

The Association Between Modern Media and Public Opinions

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Introduction

The purpose of this study is to examine whether modern media has an effect on the opinions of the citizens of the United States. The goals of this study are to (1) establish a relationship between Americans and media and (2) determine if American attitudes are swayed by the media.

Research Questions

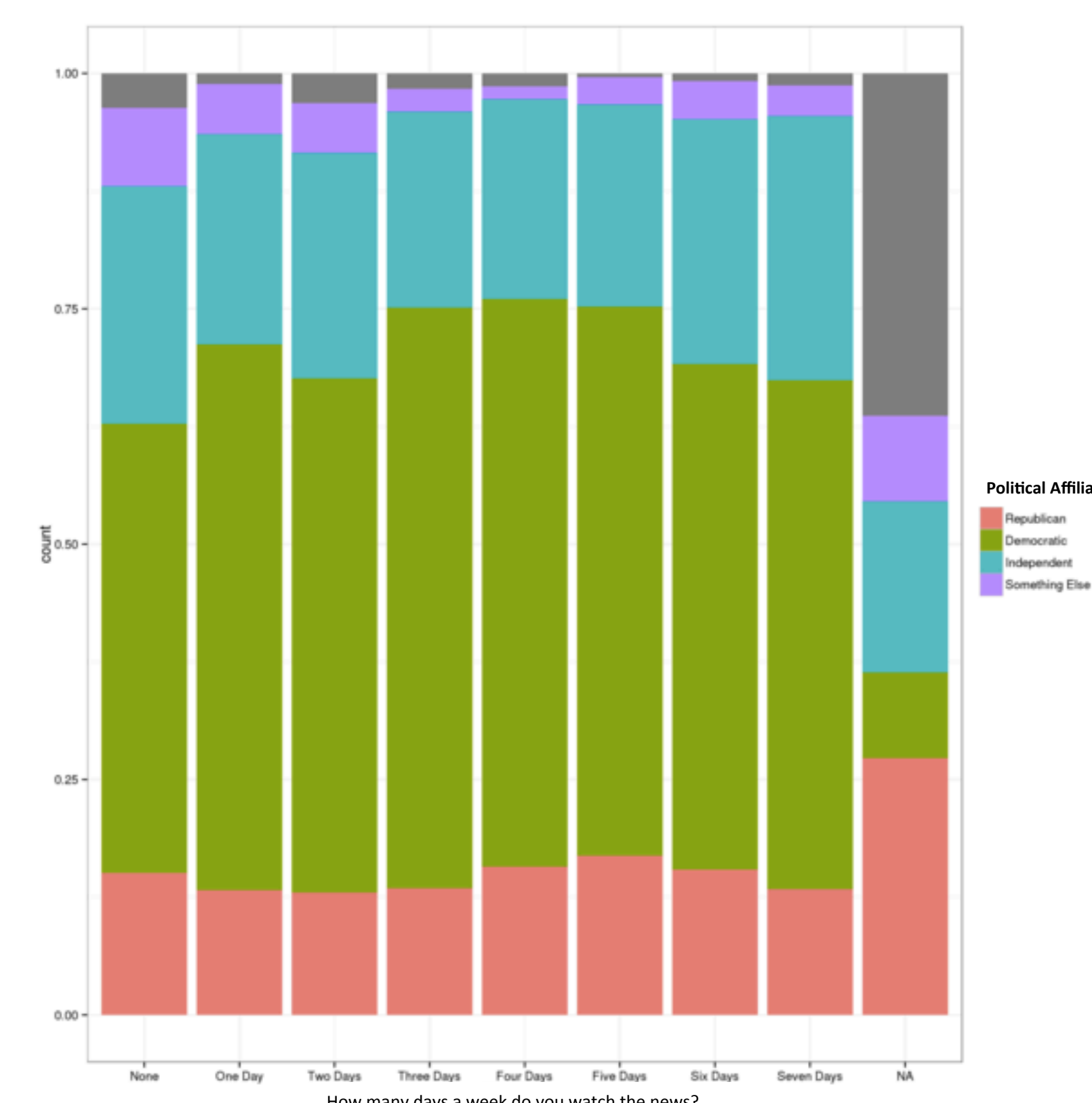
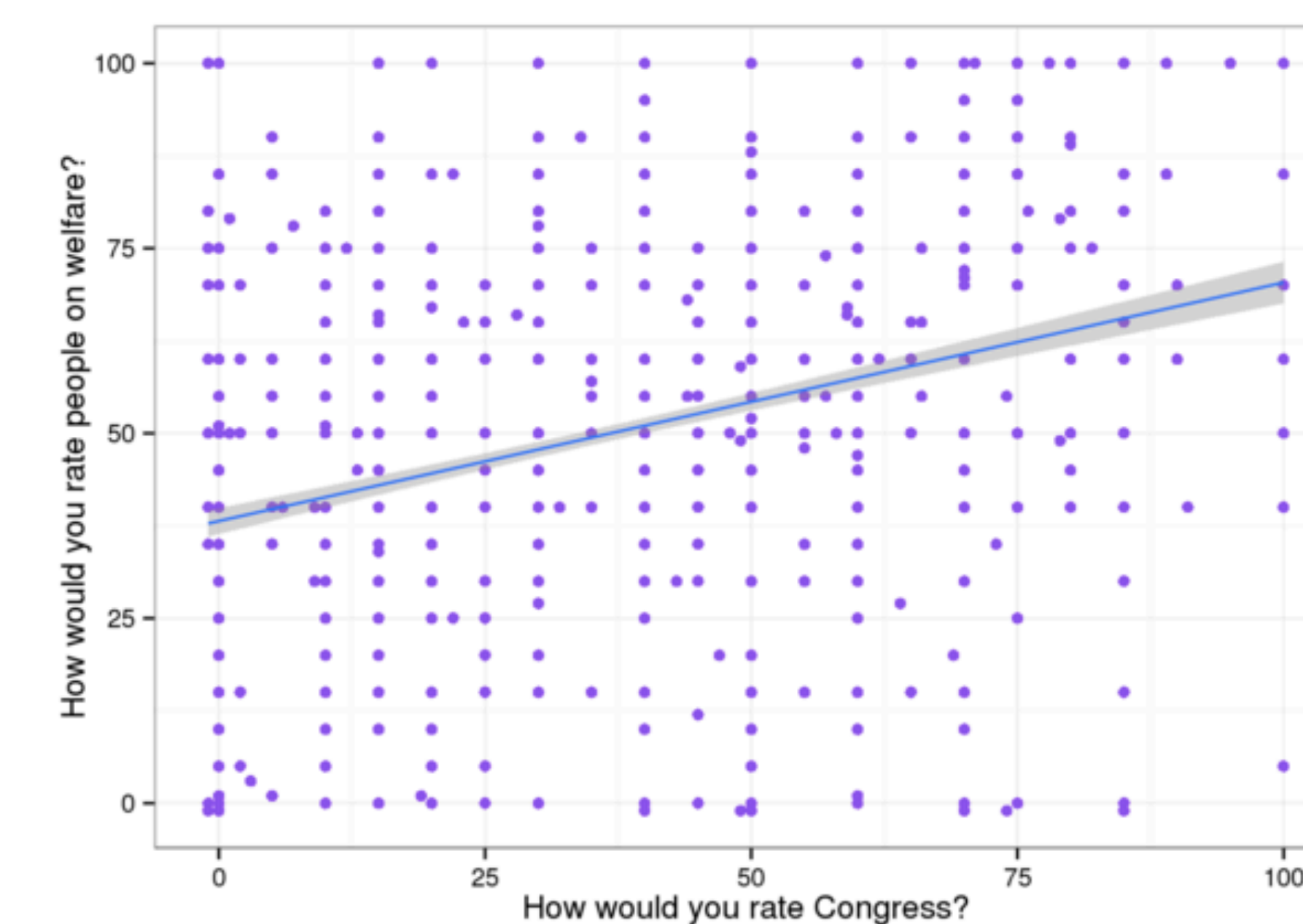
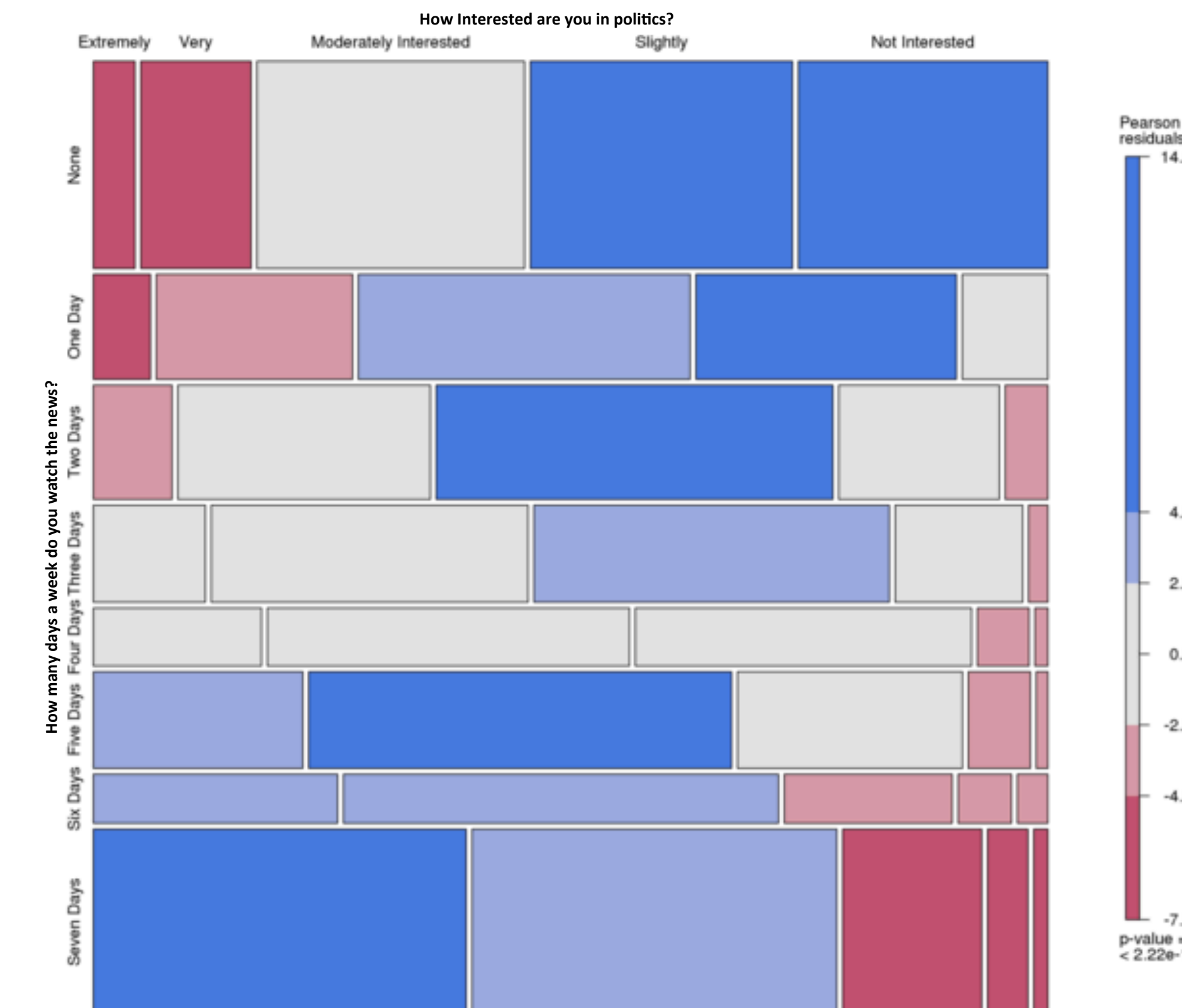
How interested are you in politics? What are your thoughts on upcoming (2012) elections? How often do you watch the news? What is your political affiliation? How would you rate people on welfare? How would you rate Congress? Is there an association between these variables?

Methods

My data comes from Outlook on Life dataset. My variables include participants interest in politics, thoughts on elections, how often they watch the news, their political affiliation, how they rate people on welfare, and how they rate Congress.

I tested my data with Chi-squared, ANOVA, correlation coefficient, and regression equations.

Results



Discussion

According to the mosaic graph, most people that watch the news all days of the week tend to be very to moderately interested in politics.

There is a slight association between how participants rate Congress on a scale from 1-100 and how they rate people on welfare on the same scale. The correlation is 0.3178078.

The bigger the color per affiliation indicates the more participants that watch the news per week for that political affiliate. As shown by the graph, most individuals that watch the news are Democratic and watch the news around four to five days a week.

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