



Opinionology

# Media Channel Effectiveness & Trust

Paul Johnson

# Introduction to the Issues

## Traditional Media



VS

## Social Media



# Methodology

## ○ RDD Sampling Frame

- Included Cell and Landline Numbers

  - No Phone Ownership Asked

- 607 completes in wave 1 (Dec. 2009- Jan. 2010)

- 703 completes in wave 2 (Aug. 2010)

- 5 minute survey

- 5-6 attempts

- 13% Response Rate

- Weighted to census demographics

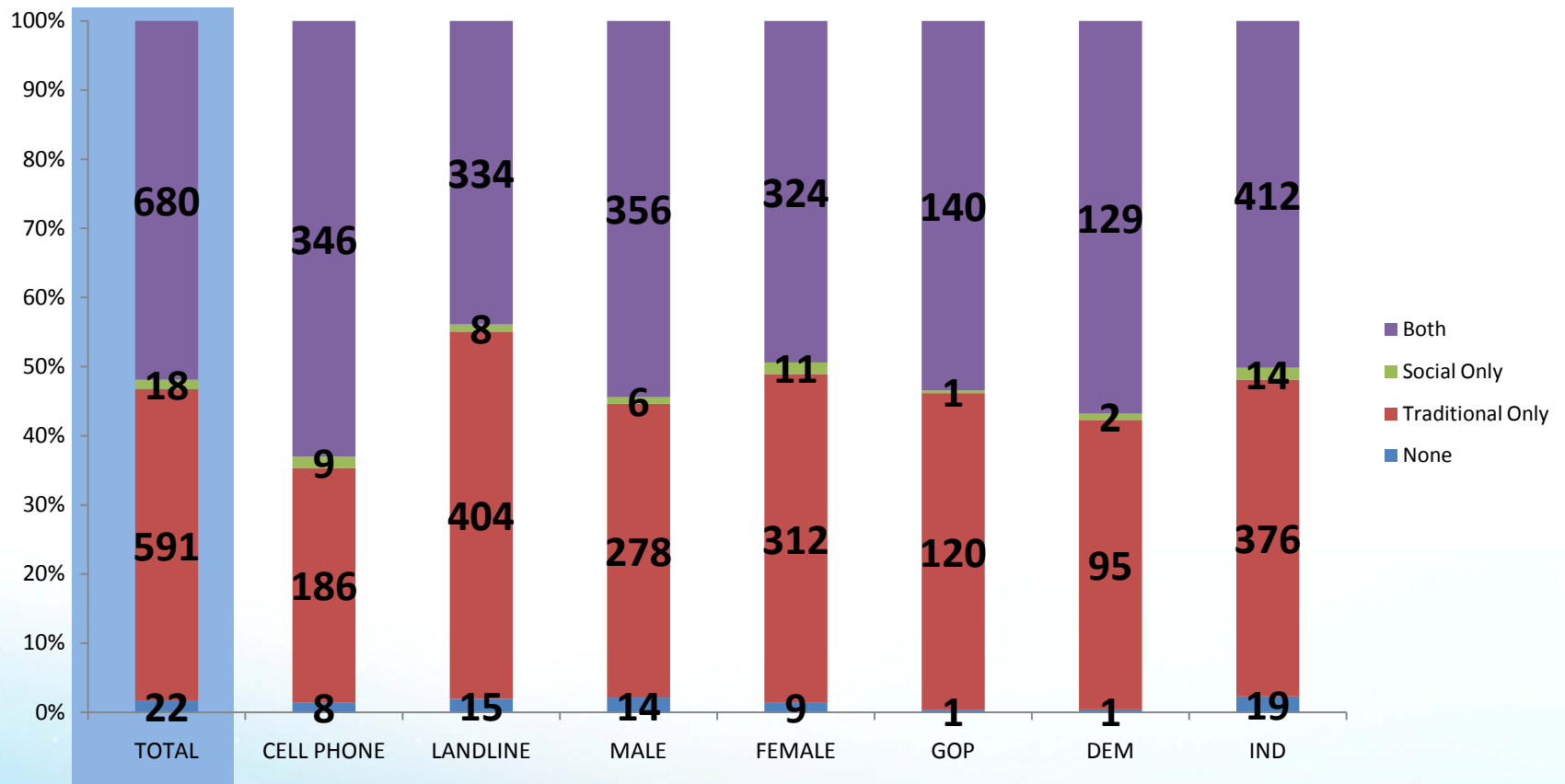
# Methodology

- Party Affiliation
  - Party Registration, Voter History, Ideology
- Media Usage
  - 4 social media and 4 traditional media
- Media Trust
  - Only for those media sources used
- Media Push
  - Head to Head Comparison

