I will be considering the **outlook of life codebook** for this study.

***Sample***

The purpose of the studies was to determine how social class, ethnicity, marital status, feminism, religiosity, political orientation, and cultural beliefs or stereotypes influence opinion and behavior in the United States.

The Study was conducted on a sample size of 2,294 who were GfK Knowledge Network, a web panel designed to be representative of the Unites States population. It has an oversample of black ethnicities. There were 4 main target groups for the survey: - African American/Black males aged 18 and older, African American/Black females aged 18 and older, White/other race males aged 18 and older, and White/other race females aged 18 older, all non-institutionalized and residing in the United States.

***Procedure***

Data was collected for this study by way of two web surveys conducted between August and December 2012.In the second level, 1601 participants out of the total 2294 were re-interviewed. Participants for the survey was randomly selected through probability-based sampling and the participating households were provided with internet access and hardware if needed. Random-digit dialing and address-based sampling methodologies are used. Time methods like Cross-sectional and Cross-sectional ad-hoc follow-up were employed in data collection.

***Measures***

Data for this study was collected from a total of 2294 participants using a web survey method. The data gathered was quantitative data. The survey considered the ways in which social class, ethnicity, marital status, feminism, religiosity, political orientation, sexual behavior, and cultural beliefs or stereotypes influence opinion and behavior. Questions asked were pertaining to voting preference, party identification, the respondent perception of opportunity for success, and views on interracial dating. These variables and questions examine political and social attitudes in the United States. Additional questions addressed issues such as common fate, nationalism, equality, discrimination, and relations with law enforcement. Demographic variables include race-ethnicity, age, gender, religious involvement, sexual orientation, citizenship, annual income, and education. All this data was gathered from the 4 target groups namely African American/Black males aged 18 and older, African American/Black females aged 18 and older, White/other race males aged 18 and older, and White/other race females aged 18 older, all non-institutionalized and residing in the United States. Thus all the opinions and behavior in United states were grouped under the above target groups for the study.

***Analysis***

I’m trying to analysis which factors that influenced the ratings that were given to barrack Obama (on a scale of 100).

The value in the bracket after the variable names is the actual name of the variable in the dataset.

So I have selected my response variable to be, How Do You rate [Barck Obama]?(W1\_D1) which is a quantitative variable .

The explanatory variables I have used to predict the voting are Age(ppagect4), 4 level categorical variable, Gender(PPGENDER) 2 level categorical variables(Male,Female), Race / Ethnicity(PPETHM) 5 level categorical variable().

Since it the explanatory variables are all categorical and response variable is quantitative I have used ANOVA to determine the association between them.