

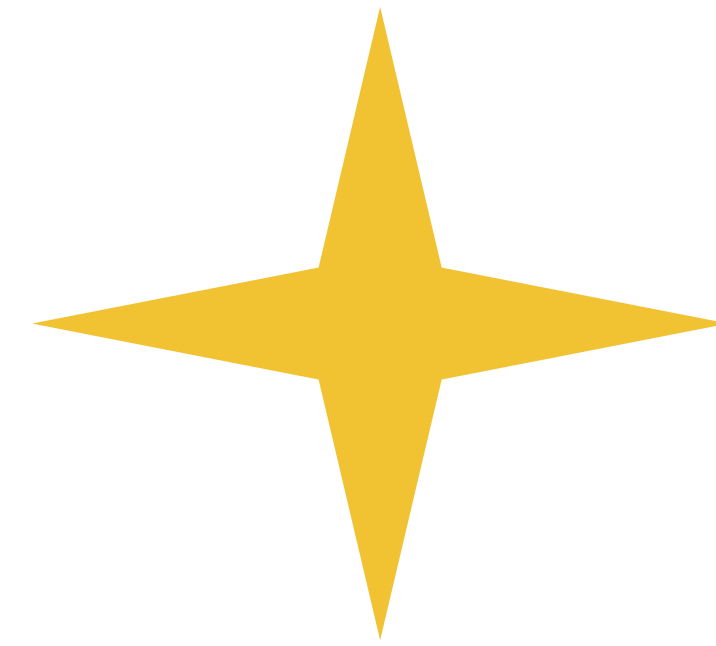


The Intersection Between Preferred News Source, Region, and Importance Level of Community

Involvement

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Purpose of Study

We are interested in studying media and its impact on audiences. H1 stems from this interest and explores whether media impact community involvement. Additionally, there is not much research on community involvement by region. We developed H2 and H3 according to this gap in research.

Hypotheses

- H1: There is a significant impact of the type of news source on reported importance of community involvement.
- H2: Participants who identify as being from the Western region of the USA will report significantly different levels of importance of community involvement than participants from the Midwest region of the USA.
- H3: Participants who identify as being from the South region of the USA will report significantly different levels of importance of community involvement than participants from the Northeast region of the USA.

Participants

A sample of 1228 young people (individuals ages 16-29) from the United States were systematically recruited from online panels to create samples that mirrored census data.



Methods

Publicly available data through the Inter-university Consortium for Political and Social Research (2013) was analyzed in SPSS in accordance with our hypotheses. A multiple linear regression was calculated for H1 and independent samples t-tests were conducted for H2 and H3.

Results

- H1: A significant regression equation was found ($F(5, 1222) = 3.99, p=.001$), with an adjusted R^2 of .012. Importance of community involvement is equal to $17.14 - .021$ (Cable news) + $.021$ (Daily newspapers) + $.174$ (Local TV news) - $.200$ (Late-night talk shows) + $.253$ (Social media).
- H2: There was no significant difference between the Midwest and Western regions and the null hypothesis cannot be rejected ($p=.436$).
- H3: An independent samples t-test showed no significant difference between the South and Northeast regions ($p = .660$).

Conclusion

In sum, H1 predicted a significant relationship between type of news source and reported importance of community involvement, while H2 and H3 predicted a significant relationship between region and importance of community involvement. According to our results, a significant relationship did exist in accordance with H1, but no significant relationships were found for H2 and H3.