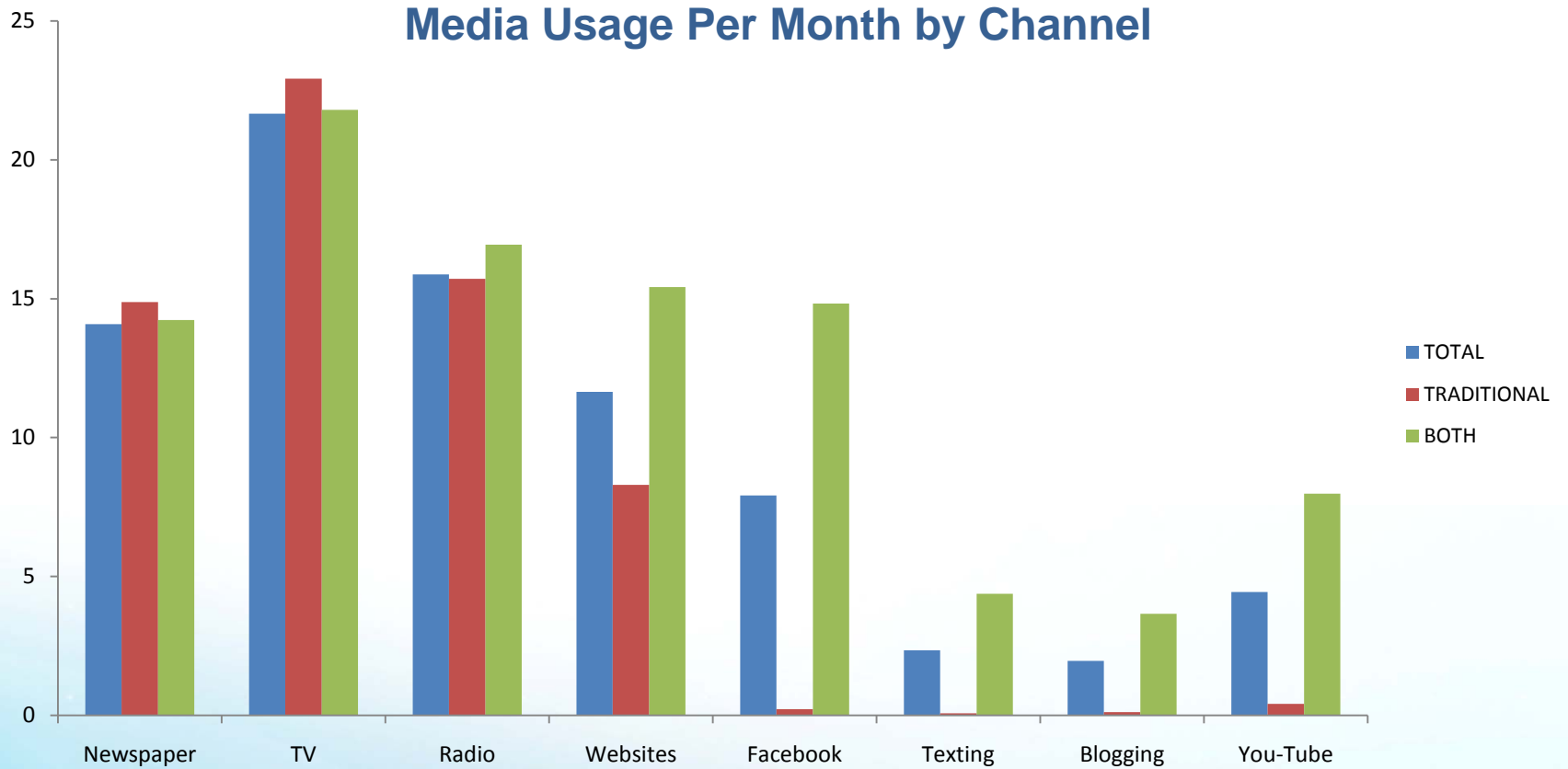


# Media Usage

