

Electric President:

The Media's Effect on College Students' Perception of the Obama Administration

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Objective:

- Gauge amount and type of electronic media consumed by college students.
- Explore relationships between electronic media consumption and perceptions of the Obama Administration.

Hypotheses:

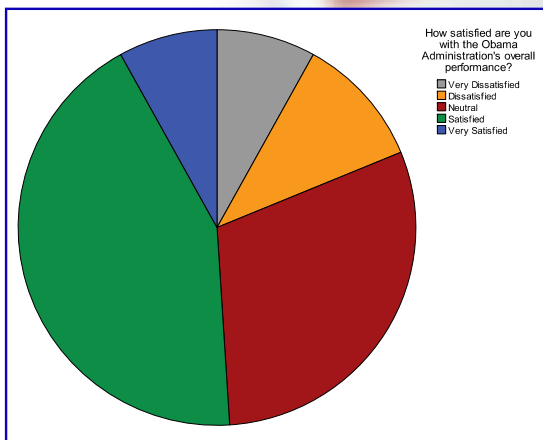
- Hypothesis 1: There is a positive correlation between the amount of electronic media consumed by a college student and a positive perception of the Obama Administration.
- Hypothesis 2: the more exposure one has to a television news source will cause a higher likelihood of a person have a lower opinion of the Obama Administration. This is known as the cognitive linguistics theory, otherwise called the "FOX Effect" (Dellavigna, & Kaplan, 2007).

Data Collection Method:

- An electronic Qualtrics survey was distributed via social networking websites.
- Non-random convenience sampling method.
- Total respondents: 401 students.

Methods of Analysis:

- Statistical Package for the Social Sciences (SPSS)
- Independent Sample t-test
- Cronbach Alpha
- Tau-C Coefficient



Results:

- May be a correlation between one being more conservative and the amount of information one gathers from the television,
 - Significance was too high to confirm the hypothesis.
- No significant correlation between the amount of electronic media a college student consumed and their perception of the Obama Administration.
- The message that is sent is not lost due to the bias of the outlet, rather the bias of the outlet will determine who receives said message.
- Respondent also said that they were more likely to receive news from comedic outlets such as "The Daily Show" and "The Colbert Report" than they were from news outlets such as CNN, FOX, or MSNBC.

Demographic Info:

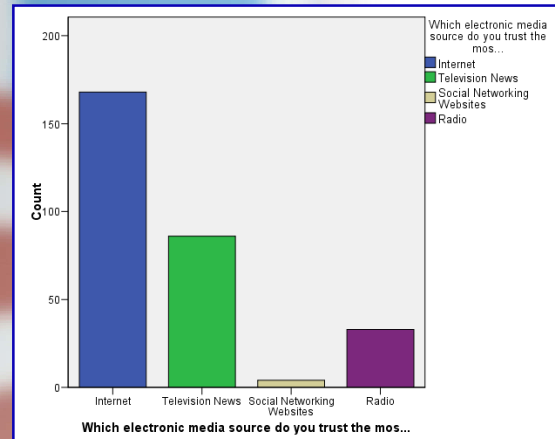
- 64.9% of our respondents were female
- 34.8% were male
- 56.2% classified themselves as a Democrat
- 13.5% as Republican
- 11.3% as Independent
- 5.8% as other
- 13.1% answered "none"

Implications:

- When faced with polarized news sources, college students still have the necessary skills to separate fact from opinion and draw their conclusions based on what they perceive as fact.
- Prolonged exposure to a single news source is not likely to cause long-term ideological shifts.
- Students tend to feel more involved with the political process when the President and his Administration are more readily available through sources familiar to them, such as electronic media.

Implications:

- "Overall, do you feel the Obama Administration is performing well?"
- 70.9% said "Yes".
- Thematic Analysis
- Analysis indicates that students, in general, approve of his progress, citing the last administration as a hindrance.



Works Cited:

- Anastasio, Phyllis A., Karen C. Rose, and Judith Chapman. (1999) "Can the Media Create Public Opinion? A Social-Identity Approach." *Current Directions in Psychological Science* 8.5: 152-155
- Dellavigna, S & Kaplan, E. (2007). The Fox news effect: media bias and voting. *The Quarterly Journal of Economics*.
- Donsbach, W., & Haumer, F. (2009). The rivalry of nonverbal cues on the perception of politicians by television viewers. *Journal of Broadcasting & Electronic Media*, 53(2), 262-279.