

SEM co.

Secondary Research Report



**By Emma Aucoin, Maddie
Delacroix and Schylar Harris**

Table of Contents

Introduction	3
Publics	3
Background Research.....	4 - 6
Popular Platforms for News.....	4
Advertisements on Media Platforms.....	4-5
Attentiveness to News.....	4-5
Source Reliability.....	6
Effectiveness of Political Advertisements.....	6
Justification	7
Appendix.....	8-9

Introduction

Ever since the Nixon-Kennedy debate in 1960, the world has considered television and the media in general to be a vital source of information regarding politics. However, we have come to quickly realize how often the media distorts information or provides fake news. All media that we consume, whether it is true, fake, or distorted, contributes to our opinion on any given topic and can affect one's preferences. Most people have a specific news outlet they turn to for updates and to stay informed, especially during a presidential election. Political advertisements on these news outlets or social media platforms could be targeted to a certain audience and tell that audience only what they want to hear, framing the information in a biased way. Specifically at LSU, we want to know where students are getting their news from and if that is affecting their political thinking. The question that we pose is: How does the presentation of news and what platform it comes from affect the political opinions of Louisiana State University students?

Publics

Traditional and new media is frequently used for people of all demographics. Focusing on LSU college students that are registered to vote, we keep in mind that although the majority consume political media daily, few cannot access it or vote. People should have an idea of their political beliefs so researchers can determine if ads affect their political beliefs. People should also be from a variety of different beliefs on the political spectrum.

In order to get a good sample, it's important to have different majors and grade classes, so there is less bias. While we are not focusing on specific demographics, like race and gender, it is something to consider. A previous study, covered later in the report, showed that demographics did not have any effect on the opinions of the ads (Farman et al., 2020).

It's important to political campaigns to know where young voters are getting news and the effect on their political opinions. This will allow for the campaigns to know if their advertisements are working and if they need to change how to target college students. Using LSU students as our main focus group, will offer insight into the effects of media presentation on college students and help explore the effects of social media on political opinion.

Background Research

Popular Platforms for News

The newer concept of multi-platform news has changed the climate of where and how many places people get their news from. 50% of American's get their news from television still, 43% get their news online, 18% get their news from print, and 25% get news from the radio. Where people get their news whether it is online or on radio, overlap as well. There is a correlation between generational differences in news consumption and where news comes from for different ages

The speed in which news is received and published also depends on how and where news is received and written. Having multiple sources for news such as combining social media, televised news allows news that is biased or recommended to occur more often especially because of social media algorithms. People speak to each other outside of getting their news from media sources as well which adds to what people believe about the news and where others persuade them to get their news. Many students at LSU ages 18-22 get their news from multi-platform media like social media sites online that contain many sources.

The amount of attention and recall someone has for news is also based on age due to sociocultural and technological advances from the time someone was a kid to when they get older. Younger generations check their phone screens for news more often and are more likely to recall less from the news than older people. Older people are more prone to watch broadcast news as opposed to younger viewers who get it off of social media and the internet like LSU students (Diehl, 2019).

Advertisements on Media Platforms

Different mediums use specific ads to target different demographics such as age, location and gender. Advertisements are seen across all mediums, including newspapers, television, radio, podcast, internet and social media. People see ads every day, so it can cause a lot of clutter if people try to retain and focus on individual ads as well as get them to think about specific products or political ideas.

Advertisements in newspapers are more local and typically pertain to ads that are relevant to the geographical location. Most Newspapers report on local and national news a geographical area wants, therefore, ads are targeting in similar ways. The classifieds are local and personal items or services that people in the area may want, but also local business ads are present in the paper.

In a study conducted by *The Institute for the study of New Media, Politics and Society School of Communication* at Ariel University they found different ad appeals are more effective in other media. This study was conducted by using a standard set of advertisements with similar content to consistently measure which moods are effective in different platforms. The researchers discovered "In contrast to hypothesis, the type of advertising message appeal in

newspaper and internet ads was found to be more emotional than rational. The type of advertising message appeal in television was also found to be more emotional, as accepted" (Cohen & Zimand-Sheiner, 2015).

As technology has advanced and society's increased use of social media, media companies improve how they target promotions with the use of cookies. Retargeted ads are ads that come from behavioral history from online use and data collection from marketers. While marketers are using ads that prospecting buyers might want, it also creates a feeling of privacy invasion and could have negative effects on the advertisement and product.

