

# Media habits and student media survey

## Presentation of results

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The media habits and student media survey was made for the members of TREY, the student union of Tampere together with Tamko, the students' union of Tampere University of Applied Sciences. The survey was made to investigate the need for a possible joint student media for the university community.

The survey was carried out via Jotform starting the 4th of April and ending on the 5th of May 2019. The survey consisted of three sections: 1) Background information, 2) Media habits in daily life and 3) Student media. The survey had 625 respondents, and out of them 603 were members of TREY. Out of TREY's members, 3,35% answered to the survey. The Finnish survey got 616 answers and the English one 9 answers. 39,2% of the respondents (245) left open answers.

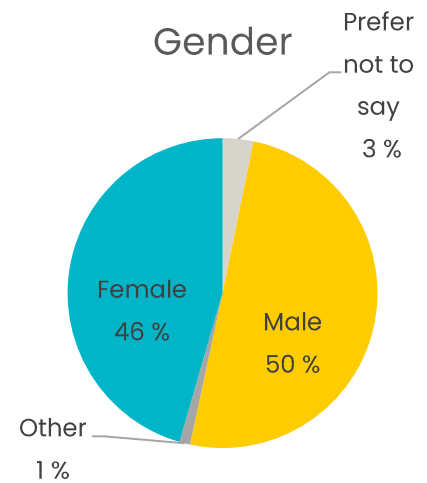
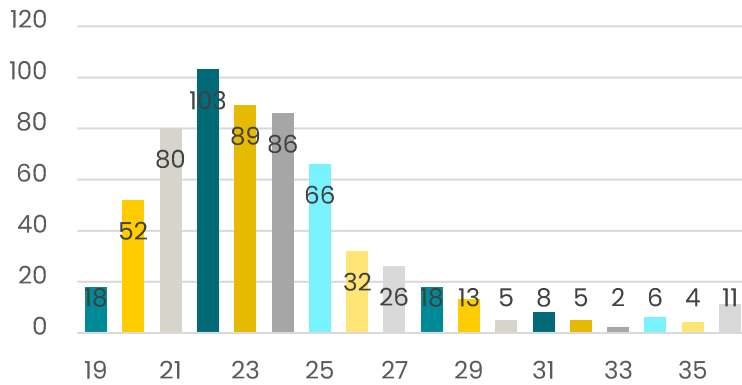
### 1) Background information

By gathering background information, we ensured that the results of the survey represented us students as comprehensively as possible. In this section, we asked the respondent's gender, age, background organization and campus and their current year of study.

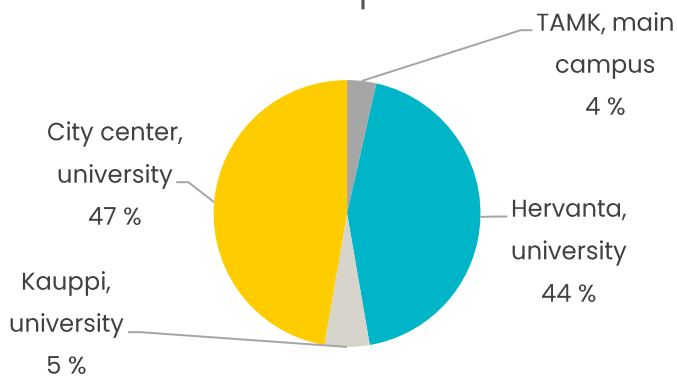
Out of all respondents, most were aged 20 to 25 (76,3 % of the respondents). Binary genders were represented fairly equally (50 % male, 46 % female). Respondents of other genders were at 1 % of the respondents and 3 % preferred not to state their gender. Most respondents were from the university city center campus (47 %) or the Hervanta campus (44 %). 5 % of the respondents were from Kauppi and 4 % from TAMK's main campus.

Regarding the current year of study, those who were in the beginning of their studies were most represented. In the English survey, most respondents were in their 6+ study year.