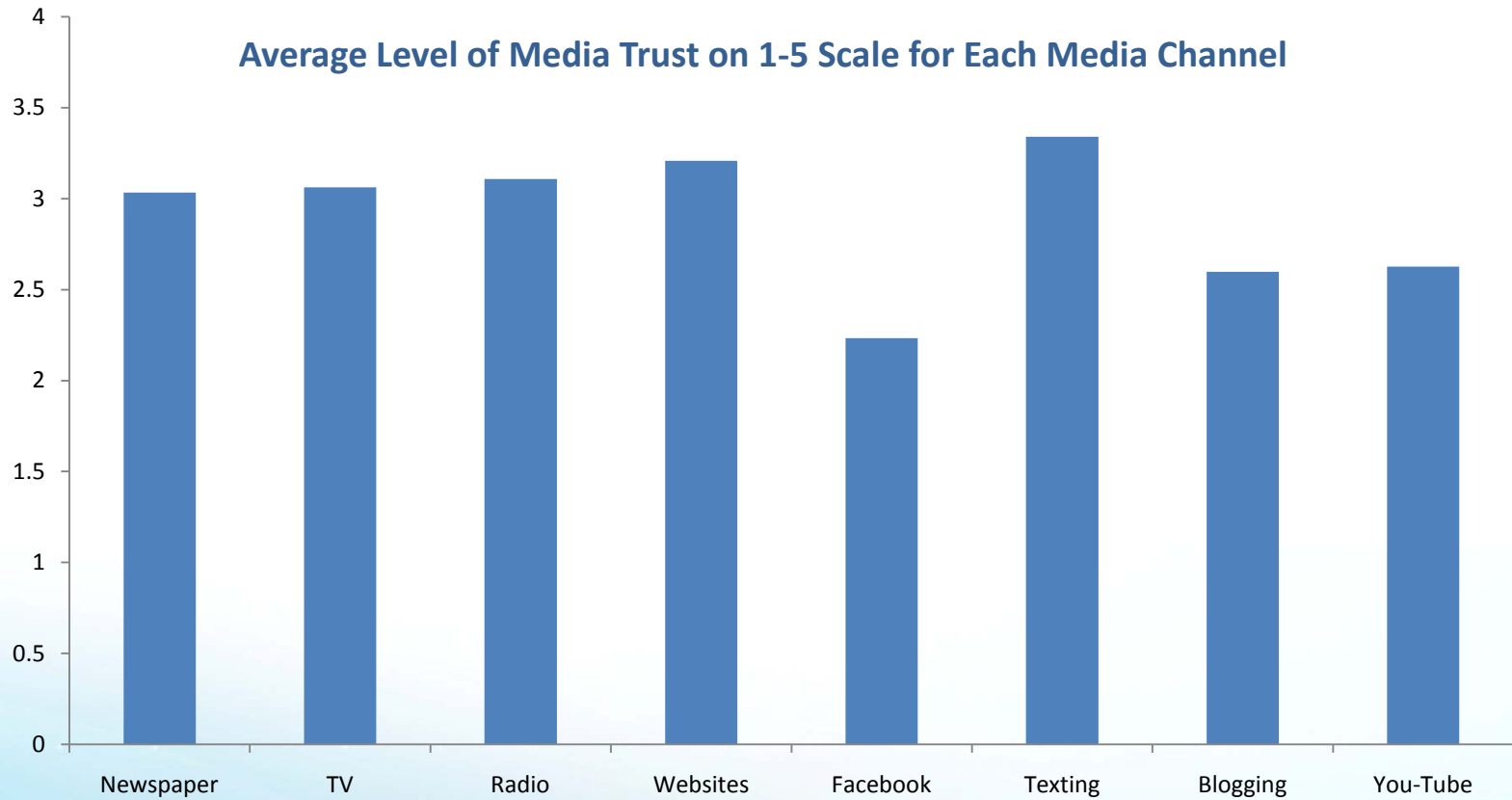
## Media Consumption by Demographics and Party



