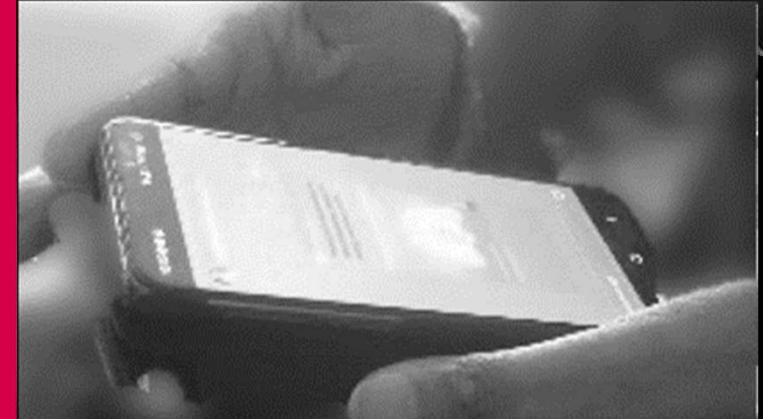
Safi shops on Amazon most days

7:00am

Wakes up and gets kids up

Drops kids to school

Goes to the shops

Goes on her phone

Housework

12:30pm

Cooking

Lunch

Online shopping

Goes on her phone

Watches TV

Cooking

Dinner

Plays games with her kids

11:00pm

Watches TV with kids
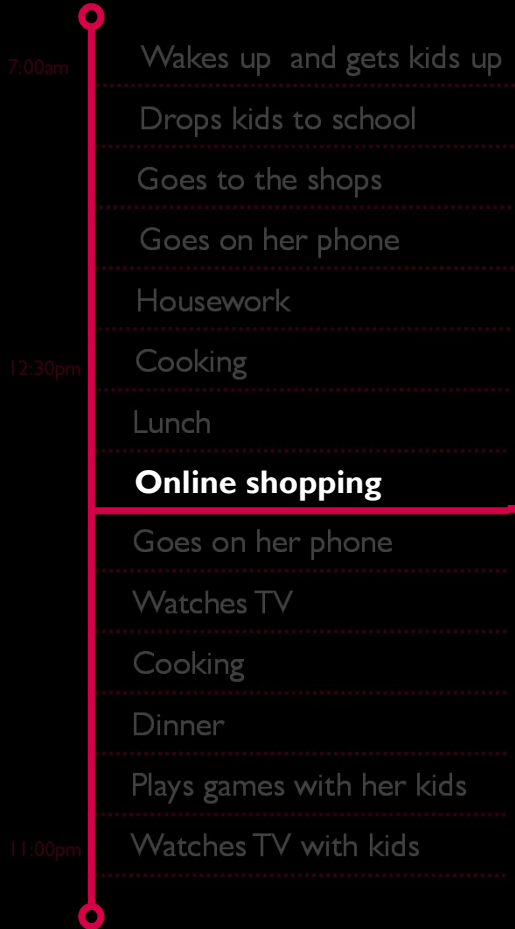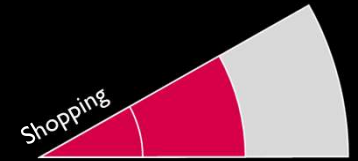
Safi spends a lot of time shopping online – she relies mainly on Amazon. One of her children has suggested she look at other shops and online retailers to see if there were better offers or products which were better quality. She hadn't thought about it before, but during the interview said that she'd been reflecting on her behaviours with online shopping: she felt "too reliant" on Amazon as it was so easy and quick.

She was also reflecting whether she was limiting herself by only using her phone (and therefore the apps she has) since browsing the web is easier on a laptop. Similarly, she had accounts with supermarkets such as Morrisons and Tesco and was aware that she would be able to accumulate rewards if she could remember to input them.
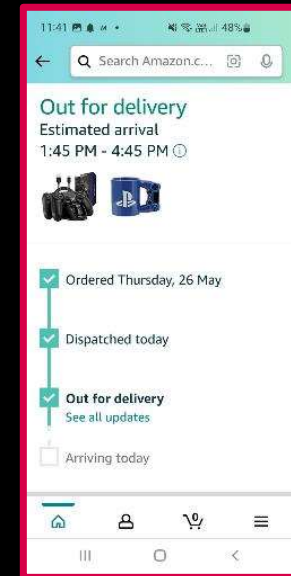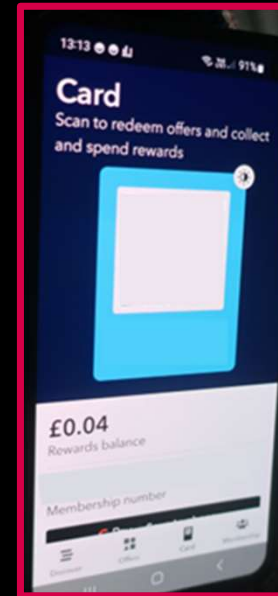
Safi uses Google on her phone

7:00am

Wakes up and gets kids up

Drops kids to school

Goes to the shops

Goes on her phone

Housework

12:30pm

Cooking

Lunch

Online shopping

Goes on her phone

Watches TV

Cooking

Dinner

Plays games with her kids

11:00pm

Watches TV with kids
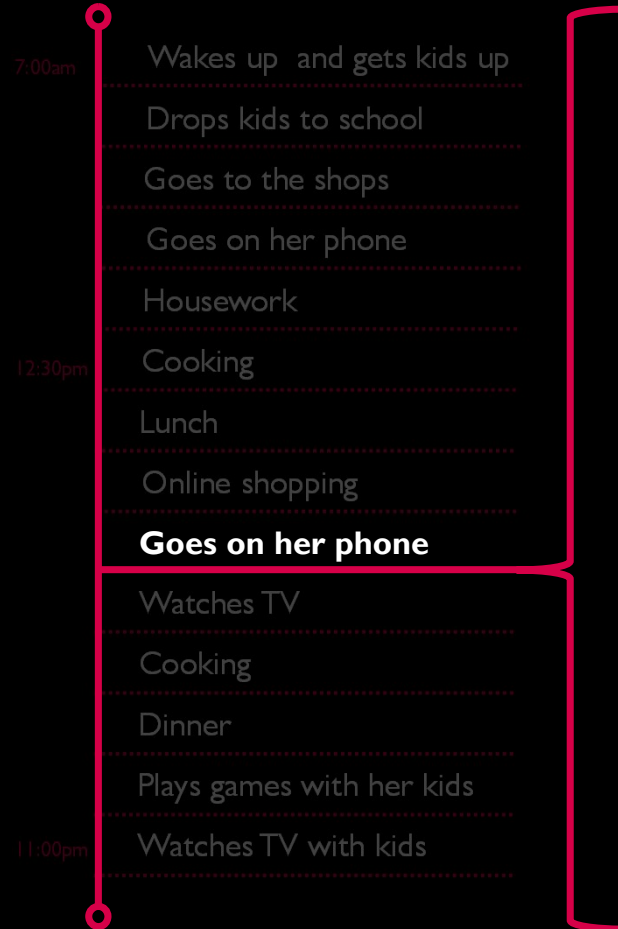
Safi is currently seeking out a solicitor to help pursue legal action.

Safi said that once she'd found a solicitor that could potentially help, she'd search the name and read reviews around each solicitor firm to understand success rates and typical fees.

When reflecting on how she uses Google more widely for news and information, she reported that she usually clicked on the first result from the search engine as it was the one she trusted the most.

"I always go by the first one on Google.. I think it is more reliable.. I've been told that"

Safi has the TV on in the background

7:00am

Wakes up and gets kids up

Drops kids to school

Goes to the shops

Goes on her phone

Housework

12:30pm

Cooking

Lunch

Online shopping

Goes on her phone

Watches TV

Cooking

Dinner

Plays games with her kids

11:00pm

Watches TV with kids

In general, Safi keeps up to date on news and current affairs through social media, upday (news aggregator), and from the TV where she sometimes has BBC News or Sky News on. She felt that the media is "overexaggerated" and didn't see much difference between sources as they were "representing the same news anyway." Although she was reflective about whether or not what she was reading was true, she felt that the inaccuracies were the same across multiple sources. She was particularly referring to news about the government and politics.