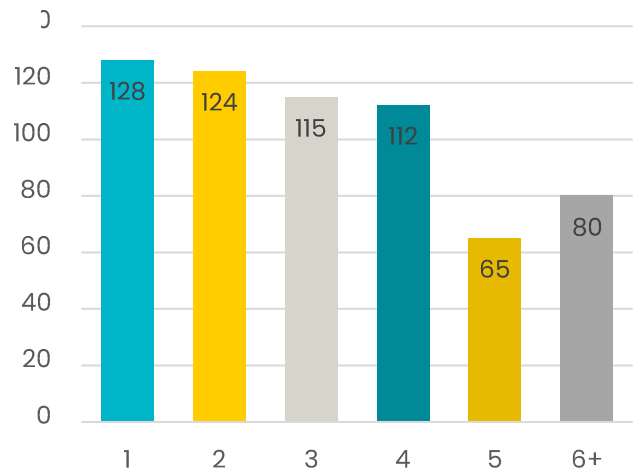
### Age



### Background organisation and campus



### Current year of study

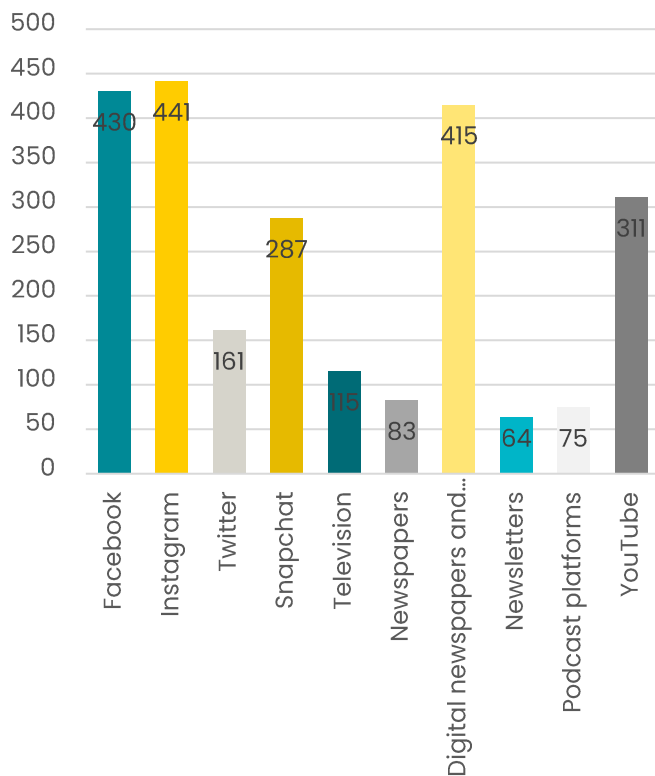


## 2) Media habits in your daily life

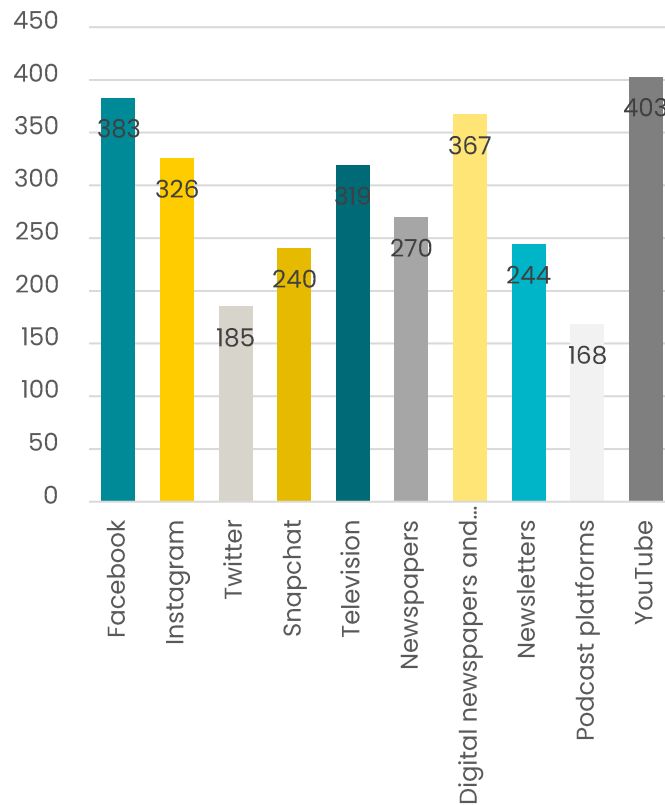
In this section, we investigated the respondents' general media habits concerning media use and consumed content. The answers of this section were used when providing a background of the media habits of the respondents. We asked about the daily and weekly consumption of different medias, where the respondent would you like to see news and other informative media content and with what device. In addition, we asked In which form would the respondent like to consume media content and what kind of media content do they consume.

