Influence of Newspaper Endorsements in the 2016 Presidential Election

Follow this and additional works at: https://ecommons.udayton.edu/stander_posters

Recommended Citation

https://ecommons.udayton.edu/stander_posters/982

This Book is brought to you for free and open access by the Stander Symposium at eCommons. It has been accepted for inclusion in Stander Symposium Posters by an authorized administrator of eCommons. For more information, please contact frice1@udayton.edu, mschlangen1@udayton.edu.
Influence of Newspaper Endorsements in the 2016 Presidential Election

Alexandra Scherb
Advisor: Chad Painter

Purpose
Understand the influence of newspaper endorsements on county voting percentages for the 2016 presidential election.

Findings: Influential Endorsements
The following is the number of influential endorsements for each candidate.
- Trump → 10
- Hillary → 97
- Total → 107

Unit of Analysis
Endorsements from 346 newspapers in the United States. Researcher compared vote percentages from counties with newspapers that endorsed a candidate with statewide voting percentages.

Conclusion
Approximately one third of the sampled newspapers had endorsements that were influential on the county level.

Literature Review
Joseph C. Pilegge, Jr.: Newspaper endorsements are generally not influenced by their communities.
Howard A. Scarrow & Steven Borman: Newspaper endorsements are influential, but at most at the county level.
Fred Fedler, Time Counts, Lowndes F. Stephans: Citizens reflect competition of newspaper endorsements.

Note: The original sample was 346 newspapers, however after removing 3rd party endorsements, non-endorsement papers, split endorsements, and “not Hillary”/“not Trump” endorsements, the sample only contained 263 newspapers.