An example of a recent story she'd been following was the Amber Heard and Johnny Depp trial. She watched a video on Instagram and then kept being served more of this content. She then actively went online to search for more information. Safi also follows news and politics in Pakistan. She follows political information on Facebook, and her husband watches ARY news on YouTube every day to follow current affairs in Pakistan closely. She receives a lot of the information through him but isn't motivated to follow it closely herself.
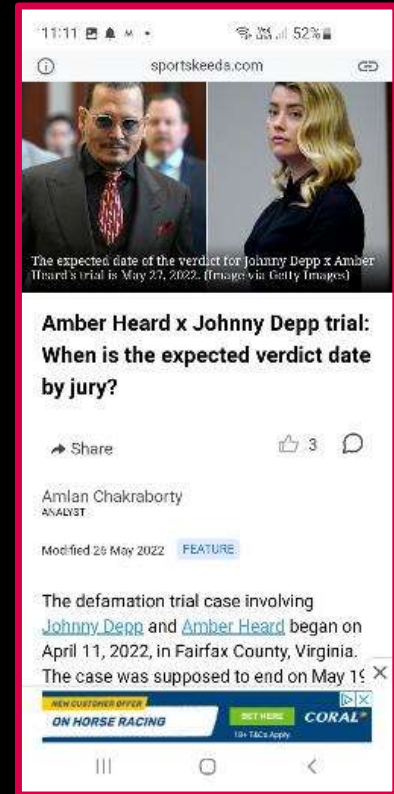
Where does media literacy play a role in Safi's life?
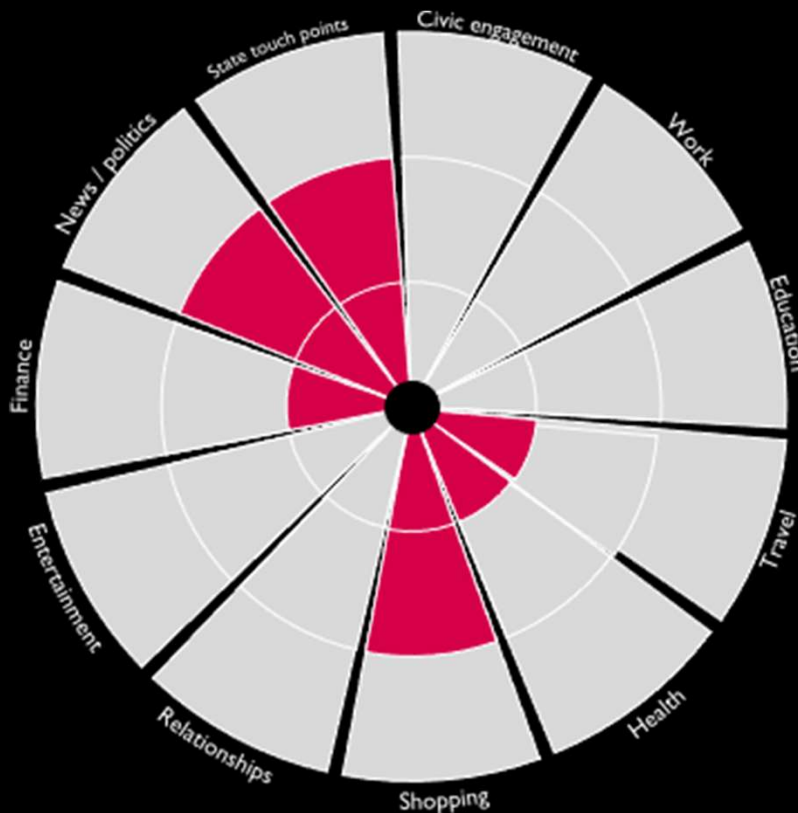
Safi keeps up to date with the news across a variety of ways: a news aggregator on her phone, social media, broadcast news on the TV in the background, and from talking to her husband and family. For her, the source is not important when considering where she gets her news from.

Safi does a lot of shopping online, but usually defaults to Amazon as she sees it as a safe and reliable option. She is open to exploring other options that one of her children has suggested to her and is considering using her computer instead of her phone to do some of the shopping.

Safi, when using Google for information, usually clicks on the first link that comes up. She had heard from friends that sources that come up first are usually the most trustworthy. This impacts the way she finds information about news stories and when searching for information on services, such as solicitors.

Mai, 34-45
Socio-economic group: C1

Mai lives with her family and sister in London. Prior to moving to the UK, she lived overseas where she met her husband. Mai places a lot of emphasis on her culture and links a lot of her attitudes to her heritage.

Mai mainly socialises with her sister and a few friends in the area whom she has met on local and national Facebook groups. She says she doesn't have many friends because she is so busy with her children. Although Mai doesn't have a lot of time for socialising or hobbies, she does enjoy scrolling through Facebook and playing games on her phone. She is also very entrepreneurial and likes to do casual selling online and in-person.

Mai has an iPhone, and a laptop that she doesn't really use. She doesn't feel very confident with technology, saying she's not "techy" and often asks her husband for help. The main platforms she uses are Facebook and Instagram on her iPhone. She doesn't seem to have a clear understanding about data sharing, and says she doesn't really mind as long as there are no personal details shared.

"Facebook word of mouth is really the best."

A day in Mai's life

Time	Activity
7:30am	Wakes up and breast feeds
8:00am	**Scrolls on Facebook**
	Makes breakfast
11:00am	Drops off child
	Groceries
	Lunch
	Picks up her child from playgroup
1:00pm	**Scrolling on her phone**
2:30pm	**Job hunting and admin**
	Cleans the house and uses phone radio
	Makes dinner
	Puts the children to bed
	Watches TV with her husband
12:00am	Sleep

Mai's day is structured around her responsibilities as a homemaker. She reflects that she does not have much time for herself as she has to cook, clean and take care of her young children during the day.

An average day for Mai starts with feeding her youngest child while scrolling on Facebook. She engages with a lot of diaspora pages and news.

During the day, she will intermittently check her phone and her emails for any job opportunities.

She watches the 10pm news with her husband and an episode or film on Netflix afterwards.
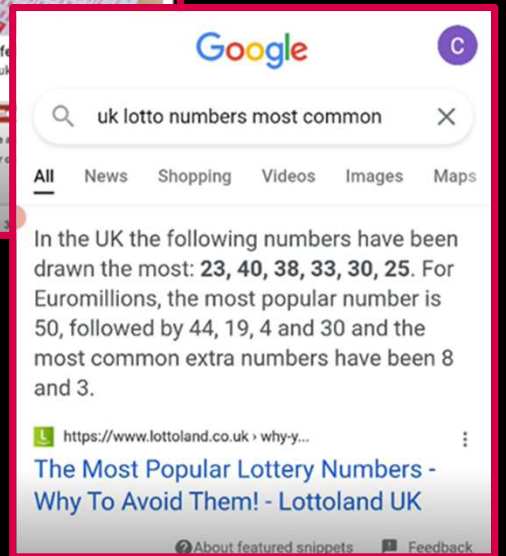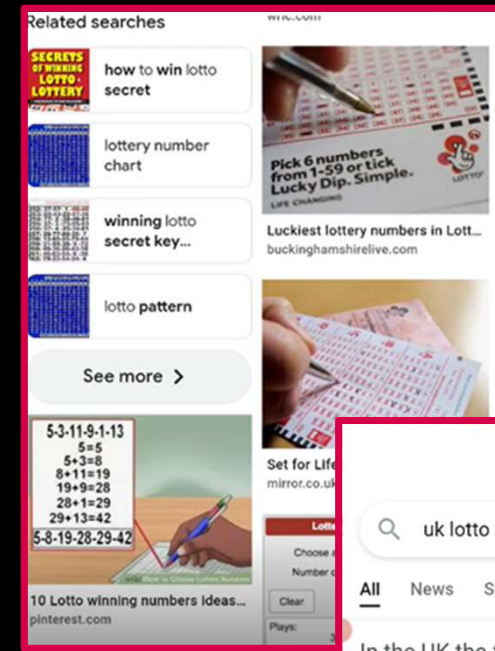
Mai uses Facebook like a search engine
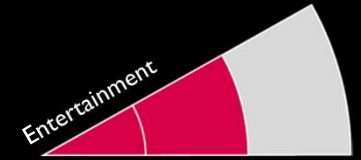
7:30am — Wakes up and breast feeds

8:00am — **Scrolls on Facebook**

Makes breakfast

11:00am — Drops off child

Groceries

Lunch

Picks up child from playgroup

1:00pm — Scrolling on her phone

2:30pm — Job hunting and admin

Cleans the house and uses phone radio

Makes dinner

Puts the children to bed

Watches TV with her husband

12:00am — Sleep

Mai enjoys scrolling through Facebook, where she is a part of many different groups. She also engages with a lot of diaspora news commentary there, feeling it is easier for busier people who need bitesize information which is more unfiltered than traditional news.