There were differences between daily and weekly media consumptions. **Instagram, Facebook and digital newspapers and newspaper apps** were used the most daily. Weekly, **YouTube** rose to the top of consumption, followed by **Facebook, digital newspapers and newspaper apps and Instagram and television**. News and other informative media content were most preferably consumed from **digital newspapers and newspaper apps**. Media content was consumed with a **smartphone and a computer**. Media content is preferred to be consumed in **text and picture formats**. Regarding content, most media consumed was **science and news**.

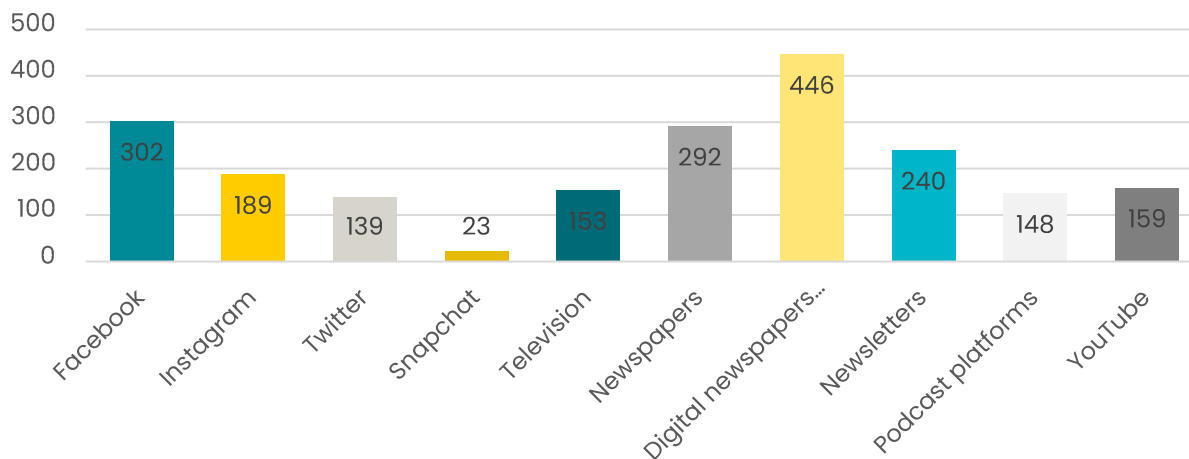
### Which of the following medias do you use daily?



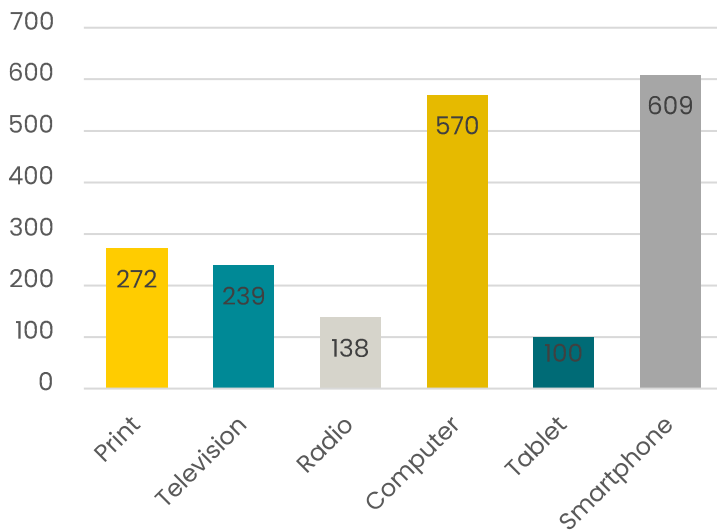
### Which of the following medias do you use weekly?



