



Media Use and Trust

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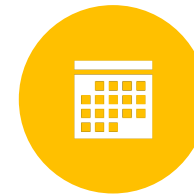
Questions



Before looking at the data, I have asked these questions to myself :



Average time people spent in Nordic countries to watch TV?



In which Nordic country people spent more time on non-linear media than linear media?



Which Nordic nation trust their fellow citizen more than others?



Using media how they effect citizen personal judgement?

Data Preparation



As our data set contains probably thousand of variables to avoid curse of dimensionality, I have selected variable called Media use and trust.



My analysis is based on the Nordic nations so I have selected only data points from four Nations Denmark, Finland, Norway and Sweden.

Data Engineering

Dropped unnecessary columns which are not required for our analysis.



Checked missing values



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.



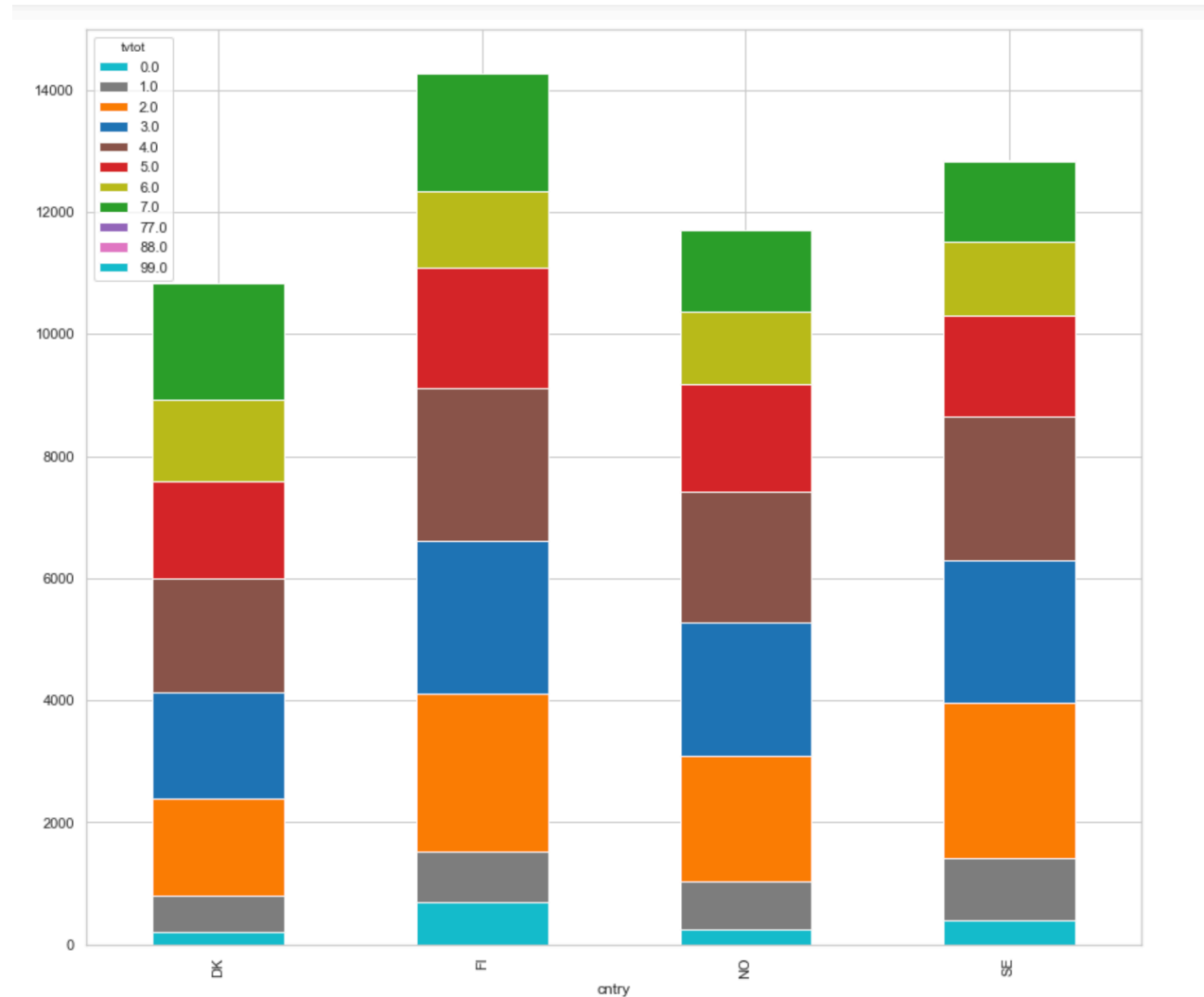
Analysis

- To see how these categorical variables are associated to each other so we have to construct their contingency matrix for each variable who is in question.

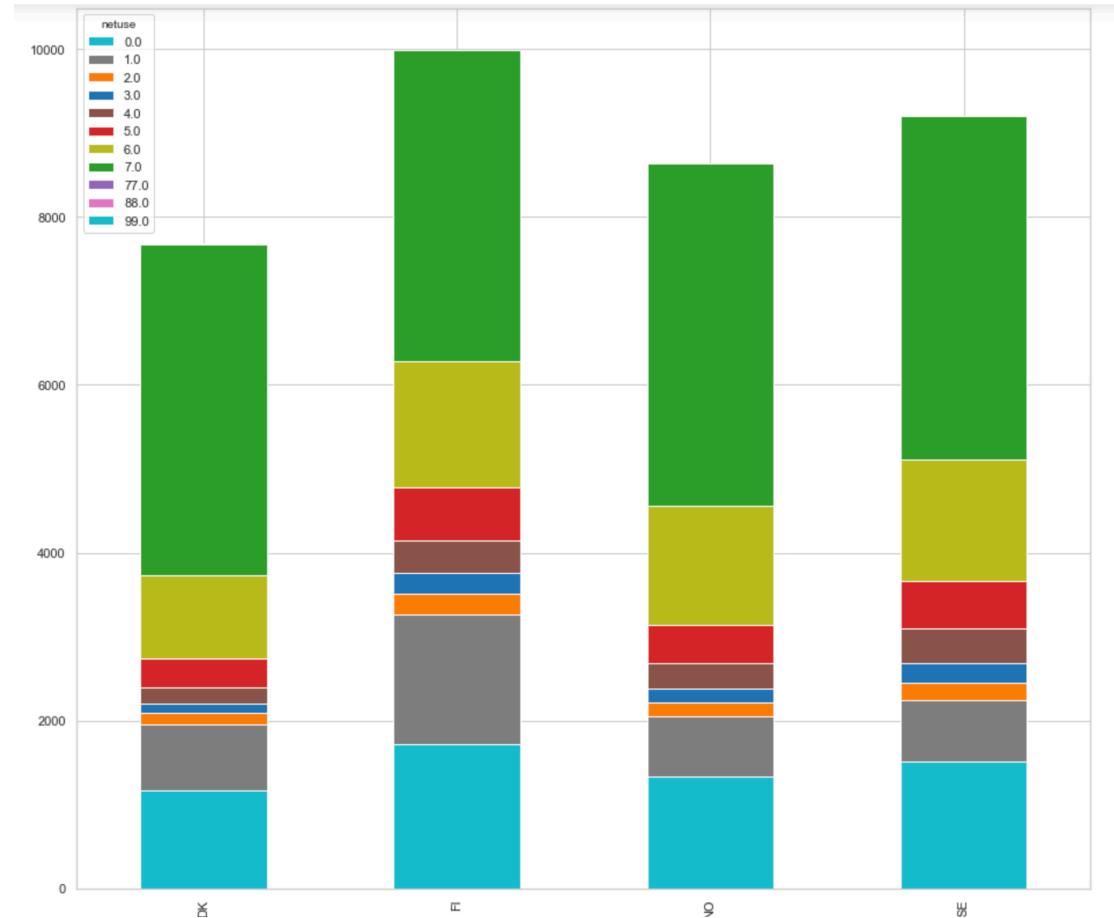
Visualizations

- To answer each question, I have created these visualizations.

