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COM421

Homework Chapter 14

1.

If I were feeling depressed and wanted to use media to manage my mood, I might first consider the fraction of selection components, which include expectancy-value and the reward-to-effort ratio. Given these factors, I would think about the potential rewards or benefits of different media options and the effort required to engage with them. For example, I might choose between watching a comedy movie, listening to uplifting music, or engaging with supportive friends on social media. Based on my personal preferences and the specific emotional needs I want to address, I might choose to watch a comedy movie. This decision could be influenced by the expectancy-value component, as I expect the movie to provide humor and distraction, and the reward-to-effort ratio, as it requires minimal effort to access and enjoy.

2.

Recalling a scenario where I spent several hours consuming media, such as watching TV or browsing the internet, I can analyze this behavior from a uses and gratifications perspective. During this time, I may have fulfilled various needs and wants, such as relaxation, entertainment, information-seeking, and social connection. For example, I might have watched a movie for entertainment, read news articles for information, and interacted with friends on social media for social connection. While engaging with these media, my level of activity and intentionality could vary. At times, I might be an active and intentional user, selecting specific content that aligns with my interests and goals. In other instances, I could be a more passive receiver, allowing the medium to guide my consumption through autoplay features or algorithmic recommendations.

3.

Considering three hypothetical innovations in society, let's say electric bicycles, plant-based meat substitutes, and a new meditation app. In the diffusion of these innovations, I might play different roles based on my personal interests and social networks. For electric bicycles, I could be an early adopter, purchasing and using the product soon after its introduction and sharing my experiences with friends and family, potentially influencing their adoption decisions. For plant-based meat substitutes, I might be a late majority adopter, initially hesitant to try the product but eventually persuaded by the growing popularity and positive feedback from my social network. In the case of the meditation app, I could be a laggard, resistant to adopting the innovation due to my preference for traditional meditation practices. These roles illustrate how individuals can contribute to the diffusion of innovations in various ways, depending on their personal preferences, social influence, and risk tolerance.

4.

The reporter's statement, "the president looked away from reporters as he said, 'I knew nothing of the issue,'" can be analyzed using reception theory. In this context, the reporter might be trying to convey a sense of doubt or skepticism regarding the president's claim. The act of looking away could

be interpreted as a sign of discomfort, dishonesty, or evasion, leading readers to question the veracity of the president's statement. An oppositional reading of the statement might challenge the reporter's implied interpretation, suggesting alternative explanations for the president's behavior. For example, one could argue that the president looking away might not necessarily indicate dishonesty but could be a sign of deep thought, contemplation or even disappointment in not being aware of the issue. This reading would encourage readers to consider multiple perspectives and not automatically accept the reporter's suggested interpretation.