### Where would you like to see news and other informative media content?

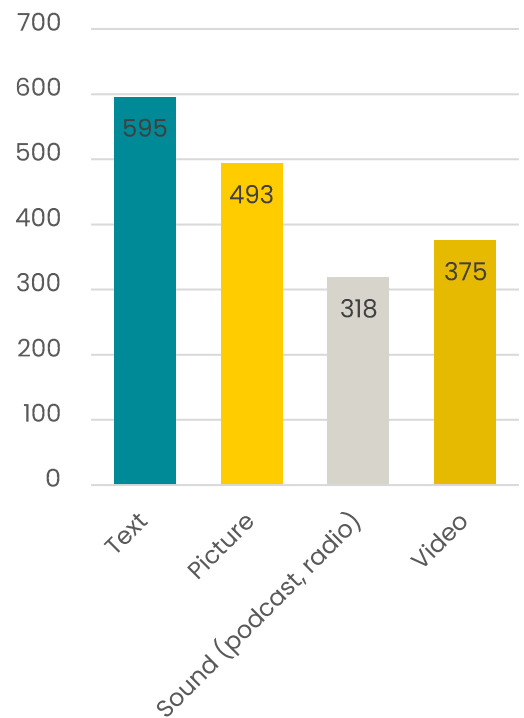


### With which platform or device do you consume media content?

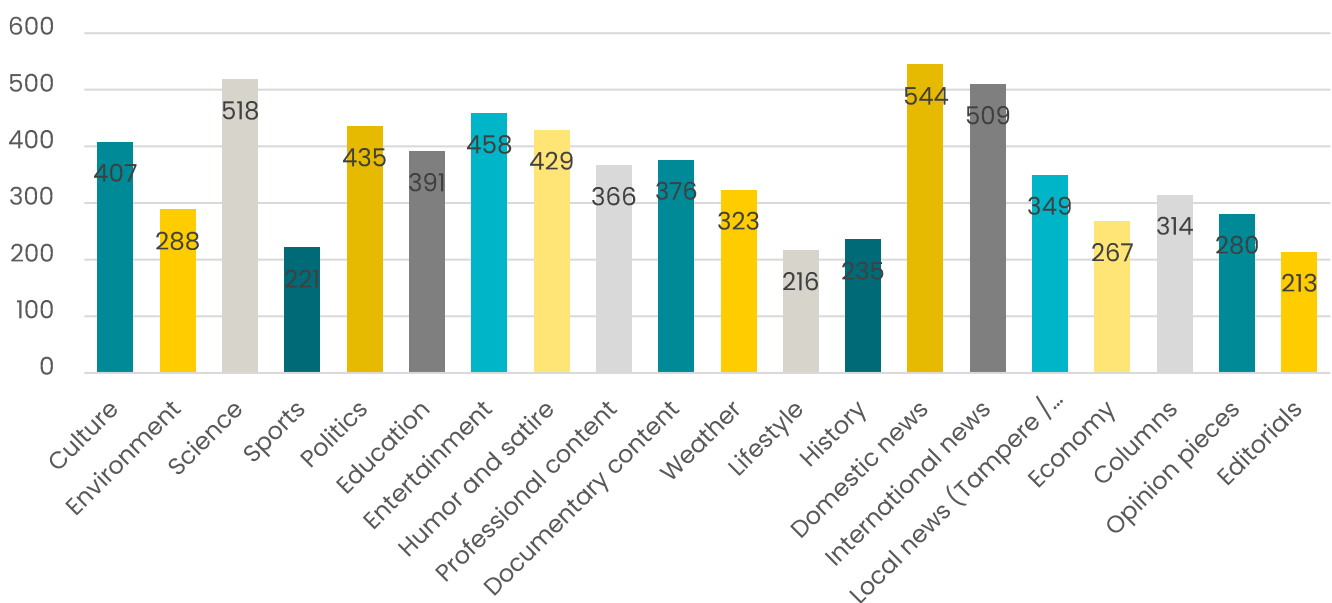


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### In which form would you like to consume media content?



