

# **Media Fragmentation, Politics and the Obsession with Ourselves**

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Spring 2014

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## **Acknowledgements**

I would like to take this opportunity to acknowledge individuals who have supported me, not only through this master's program, but also throughout my life. First and foremost, my parents, Mark and Cheryl Theiler; their never-ending support has been one of the main reasons I've succeeded in my academic pursuits and professional career. Second, my wonderful partner in life, Patrick; without him, I may have never had the guts to apply to graduate school in the first place. Third, my hilarious and inspiring classmates from Cohort 8, I truly believe I've made some best friends for life. Next, I'd like to thank the professors at the School of Journalism and Mass Communication, including Steve Wehrenberg, John Eighmey, Michelle Wood and David Therkelsen; their professional experience and love for their craft came through and inspired me greatly. And finally, a giant thank you to my former and current colleagues in the professional world of advertising and consumer insights including Heather Arntson, Ryan Houts, Robert Koski, Cavan Reagan-Reichmann and Marcus Fischer. Thank you all.

## **Author Biography**

Kelli Theiler has recently graduated with a Master of Arts in Strategic Communication from the University of Minnesota's School of Journalism and Mass Communication. She holds a Bachelor of Science degree in Advertising from The Art Institutes International-Minnesota. Kelli's career background is in brand strategy, market research and consumer insights; she currently works for CEB Iconoculture in Minneapolis, MN, as a Consumer Analyst studying demographic and generational traits and trends to help businesses market to individual consumer segments more effectively.

## **Executive Summary**

This study set out to discover if there was a correlation between the recent surge in personal technological devices as well as fragmented media and the hostile and disparate nature of politics today. To accomplish this, the author first performed a literature review that included previously conducted studies around media, psychology and politics as well as other sources like mainstream media outlets, books, statistics tracked over the years, etc. From there, hypotheses were formed, then tested using three primary sources: an online survey completed by 60 respondents, three in-depth interviews and an in-depth analysis utilizing the syndicated research tool, MRI.

The author ultimately found that the data supports that today's culture is more connected to technology than ever before and that finding makes it easier for individuals to personalize their media and news consumption, find niche groups for entertainment and news purposes with pre-existing, personally held views and beliefs. Simply put, the consumption of media content that reinforces instead of challenges existing views about the world, combined with the current state of media fragmentation, has led to a less-united United States.

This has ultimately given rise to a higher number of disparate political parties, which is making it harder for any one group to gain traction, lead or dominate the political theater. It is quite likely that these factors have led to, or at the very least contributed greatly, to the current gridlock in Washington DC and a number of state governments.

## **Introduction and Background**

This study will inquire if there is a correlation between today's digitally connected culture and the current polarized political landscape in the United States. More specifically, this study will address two questions: 1) Are those whose lives are more integrated and dependent on technological devices, i.e., mobile phones and tablets and social media outlets, i.e., Facebook and Twitter, less interested in the reliability and accuracy of traditional news outlets and the news stories themselves? 2) Are those same people more polarized politically and culturally than those who do not engage in digital or social media often?

This topic is quite possibly one of the most important of our time, as its ramifications could potentially affect every person within the framework of the United States for decades to come. Projections by experts show that imminent societal shifts are the result of the Boomer generation retiring (ceding more and more power and influence) and Millennials rising to power in both the workforce and in politics. According to a recent Pew report, "roughly 10,000 Baby Boomers will turn 65 today, and about 10,000 more will cross that threshold every day for the next 19 years" (Cohn & Taylor, 2010). In contrast, there are about 86 million Millennials today between the ages of 18 and 37, according to Barrons (Doherty, 2013). Making up about 37% of the US adult population, Millennials are poised to lead America into the future and perhaps, define a new identity for the country.

In addition to the population data cited above, this paper is posited on two core understandings. The first is the unique psychographic attributes of Millennials. Specifically, Millennials are the most digital savvy and mobile device-wielding adults in history; that compounded with the fact that they have been described as "...stubborn optimists. They have a self-confi-

dence born of coddling parents and everyone-gets-a-trophy-coaches. They have a look-at-me-elan that comes from being humankind's first generation of digital natives" (Taylor, 2014).

The second core understanding for this paper is that the current state of media and news is virtually unrecognizable when compared to the last few decades; media fragmentation is the primary cause. According to professors at Temple University and UC Riverside, stratification of news audiences have "raised concerns that changes in the media environment will fuel polarization at the mass level. In the post-war era of ideologically balanced norms... there were fewer opportunities for individuals to selectively expose themselves to ideologically congenial information" (Arceneaux & Johnson, 2010, p. 7).

## **Literature Review**

This literature review will address and attempt to answer the following questions.

- When did the practice of media fragmentation begin to have a strong affect on society and what effects are visible today?
- Does technology and digital-connectedness have a strong connection to preference of politically polarized news outlets and therefore, ideologies?
- What does the definition of "informed" mean in today's society?

Fragmentation of mass media has proliferated over the last few decades; two professors at Temple University and UC Riverside co-authored an article in 2010 entitled, *Does Media Fragmentation Produce Mass Polarization?* They studied the changing historical landscape of media in relation to politics in America.

Recent observational research demonstrates that media fragmentation has caused a fundamental shift in the audience for political news... those who are interested in entertainment and have

access to cable and Internet know less about politics than people who are more interested in news or who watch news programming as a function of their constrained choice... The past few decades have witnessed an impressive polarization of American politics in which partisan elites have sorted themselves into liberal and conservative factions more cleanly than has been the case for much of American history (Arceneaux & Johnson, 2010, p. 6).

Within the *New Rules* segment in a recent episode of *Real Time with Bill Maher* on HBO, Maher discusses the impact that media fragmentation currently has on society and how individuals are interacting with one another as a result.