She's found groups particularly useful for obtaining grocery vouchers, connecting with people, and finding services and products she needs. Mai often searches Facebook groups for product reviews or services, such as Taxi services, before looking on Google. She says that Facebook is more personal and she prefers word of mouth as much as possible.

Looking for airport taxi to Heathrow, 7 seater or bigger if anyone has a recommendation please
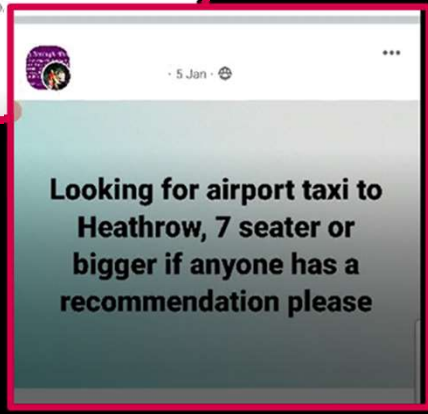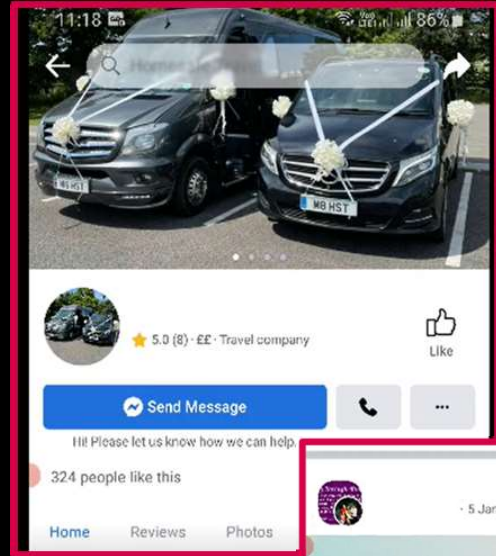
Mai Googles tips on how to win the lottery
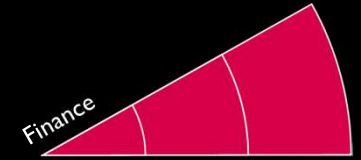
7:30am — Wakes up and breast feeds

8:00am — Scrolls on Facebook

Makes breakfast

11:00am — Drops off child

Groceries

Lunch

Picks up child from playgroup

1:00pm — **Scrolling on her phone**

2:30pm — Job hunting and admin

Cleans the house and uses phone radio

Makes dinner

Puts the children to bed

Watches TV with her husband

12:00am — Sleep

Mai scrolls on her phone throughout the day. As she occasionally plays the lottery, she researches tips and tricks on how to win.

Mai reflects that winning the lottery is 'pure luck' but also feels that there is some sort of strategy needed to win and she is trying to figure it out.

She prefers looking at Google quick answers or images as she finds the information more straightforward than reading a longer article.

# Mai uses Indeed's daily email to look for jobs

Work

Time	Activity
7:30am	Wakes up and breast feeds
8:00am	Scrolls on Facebook
	Makes breakfast
11:00am	Drops off child
	Groceries
	Lunch
	Picks up child from playgroup
1:00pm	Scrolling on her phone
2:30pm	**Job hunting and admin**
	Cleans the house and uses phone radio
	Makes dinner
	Puts the children to bed
	Watches TV with her husband
12:00am	Sleep
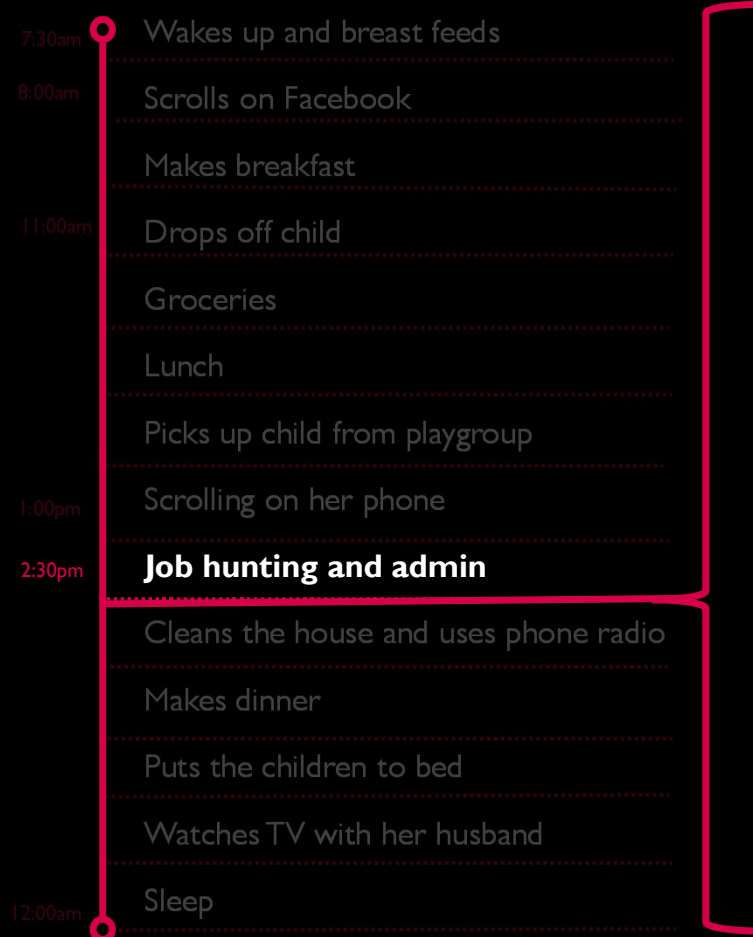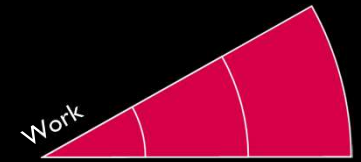
Mai is subscribed to Indeed's daily emails and checks every day to see what opportunities have come up. Beyond this, she will not do any additional searching or go to the main page to look for other opportunities as she feels this is too much effort. She likes the way that Indeed sends her jobs that she may like and feels that it is a streamlined list, excluding jobs that would be irrelevant to her.

While Mai has recently accepted a part-time job in the charity sector, she would prefer to do something similar to her previous role when she was working overseas.

Mai has a very entrepreneurial mindset and has started up her own small business which she manages alongside her part time job. She hopes to grow this to generate more income and has recently been thinking about creating a Facebook or Instagram page for her business, although she does not feel confident in setting up a page.