### What kind of media content do you consume?



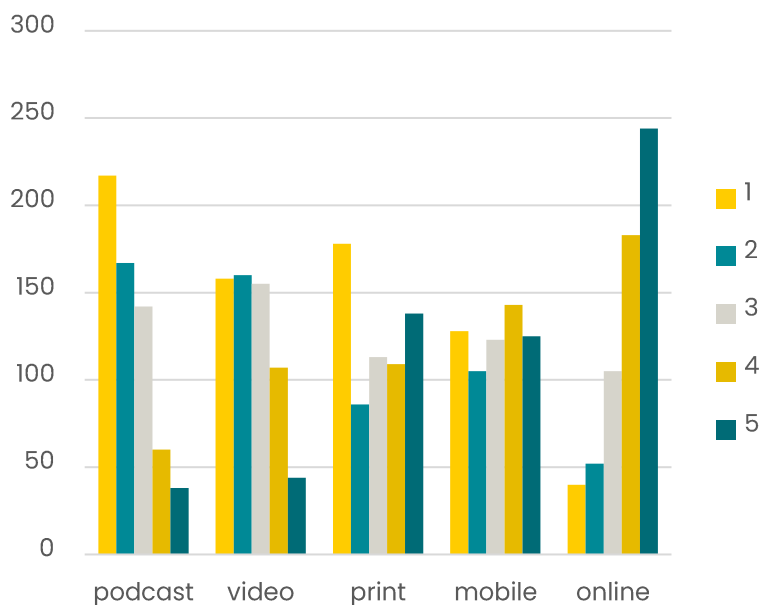
### 3) Student media

When talking about student media, it usually means a publication by the student union or student body, which is meant for all students. The student media is not a direct communication channel of student unions or student bodies, but it can discuss a wider range of matters of interest to students. With this survey, we wanted to investigate what kind of media and content the respondents specifically would like to consume.

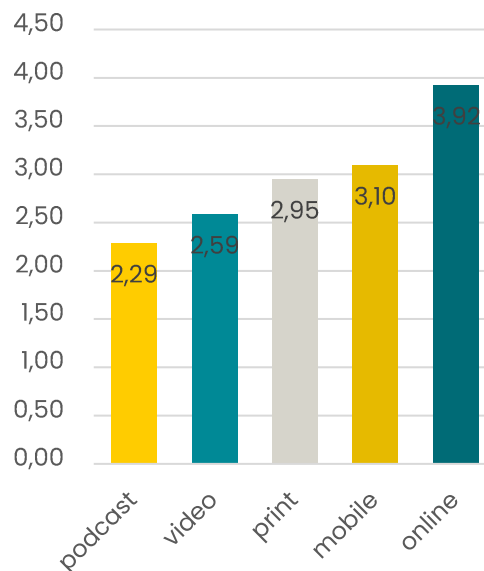
In this sections, we asked the respondents how important they found the existence of a student media of Tampere on a scale of one to five. We also asked them to put the following student media platforms in the order of their choice according to their consumption: a print magazine, an online magazine, a podcast, a video and a mobile app. We asked what kind of themes they would like the student media to focus on and what type of content they would like to consume in the student media. In addition, the respondents could leave open answers and feedback.

The existence of a student media of Tampere was regarded **very important and important**. The most important platform was **an online magazine (3,87/5 stars)**, followed by a mobile app (3,04/5 stars) and a print magazine (2,92 stars). The least important platform was video (2,54/5 stars) and a podcast (2,25/5 stars). An online magazine was popular in the open answers as well. Most of the respondents want the student media to focus on **student life, the university, education, science and advocacy**. Most respondents want the student media to have background providing content, documentary content and short content. The student media working group will use these results to further their work.