A study produced by Broadcast Education Association discovered "Demographic targeting did not appear to enhance these effects, and there was no variation between the two products in the study" (Farman et al., 2020). This was a two-part focus group. Participants were shown a shopping website and were told they would be questioned about the products, then asked, in part two, to look at social media pages that had different sponsors, but they were told they would be asked about Facebook, demographics and the ads.

The results of the study show that the targeted ads didn't correlate with demographic targeting specifically, but the behavior of the advertisement affected the opinions of the ads. The more likely people see ads that are targeted for them, the more negative opinions towards the ads and can result in negative disposition. The way that advertisements are presented in traditional or new media to the prospector can have a complex effect on the opinions toward the advertisement or company.

[Attentiveness to News](#)

Whether it be about the presidential election, the Kardashians or local news, people are normally bombarded with news stories every day. With being able to have so much information on a screen, it can be hard to pay attention to everything you see. As stated before, younger generations are more adapted to receiving information on their phones, while older generations are typically more interested in newspapers and Radio.

In a study, *Attention to Ads*, they focus on the attention that people give advertisements in newspapers, they also describe the kind of ad that people are more likely to recognize and retain. The study by the University of Amsterdam also stated, "Most contemporary ads have strong visual elements, and enter the mind via the eyes. It can be expected, therefore, that ads are stored visually" (Smit et al., 2006). The study participants were an average of 45-years old and set in the Netherlands, but limits the research because this may not be an accurate description for younger college voters.

With ad clutter, the presentation of multiple different ads, it can harm the attentiveness to ads that are shown earlier on media sites. Research conducted by International Communication Associated stated "In addition to the limit in cognitive capacity, later information not only competes with other information, such as other ads and media contents but is also cluttered with thoughts about prior information" ("An Eye,"2018). The earlier ads are paid more attention to and can be thought about better because they are competing for fewer ads and opinions.

The way that people receive advertisements, through traditional or new media, can affect how people pay attention to them. By having more visual ads, people can retain information better,

and by not having much clutter, will help prevent conflict between ads to get a better understanding of people's thought process on political advertisements. Political ads are also placed where the preferred audiences will be able to see them which affects who will see the ads and what information, false or not, is being given to different audiences progressing a possibility of mass bias in the political sphere.

[Source Reliability](#)

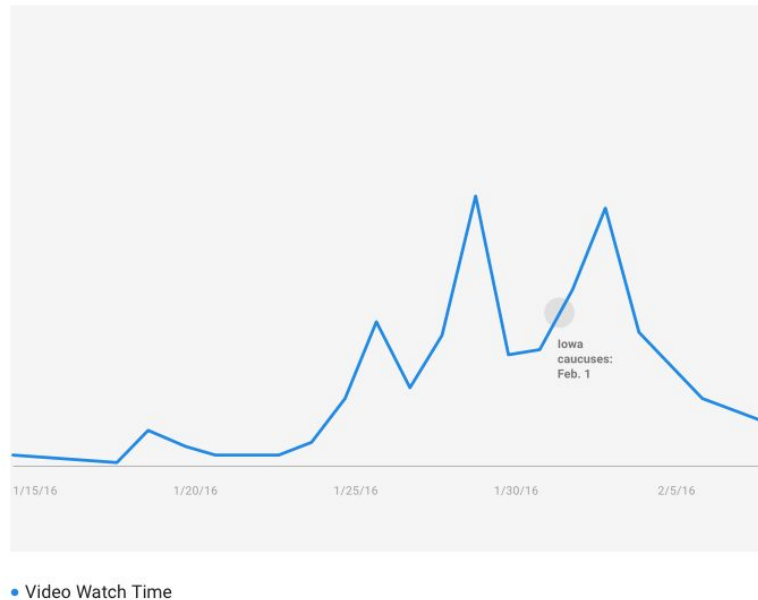
Having a reliable news source is vital for someone's opinion on a certain topic. Think: if someone's preferred news source provides information that proves to be true, that person will continue to use this source to form a certain mindset on a given topic. This theory applies to both social media news sources as well as television news sources. According to an academic journal, "Whether citizens in post-industrial societies consume their news directly or increasingly via third party channels such as social media, their knowledge about the state of affairs in the world that informs their decisions on public and private matters is largely shaped by the levels of knowledge of news reporters behind these news stories," ("Justifications for, 2007").

Source reliability heavily coincides with the trust a consumer has in their preferred news source.