...Do you know what I saw on Yahoo's front page this morning? No, you don't, because mine isn't the same as yours. People get newsfeeds now that just spit back customized stories based on what we've clicked on in the past... Yeah, I suppose the Washington Post is okay, like when it uncovered Watergate, but Facebook lets you share pictures of your lunch... Newspapers may be old-fashioned, but here's what we're losing if you never see one: they are trying to tell you what's actually important, not just what's important to you. You may not read the whole paper, but you at least see headlines making you aware that something's going on outside of your micro-targeted world of fashion or music or wiccans or zombies or whatever you're into. (Maher, 2014).

Maher, a comedian and political satirist, is making the point that if citizens of the same country are obtaining their news from thousands of disparate sources, it's no wonder they seem disjointed and divided on most issues; and even worse, they may not be aware of national or world issues in the first place.

Dr. Natalie Stroud, assistant professor at The University of Texas at Austin, has studied the causes and effects of media choices on political beliefs and found that,

The public is consuming media that reinforces existing political beliefs, which contributes to the nation's political polarization. The proliferation of media choices — such as cable news, radio, blogs, newspapers and magazines — only exacerbates the problem... essentially, people discov-

er what media sources are their ‘friends’ and turn there for news, and what sources are their ‘enemies’ and avoid those sources... Think about the news you have consumed over the past month... did you only use media that reinforced your beliefs or did you look at opposing views? And if you looked at opposing views, did you do so only to laugh at them and reinforce your own views? (Geisler, 2012).

The above assertions by Stroud are corroborated by Professor John Eighmey at the University of Minnesota. The theory of cognitive dissonance argues that, “Discrepancies among beliefs and attitudes lead to an internal tension... there is a psychological process of dissonance reduction whereby people adjust their beliefs and attitudes in order to reduce dissonance” (Eighmey, 2013). It is human nature for individuals to avoid situations and information that does not align with previously accepted views on a number of issues, including politics. This theory is supported in everyday interactions between people, and even has a name — confirmation bias. “Confirmation bias is... when we proactively seek out information that confirms our existing beliefs... We tend to like people who think like us. If we agree with someone’s beliefs, we’re more likely to be friends with them. While this makes sense, it means that we subconsciously begin to ignore or dismiss anything that threatens our world views, since we surround ourselves with people and information that confirm what we already think” (Cooper, 2013).

And when it comes to the overall state of journalism in today’s society, Paul Taylor at the Pew Research Center and author of *The Next America: Boomers, Millennials, and the Looming Generational Showdown* asserts “[We went from an era of] neutral fact-based reporting... to one which the brightest stars in the media firmament are paid to deliver their facts premixed with partisan commentary” (Taylor, 2014).

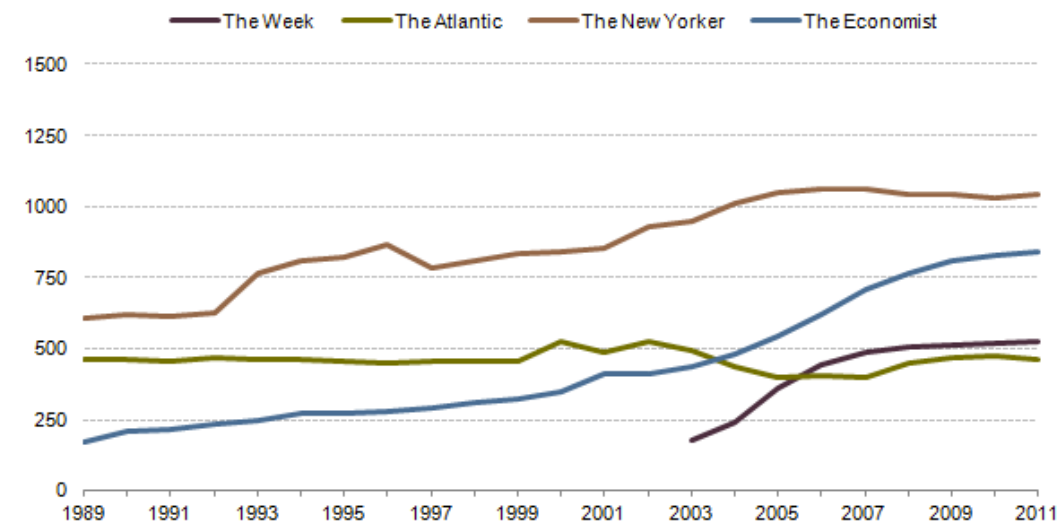


Paolo Mancini, Professor at the University of Perugia quotes Pintak and Fouda in the following excerpt from a 2009 journal article, “What is a journalist? In Western media circles these days, the boundaries are blurring between online newspapers like the Christian Science Monitor and Guardian.co.uk, ‘blogs’ such as Huffington Post.com, YouTube’s ‘citizen journalism,’ and the rantings of political attack-dogs of all political stripes (Mancini, 2013). In the “golden age of American journalism... figures such as Walter Cronkite and Ed Murrow [epitomized the idea of] professional autonomy, objectivity, and distance from advertising and political pressures...” (Mancini, 2013). This no longer seems to be the case in journalism today. Especially in the 24-hour cable news sphere, celebrity and gossip stories are reported alongside national security and financial news as if they are of equal importance; commentators and anchors are encouraged to show their individual personality and closely held personal views in order to earn the public’s admiration. Some examples of this occurring recently are Anderson Cooper’s short foray into the daytime talk show space from 2011-2012 on CBS’s *Anderson* and Brian Williams’ regular appearances on comedy-centric shows like *The Daily Show*, *Saturday Night Live*, *Late Night with Jimmy Fallon* and *30 Rock*.

This relates to the proliferation of niche and fragmented media, where, whom a person gets their news from is just as important as the news being reported. According to an Audit Bureau of Circulations report of consumer magazines; smaller titles like *The Week* have seen significant increases in subscriptions over the decade (Matsa, 2012) and larger, traditional news publications like *Time* have seen significant decreases, 19% since 1997 (Clifford, 2010).

