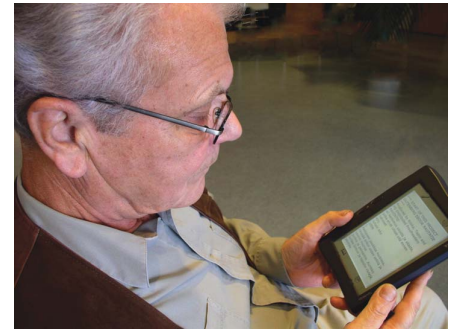


MEDIA USE IN DIFFERENT CULTURES



- Role of different media in the everyday life of people
- Changing needs in different phases of life
- Cultural differences and media use

Previous work in this field:

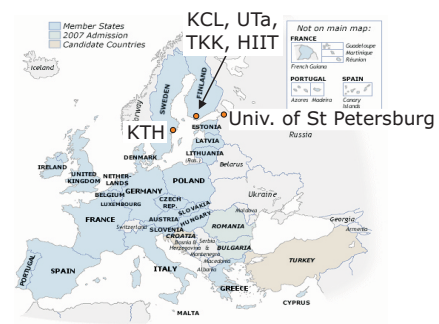
- Media in everyday life / Uta
- Media use / KCL, TKK, HIIT
- Print as a form of communication / KTH



Affecting factors on the choice of media:



Cross-cultural comparison



- Segmentation by **lifestyle**
- What kind of media products / services fit the best in a certain phase of life
- Media environment development