Megan Bland

 This research study was conducted so the authors could see the link, if any, of women’s media use and their academic achievements. A large amount of research has been done on this topic, especially in the area of media use in adolescents and academic outcomes. Some research, but not much in comparison with adolescents, has been done on emerging adulthood and their academic outcomes. In the research that has been done, a strong amount of it reports heavy usage of media by college students. There has also been a large amount of research conducted in adolescents that shows GPA and academic behaviors are negatively linked with high amounts of media use.

 The authors hypothesized that social networking, cell phone use, and texting would be more common in emerging adults than the use of magazines, newspapers, books, and television. They also believed that newer media use would be negatively correlated with academic achievements. The population of the study was all female first-year college students. The variables the authors tested for were media usage, GPA, academic behaviors, confidence, and problems, religiosity, age, ethnicity, and the participant’s family’s economic status. The experiment was conducted throughout the school year by surveys given after a month’s span. Participants were given $10-$20 per survey they completed.

 Participants reported less older media usage than new media usage, just as the authors hypothesized. Results also showed that newer media had a negative correlation with academic achievement and older media had a positive correlation with academic achievement. Movie watching and cell phone use had a negative direct effect on GPA, as the hypothesis stated. Newspaper reading, however, had a positive direct effect on GPA. This meant that the use of media was the cause of a lower GPA.

 This study was limited because it surveyed only first-year female students from one college. The study could have benefited from a more diverse population with men and people who are not in college. Studies have shown that men and women differ in the type of media they use. The study also did not test for the use of multiple medias at one time, which could have changed the results because many youth do multitask. As one of the first studies that related GPA to academic achievement in college, this study allows for much more research and something to base further findings on. The authors suggest that next steps of further studies should test male students and people of the same age who are not in college. The authors would also like to have further measures of academic achievement. The results of this study are important because it allows for educators and students to encourage a change in their media use to allow for greater academic achievement and success. This study can be useful for counselors to help college students study without distractions and get a higher GPA. It is also important for the average college student to help change their own ways of learning without media use.

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 This media report does a good job at going over all the important highlights from the study. I believe this media report is credible because it uses direct quotes from the original study, along with quotes from the author. It is listed on a small newspaper’s website and is written by a staff writer, which could make the credibility somewhat questionable, but since I have read the original research I know the report is accurate.

 The media report does a good job at clearly describing the research; it largely describes the results, which is good because that is mainly what matters. The media report accurately describes the participants and very quickly hits on the procedure of the study. The results that are listed in the media report are explained well. They also include that there is not a direct link between the results of the study, which shows the author did read the original research and interpret it.

 I would probably take out the quotes at the end from students because it makes it seem like they are a part of the original research. I would have included more information about the limitations of the study because it is nonexistent.