### Niche Magazines Fare Well

Average Overall Circulation in Thousands



Source: Audit Bureau of Circulations, FAS-FAX report for consumer magazines

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM  
2012 STATE OF THE NEWS MEDIA

In 2012, *Newsweek* announced that its 80-year history in print, was coming to an end and the publication would be online-only beginning in 2013 (Frier, 2012).

The above findings are validated by a 2012 article in *The Economist*.

Hard news is perhaps the hardest to make profitable. It is increasingly instant, constant and commoditized (as with oil or rice, consumers do not care where it came from). With rare exceptions, making money in news means publishing either the cheap kind that attracts a very large audience, and making money from ads, or the expensive kind that is critical to a small audience, and making money from subscriptions (Economist, 2012).

Paul Taylor at the Pew Research Center, expands on this by taking key learnings from the last presidential election. “[Barack Obama] won, and rather handily, an outcome that caught a lot of smart pundits and pols by surprise. Republican operative Karl Rove succumbed to a live, on-air mini-meltdown on Fox News that night when he couldn’t bring himself to accept the finality of the peoples’ verdict...” (Taylor, 2014). When even the “most informed” pundits and forecasters fail to take into account all relevant data, facts and factors, predictions will ultimately be skewed and projections will be proven inaccurate. It seems that even the best and brightest have fallen victim to taking into account only a portion of available data and personally or political-party-biased information, before making a prediction.

This type of blatant ignorance has infiltrated the left as well; according to a recent article from CBS citing numbers from a 2013 Gallup poll, “more than half of Americans misjudge the country’s views on abortion, believing incorrectly that the US public is predominantly pro-choice” (CBS, 2013).

Taylor also examines political parties and the growing need to become part of one sect. “What has changed — and pretty dramatically — is the growing tendency of people to sort themselves into political parties based on their ideological influences... Pew Research surveys in recent years have found a growing gap within the public on such empirical questions as whether the world’s climate is getting warmer” (Taylor, 2014).

When looking specifically at the Republican side of politics, journalist Erica Seifert found that, “While moderate Republicans want their leaders to seek what they call ‘middle ground,’ they form only one quarter of today’s Republican voters. The most conservative factions in the party — evangelicals and Tea Party adherents — now comprise more than half of

Republican partisans... they worry that current Republican leaders are too compromising..." (Seifert, 2013). The state of partisan politics has never been more divided and more hostile; giving an inch is now indeed seen as disloyal in the eyes of both political parties.

Moving on to the second and third questions that this literature review will attempt to answer: "Does technology and digital-connectedness have a strong connection to preference of politically polarized news outlets and therefore, ideologies?" and "What does the definition of 'informed' mean in today's society?" An insightful article obtained from poynter.org sheds some light on these questions. "Recent studies tracking news consumption could leave the impression we've moved from well-rounded civic information meals to fast-food news snacking... In March [of 2013], The State of the News Media report showed shrinkage in traditional newsroom staffs and audiences. An informed public seemed at risk. But it also reported growth in social media, new digital news providers and sources who directly address the public." (Dunlap, 2013).

So although newsrooms are shrinking, the volume of "news" being consumed does not seem to be at risk; what does seem to be at risk is the overall quality of the content and the source from which it's being reported. The lack of quality discussion can be looked at through a couple of lenses, the first being objectivity. According to a recently published article by professors Frank Esser and Andrea Umbricht, "In the 1960s and 1970s... fact-centered and detached reporting seemed too limited an approach for exposing larger political dilemmas like McCarthyism or White House lies about Vietnam and Watergate. It led to calls to 'blend' the hard-news paradigm with analytic and interpretative elements... a more interpretative and critical press 'would eventually ally itself with a political faction and so become partisan.' The fear that a more interpretative style would ultimately lead to greater partisanship was referred to as a 'Euro-

peanization' of US journalism. In retrospect, this prediction was not entirely absurd" (Esser & Umbricht, 2014),

The second lens is credibility of the source itself. In the early years of journalism and broadcast news, there was a small number of options to choose from and few ways to consume said news, namely newspapers and radio, then later, broadcast television; this led the majority of the population to trust the source from which the news was communicated. Today, especially the younger set of adults (undergraduate students 18-25) are "...more inclined to rate online news as informative and in-depth than [older] adult subjects" (Bucy, 2003). Furthermore, sites like Huffington Post, Gawker (whose tagline is "Today's Gossip is Tomorrow's News") and a slew of others showcase mostly part-time bloggers as professional journalists. In other words, perhaps the definition of what society calls "news" has degraded, and therefore so too has what is now considered a "news" source.

### **Hypotheses and Propositions**

Because today's culture is more connected technologically than ever, people have access to endless choices about every subject imaginable; this makes it easier for individuals to become myopic and align themselves with niche groups with which they already agree, instead of being recurrently exposed to people with multiple and differing views. This change in societal norms has brought prominence to the idea of consuming media that reinforces — doesn't challenge — existing views about the world. It has also fostered the proliferation of all views being of equal value — regardless of facts or credibility of the source. In today's technologically driven and connected landscape, it seems that the ability to deliberately and effectively ignore opposing

views is dividing the United States into micro-communities and promoting an “everyone for themselves” mentality that has slowly crept into the state of politics today.

Furthermore, fragmentation of media has given false notions to many that there is a larger faction of people who agree with their specific set of ideologies, which has proven to be dangerous, especially in the political arena. Karl Rove’s “melt down” on election night, and the strategy that he espoused throughout the campaign, is an example from the “right” of how dangerous this can be on a large scale.

### **Primary Research Questions**

- Which types of people, if any, are most likely to be persuaded by polarizing media outlets?
- Do certain news outlets and channels produce more informed individuals than others? If so, which are they?
- Are those who are more digitally connected through media subscription services and social media have distinct political affiliations?