[Effectiveness of Political Advertisements](#)

Consumers often resort to their devices to gain information about a political candidate or a campaign in general. When voters turn to a certain platform on a device for political insight, it's called a micro-moment. In some campaigns, micro-moments prove to have a major effect on the way voters sway with their decision. For example, a study shows that there was a spike in micro-moments, specifically on the platform of YouTube, around the time of the 2015 Iowa Caucuses. The graph shown below provides evidence of the fact that voters turn to news outlets to form opinions on their political views ("How Political, 2020"). In conclusion, this exposure shows how much people depend on political media to make certain decisions about an election—which ultimately leads to the more targeted ads they'll receive on social media backing their opinion.

Watch Time Trends for Videos Related to the Iowa Caucuses



Primary Research Justification

Due to the political climate during our current 2020 election, a pandemic, and social movements in the United States bias and news consumption has become essential to how people think and what they put out on their media as well. Older generations get their news from fewer sources than younger generations due to advancing technology and the effects of changing and growing technology are apparent in the clash of generational values between young and old. We are living through difficult times because of the technology gap and learning from the past is the only way to get to the future to prevent further dissonance in the political and social climates of the United States.

We want to see how far LSU has come in educating students about looking at multiple sources as well as see if this generation of students specifically knows many sides to a situation.

We are at a monumental turning point in society because of a divide in values with strong opinions and an increased focus on politics due to drastic political action catalyzed by a pandemic that has never happened before in this technologically advanced society and lifetime. Primary research about LSU students' media consumption can give us an idea of where students are getting their news from, what ideas they have about it and specifically if they know how to see bias and valid sources.

This can also show us, on a broader scale, why there is such a divide in politics as we look at different platforms and the way they frame new to viewers. We want to see how Students react to that from first hand to understand more about this large political divide. We want to understand more about the political conflict today and how one generation on campus could change the way people view the media when it comes to reporting politics and sees how we can teach further generations from here how to skeptically view the news to prevent such a large scale aggressive political conflict in the future.

Appendix

An Eye-Tracking Examination of the Visual Attention to Digital Advertisements on General Websites and Social Media. (2018). Conference Papers -- International Communication Association, 1–36.

<http://libezp.lib.lsu.edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=135748743&site=ehost-live&scope=site>

Diehl, T. (2019). Multi-Platform News Use. *Journalism & Mass Communication Quarterly*, 428-451

<https://journals-sagepub-com.libezp.lib.lsu.edu/doi/pdf/10.1177/1077699018783960>

Farman, L., Comello, M. L. (Nori), & Edwards, J. R. (2020). Are Consumers Put off by Retargeted Ads on Social Media? Evidence for Perceptions of Marketing Surveillance and Decreased Ad Effectiveness. *Journal of Broadcasting & Electronic Media*, 64(2), 298–319.

<http://libezp.lib.lsu.edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=144475201&site=ehost-live&scope=site>

How Political Ads and Video Content Influence Voter Opinion. (n.d.). Retrieved September 24, 2020, from

<https://www.thinkwithgoogle.com/marketing-strategies/video/political-ads-video-content-influence-voter-opinion/>

Justifications for Doubting News Sources. (2017). Conference Papers -- International Communication Association, 1–22.

<http://libezp.lib.lsu.edu/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=edo&AN=135749970&site=eds-live&scope=site&profile=eds-main>

Roth-Cohen, O., & Zimand-Sheiner, D. (2015). Creative Aspects of Multichannel Advertising Campaigns -- a Content Analysis Study of the Use of Message Appeals in Advertising Campaigns in Traditional Tional and New Media. *American Academy of Advertising Conference Proceedings*, 70–71.

<http://libezp.lib.lsu.edu/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=109888245&site=eds-live&scope=site&profile=eds-main>

Seyb, R. P. (2017, August). Dimaggio, Anthony R.: The politics of persuasion: economic policy and media bias in the modern era. *CHOICE: Current Reviews for Academic Libraries*, 54(12), 1804.

https://link-gale-com.libezp.lib.lsu.edu/apps/doc/A501078481/LitRC?u=lln_alsu&sid=LitRC&xid=dc3a61fe

Smit, E., Stuurman, M., & Neijens, P. (2006). Attention to Newspaper Ads: The Concerted Action of Medium, Ad, and Reader. Conference Papers -- International Communication Association, 1–36.

<http://libezp.lib.lsu.edu/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=edo&AN=27203879&site=eds-live&scope=site&profile=eds-main>