Where does media literacy play a role in Mai's life?
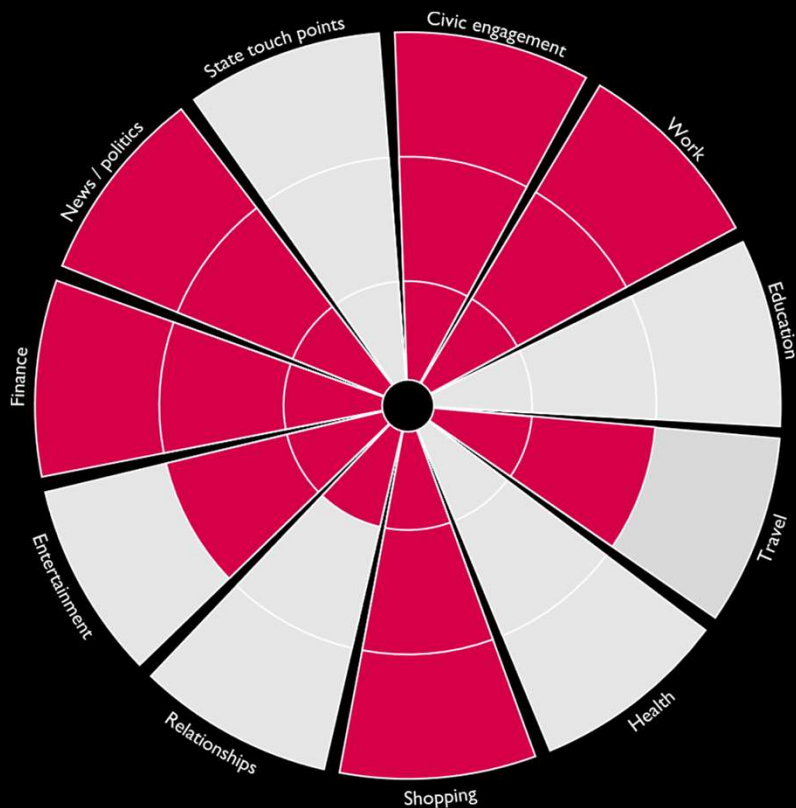
Mai takes in a very narrow stream of information for news, jobs, and entertainment. She prefers information that is streamlined and 'to the point', feeling that "word of mouth is best". This makes platforms like Facebook, where she can access this and view other recommendations catered to her, the most useful to Mai.

Mai is sceptical of official news sources in her country of origin; she believes that Facebook presents the real truth since it is based on people's real experiences rather than being backed by state funding. What Mai sees on Facebook has partly contributed to her civil engagement when voting.

Mai likes to get the best deals and will join Facebook groups to access vouchers. She also likes to join lucky draws and has recently won a trip to Europe.

She also likes to compare product prices across different websites, but ultimately sticks to buying products on Amazon as it is something she is familiar with.
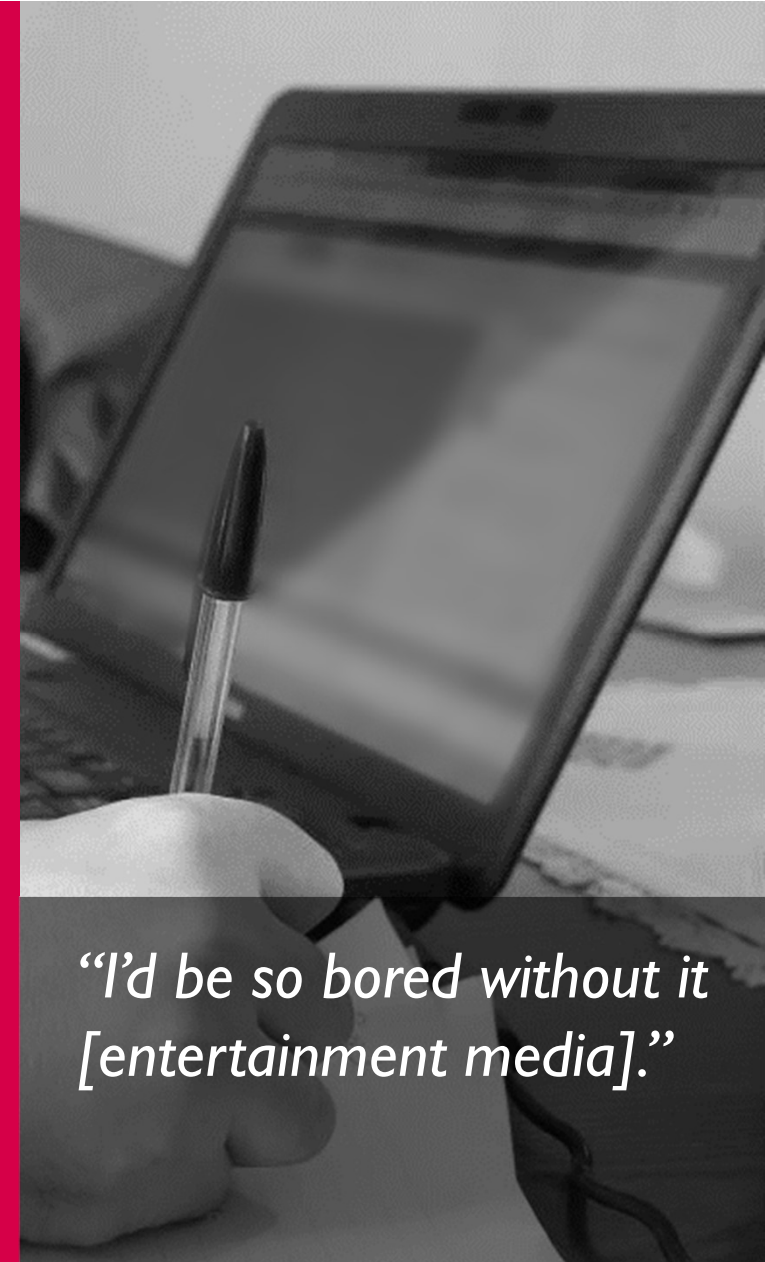
Michael, 35-45

Socio-economic group: C2

Michael lives in North East England with older members of his family. Michael had hoped to become a councillor and go into politics, but he currently earns money through freelance work.

Michael spends the majority of his day engaging with the news and current events in the world of politics. He also has a blog where, depending on how much of the work he has done, he posts an article daily or multiple times a day.

Michael knows everyone in his village and goes to the local pub and church often. His main source of social connection comes through this, as well as his family. Michael is also an avid commentor on various online articles and websites and enjoys the discourse he has with others posting comments on them.

The main way that Michael is able to engage with all the news media he consumes is through the radio and searching different sites and newspapers on his laptop. He spends several hours each day just staying up-to-date on the news.

"I'd be so bored without it [entertainment media]."

A day in Michael's life

Time	Activity
6:30am	Wakes up
	Listens to Radio 4
	Working
12:30pm	Lunch
	Work on blog
3:00pm	Went for a walk
	Read the news
	Blogging
11.00pm	Watches the television

Michael gets up around 7am each day and has Radio 4 playing for the whole morning or whenever he is working from home.

He tries to hold normal office hours so he aims to start working at 9am, although he often works past 6pm in the evening.

When Michael isn't travelling for a meeting, he will go on a walk near his home.

In the evenings Michael will post on his blog and read news articles online. He usually watches television before going to bed.

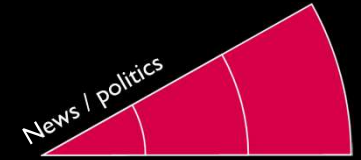# Michael completes most of his work on his laptop
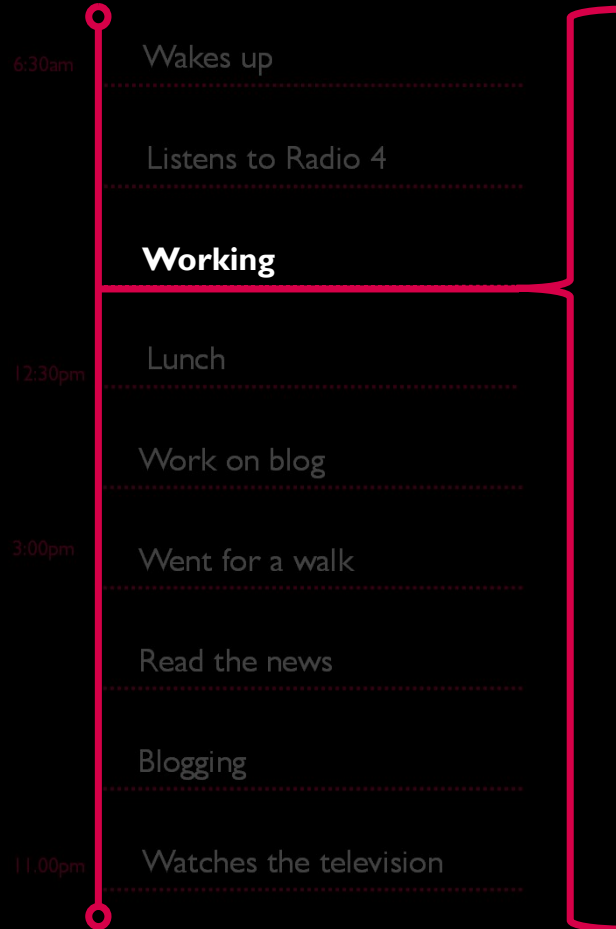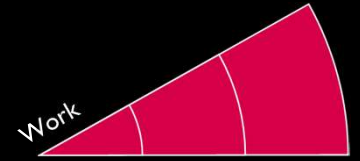
Work

Michael's primary device is his laptop. It is an old model and has to be plugged into a charging cable while being used. This is the only way that Michael is able to do his work and write his blog. At times, his Word application can't open, meaning that Michael has to complete some work within an email chain.