### **Methods**

#### ***Online Survey***

An online survey was fielded using Qualtrics to 90 US adults, 60 completed the survey (a completion rate of 67%). The majority of respondents were between the ages of 18-34 years of age (78%), 22% were 35+ years of age. 76% of the participants self-identified as female, 24% self-identified as male. All participants took the survey during a two-week period in the month of April, 2014. Respondents were asked numerous questions regarding their personal news preferences, political affiliations, overall feelings towards politics, and digital media habits; examples included:

- Please list and describe where you get your news. Which outlets do you prefer and why?
- How often do you consume news from sources that are different from your usual favorites?
- What are your overall feelings about the political landscape today?
- Do you have a smart phone?
- Do you have a Facebook account?
- How often do you write a post on your own Facebook wall about a political issue?
- The last time you saw a post in your newsfeed from a friend that you didn't agree with, what did you do?

The survey asked 28 questions in all and took participants an average of 3 minutes and 11 seconds, although some participants were more thoughtful with answers and took more time to complete (e.g., 21 minutes and 32 minutes). All respondents and their answers were anonymous (Theiler, 2014).

### ***In-depth Interviews***

Three in-depth interviews were conducted individually with two females and one male participant, residing in Minneapolis, White Bear Lake and Saint Paul, MN respectively. Bios of each participant are below:

- **Female 1:** 28 year-old, Liberal, digital-savvy, works in advertising
- **Female 2:** 31 year-old, Conservative, not digital-savvy, works in politics
- **Male 1:** 47 year-old, Liberal-leaning, digital-savvy, works in commercial art

All three interviews were conducted in public areas, either outside at a coffee shop or inside at a quiet restaurant. Interviews were between 30 minutes and 45 minutes in length and were conducted in mid-April, 2014. Sample questions are below:

- Do you regularly read a larger local newspaper such as the Pioneer Press or the Star Tribune?
- Do you regularly read local tabloid newspapers like Vita.MN or City Pages?
- Describe the type of news you expect to get from the 4 above publications.
- What are some of your other sources of news? (Websites, TV networks, etc)
- Why do you turn to some of these for your news?

Follow-up questions were asked, when appropriate, to understand why certain answers were given about preferred media outlets and channels and why some pre-conceived notions of certain outlets were positive or negative (Theiler, 2014).

### ***MRI Analysis***

MRI (Mediamark Research and Intelligence) is a company that fields extensive surveys four times per year to a representative sample of the general US adult and teen populations. The survey is in-depth, asking a battery of questions regarding demographics, psychographics, attitudes, behaviors, values, shopping behaviors, media preferences, and more. MRI uses a “... methodology that gives every adult in the US an equal chance at representation. Additionally... data are collected in person, with in-home, face-to-face interviews. At each stage of the data collection process — from recruiting respondents and interviewing them, to working with them to understand and complete a comprehensive product and lifestyle questionnaire - GfK MRI relies on direct personal interaction to advance the reliability of the Survey's research results” (MRI, 2014).

The data for this paper was collected from March 2012 to March 2014 and encompasses four waves of data, surveying about 50,000 adults ages 18+ (MRI, 2014). The three political



groups chosen for this case study are Democrats, Republicans and Independent/None and will be referred to as such for the remainder of the study.

The following table details both the weighted and un-weighted populations of each political group (MRI, 2014). The un-weighted figure refers to the actual number of respondents that self-identify as belonging to that group whereas the weighted figure refers to the projected number of those who identify as belonging to that group within the entire US adult population.

**Un-weighted and Weighted Population Numbers in the US by Political Party**

	<b>Democrats</b>	<b>Republicans</b>	<b>Independent/None</b>
<b>Un-weighted</b>	11,603	10,824	9,649
<b>Weighted</b>	56,554,000	46,709,000	46,355,000

After the political groups were chosen, crosstab reports were generated by the author of this study by running the political segments as columns and the following categories as rows: general attitudes about life, values statements, cable networks, use of digital newspapers, preferred channels news channels, news websites visited recently, use of newspapers, general online activities, websites visited recently, magazine readership, media quintiles, reasons for visiting social media sites, attitudes and behaviors around social networking sites.

**Results**

***Online Survey***

The majority of respondents assert that the political party they affiliate with reflects “most” or “all” of their values and views. 68% of respondents answer that they’ve affiliated with

their chosen party for more than 5 years. When asked, “Approximately what percentage of people you would call ‘friends’ mostly agree with your political views?” there was a range in answers between 5% and 95% as well as three that answered “not sure.” Most respondents seem jaded when it comes to politics overall; they cite having little faith in the system due to influential “big business” and “corruption.” The following excerpts from a few respondents on the issue of politics today sum up many others’ thoughts and feelings throughout the survey:

—

People have their bubbles. It's now possible for people with extreme political views to consume media that solely reinforces their worldview. This means that many political conversations aren't as productive as they could be because not everyone is operating with the same set of facts.

—

The two major parties suck. Warring groups of this rich white bastard against that rich white bastard. I say, let's take one issue at a time and use logic and reason. Let's separate our personal preferences from our legislation.

—

[The political system] is primed for major upheaval. Millennials don't buy into the same ethos bullshit that the boomers did.

—

[Today's state of politics] is extremely convoluted, frustrating, and volatile. Politicians and the media propagate polarizing issues that have resulted in a wider gap of disunity in our nation. It's hard to know what's true.

—

I am closer to a Democrat than anything, however if I didn't feel that it was throwing my vote to the Republican Party, I would vote Independent more often than not.

—

I'm not impressed with how entrenched people seem and how unwilling to compromise they are, especially with regard to the national political scene.

—

Most respondents either “rarely” or “never” post about political issues on social media platforms like Facebook; they said it’s not the right platform and that they know some friends disagree with their views and they don’t want to start any unnecessary quarrels or be forced into an awkward encounter at an upcoming social gathering.

Digital mediums have made it easier for many of the respondents to ignore views that are different from their own; and when asked about their main sources of news, their answers are all over the board, everything from mainstream broadcast news like *NBC* and *ABC* to very niche political outlets like *The Week* and *The Monkey Cage* are trusted among the respondents. A few respondents even said that they multitask while watching or listening to the news and accomplishing household chores. Another respondent commented that they prefer “Google News because [they] can filter through the topics that are most important to [them]”.

