

# Reflection report

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## My reflection

*“How is the worldwide known ‘bedtime story’ nowadays influenced by the digitalisation?”*

This research was for me, a really fruitful one. I really like the subject, because i’ve always been interested in children’s books, and someday I want to publish one myself. I was hoping to get a clear view in which media my book would be published, but both markets (digital market and the book market) are growing everyday.

First I was a bit hesitant and found it difficult to really find out what I wanted to do in my research. The subject was quite clear, but within this subject you have to much possibilities. That’s why I wanted to research the bedtime story, which didn’t work out. I changed it to ‘reading to children’ and after that, I found loads of information that helped me really well.

I think my desk research is good, although I found it hard to make the right order. There was so much information, that I couldn’t see it clear. Next time I will make my table of contents before writing the research. I had to throw some information away, which I found to be a pity. Next to that, there were hundreds of visions about the history of books. It was hard to find a right source, but luckily I succeeded and found the right information.

I was happy to have the chance to get an interview at Nickelodeon. It gave me a lot of information and gave me an inside view in a big brand that is developing. Unfortunately, the interview was to long, and I had to cut a big part of useful information. I almost hit the 4000 words mark with my research.

With this research, I gained a lot of knowledge which I really want to use in my further development as a CMD student. Next time, I would like to get a look inside the target group and find out how children really get read to. This time I gathered most information by desk research. I want to make a more bold move and try to find a lot of respondent that I can use to gather my own view, based on facts.

Next time I will get more clear what I really want to research, and I want to have everything in the right order. It was really hard to make my presentation, because I was not sure what I should tell first. I was quite nervous and it felt like I talked way too fast. But the students who gave feedback said it went well, so in the end I’m happy how the whole seminar project went.

This reflection contains 437 words.