

Media Use and Trust

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Insights

On the basis of data available to us, we can draw the following insights:



Country wise trend of
TV watching culture in
Nordic States



Linear and Non-Linear
media consumption
trends in Nordic
countries.



Social Analysis:
Tendency to trust
others in Nordic
Nations



Effect of political news
consumption through
newspaper on
judgement of people's
fairness

Data Selection



There were a couple of choices in terms of data selection. 'Media use and trust' is what interested me the most



For this exercise, we will only focus on Nordic Nations so that we can limit the data and draw logical comparisons between the countries and the social behaviors in them

Data Scrubbing

Dropped unnecessary columns which are not required for our analysis.

A dark blue downward-pointing arrow indicating the flow from the first step to the second.

Checked missing values

A light blue downward-pointing arrow indicating the flow from the second step to the third.

As our data set is survey data set so all the columns have information to respondent responses which is intrinsically categorical variable so changed variable data types to category.

Approach

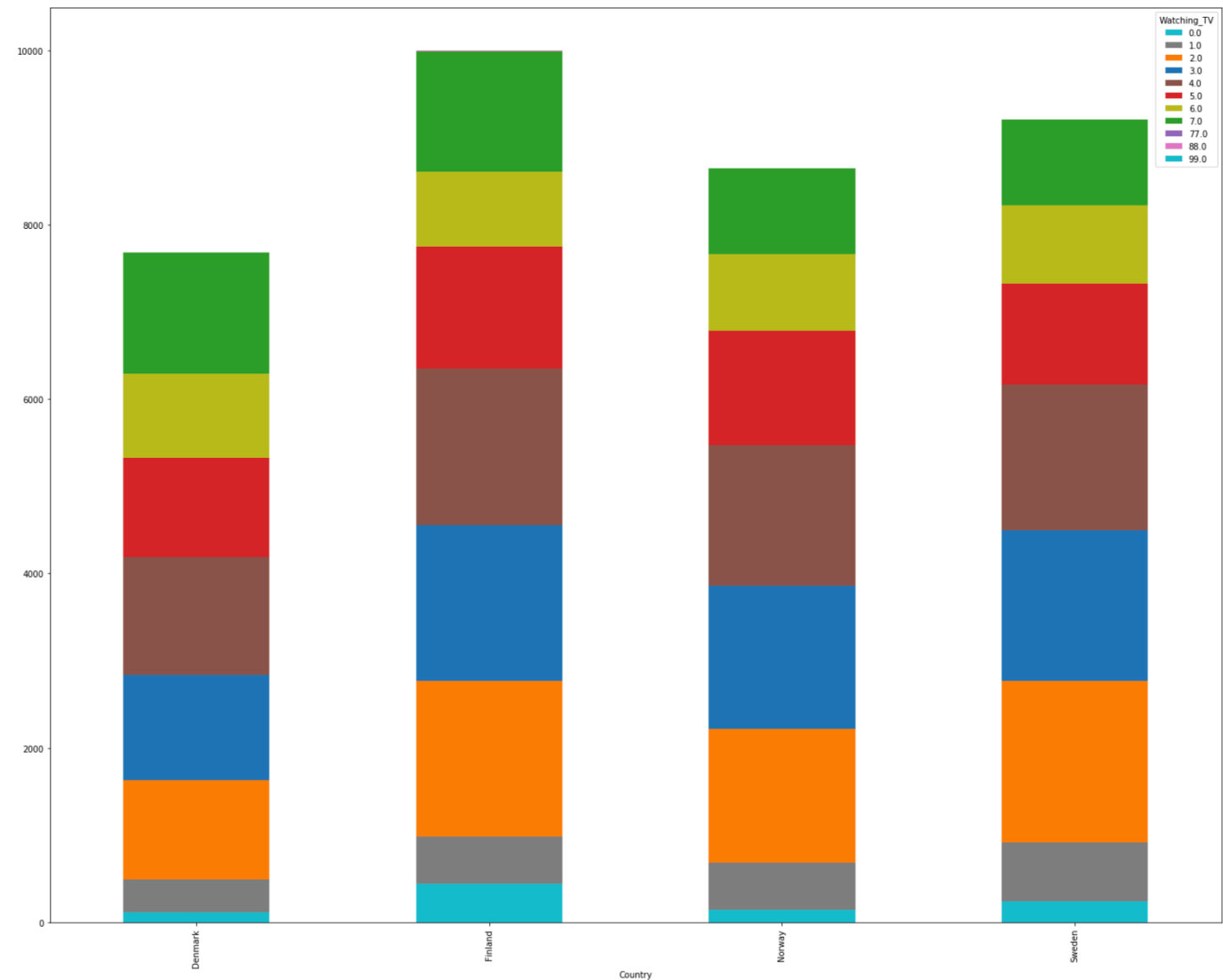


To make the analysis easier, a contingency matrix has been created so that the categorical variables in the data set can be correlated to obtain meaningful outcomes.

