REVIEW QUESTIONS

Based on the first part of this exercise, answer True or False to the following items:

a. Because it can provide live video, TV is more effective than newspapers in communicating political information.  T  F
b. Newspaper circulation is increasing, primarily because Americans are becoming more educated.  T  F
c. A majority of Americans watch TV news every day.  T  F
d. Confidence in the press has been declining in the United States.  T  F
e. The British have less confidence in the press than do Americans.  T  F

EXPLORIT QUESTIONS

For the media to have any impact, someone must read, or listen to, or watch the medium. Let’s see how education and age influence what and how much people read or watch.

Data File: NES
Task: Cross-tabulation
Row Variable: 22) READ PAPER
Column Variable: 4) EDUCATION
View: Table
Display: Column %

<table>
<thead>
<tr>
<th></th>
<th>NOT HS GRD</th>
<th>HS GRAD</th>
<th>SOME COL</th>
<th>COLL.GRAD</th>
</tr>
</thead>
<tbody>
<tr>
<td>% EVERY DAY</td>
<td>29.4 %</td>
<td>30.4 %</td>
<td>31.4 %</td>
<td>40.5 %</td>
</tr>
</tbody>
</table>

(Note: this is the third row of the table.)

b. What is the value of V for this table?  \( v = .123 ** \)
   Yes  No

c. Is it statistically significant?
**Data File:** NES  
**Task:** Cross-tabulation  
**Row Variable:** 23) TV NEWS?  
**Column Variable:** 4) EDUCATION  
**View:** Table  
**Display:** Column %

<table>
<thead>
<tr>
<th></th>
<th>NOT HS GRD</th>
<th>HS GRAD</th>
<th>SOME COL</th>
<th>COLL GRAD</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>41.6 %</td>
<td>24.9 %</td>
<td>24.2 %</td>
<td>29.3 %</td>
</tr>
</tbody>
</table>

d. % EVERY DAY  
(Note: this is the third row of the table.)

\[ V = \frac{0.91^{**}}{ } \]

**Data File:** NES  
**Task:** Cross-tabulation  
**Row Variable:** 22) READ PAPER  
**Column Variable:** 5) AGE  
**View:** Table  
**Display:** Column %

<table>
<thead>
<tr>
<th></th>
<th>UNDER 30</th>
<th>30-39</th>
<th>40-49</th>
<th>50-64</th>
<th>65 &amp; OVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>% EVERY DAY</td>
<td>15.1 %</td>
<td>21.0 %</td>
<td>27.5 %</td>
<td>44.1 %</td>
<td>60.6 %</td>
</tr>
</tbody>
</table>

g. % EVERY DAY  
\[ V = \frac{2.42^{**}}{ } \]

**Data File:** NES  
**Task:** Cross-tabulation  
**Row Variable:** 23) TV NEWS?  
**Column Variable:** 5) AGE  
**View:** Table  
**Display:** Column %

<table>
<thead>
<tr>
<th></th>
<th>UNDER 30</th>
<th>30-39</th>
<th>40-49</th>
<th>50-64</th>
<th>65 &amp; OVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>% EVERY DAY</td>
<td>11.6 %</td>
<td>15.6 %</td>
<td>21.1 %</td>
<td>40.0 %</td>
<td>53.7 %</td>
</tr>
</tbody>
</table>

h. % EVERY DAY  
\[ V = \frac{2.48^{**}}{ } \]

**Part III: Government and the individual**
Answer True or False to the following items:

m. The higher an individual's education, the more likely he or she is to watch TV news daily.  
   T  F

n. The higher an individual's education, the more likely he or she is to read the newspaper daily.  
   T  F

o. Older people are more likely to read the newspaper every day than are younger people.  
   T  F

p. Younger people are more likely to watch TV news daily than are older people.  
   T  F

2. There are several variables that provide additional information about the respondent's political knowledge. Included in these is awareness of the two major contenders for the 2000 Democratic nomination for president, Vice President Al Gore and New Jersey Senator Bill Bradley. Let's see if reading the paper or watching TV news made any difference in awareness of these two candidates.