# Media Usage

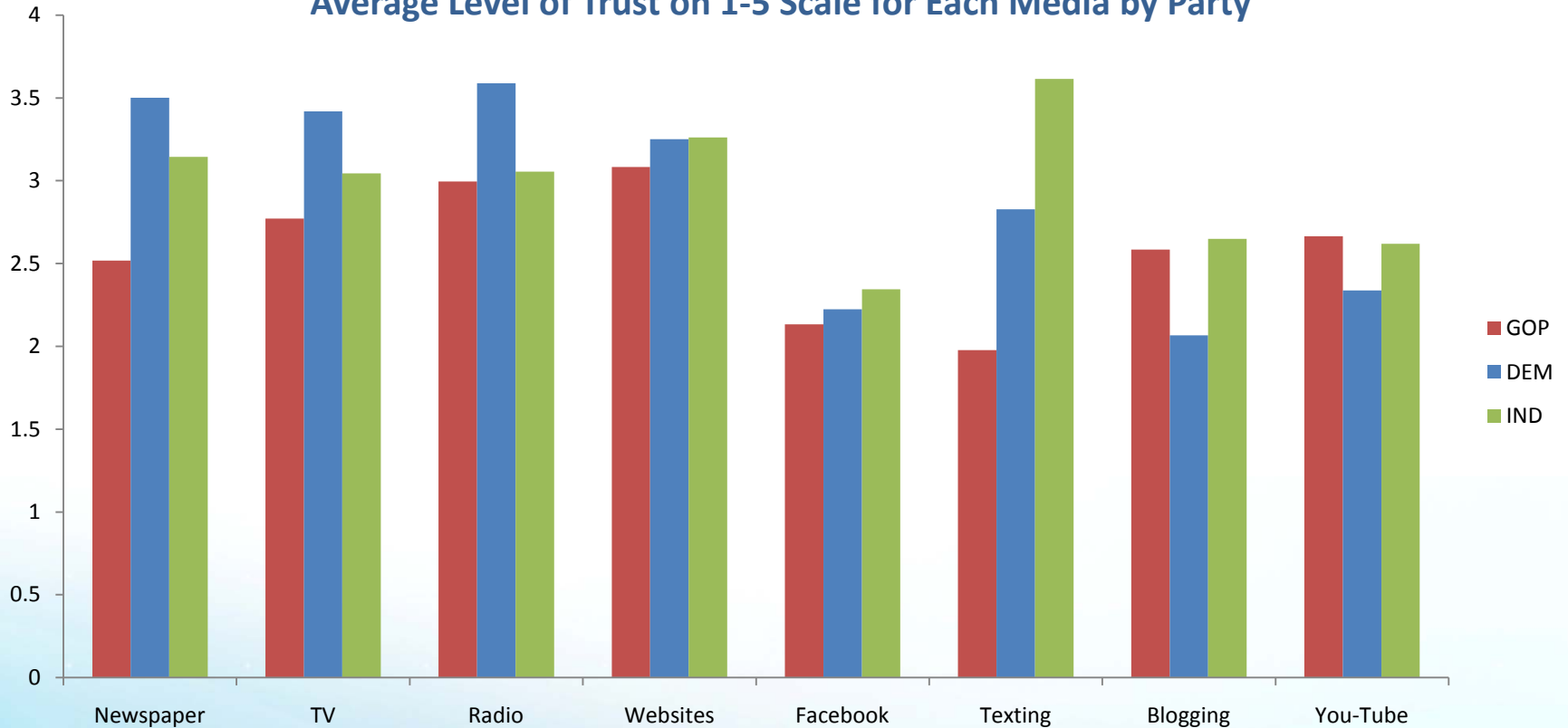


# Media Trust



# Media Trust

Average Level of Trust on 1-5 Scale for Each Media by Party



# Media Push Flow

Most Trusted Traditional Media



Most Trusted Social Media



Random Assignment and Order

PRO HEALTHCARE BILL



ANTI HEALTHCARE BILL



PRO OBAMA



ANTI OBAMA