"It does the job for now… I don't have the money for a new one"

Michael also uses his laptop for reading the news and doesn't use his smart phone for anything except for calls and text messages. He has a pay as you go phone deal and tops his phone up £20 a month. He doesn't use data on his phone for fear of the costs and regularly runs out of credit for calls and texts.

Michael reads the news each day

6:30am — Wakes up

Listens to Radio 4

Working

12:30pm — Lunch

Work on blog

3:00pm — Went for a walk

Read the news

Blogging

11:00pm — Watches the television

Michael is engaging with the news throughout the day, either via the radio or by reading news online. Due to his low income he isn't able to have subscriptions to the papers he would like to. The paywall on some articles means he isn't able to access as much news as he would like. Michael reads from a wide range of sources when it comes to the news. He will sometimes go to the library and spend several hours reading all the newspapers there.

Where does media literacy play a role in Michael's life?
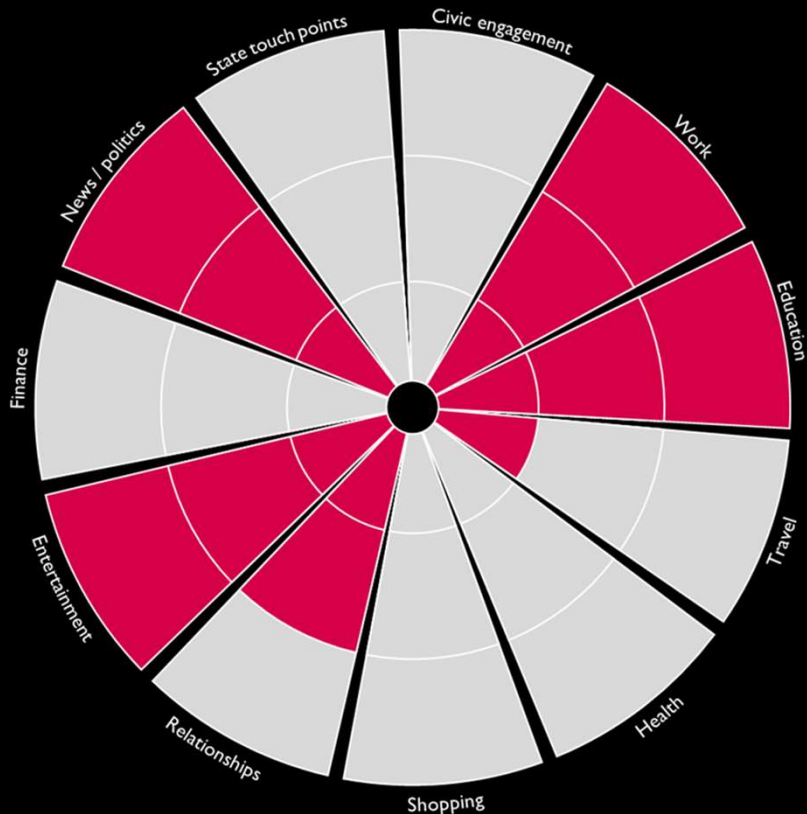
Michael relies heavily on media for his work and blog, as well as for his future aspiration to go into politics and publish his own weekly political commentary magazine.

He would like to engage more in news and current affairs but is limited by his lack of funds to get around paywalls. Michael has a smartphone but currently only uses it for phone calls and text messaging. He pays for his data allowance and minutes via pay as you go, as opposed to a contract. He believes that pay as you go is the cheapest option for his phone, but hasn't looked into other options to increase the amount of minutes he has or decrease the cost. He also thinks that having news apps would be useful for him but he is unsure of how to use them so has not used any yet.

Michael is constantly engaging with news and current affairs but he is limited in his ability to engage because of paywalls.

Michael is reliant on an old, at times malfunctioning, laptop to do proof reading.

Ali, 35-45
Socio-economic group: C1

Ali lives in a multigenerational household in South East England. He has lived there his whole life and feels very connected to the area. He works in the public sector in the city and is hoping to retire soon to manage properties, as well as to pursue investing in cryptocurrencies.

