**Abstract**

Researchers and directories have difficulty classifying blogs into categories resulting from the rate at which blogs are created, as well as the overlap in content. To explore this difficulty, as well as the linguistic content of blogs, we examined word use across four high and low status informative blogs with differing topics: politics (*The Huffington Post, Washington Wire*), technology (*Engadget, Techware Labs*), entertainment (*Deadline Hollywood, Heckler Spray*), and business (*Money, Life, and More, Financial Sense*). We compared the frequency of parts of speech, the frequency of unique words, and the use of low frequency words and found that blog differences were likely based not only on the differing topics, but also on each audience’s assumed interests and level of relevant, specialized knowledge.

Coming soon to a *Journal of Psychology and Popular Media Culture* near you…

SPSS data set:

* Huffpo = Huffington post – High status politics blog
* Washwire = Washington wire – Low status politics blog
* Engadget = High status technology blog
* Techware = Techware labs = Low stats technology blog
* Deadline = Deadline Hollywood = High status entertainment blog
* Heckler = Heckler Spray = Low status entertainment blog
* Money = Money, Life, and More = High status business blog
* Finsense = Financial Sense = low status business blog
* What do all these numbers mean?
  + Average weighted frequency of words in their blogs. Each line is a word (i.e. a, blog, was, cheese, etc.). The numbers are word frequency (as measured by standardized databases) X number of times they used that word. High averages = lots of frequent words, low averages = less frequent words, more infrequent words (i.e. technical knowledge).

Questions:

1. What are the independent variables?
2. What are the levels of those variables?
3. How would you describe this ANOVA?
   1. #x# =
   2. Type of research design =
4. Run a two-way analysis.
   1. Include the Sphericity test.
      1. Why did one of them come up blank?
      2. Do we meet the assumption?
   2. Include the omnibus ANOVA test box.
      1. Which effects are significant (just list)?
      2. List one of the effects in APA style:
   3. Include the marginal means estimates.
   4. Include a box of the interaction means.
   5. Include at least one plot.
5. Simple effects (since we won’t have time to run these analyses 🡪 make sure you are getting it on the homework, since it will be on the exam).
   1. What type of test statistic would you use?
   2. List the pairs you would compare (i.e. are you comparing across or down? Which way is easier / less comparisons?).