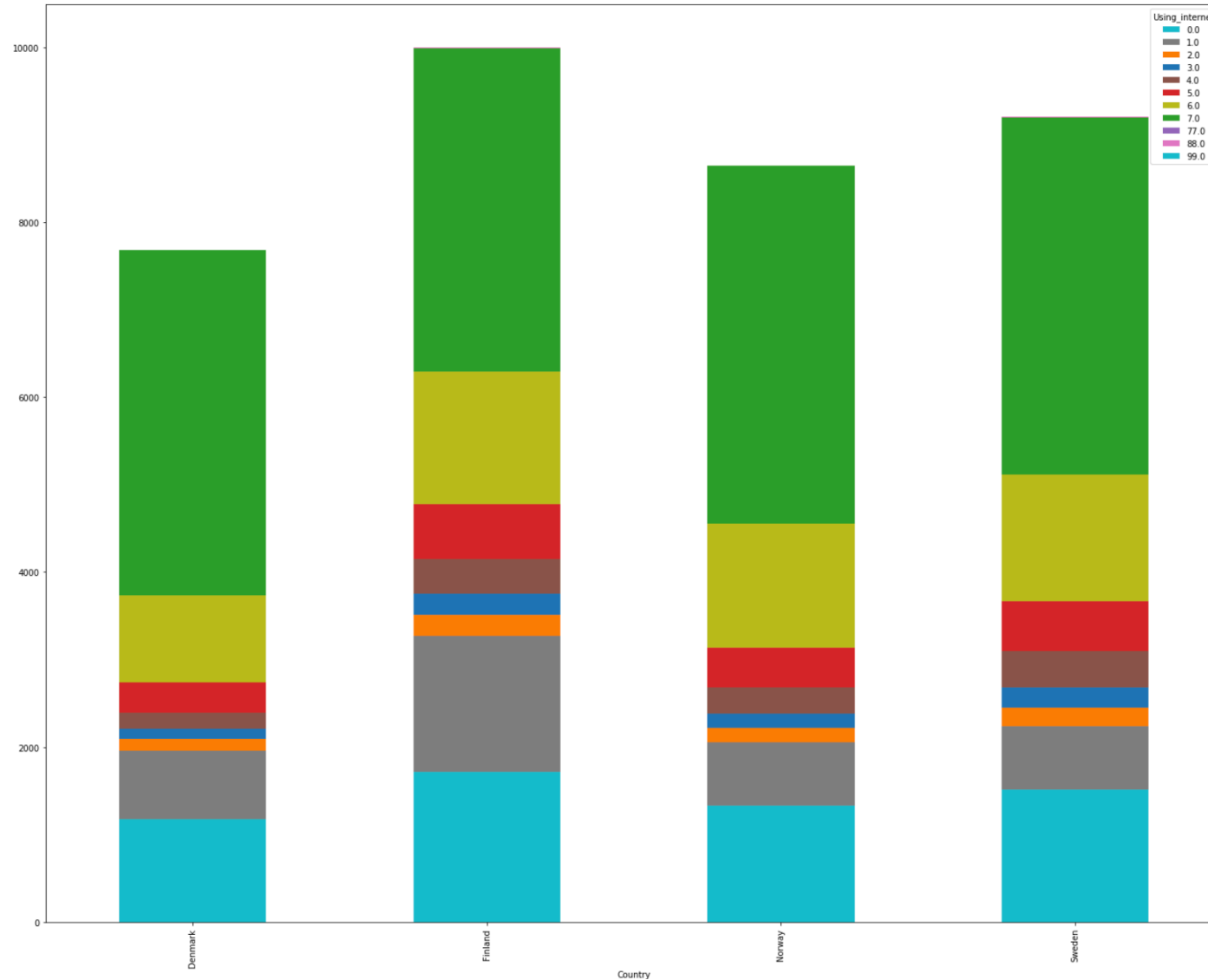


Following visualizations will help demonstrate the insights we discussed earlier:

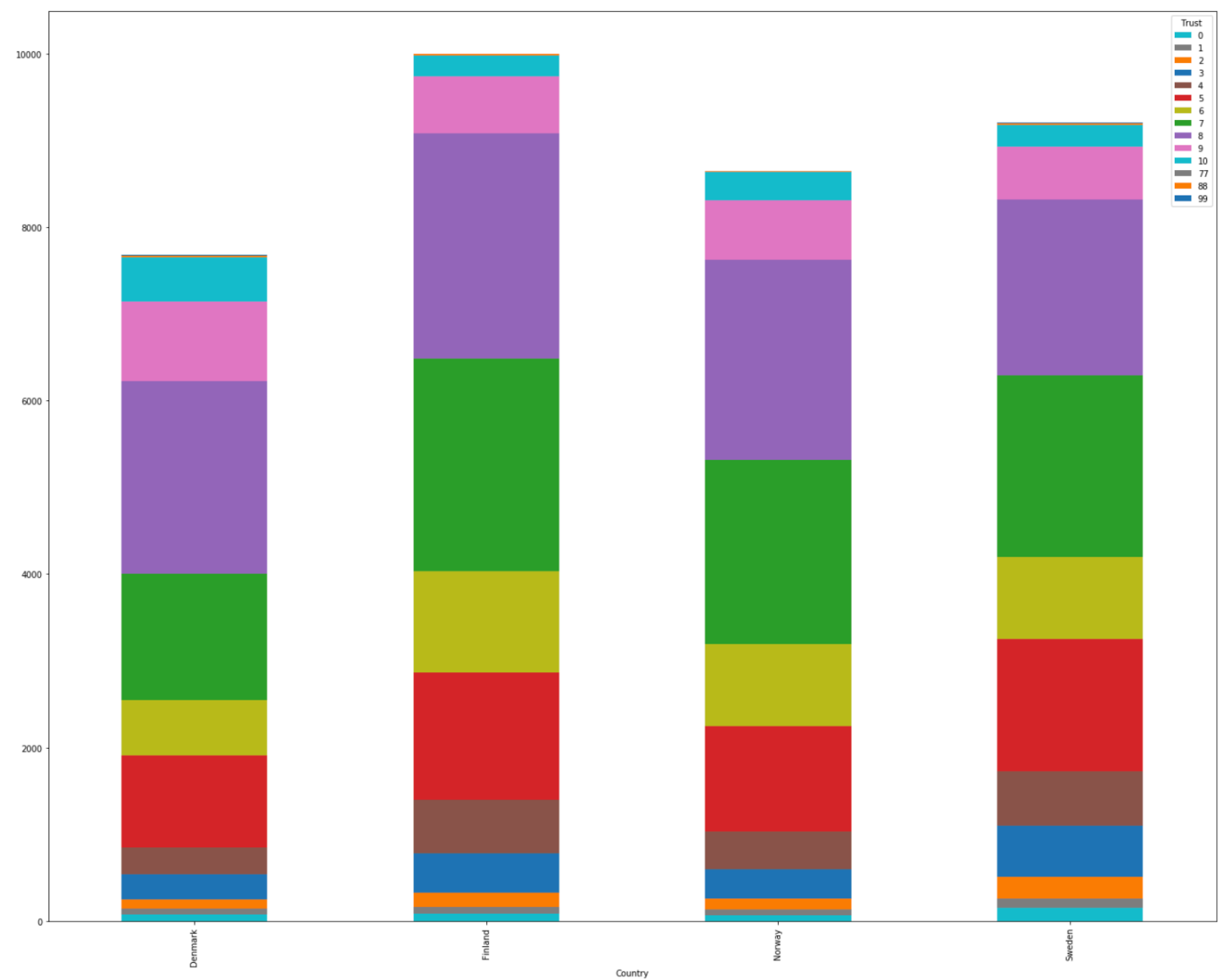
Country-wise Trend of TV Watching Culture



Linear and Non-Linear Media Consumption Trends



Social Analysis: Tendency to trust others in Nordic Nations



Political News Through Newspaper vs. Judgement of Fairness in Others