Ali's friends and family live nearby and he enjoys spending time with them in his free time. He also enjoys watching YouTube as a leisure activity. Other platforms that he regularly uses include Reddit, Wikipedia, 212 Trading, and the BBC app. He believes that he is probably restricted in the platforms he uses, but he is happy because they work for him.
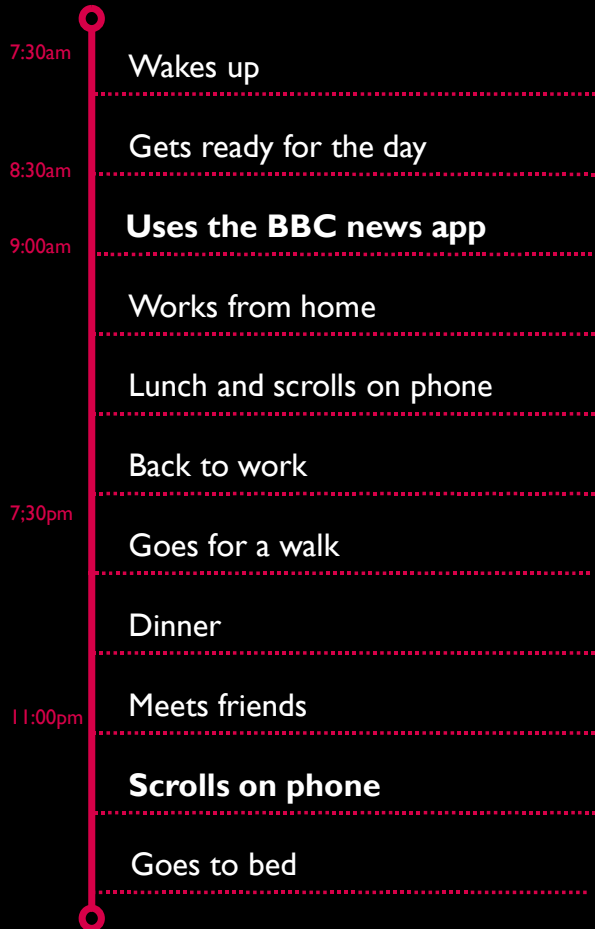
Ali mainly uses his iPhone and desktop for work. He is unconcerned about data sharing, believing that if it has useful benefits for him, he doesn't mind sharing his data.
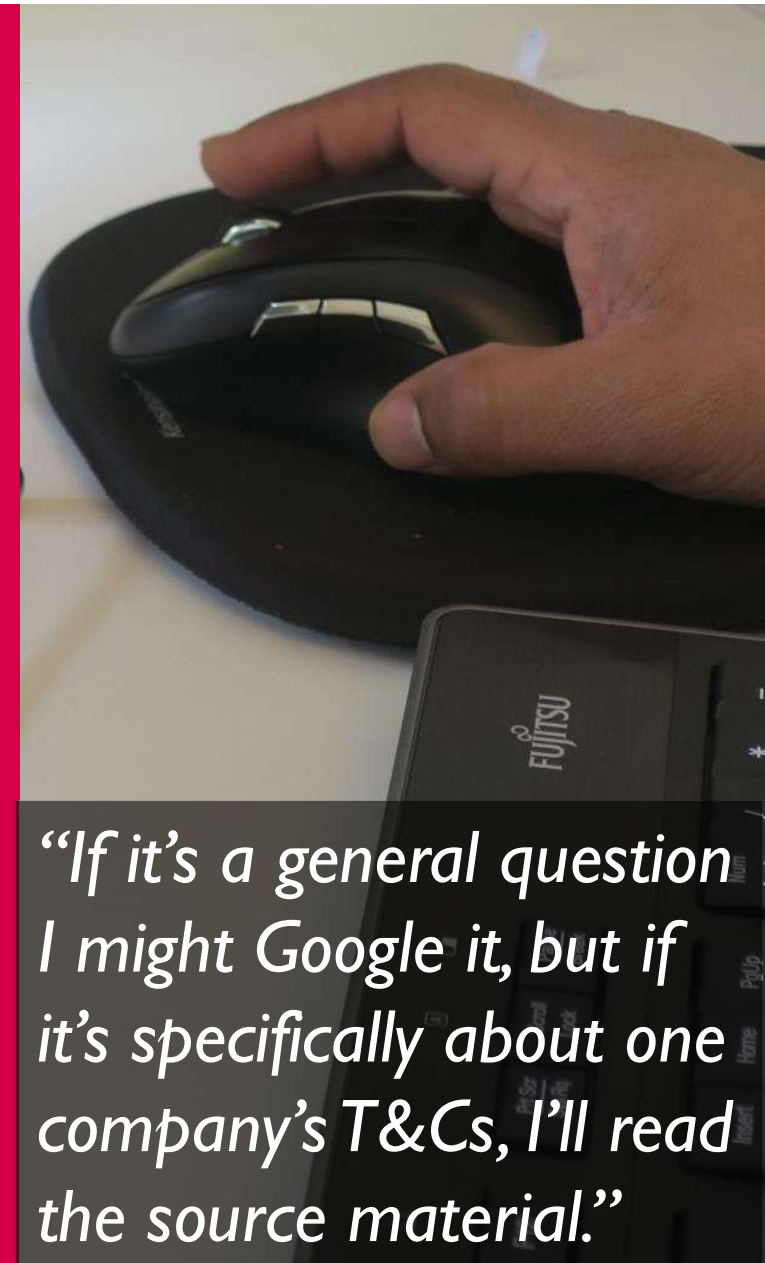
"If it's a general question I might Google it, but if it's specifically about one company's T&Cs, I'll read the source material."
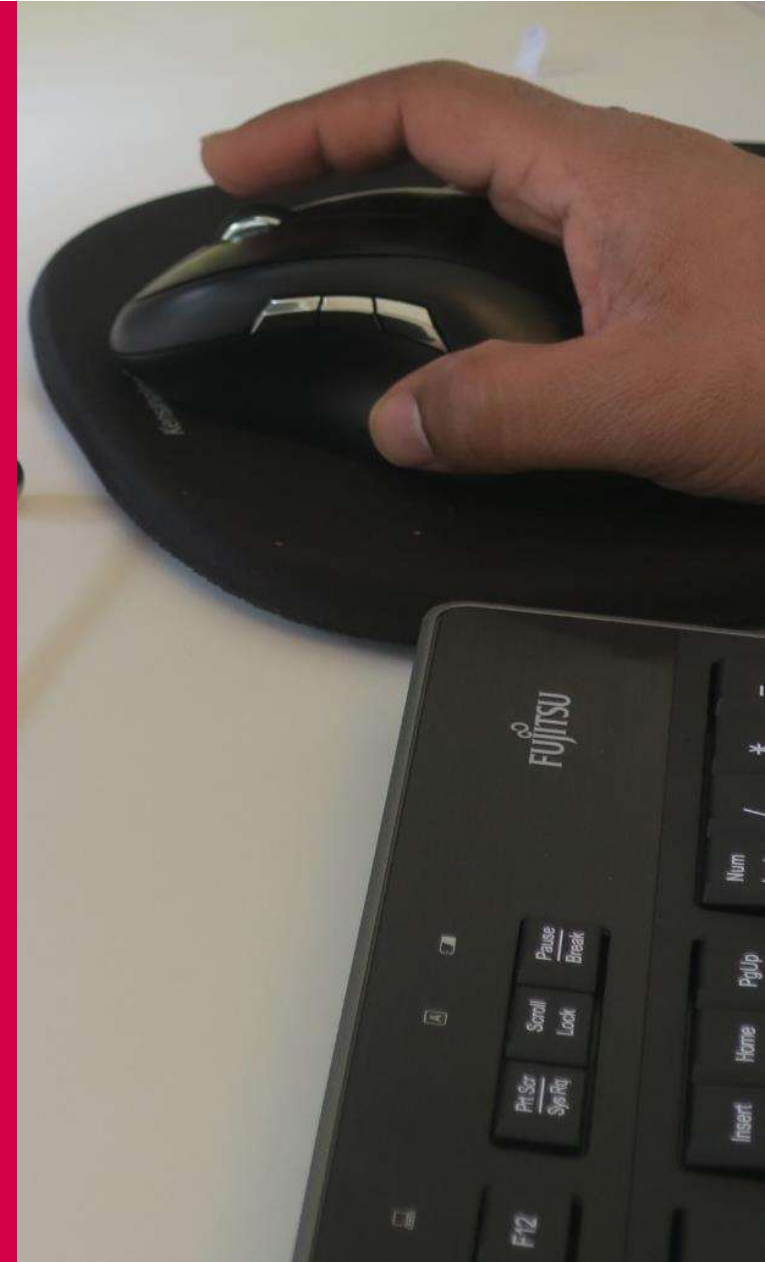
A day in Ali's life

Time	Activity
7:30am	Wakes up
	Gets ready for the day
8:30am	
9:00am	**Uses the BBC news app**
	Works from home
	Lunch and scrolls on phone
	Back to work
7:30pm	Goes for a walk
	Dinner
11:00pm	Meets friends
	Scrolls on phone
	Goes to bed

Ali normally works from home where he has his own office.

Outside of working, Ali does not have many hobbies. He spends a lot of time on his phone. He does not really use the TV and prefers to engage with information or entertainment on his phone because it's easier and more personalised.
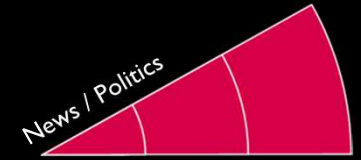
While he mainly uses his phone after work, he intermittently checks updates on his stocks and reads financial news and guidance throughout the day.

Ali likes learning about space so prefers to engage with science news from the BBC. He will also use Wikipedia to learn more about history.

REVEALING REALITY

Ali looks at BBC's top stories in the morning

7:30am — Wakes up

8:30am — Gets ready for the day

9:00am — **Uses the BBC news app**

Works from home

Lunch and scrolls on phone

Back to work

7:30pm — Goes for a walk

Dinner

11:00pm — Meets friends

Scrolls on phone

Goes to bed

Ali's main source of news is the BBC – he has chosen to get the BBC app as he is able to skim through the top stories relatively quickly and receive news on his topics of interests.

