

10 content examples for Analysis

Date/Time	Platform/Source	Search/Content Title	Type of Content	Format	Purpose	Engagement
Sept. 30, 3:30PM	Spotify	"On Repeat" Playlist	Entertainment	Audio	Entertainment	Passive
Sept.30, 5PM	Spotify	Man's Best Friend by Sabrina Carpenter	Entertainment	Audio	Entertainment	Passive
Sept. 30, 6PM	Youtube	"The Office has a sequel for some reason"	Entertainment	Video	Entertainment	Passive
Sept. 30, 6:45PM	TikTok	Many short clips--a lot of content at once	Entertainment	Video	Entertainment	Active
Sept. 30, 8PM	Disney Plus	Dancing With the Stars	Entertainment	Television (Video)	Entertainment	Active
Sept. 30, 8:30PM	TikTok	old DWTS routines	Entertainment	Video	Comparison	Active
Sept. 30 9PM	Google/TikTok	Oura Ring rabbit hole	Consumerist	Text/Video	Learning	Active
Sept. 30, midnight	Youtube	"The Shocking Florida Machete Murders"	entertainment	Video	Entertainment	Passive
Oct. 1, 9:30 AM	Spotify	auto-generated playlist	entertainment	audio	entertainment	passive
Oct. 1, 2:00 PM	Spotify	auto-generated playlist	entertainment	audio	entertainment	passive
Oct. 1, 2:45PM	Youtube	"THE TWISTED TALE OF KENDRA"	entertainment	video	entertainment	passive
Oct. 1, 4:00 PM	Spotify	auto-generated playlist	entertainment	audio	entertainment	passive
Oct 1, 5:00 PM	Spotify	auto-generated playlist	entertainment	audio	entertainment	passive
Oct. 1, 5:30	Youtube	THE TWISTED TALE OF KENDRA	entertainment	video	entertainment	passive
Oct. 1, 9:30 PM	TikTok	FYP	entertainment	video	relaxation	passive/active
Oct. 1, 10:00 PM	Facebook	posts from family	social media	text/image	social	passive
Oct. 1, 10:30PM	Google	searched EZCourtPay	legal?	text	financial	active
Oct. 1, 11:00 PM	Youtube	random recommended history video	entertainment	video	entertainment	passive

strong visuals, cultural connection, audio, tr

Tone/Impression	Notes/Reflections, Why Effective
Neutral	Filled the silence while driving
Neutral	Filled the silence while showering/doing my hair
Humourous	Filled the silence while I folded laundry
Humourous/social	I liked and commented on posts about recent DWTS episode. I also checked engagement on my recent posts.
Positive	Watched with a friend--got on social media during the episode
Informative	Searched videos on my friend's phone to compare to routines in current episode
Informative	looked up our ring cost and benefits and reviews on TikTok
Informative/entertaining	put on to fall asleep--didn't even pay attention, just filled silence
neutral	filled silence while i got ready for and drove to work
neutral	filled silence while i did my sidework
neutral	filled silence while i finished sidework
neutral	driving
neutral	showering
neutral	doing hair and makeup
neutral	interacted with some content about DWTS, passively scrolled through others
neutral	opened to look at recent posts from family
neutral	i checked the speeding ticket i got earlier. . .
neutral	to fall asleep to

ends, relevance, humor