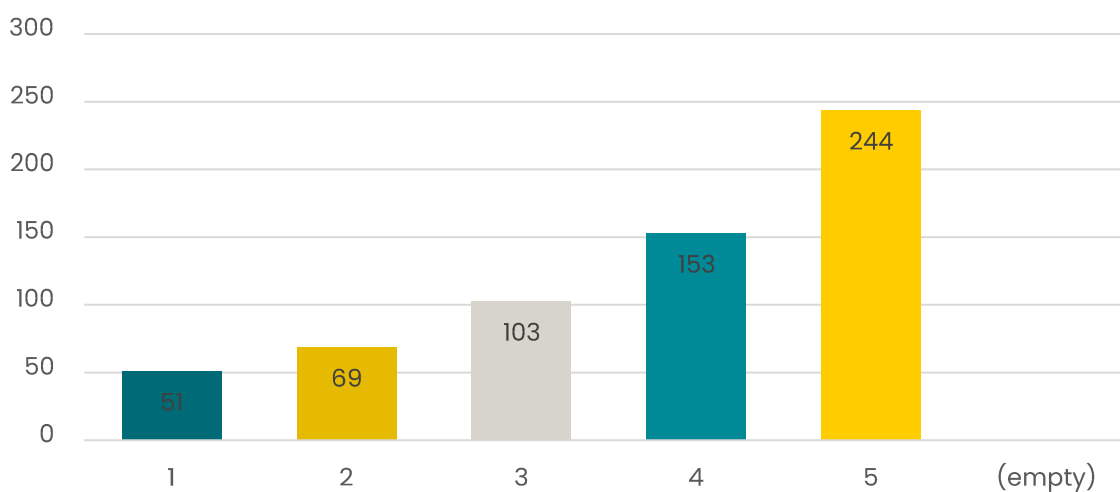
## Most important platform for the student media