Ali grew up watching a different news provider but felt that the content was very biased and has since shifted to the BBC, as he feels that it is more objective. He reflects that he is "grabbed by headlines" and will click on news that has a striking headline.
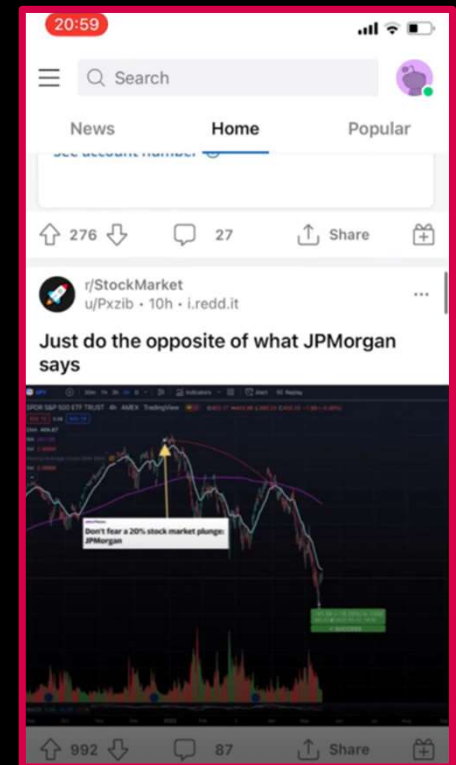
Ali invests in cryptocurrencies and likes hearing about people's first-hand experiences on Reddit

7:30am — Wakes up

Gets ready for the day

8:30am — Uses the BBC news app

9:00am — Works from home

Lunch and scrolls on phone

Back to work

7:30pm — Goes for a walk

Dinner

Meets friends
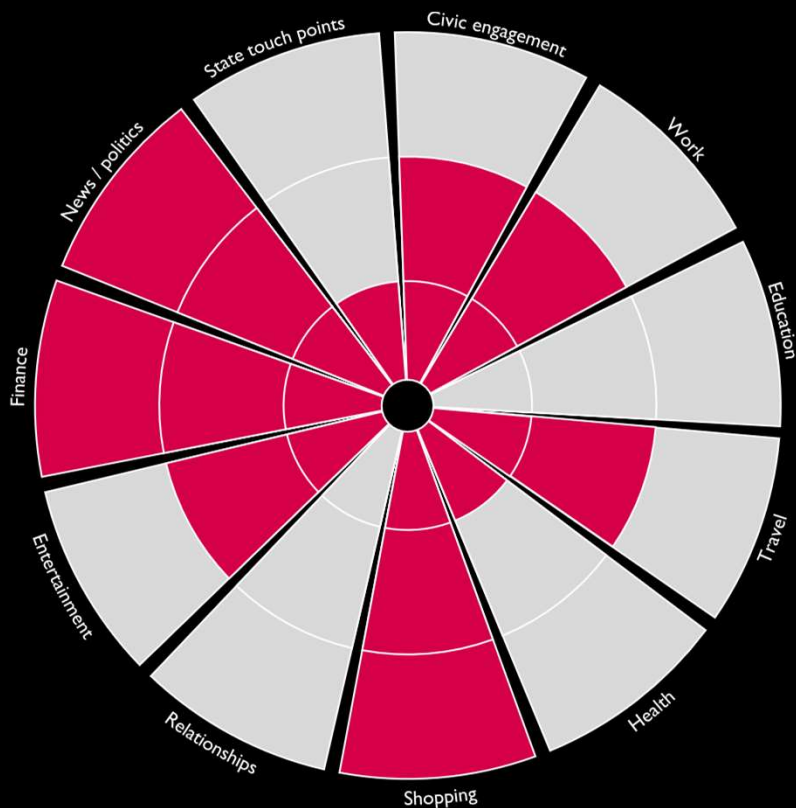
11:00pm — **Scrolls on phone**

Goes to bed
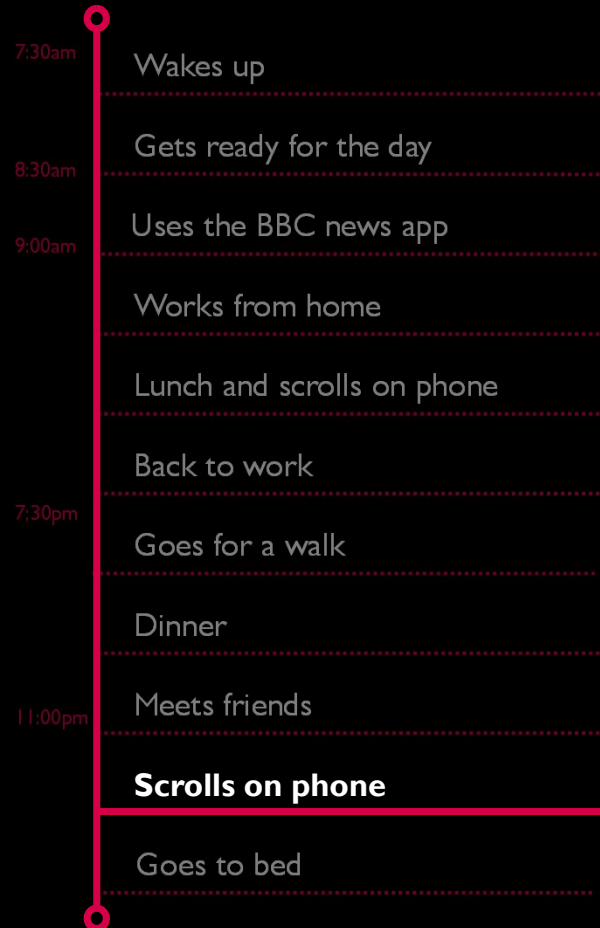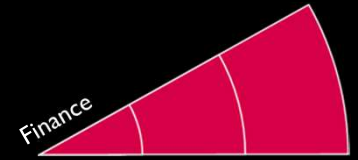
Ali enjoys trading stocks and cryptocurrencies and receives a lot of his financial information from the BBC, Yahoo News and Reddit. He will check his phone throughout the day, especially in the evening to keep up to date on his investments.

He will rely on business insights from BBC News or Yahoo News to help inform his decisions when investing into stocks. He finds that these sites offer easy to understand insights and from previous successes, trusts them the most.

When investing into cryptocurrencies, Ali believes that there is no point looking up information on the news. He prefers to hear about people's first-hand experiences on Reddit. He believes that the stock market, particularly cryptocurrencies, are volatile, and therefore he does not want to spend too much time analysing different sources. He likes seeing what is popular on Reddit and bases his investments on that.

Where does media literacy play a role in Ali's life?

State touch points · Civic engagement · News / politics · Work · Finance · Education · Entertainment · Travel · Relationships · Health · Shopping

Ali mainly works from home. In his spare time, he enjoys finding the best deals, despite not feeling like he's struggling financially at the moment.

Ali prefers to shop online as he is better able to compare deals across different sites. He says that searching for details makes him feel efficient. He's downloaded apps that tell him what the 'hottest deals' of the day are. These deals also have customer ratings about which deals are real and worth using. Ali has reflected that having these apps is great and has persuaded him to buy more things he didn't realise he needed.

He also uses Reddit a lot for finding information and reading about things that interest him, such as cryptocurrency. He trusts Reddit because "it's driven by people" and he can see what's popular amongst people like him. He likes that people share 'intel' on what stocks to purchase but has found that he's lost quite a bit of money through his investments.

Ali also watches a lot of travel content on YouTube. He likes travel vlogs as it is based on real people's experiences and offers him tips and tricks. He has planned a few trips for the upcoming year and these videos have helped inform him which countries to visit and places to go.

Damien, 45-55

Socio-economic group: C1

Damien has been living in North West England for the past few months for his job. He describes the county where he usually lives as his home and looks forward to being able to live there full-time again soon. His partner and children live there and he regularly goes home at the weekends to see them.

Damien volunteers in his spare time. This helps him feel a connection to his local community.

As Damien does not live with his family at the moment, he has more spare time. He devotes some of this to work, where he is helping to develop software to sell to other organisations in his industry. He also spends a lot of time watching Netflix and listening to music. He will listen to YouTube mixes of hip-hop and dance anthems.

Damien uses technology for work but does not describe himself as technologically savvy. His children are a large influence on what technology he has. For example, he had recently installed an Amazon fire stick after his children recommended it. Damien shared that he considers his data privacy occasionally, but does not take action to protect the data he shares.

REVEALING REALITY

"I talk about the news with my friends. I want to be in the know, you know."

A day in Damien's life

Time	Activity
7:00am	Wake up
	Coffee
7:15am	**Scrolls through news**
9:30am	Phone call to family
11:00am	**Browsing for furniture**
	Work
	Lunch
	Coffee in town
	Food shopping
	Returns home
	Out for dinner with a friend
	Returns home
11:00pm	Watching television
11:30pm	Bed

Damien wakes up early, around 7am. He makes himself a coffee before returning to bed. Here, he scrolls on his phone, reading the news and online shopping.