The majority agrees that their life would be worse off than it is now, without digital media; the following quote from one respondent explains those implications in detail.

I really like that social media helps me to better connect with the people in my life, especially because we're all busy. It's a nice way to share ideas and especially photos/moments. The same goes for Twitter and Instagram for me. As for the digital media services, I really appreciate the trend toward streaming video and on-demand content because I can watch and listen to whatever I want, whenever I want, wherever I want--it's freeing, less expensive, and less of a waste of time. I also like being in control of my own schedule.

There are a few respondents, however, who would welcome a world with less technology, like this respondent, “Life would be easier. Less pressure to be doing things, have more time to focus on the moment and little things that get missed while looking at your phone.” Forrester Re-

search has even named individuals like the one above “Laggards.” They are defined by Forrester as “technology pessimists” (Jaddou, 2013).

Throughout this portion of primary research, an interesting dichotomy emerged on the topic of technology. Some respondents note that technology has done much more good than harm in their lives, citing that it’s connected them with loved ones who live far away, helps keep in touch with those they otherwise wouldn’t have, while others like the respondent above feel the opposite. They’re fully aware that some moments in life have been interrupted by technology and social media and therefore have more negatives feelings towards technology when they are forced to sit down and reflect on the topic.

Customization and curation of entertainment and news is extremely popular among the respondents. Spotify, Netflix and Pandora are the top three most popular entertainment subscriptions; a breakout of all answers is below.

**Number of Survey Respondents Who Subscribe to or Own the Below Outlets or Devices**

#	Answer	Response ▲	%
1	<a href="#">Netflix</a>	50	85%
7	<a href="#">Pandora</a>	42	71%
11	<a href="#">Amazon</a>	35	59%
5	<a href="#">Spotify</a>	30	51%
12	<a href="#">Amazon Prime</a>	21	36%
9	<a href="#">Apple TV</a>	15	25%
2	<a href="#">Hulu</a>	13	22%
3	<a href="#">Hulu Plus</a>	13	22%
4	<a href="#">HBO Go</a>	13	22%
6	<a href="#">Spotify Premium</a>	6	10%
10	<a href="#">Roku</a>	5	8%
8	<a href="#">Pandora One</a>	2	3%

As expected, usage of the above digital entertainment devices and services are more popular among the younger portion of respondents; it should also be noted that the younger portion of respondents were more likely to call themselves Democrats than Republicans.

### ***In-depth Interviews***

All three interviewees say that they rarely pick up the Star Tribune, Pioneer Press, Vita.MN and City Pages (all Minneapolis-St. Paul metro newspapers and tabloids) citing that the content isn't relevant to them or that they "would rather check favorite news and entertainment happenings online" (Theiler, 2014). Online news and political outlets are the most popular and are chosen because of their consistency and "bite-size" nature. *The Week*, Facebook feed, NPR app and *Politico* are among the most used among respondents.

Some circumstances under which the respondents would pick up tabloid newspapers are if they're in a waiting room at the doctor's office or waiting for a table at a restaurant and want something to flip through aimlessly. All three respondents were sure to make clear that both Vita.MN and City Pages are not publications they actively seek out, their consumption of the content is usually passive and for only a few minutes.

When asked what they expect from the Star Tribune and Pioneer Press in terms of content, they said a good mix of local and national news; gives a sufficient overview of what's going on both locally and nationally.

On the trust scale, history and familiarity of a given publication equates to trust. The respondents noted that their relationships with Star Tribune and Pioneer Press go back further so they trust the content more than something they might read in Vita.MN or City Pages. The journalists are also perceived as more legitimate than those of the tabloids.

Familiarity translates into trust; there is a noticeable difference in the caliber of writing between the daily newspapers and the tabloids according to two of the three respondents (Theiler, 2014).

***MRI Analysis***

According to the MRI data collected, Democrats and Republicans are equally as likely to read any daily newspaper, 34% and 35% respectively. However, when it comes to reading “any two or more daily newspapers,” Democrats are 34% more likely than the general population, while Republicans are only 20% more likely. The Independents/None segment slightly under-indexes for all newspaper readership against the rest of the adult US population.

Democrats are more likely than both Republicans and Independents to visit all three of the top daily newspaper websites: New York Times, USA Today and Wall Street Journal. Although it can be debated to what degree of a slant each of the three outlets has, if any, it should be noted that Democrats are the most well rounded in terms of the three news websites. The following table shows the coverage percentage and index against the general population for all three of the political groups for each outlet.

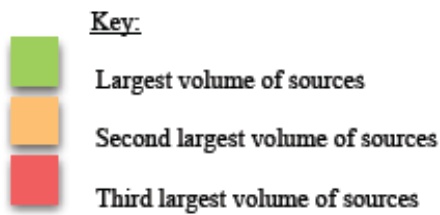
**The Percentage of Those Belonging to Each Political Party That Visit Each News Website**

	<b>Democrats</b>	<b>Republicans</b>	<b>Independent/None</b>
<b>New York Times</b>	13% (162)	6% (71)	9% (113)
<b>USA Today</b>	7% (130)	6% (107)	5% (100)
<b>Wall Street Journal</b>	5% (119)	6% (120)	5% (118)

When it comes to the question of “Which types of people, if any, are most likely to be persuaded by polarizing media outlets?” the data suggests that both Democrats and Republicans are almost equally responsible for preferring news outlets that tend to agree with their general

beliefs rather than venture outside the usual favorites. For example, almost one quarter of Democrats (23%) have watched MSNBC in the last month, a 149 index while almost half of all Republicans (46%) have watched Fox News Channel in the last month, a 156 index.

However, Democrats do tend to integrate more sources of news and information into their lives; the following chart details the number of “news and information” cable networks, websites and print publications that over-index for each political affiliation.