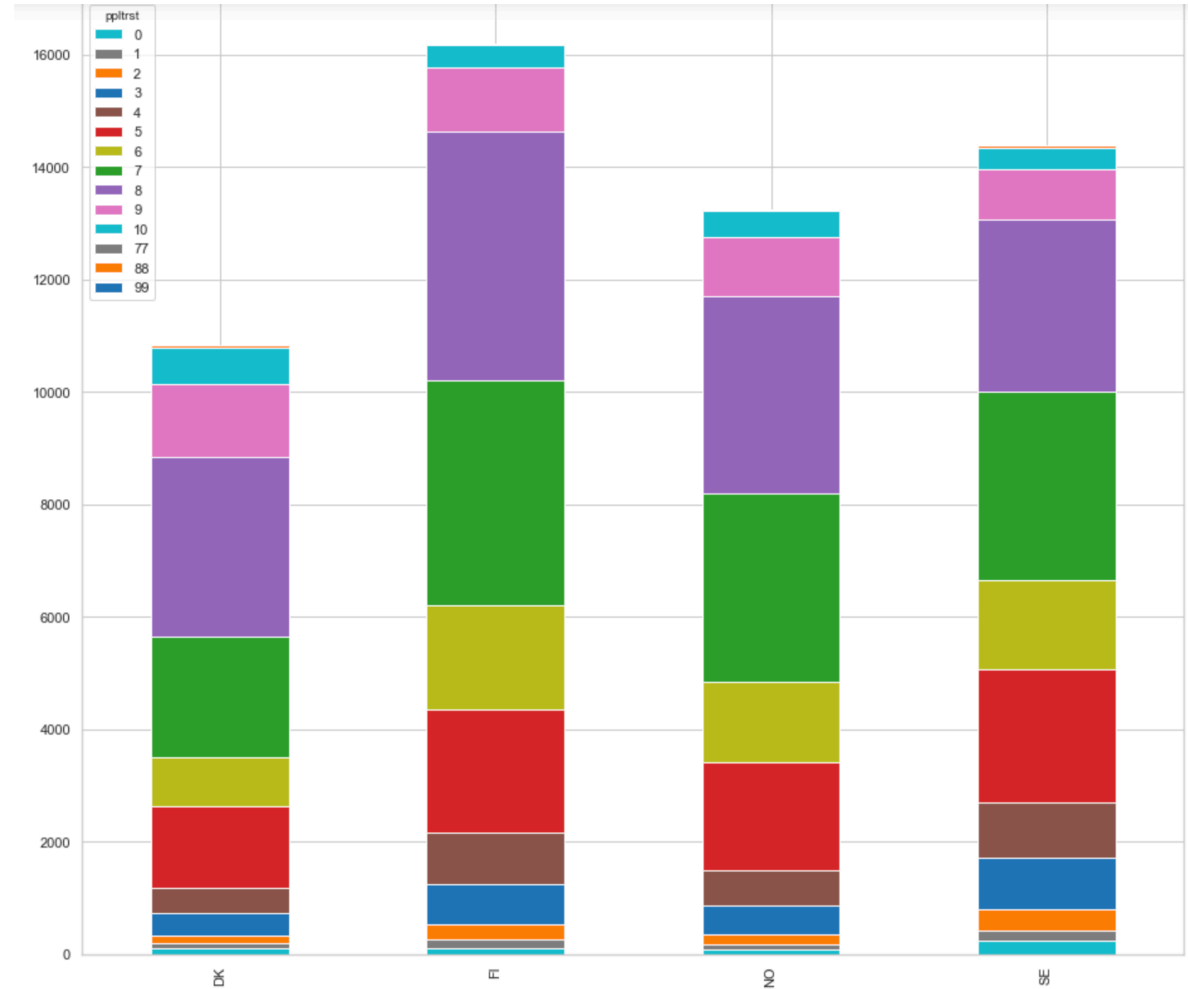
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