Once his children are awake, he phones home to catch up with them about what has happened over the week. He usually texts his children and partner during the week too.

After a leisurely morning, Damien spends a few hours doing work. He was hopeful that the product he was developing would be a success. He also hoped it would be complete in the next few months, so he would be able to move back to home permanently.

In the afternoon, he does admin tasks like food shopping. For dinner, he might typically eat a light meal alone or eat out with a friend. When he returns home, he watches Netflix before bed.



REVEALING REALITY

Damien starts his day looking at headlines
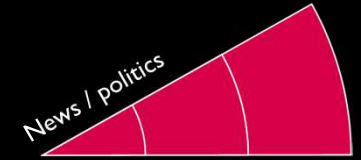
7:00am	Wake up
	Coffee
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	Returns home
	Out for dinner with a friend
	Returns home
11:00pm	Watching television
11:30pm	Bed

Damien spends time in the morning looking at different news websites. He likes viewing content from a spectrum of sources as he said it was important to read opinions which differed from his own to challenge his biases.

Damien accesses headlines through the 'Top stories' feature of Google search. He scrolls across the stories until he finds something of interest.

Often, Damien would spend less time engaging with the body of the content, preferring to focus on the headlines.

He explained that his friends talk about news, so an awareness of the headlines helps him keep up with conversation. His mother has also instilled the idea that he should engage with current affairs.

REVEALING REALITY
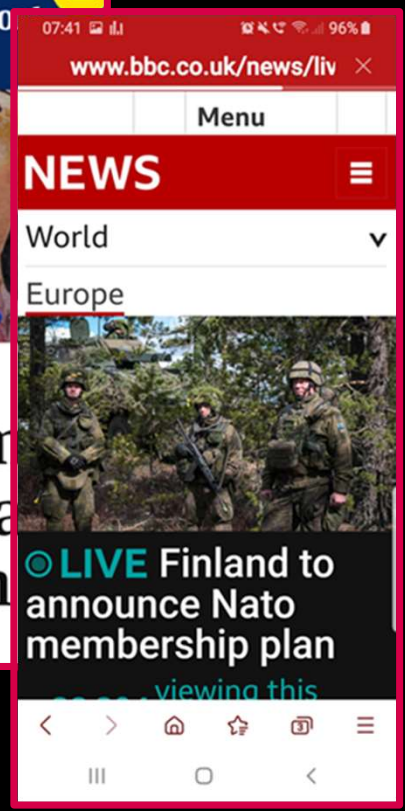
# Damien enjoys browsing for shopping deals
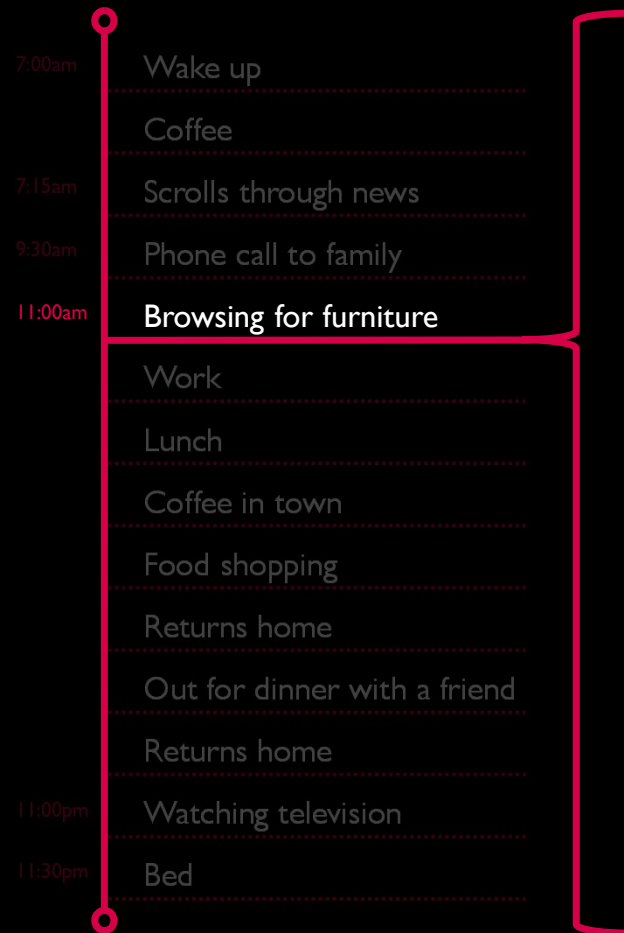
Damien spends a lot of time on his phone browsing. For example, he has a passion for interior design and spends several hours looking through different online furniture websites.

He visits expensive, high-end websites, before finding similar pieces on cheaper websites. Damien likes to find a bargain, but it was unclear if he planned to buy the furniture he browses for. He explained that he always liked to see "what's out there."

During the research, he also spent significant amounts of time looking for houses to buy in the area. He would spend several hours a day browsing through different property websites. If he liked a property, he would often try and find other ones in the area or in the same building. Damien did not end up buying a property, however, as he hoped he would be moving back to his home county sooner than he first thought.

Where does media literacy play a role in Damien's life?
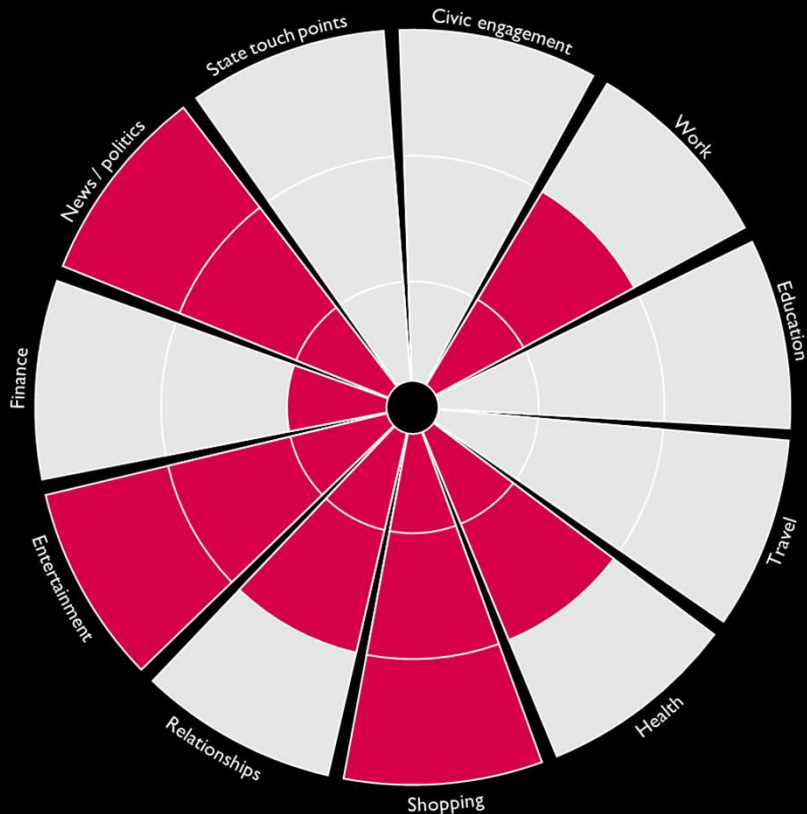
When looking at the news, Damien searches through a range of sources and stories, but does not engage deeply enough to reflect on the content beyond first glance. However, his intake allows him to socialise with friends and maintain his social networks, which has a positive impact on his relationships.

Damien enjoys browsing for different products and spends several hours doing it. He is money conscious, often checking his bank account and having several loyalty cards, so finding a good deal is important to him. Browsing is also an enjoyable way of passing time for him now that he is spending less time with his family.

Damien uses different media as a source of entertainment, for example listening to music on YouTube or watching Netflix. This neither positively nor negatively impacts his life but allows him to occupy his time now he is living away from his family.

Health-related media has begun to play a prominent role in Damien's life. Damien seeks out different types of information from a range of viewpoints to find support for himself and his family.