	Democrats	Republicans	Independent/None
<b>News/Info Cable Networks</b>	10 of 13	10 of 13	4 of 13
<b>News/Info Websites</b>	21 of 23	11 of 23	18 of 23
<b>News/Info Print</b>	25 of 34	21 of 34	23 of 34

Inventory of news and information properties used in the content analysis are below:

- News/Info Cable Networks: BBC America, Biography Channel, Bloomberg Television, CNBC, CNN, Discovery Channel, Fox Business Network, Fox News Channel, History Channel, Military Channel, MSNBC News, Nat Geo Wild, National Geographic Channel.
- News/Info Websites: ABC.com, CBS.com, fox.com, NCB.com, PBS.org, about.com, WikiAnswers, eHow.com, WebMD.com, wikipedia.org, Yahoo! Answers, CareerBuilder.com, mon-

ster.com, ABCNews.com, CBSNews.com, CNN.com, FoxNews.com, HuffingtonPost.com, NBCNews.com, NYTimes.com, USAToday.com, WSJ.com, Yahoo! News.

- News/Info Print Publications: The Atlantic, Chicago Tribune, Consumer Reports, The Economist, Entrepreneur, Fast Company, Forbes, Fortune, Inc., Kiplinger's Personal Finance, LA Times, Money, National Geographic, New York Magazine, New Yorker, New York Times Daily, New York Times Sunday, New York Times Magazine, Popular Mechanics, Popular Science, Reader's Digest, Saturday Evening Post, Scientific American, Smithsonian, Business Journal, The Week, Time, Tribune News Daily, Tribune News Sunday, USA Today, Wall Street Journal, Washington Post, WebMD Magazine, Wired.

The idea of "informed" is difficult to define because there is no perfect formula or unit of measurement to prove if someone is informed vs. uninformed. For the purposes of this study, someone who is informed is someone who consumes a more than average amount of news and information sources across channels. Using that definition as a guide, Democrats are the most informed political group according to MRI; they watch 10 of the 13 news and information cable networks, they read 21 of the 23 news and information websites measured and they read 25 of the 34 news and information newspaper and magazine publications.

Digital media subscription services such as Hulu are most used by both Independents (9%, 134 index) and Democrats (8%, 118 index); iTunes is primarily used by Democrats (17%, 123 index). This correlation makes sense because Democrats are more likely to be younger and therefore, be more abreast of new technology and digital media platforms and devices.



## **Discussion**

### ***Findings***

Findings and results from the literature review and the three sources of primary research support the premise that today's culture is more connected to technology than ever before and that fact makes it easier for individuals to personalize their media and news consumption — find niche groups for entertainment and news purposes with pre-existing, personally held views and beliefs. The consumption of media content that reinforces instead of challenges existing views about the world is happening and is only becoming more prevalent.

Fragmentation of media has led many to believe, falsely, that there is a larger number of people who agree with their specific set of ideologies than actually do. This was born out in the 2012 US Presidential election. The fragmentation of media as it's been defined here, necessarily leads to fragmentation of a society connected to, and utilizing, that system and explains the polarization of society regarding their political system and social discourse. Media fragmentation has lead to a less-united United States.

### ***Implications***

The implications of these findings are that Americans will be more inclined to look for (and find) validation by others who agree with their specific set of values and beliefs (niche groups) and reject (larger) groups that do not; voices of opposition and challenges from others will be easier and easier to ignore. The American culture will be increasingly more individualistic and break into smaller factions socially and politically. The number of members for a given political party will decrease, and give way to more, smaller parties. This process has already begun and explains the evolution and increasing influence of parties like the Libertarians and the

Tea Party; two parties that would have never had much of a voice in politics previous to the new millennium. The fact that 40% of the US population identifies as “independent” tells us that there is room in the political arena for candidates that do not adhere to the staunch monikers of yore.

It was found that checking multiple news outlets makes for a more informed and well-rounded citizen. For example, a respondent who watches Bloomberg, reads a couple stories on NPR per week and reads the Star Tribune online at least once per week is more well-rounded and generally better informed than someone who simply chooses to consume media from either all left-leaning or all right-leaning news and entertainment outlets.

### ***Recommendations***

A few recommendations for brands, advertisers and corporations in this new era of media and politics are as follows. Instead of doing what most brands are doing, which is catering perfectly to the niche hobbies and interests of many consumers, be the voice that brings people together. There are enough companies that give consumers exactly what they want, curated for their individual values, beliefs and tastes such as *Huffington Post*. A brand could make its mark and a big difference in society by going against the norm and finding a way to bring those with differing viewpoints and interests together to discuss world and national issues, entertainment and others. One example that comes to mind is *Rick Kupchella's Bring Me The News* (Kupchella, 2014). The website is a platform for news and entertainment that is easy to use and also fosters communication in a civilized manner.

Another recommendation would be to go after that 40%, independents who more likely than not used to watch CNN because of its centered perspective on politics but recently decided to jump ship because of the increased poor quality.

### ***Limitations***

The first limitation is the author/surveyor's personal, political bias. Phrasing of certain survey and interview questions could be construed as leading.

The second limitation is that there was not an opportunity to re-interview certain survey respondents about why they answered certain questions the way that they did. Although the author worked to ask follow-up questions within the online survey, the opportunity to re-interview a few respondents would have been beneficial. The fact that the survey was anonymous to ensure more truthful answers contributed to this limitation.

The third limitation was that access to younger age groups were easier to obtain and older segments, above thirty-five, were less accessible to the author. Respondents to the online survey were predominantly 18-34 years old, which may have skewed some findings towards more liberal viewpoints.

### ***Future Research***

Future research could perhaps include a content analysis of 100 participants' Facebook pages. The author could look at a range of ages in the study and analyze whether or not each subject lists a political affiliation on his or her "About Me" section of the profile. The author could then interview the participants to see if they feel that listing the affiliation, or their choice not to list it, opens them up to discussion of their political choice with Facebook friends either online or in social situations. The respondents could also be asked if they made a conscious decision to add or not add their political affiliation to their profile and discuss why.

