

Research Implications of My Diary

Part One: Creating a List of Findings

Imagine a researcher working for the Arbitron were to analyze your listening diary, looking for patterns and details. What would the research notice? You can use the following questions, along with your diary and survey answers, to predict what the researcher would notice.



- How frequently did you listen to audio?
- How many radio stations did you listen to? How loyal are you?
- To what extent is listening to audio a social activity for you?
- Are other family members involved with what you listen to? If so, who, and how?
- If you graph your daily listening, hour-by-hour, what similarities are there between the graphs for each day?
- What preferences do you have in your listening, based on the details in your diary? Are there specific shows you listen to? Specific kinds of music?
- Where do you usually listen to the radio, CDs, or MP3s?
- How do your results compare to those included in the Arbitron reports you have read?

As you go through your materials, keep notes on your findings. Compile your information in a bulleted list of facts, similar to the “Topline Findings” in the *How Kids and Tweens Use and Respond to Radio* report.

Part Two: Adding Final Comments

Once you’ve reviewed your diary and created your list of findings, think about what you’d want someone to know about you as an audio listener that *isn’t* obvious from reading your list of findings.

Your final comments should provide the information that you would tell someone about yourself as a listener, but which isn’t clear from just looking at your findings. You can make comments about specific stations or playlists, DJs, programs, or podcasts. You can focus on your feelings when you listen to radio, how radio influences you or your ideas, or important memories you have about radio that you’d want someone to know.