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Title: Assessment of Media Measures in Pre-Post

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Abstract

This report examines the performance of the media use measures used in the 1984 Pre-Post Election Study. Specifically Traugott compares the 1984 Pre- and Post- Election surveys and the 1980 National Election Study results. She finds: (1) The 1980 results are comparable to the 1984 results. The differences in the survey findings can be explained by question ordering effects. (2) The ranking of media use sources -- newspapers, television, and magazines -- are the same from 1980 to 1984, even though different ranking methodology was used. (3) Substantial relationships exist between the 1984 Pre- and Post- Election items measuring newspaper use and attention, even though the Pre- and Post-Election surveys used different question frames. (5) A comparison across the pre-election sample periods demonstrates that attention to television news increases as the election draws closer. Newspaper readership, on the other hand, is only modestly related to campaign events. Traugott concludes by performing factor and correlation analysis to gauge the validity and reliability of the media use measures.