   Data File: NES
   Task: Cross-tabulation
   ➤ Row Variable: 38) GORE KNOW
   ➤ Column Variable: 22) READ PAPER
     ➤ View: Table
     ➤ Display: Column %

   a. What is the value of \( V \) for this table?  
      \( V = 0.043 \)
      Yes  No

   b. Is it statistically significant?  
      Moderate Weak Not Significant

   c. If significant, is this a moderate or weak relationship?  
      Moderate Weak Not Significant

   Row Variable: 38) GORE KNOW
   ➤ Column Variable: 23) TV NEWS?
     ➤ View: Table
     ➤ Display: Column %

   d. What is the value of \( V \) for this table?  
      \( V = 0.087 \)**
      Yes  No

   e. Is it statistically significant?  
      Moderate Weak Not Significant

   f. If significant, is this a moderate or weak relationship?  
      Moderate Weak Not Significant
WORKSHEET

EXERCISE 7

g. What is the value of V for this table?  
\[ V = -1.173^{**} \]

h. Is it statistically significant?  
Yes No

i. If significant, is this a moderate or weak relationship?  
Moderate Weak Not Significant

Row Variable: 39) BRAD. KNOW
Column Variable: 23) TV NEWS?
View: Table
Display: Column %

j. What is the value of V for this table?  
\[ V = 1.191^{**} \]

k. Is it statistically significant?  
Yes No

l. If significant, is this a moderate or weak relationship?  
Moderate Weak Not Significant

m. Summarize what these results suggest about the relative impact of newspapers and TV news on the respondent's knowledge.

Use of television news and newspapers lead to more knowledge of lesser-known candidates, such as Bill Bradley. Since almost everyone knew Al Gore, use of media had little (TV) to no (newspapers) effect.

3. Previously we saw that those who both read newspapers and watched TV news daily were better informed about politics. Let's see how daily media usage affects the likelihood that people will talk about politics.

Data File: NES  
Task: Cross-tabulation
Row Variable: 71) TALK POL?
Column Variable: 24) NEWS TYPE
View: Table
Display: Column %

<table>
<thead>
<tr>
<th></th>
<th>TV &amp; PAPER</th>
<th>PAPER</th>
<th>TV</th>
<th>NEITHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>% YES</td>
<td>42.0 %</td>
<td>37.2 %</td>
<td>40.5 %</td>
<td>30.6 %</td>
</tr>
</tbody>
</table>

b. What is the value of V for this table?  
\[ V = 1.100^{**} \]

c. Is it statistically significant?  
Yes No

Part III: Government and the individual
4. Some critics of media coverage of government contend that the media present only the negative side of the story, such as when a government program is not working. If these critics are correct, then people who frequently watch TV news and read newspapers should be less trusting of the government than other Americans. Other pundits might contend that people who are very distrustful of the government would not bother watching TV news or reading the newspaper, since these Americans would be less interested in news about a government they distrusted. Finally, a third group of scholars might speculate that since most Americans tend to distrust the government, media usage would have little to no influence on any individual's evaluation of the government. Let's see which of these three possible explanations might be correct.

Data File: NES
Task: Cross-tabulation
- Row Variable: 87) TRUST GOV
- Column Variable: 24) NEWS TYPE
- View: Table
- Display: Column %

<table>
<thead>
<tr>
<th>TV &amp; PAPER</th>
<th>PAPER</th>
<th>TV</th>
<th>NEITHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>51.8 %</td>
<td>51.6%</td>
<td>56.9 %</td>
<td>59.0 %</td>
</tr>
</tbody>
</table>

b. What is the value of \( V \) for this table? \( V = -0.68 \)

c. Is it statistically significant? Yes [No]

d. Which of the three contending explanations is best supported by the survey data? (Circle the number of the most appropriate answer.)

1. Those who watch TV news and read the newspaper every day are less trusting of the government.
2. Those who neither watch TV news nor read the newspaper every day are less trusting of the government.
3. Media usage has little to no influence on political trust.