# Media Push Wording

## Against Health Care and Obama

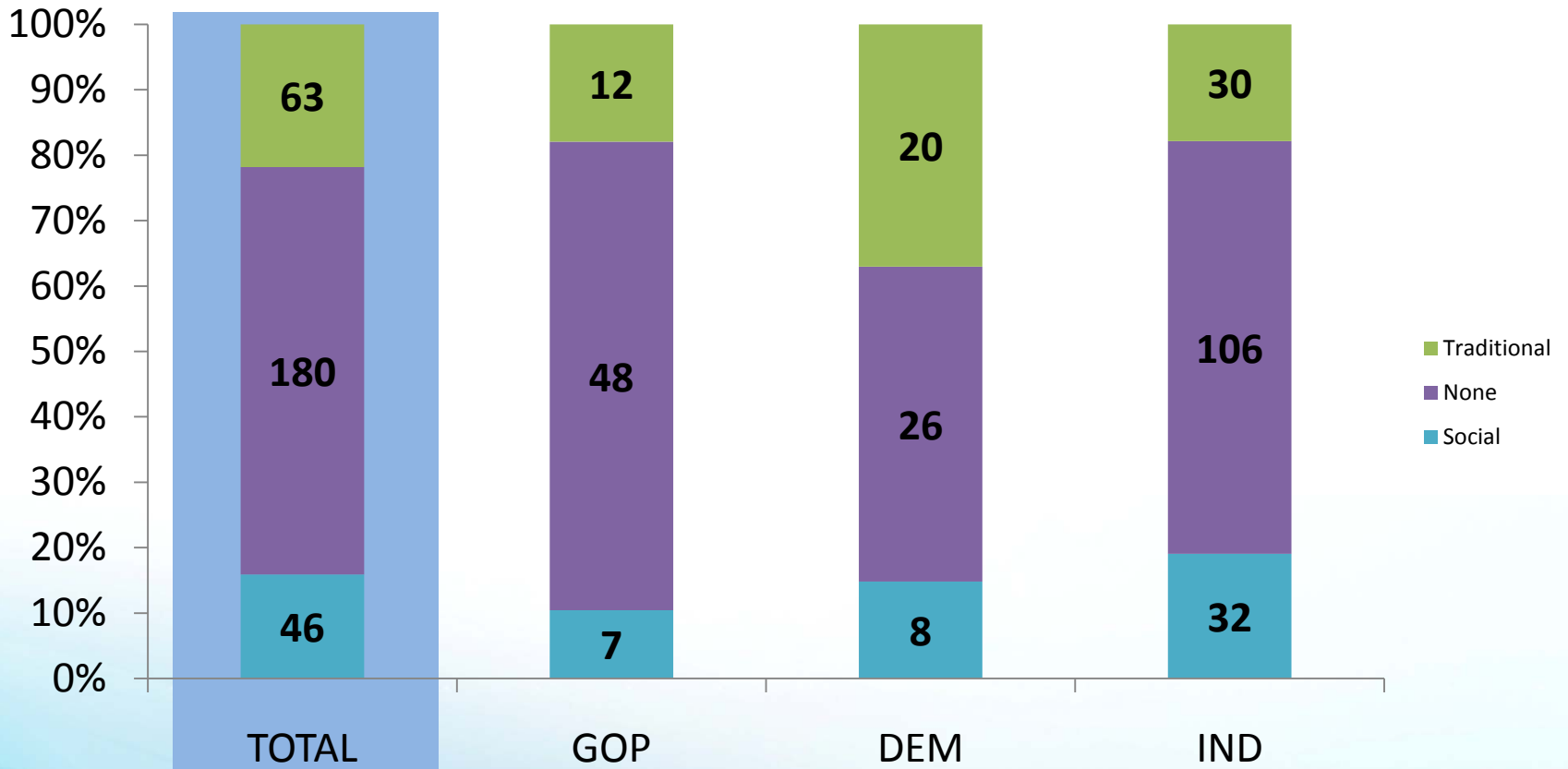
- 1 The new health care bill is **too expensive**, will make the **quality of health care decrease**, and will **limit your ability to choose** your doctor
- 2 President Obama is **not an effective leader** and is leading the country in the **wrong direction**