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## **Appendix A: Online Survey**

### **Online Survey Questionnaire:**

**Q1 Thank you for agreeing to take this survey for Kelli's Master's Program Capstone Project. Upon completion of the survey, you will have the opportunity to be entered into a drawing for a \$50 Target gift card.**

**All of your answers are kept anonymous so please be as truthful as possible. Your thoughtful answers are greatly appreciated.**

**Q2 Please select which age range you are a part of.**

- 18-34 (1)
- 35-49 (2)
- 50-64 (3)
- 65+ (4)

**Q3 Please select your gender.**

- Male (1)
- Female (2)

**Q4 I am now going to ask you a few questions about your news preferences, political affiliations and politics overall.**

**Q5 Please list and describe where you get your news. Which outlets do you prefer and why?**

**Q6 How often do you consume news from sources that are different from your usual favorites?**

- Never (1)
- Rarely (2)
- Sometimes (3)
- Often (4)
- All of the Time (5)

**Q7 Check any of the below political affiliations that you feel are an accurate representation of your views.**

- Democrat (1)
- Republican (2)
- Independent (3)
- Liberal (4)
- Conservative (5)
- Tea Party (6)
- Libertarian (7)
- Moderate (8)
- Swing (9)
- Other (10) \_\_\_\_\_

**Q8 Please explain why you chose the above answer(s)?**

**Q9 How many years have you associated with any of the above affiliations?**

- Less than 1 year (1)
- 1-3 years (2)
- 3-5 years (3)
- More than 5 years (4)

**Q10 If you were previously associated with a different party/parties, which was it/were they and what made you switch?**

**Q11 Approximately what percentage of people you would call “friends” mostly agree with your political views?**

**Q12 What are your overall feelings about the political landscape today?**



**Q13 On a scale of 1-10 (where 1 is not at all and 10 is extremely), how passionate are you about politics in general?**

- 0 (0)
- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)
- 9 (9)
- 10 (10)

**Q14 Do you feel any societal pressure to choose a political party/affiliation? Why or why not?**

**Q15 Is there anything else that you think is important and would like to share regarding your political views and affiliations?**

**Q16 We are now going to move on to a few questions about your experiences with technology, digital devices and social media.**

**Q17 Do you use a smart phone?**

- Yes (1)
- No (2)

**If No Is Selected, Then Skip To Do you currently use any personal tra...**

**Q18 How long have you been using a smart phone?**

- 0-1 year (1)
- 1-3 years (2)
- Longer than 3 years (3)

**Q19 Please list and tell me some of your favorite features and experiences when using your smart phone.**

**Q20 Do you currently use any personal tracking apps or devices? (e.g. calories/diet tracking, exercise tracking, FitBit, MapMyRide, etc.)**

- Yes (1)
- No (2)

**If No Is Selected, Then Skip To Do you have a Facebook account?**

**Q21 Please list them.**

**Q22** Would you say that you track these things more for your personal benefit or to share the answers on social media outlets? Or about 50/50.

- Personal benefit (1)
- To share (2)
- For both reasons equally (3)

**Q23** Do you have a Facebook account?

- Yes (1)
- No (2)

**If No Is Selected, Then Skip To Please check any of the devices or se...**

**Q24** How often would you say you check Facebook?

- Minute to minute (1)
- Hourly (2)
- Daily (3)
- Weekly (4)
- Monthly or less often (5)

**Q25** Which of the below would you say is your main reason for logging into Facebook?

- I post on my own page most often (1)
- I post on others' pages most often (2)
- I just check in to see what others are up to (3)
- I do a combination of the above pretty equally (4)

**Q26** How often do you write a post on your own Facebook wall about a political issue?

- At least weekly (1)
- A couple times per month (2)
- A few times per year (3)
- Once per year (4)
- Less than once per year/never (5)

**Q27** How often do you engage with friends'/family members' political posts on Facebook?

- At least weekly (1)
- A couple times per month (2)
- A few times per year (3)
- Once per year (4)
- Less than once per year/never (5)

**Q28** The last time you saw a post in your newsfeed from a friend that you didn't agree with, what did you do?

- Ignore it and continue to scroll (1)
- Comment or like it (2)
- Other, explain: (3) \_\_\_\_\_

**Q29 Please check any of the devices or services you have/currently subscribe to.**

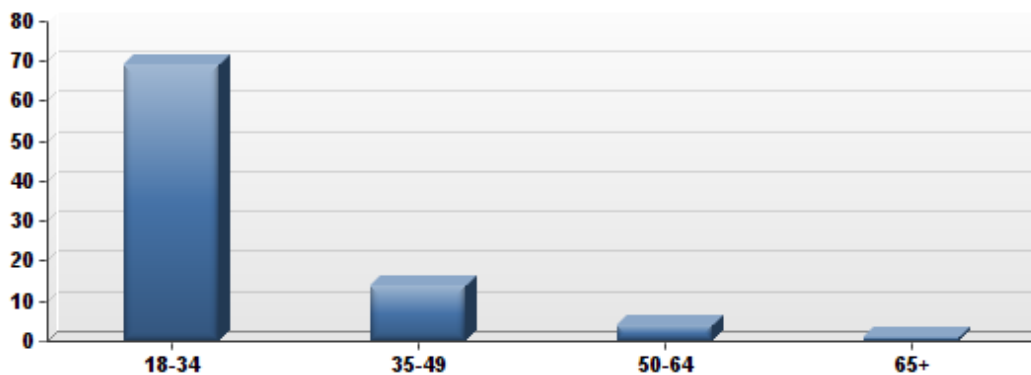
- Netflix (1)
- Hulu (2)
- Hulu Plus (3)
- HBO Go (4)
- Spotify (5)
- Spotify Premium (6)
- Pandora (7)
- Pandora One (8)
- Apple TV (9)
- Roku (10)
- Amazon (11)
- Amazon Prime (12)
- None of the above (13)

