**UNPLUGGED: 24 HOURS WITHOUT MEDIA**

Coding Sheet

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| **1** | **Personal relationship to media: Dependence, Addiction, Withdrawal, Freedom, Appreciation** | |
| **A** | Prior habits, **routines** and patterns of media use |  |
| *Importance to everyday life; evidence of integration and multitasking* |
| **B** | **Perceived** media **effects** |  |
| *References to addiction / dependence or confidence / literacy or no effects* |
| **C** | **Adaptation** to non-mediated reality / changes to behaviour |  |
| *Withdrawal symptoms or experienced feelings and overall reaction* |
| **D** | **Benefits** from the study experience |  |
| *Evidence of reflection on personal relationship with media* |

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| **2** | **Domestication: Going out / staying in, time spent at home, public v. private space** | |
| **A** | **Prior** habits, **routines** and patterns of media use |  |
| *Evidence of media contributing to bedroom culture (time spent at home)* |
| **B** | **Perceived** media **effects** |  |
| *References to isolation, alienation, withdrawal, comfort* |
| **C** | **Adaptation** to non-mediated reality / changes to behaviour |  |
| *Stayed in v. went out; engagement with physical / public space* |
| **D** | **Benefits** from the study experience |  |
| *Appreciated surroundings; reflected on landscape* |

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| **3** | **Socialisation: Interaction, Loneliness, Intimacy, Practicalities of Socialising** | |
| **A** | **Prior** habits, **routines** and patterns of media use |  |
| *Dependence on social media; range and quality of interactions* |
| **B** | **Perceived** media **effects** |  |
| *References to loneliness, alienation, impact on friendships* |
| **C** | **Adaptation** to non-mediated reality / changes to behaviour |  |
| *Changes to social interactions and practicalities* |
| **D** | **Benefits** from the study experience |  |
| *Realisation of media’s positive / negative / neutral roles; follow-up actions* |

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| **4** | **Time and Info Management: Research, Info Overload, Attention Span, Focusing** | |
| **A** | **Prior** habits, **routines** and patterns of media use |  |
| *Patterns of searching and processing info via media* |
| **B** | **Perceived** media **effects** |  |
| *References to info overload, time wasting, filter bubble, convenience* |
| **C** | **Adaptation** to non-mediated reality / changes to behaviour |  |
| *More or less productive? Sense of time and attention span* |
| **D** | **Benefits** from the study experience |  |
| *Reflections on setting and managing priorities and meaningful activities* |

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| **5** | **Non-Mediated Activities: Physical activities, Old media, Non-mediated cultures** | |
| **A** | **Prior** habits, **routines** and patterns of media use |  |
| *Role of non-mediated activities in everyday life* |
| **B** | **Perceived** media **effects** |  |
| *Losing traditional skills or missing out v. being empowered* |
| **C** | **Adaptation** to non-mediated reality / changes to behaviour |  |
| *Evidence of engaging in non-mediated or physical activities* |
| **D** | **Benefits** from the study experience |  |
| *Appreciation of older media, non-mediated activities or other cultures* |

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| **6** | **Contemplation: Reflection, Identity, Distraction, Self-discovery** | |
| **A** | **Prior** habits, **routines** and patterns of media use |  |
| *Constructing identity through media; use media to reflect and be challenged* |
| **B** | **Perceived** media **effects** |  |
| *Sense of distraction or lack of time for meditation v. encouragement* |
| **C** | **Adaptation** to non-mediated reality / changes to behaviour |  |
| *Evidence of spending more (or less) time reflecting about oneself* |
| **D** | **Benefits** from the study experience |  |
| *Discovered things about self; had chance to reflect about lifestyle* |

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| **7** | **Role of media in society: Social norms, Peer pressure, Ubiquity, Unavoidable, Exclusion** | |
| **A** | **Prior** habits, **routines** and patterns of media use |  |
| *Using media because it’s unavoidable; peer pressure* |
| **B** | **Perceived** media **effects** |  |
| *Feel compelled to consume or excluded when not consuming; positive effects on society* |
| **C** | **Adaptation** to non-mediated reality / changes to behaviour |  |
| *Observed other people’s media uses; noticed media ubiquity* |
| **D** | **Benefits** from the study experience |  |
| *Realised social importance or ubiquity of media; reflected on exclusion v. inclusion* |

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| **8** | **Value of study and follow up: Challenges, Surprise, Follow up actions** | |
| **X** | **Study evaluation** |  |
| *Overall evaluation of study and references to challenges faced when completing the study (boring, difficult, useful, useless, beneficial etc)* |
| **Y** | **Follow up** |  |
| *References of planned or possible future actions (repeat the experiment, encourage others to do it etc)* |