## For Health Care and Obama

- 1 The new health care bill will ensure that **health care is affordable to all** Americans, will **increase the quality of health care**, and **preserve your ability to choose**
- 2 President Obama is an **effective leader** and is leading the country in the **right direction**

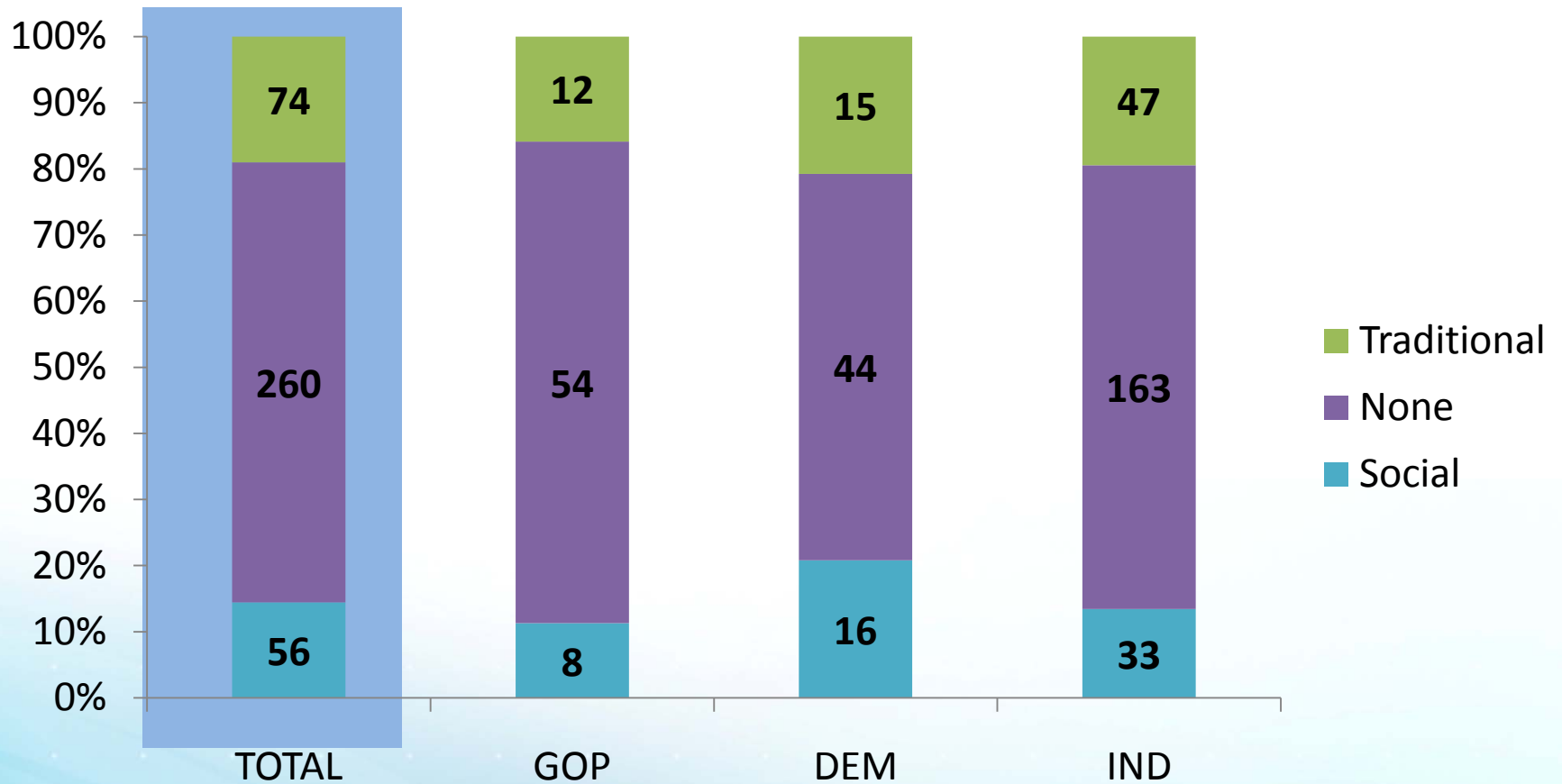
# Media Push Results

Media Push on Health Care - January



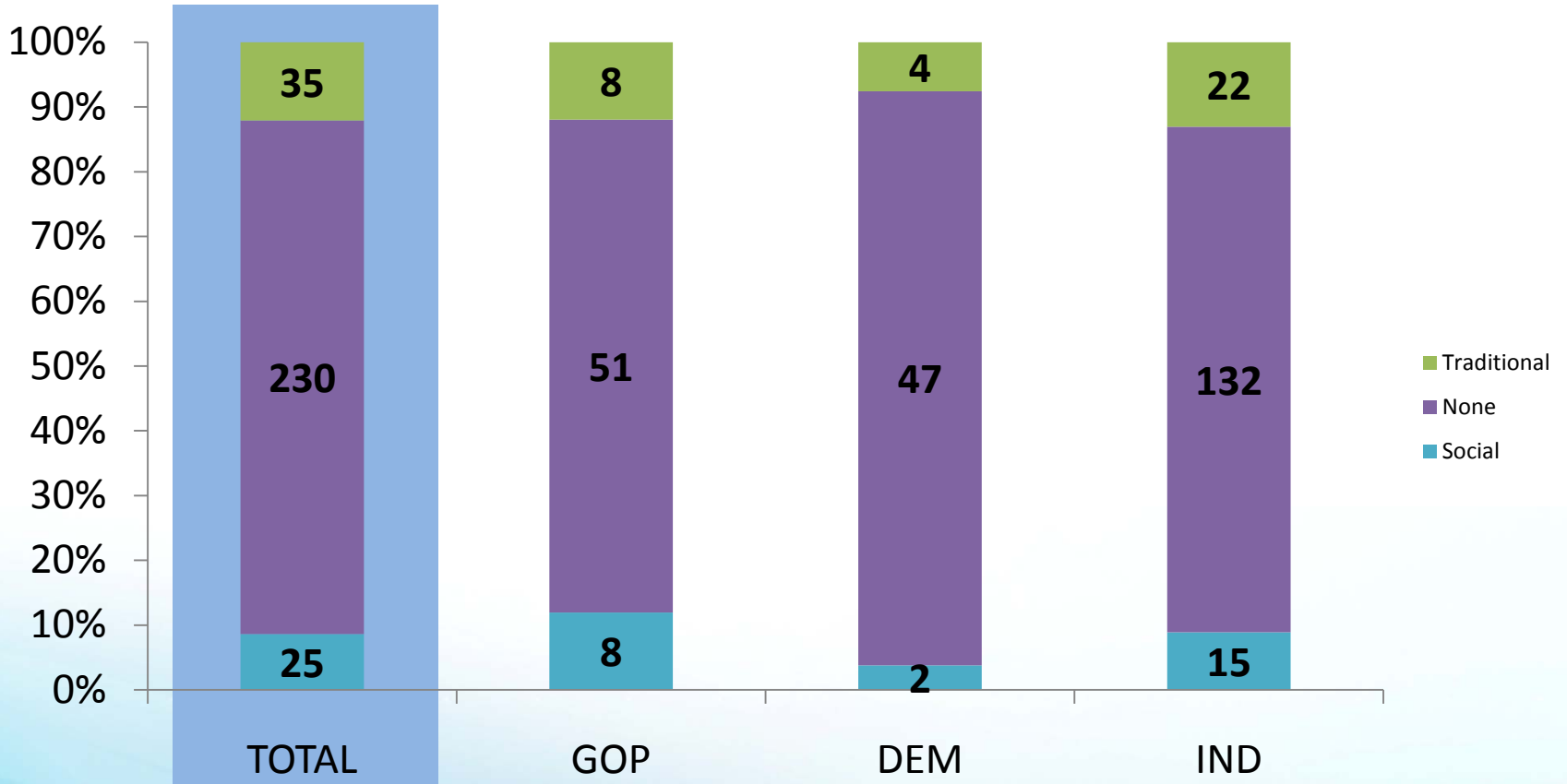
