

Author(s): Bartels, Larry M.

Title: Television News Items on 1995 Pilot Study

Date: January 15, 1996

Dataset(s): 1995 Pilot Study

Abstract

Bartels evaluates the items included in the 1995 Pilot Study designed to measure exposure to various television media. Specifically, the items measured exposure to: morning news programs, local news programs, entertainment news programs, and news magazine programs. Bartels first performed an exploratory factor analysis which produced one strong news exposure dimension. This dimension is highly correlated with both general news exposure and network news exposure. Bartels next analyzed the two split-sample measure experiments contained in the Pilot. In the first, Bartels found that asking the standard NES network news exposure items after the experimental exposure items appears to significantly reduce news exposure over-report. In the second test, Bartels found that neither scales produced from items asking respondents to match anchors to the networks nor scales produced from items asking individuals to rank anchors have political consequences. Bartels concludes the report by noting that there is little evidence to suggest that specific news exposure has significant political consequences. In addition, Bartels argues that a more complicated news exposure scale based on a battery of specific exposure items does not significantly outperform the traditional news exposure item.