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Research Methods

05 August 2022

1. Parmelee, J. H., Perkins, S. C., & Sayre, J. J. (2007). “What about people our age?”   
   Applying qualitative and quantitative methods to uncover how political ads alienate   
   college students. Journal of Mixed Methods Research, 1(2), 183–199.
2. This study used a mixed research design to explain how political advertising does not engage college students. Researchers wanted to examine how college students interpreted political advertising through a qualitative research design. They wanted to use a quantitative research design to get content analysis of more than 100 ads from the 2004 presidential race to reveal why young voters felt so alienate by political ads.
3. The researchers used a qualitative focus group study, and a quantitative content analysis. The four focus groups included 32 college students with the age range of 18 to 28. About half the sample was republican and the other half democrat with a small percentage of the sample independent or non-registered voters. The content analysis looked over campaign ads to see if they excluded young adults and certain issues.
4. The focus group findings indicate that political advertisements fail to engage young adults because issues they are concerned with are rarely addressed from their perspective in ads. The focus group conformed that ds turn the direction away from young adults and steer towards the elderly. The content analysis of political advertisements showed that virtually none of the ads that were examined addressed issues that interested focus group participants. Ads were more focused on the elderly and elementary aged children.
5. I believe a survey among college students at a university would be an effective way of gaining information about how college students interpret political ads. The questions could be simple yes or no questions such as: “do you feel political advertisements address issues you are concerned with? Do you feel that the presidential candidates are concerned with issues that affect you?” surveys could also be quick for students who may have a busy schedule.