# Media Push Results

Media Push on Health Care - August



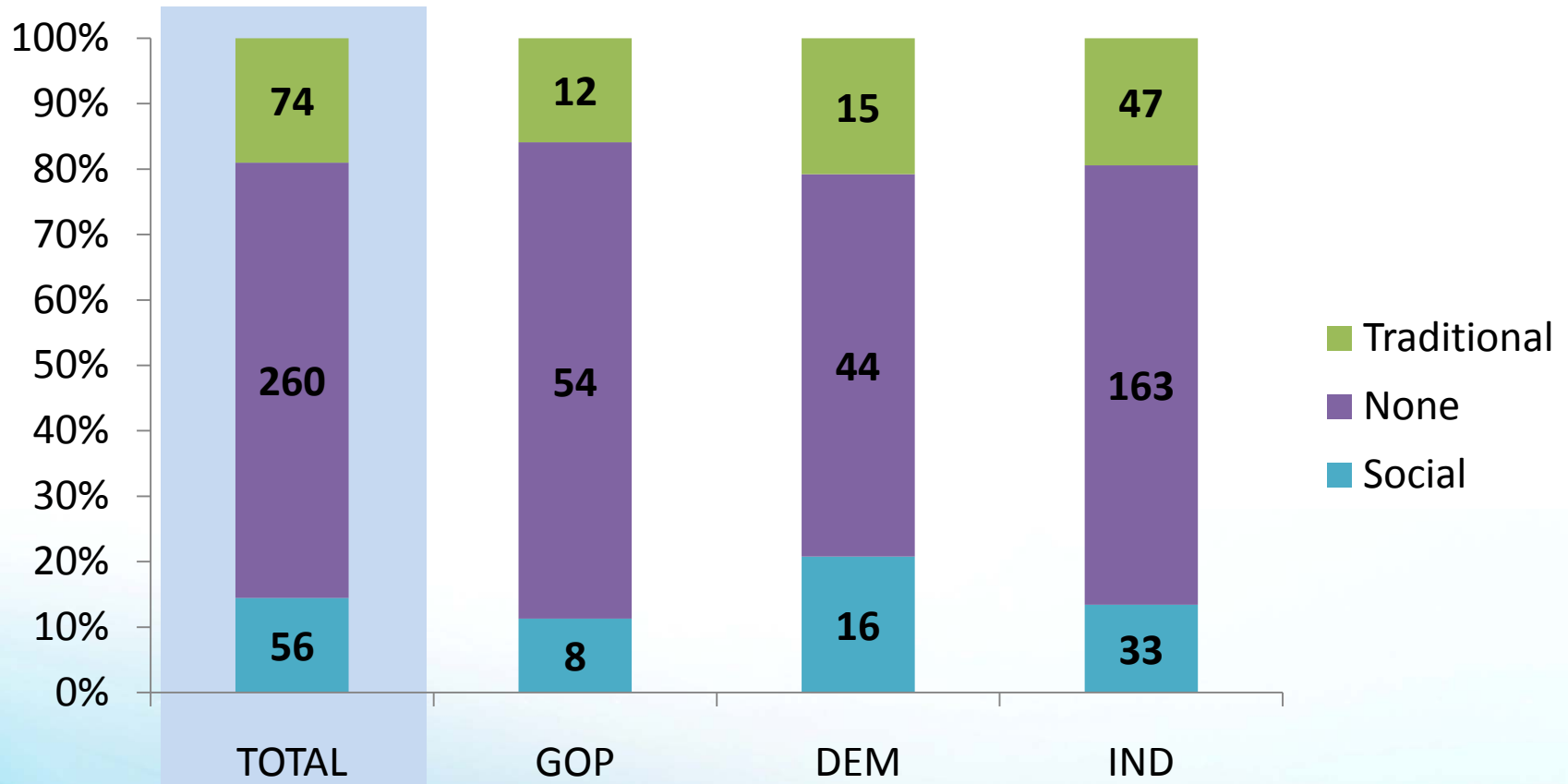
# Media Push Results

## Media Push on Obama - January



# Media Push Results

Media Push on Health Care - August



# Media Push Results

- Those More Likely to Be Pushed
  - Lower Income (<\$50K)
  - Lower Education (HS or Less)
  - Minorities
  - South
  - Age 55+ on Health Care
- Easier to Influence the Health Care Opinion
  - Gap closer in August

