

Public Thought on the Black Lives Matter Movement

Investigating organizational reference in SLC & Provo, UT
through talk radio and tweets

Jess Esplin

10 December 2020 | PS811 | UW-Madison

Background & Research Question

- ▶ Observations of references to local community orgs vs national/global org
- ▶ Does organizational reference vary with support for the Black Lives Matter movement?
- ▶ Schattschneider (1960), Zaller (1992), Nelson & Kinder (1994)

Hypotheses

- ▶ Independent variable: individual's support for (or opposition to) the Black Lives Matter movement
- ▶ Dependent variable: the organization centered/referenced in individual's expression of public thought
 - ▶ local vs national/global
- ▶ Hypothesis: Support/opposition is correlated with organization centered in discourse
 - ▶ $H_A: \beta \neq 0$
- ▶ Null: no correlation
 - ▶ $H_0: \beta = 0$

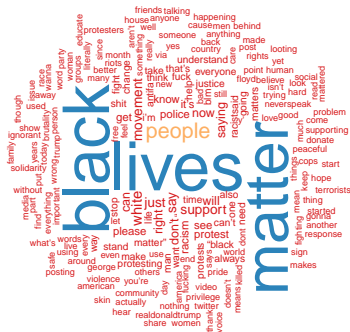
Data

- ▶ Talk radio data
 - ▶ SLC:
 - ▶ RadioWest @ KUER
 - ▶ The JayMac Show @ KSL Radio (formerly)
 - ▶ Provo:
 - ▶ The Lisa Show @ BYU Radio
 - ▶ Top of Mind with Julie Rose @ BYU Radio
- ▶ Tweets collected by MIT Media Lab

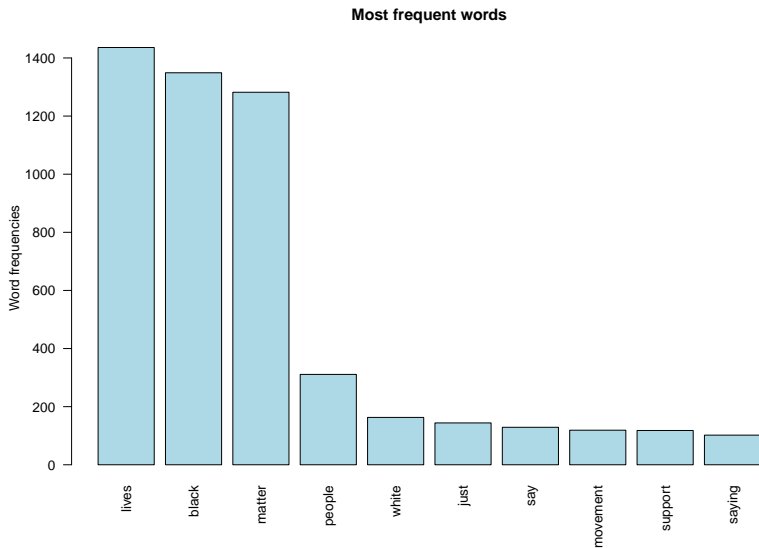
Method

- ▶ Talk radio shows
 - ▶ Primarily inductive qualitative analysis + listening
- ▶ Tweets
 - ▶ Descriptive stats + hypothesis test using t-test

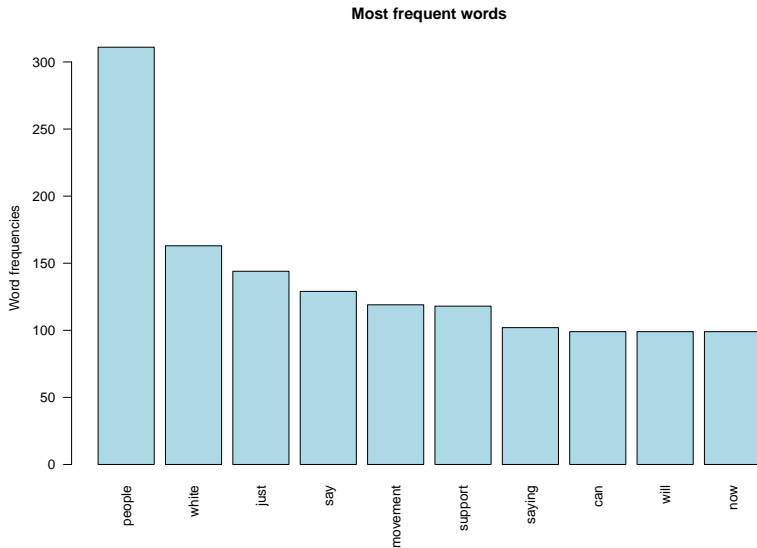
Preliminary Results



Preliminary Results



Preliminary Results: excluding “Black Lives Matter” & “BLM”



Discussion & Conclusion

- ▶ White comes up frequently
- ▶ Political parties don't come up frequently
 - ▶ Trump is referenced a lot though
- ▶ Swear words
- ▶ Initial talk radio data
 - ▶ Largely what I'd expected to see in terms of pos/neg terms
 - ▶ Not seeing much reference to organizations yet