

Request #: 572 - PSY - Publication/Article

GENERAL EVIDENCE OF CULTIVATION EFFECTS

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Background

Broadly, this project evaluates predictions from cultivation theory, which posits that exposure to media material that promotes stereotyped beliefs about Native Americans is linked to increased support for negative beliefs about Natives and decreased supports for policies that support Natives (e.g., support for sovereignty, elimination of Native mascots).

Sample

The sample is 903 U.S. participants who identify as White-only. We have a large number of variables assessing exposure to many forms of media, as well as endorsement of a wide range of positive and negative attitudes towards Native Americans.

Hypothesis

Exposure to higher levels of media is related to stronger endorsement of stereotyped beliefs. Those links are moderated by a lack of exposure to more contemporary Native persons or culture and by specific exposure to media that presents the stereotype (e.g., movies or TV shows that specifically embrace the stereotype).

Progress

Data are collected and cleaned. Variables are created in SPSS and initial descriptive and correlational analyses done.

Request

Assistance running models that we have proposed in Mplus or similar software.

Timeline

I'd like to run a total of four models in the next couple of weeks.