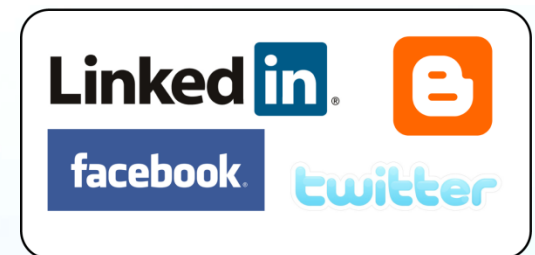
# Conclusions

- Traditional Media is Superior
  - Better Reach (52% only use Traditional Media)
  - Used More Often (Daily versus Weekly)
  - Trusted More (average 3 versus 2.5)
  - Stronger Push on Health Care
  - Around Equal Push on Obama
- Most People Did Not Change Opinions
  - January - 60% on Health Care, 80% on Obama
  - August - 65% on Health Care, 75% on Obama

## Traditional Media



## Social Media



# Future Research

- Expand the Topics
- Use Inferred Shift Rather than Stated Shift
- Include Cell Phone Usage
- Include Multi-Media Component

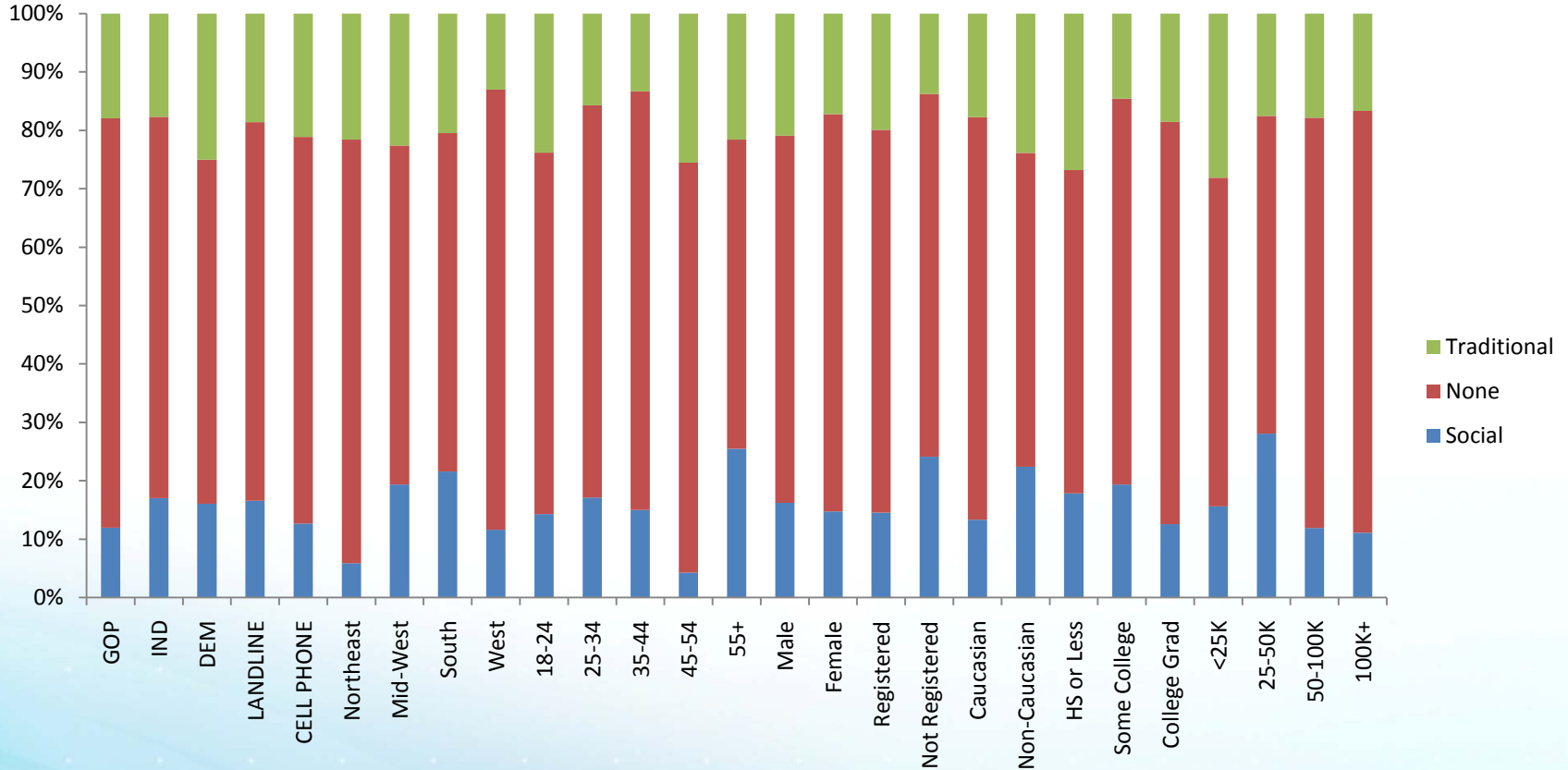


# Opinionology

You ask. The world answers.

# Media Push

## Demographics of Health Care Push



# Media Push

## Demographics of Obama Push

