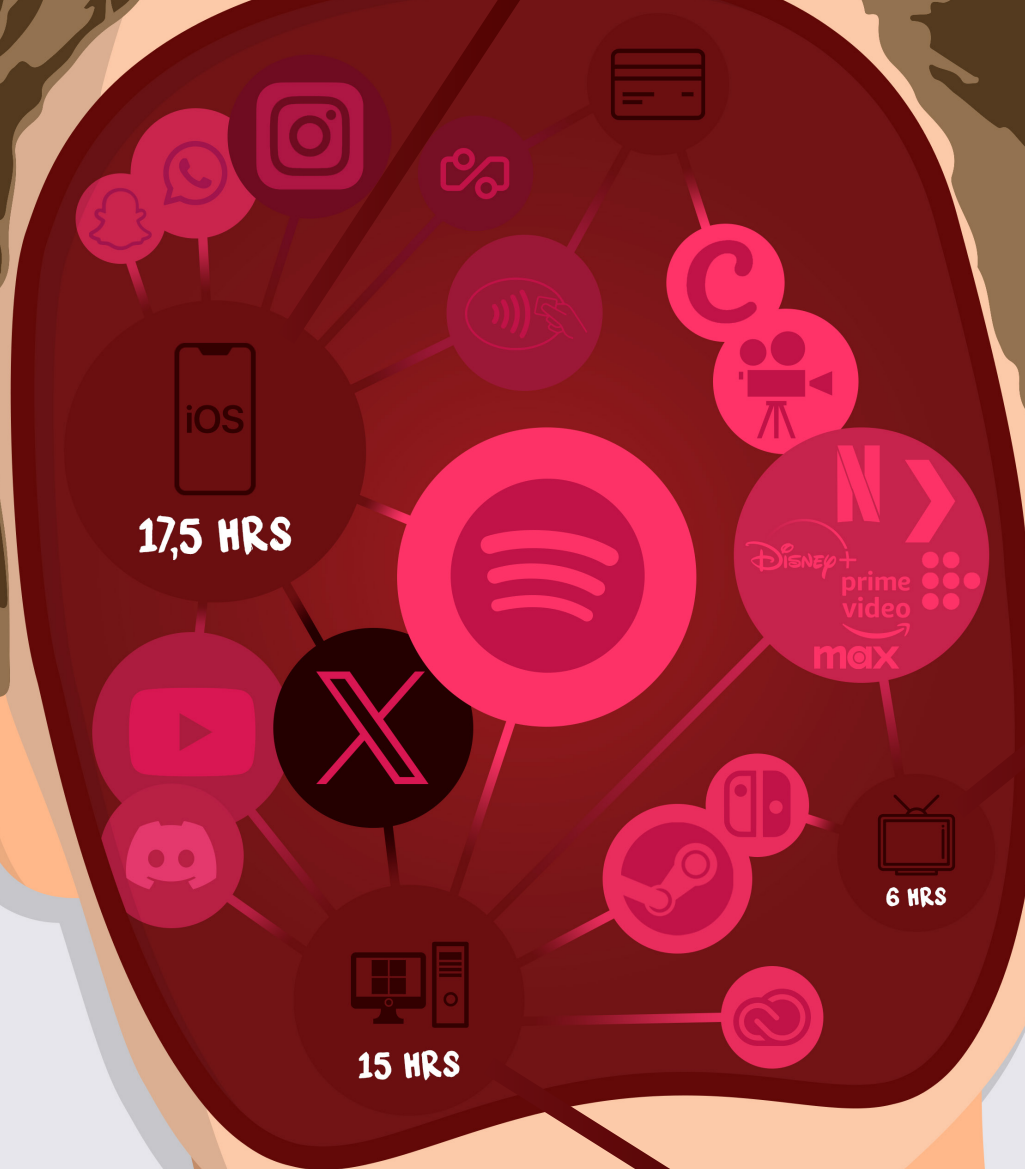


ANALYZING JOCHEM'S MEDIA USE



Phone - 17,5 hours

I use my almost religiously throughout the day. In the morning I check departure times for my train, throughout the day I use it to stay in touch with friends whom I might see in the evening. I even rely on it to check the time.

Keeping track of my media usage lead me to realize how much of my phone usage is mindless. I have a set rythm with which I go through apps. I'm more proactive when interacting with friends, but mostly my phone is just a way to fill up the day.

Television - 6 hours

The TV is a place ecclusively reserved for entertainment and relaxation. Used to watch films and series and play games on a bigger screen, it provides the same entertainment opportunities as my computer with the benefits of a bigger screen and a better sound system.

My computer also plays a central role in my life when at home. Most of my hobbies rely on it and thus I spend a lot of my time in front of it.

Compared to my phone, I use my computer much more consciously. I open programs with more intent, wether it is to create something in the Adobe Suite or relax by playing a game, I have a much clearer goal whenever I am working on something.

Since this is where I do most of my creative work (writing, designing, etc.) I also feel much more creative when I am behind it, it inspires me to pick up one of these interests again after a day of work for example.

Computer - 15 hours