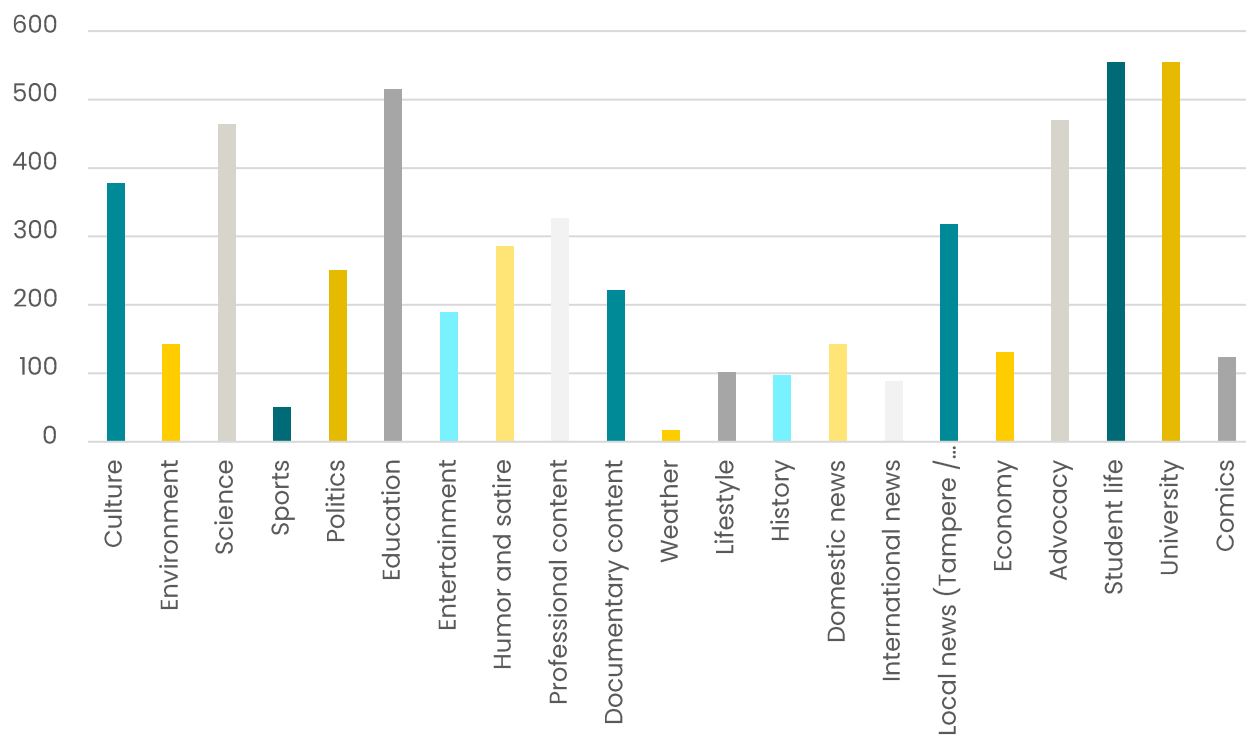
## Average



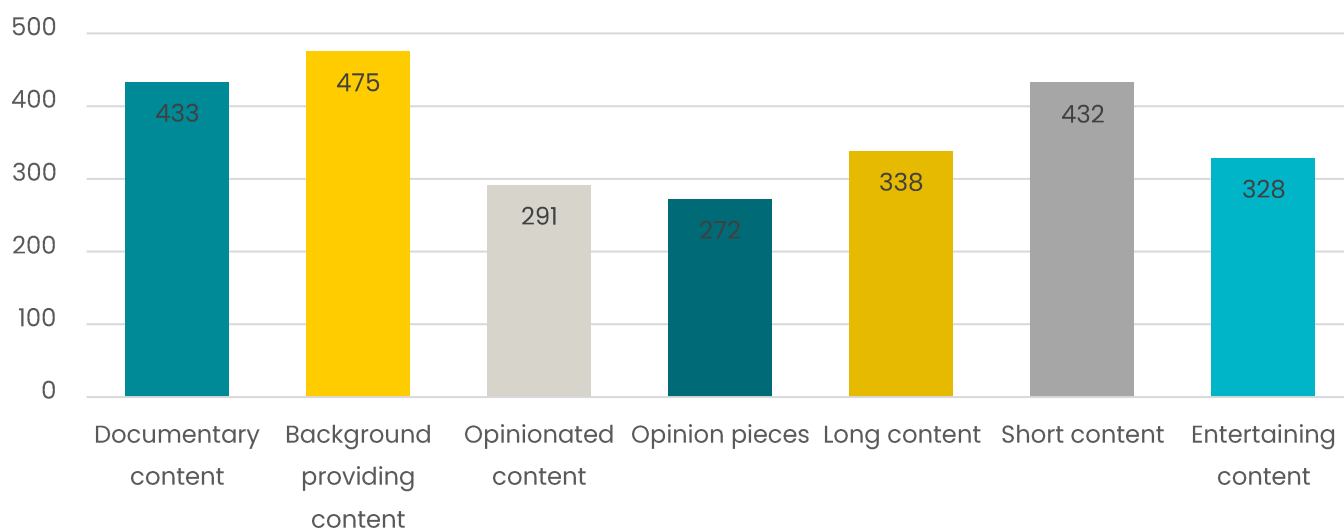
## I think the existence of a student media of Tampere is... (1 not important, 5 very important)



## What kind of themes would you like the student media to focus on?



## What type of content would you like to consume in the student media?





## Questions of the media habits and student media survey

### 1) Background information

1. Gender
2. Age
3. Background organisation and campus
4. Current year of study

### 2) Media habits in your daily life

5. Which of the following medias do you use daily?
6. Which of the following medias do you use weekly?
7. Where would you like to see news and other informative media content?
8. With which platform or device do you consume media content?
9. In which form would you like to consume media content?
10. What kind of media content do you consume?

### 3) Student media

11. I think the existence of a student media of Tampere is...
12. Put the following student media platforms in the order of your choice according to your consumption. Please only choose one platform for each column.
13. What kind of themes would you like the student media to focus on?
14. What type of content would you like to consume in the student media?
15. The student media working group will use the data from this survey in the drafting of the possible new student media. Share all your wishes and thoughts!
16. I permit the information I have given in this survey to be used for the drafting of the student media.