**Q30 Coming to my final question: I'd like to ask you what you think your life would be like without social media and/or the digital products/services above. Do you think it would be better? Worse? Unbearable? The same? Please explain in what ways your life would be better or worse or unbearable.**

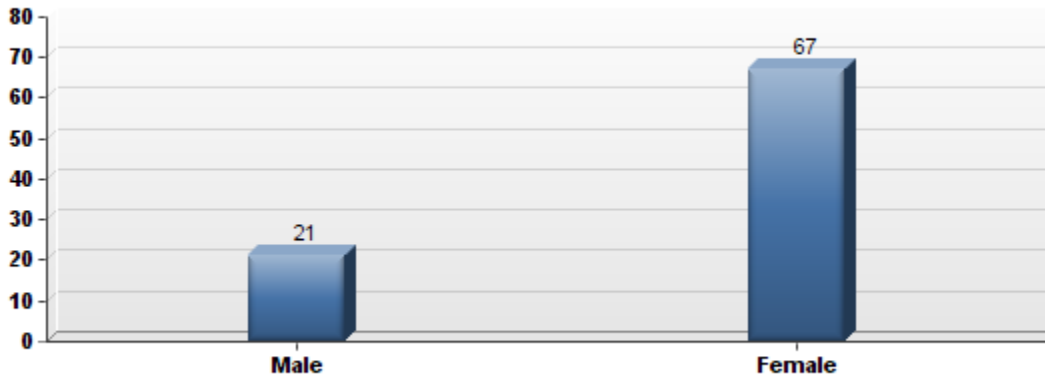
**Q31 To be entered into the drawing for a \$50 Target gift card, please enter your email address below. Note: your email address will not be correlated to your answers so once again, all responses are anonymous.**

### **Online Survey Results:**

Please select which age range you are a part of.



Please select your gender.



Please list and describe where you get your news. Which outlets do you prefer and why?

- NPR. The Week. Social media. The week is my most preferred source as it shows an aggregate of views, subjects and is concise.
- Twitter and online news aggregators like Google News and Huffington Post Local newspapers
- MPR radio for news when I'm away from the computer, because it's reliable and objective. Twitter for news when I'm at the computer. I follow reporters, many from NYC, and that's the easiest way to get breaking news. NYT, BBC News, Der Spiegel, and Die Zeit when I'm looking for trending news items. New York Times because of their thorough coverage and European websites if I want to see how a story is being covered abroad.
- twitter, cnn, bbc. I like to sign up for what I want on twitter. CNN is default for news on TV, BBC on line. Like to think BBC gives more of world view.
- KARE - 11 Star Tribune Washington Post NY Times
- I mostly get my news from Minnesota Public Radio. I also read a few environment websites and blogs like Grist, Midwest Energy News, and Treehugger.
- Newspapers-good but usually a day after things happen. Online-good but not always sure information is 100% true.
- I'm assuming you're not referring to entertainment news... Local TV news -- mostly Kare 11 Some national TV news -- NBC Nightly News Online newspapers -- Star Tribune and NYT
- -Yahoo news scroll -The Daily Show -When my husband watches CNN and I'm in the room -Friends/ word of mouth -City Pages -Facebook
- Google News - because I can filter through the topics that are most important for my job Twitter - it's up-to-date on what people are talking about Star Tribune physical paper - I still like reading a paper and since it's in my office, I like to flip through.

- Political/Economic Blogs - The Monkey Cage, Duck of Minerva Written by academic political scientists, these blogs often provide a more scientific analysis of the news and I appreciate that. Television - The Daily Show - John Stewart offers a good review of the news and is funny. News - Google News - Since it's a news aggregator, I like that I can get any and all of the news from numerous sources in one location.
- Flipboard, reddit, Facebook feed mostly. They are part of my everyday routine, meaning I don't have to go out of my way to stay "informed". I don't find mainstream or cable news to be all that informative.
- CNN.com-updated quickly and bullet points highlights of news stories-great for teacher explaining current events. BBC-non-American view of world news Kare11.com- local news, no great reason, just out of habit. NPR-great 5 minute news updates done every hour.
- Newser - get headlines and toplines fast and easy Gawker - tone and personality, with a little analysis Vice - when it comes to news docs, I feel they tell the real story Start tribune - local stories
- Twitter (breaking news, accessed via web and an app), Pioneer Press (credible, free, online, also accessed via web and an app), RSS feeds via Feedly (easy, based on my preferences )
- Social media - I follow various news sites on FB and Twitter CNN.com
- NPR and MPR Radio news. I can multitask while I'm getting the news and it takes limited effort...no reading involved or using my eyes to watch so it makes the multitasking of reading and doing house chores very convenient.
- Minnesota Public Radio, Star Tribune, National Public Radio, WCCO tv occasionally... I prefer MPR because they report on stories I care about, I judge their reporting to be relatively unbiased, and I find their segments entertaining. I like the tone. It's informative but enjoyable.
- Local tv news (fox9): includes information about my community, convenient
- Scrolling through Facebook, local news (KSTP usually) & the first 10 min of GMA during my workout in the morning, word of mouth
- I watch the local news in the morning, also the Today Show it's usually in the background. I love The Daily Show and Colbert Report. I also check Twitter, CNN.com, and Huffington Post if I see articles posted on social I am interested in.
- It depends on how busy I am that week. I like reading BBC, CNN and/or NPR if I have time. If I don't have much spare time, sadly, I get a lot news through social interactions or having the Daily Show w/Colbert on in the background.
- BBC News - Because its actually unbiased and fair. MSN.com- Because its format is easy to follow and allows for me to quick scroll through headlines and stories. Twitter- Because I follow multiple media/news companies and I can get headlines quick from a variety of sources.
- I particularly like reading the back of cereal boxes because you know it has to be factually accurate or else they'll get sued. Also, shampoo bottles in the bathroom. One can never stop learning.
- Facebook, googling topics, various online articles, word of mouth with coworkers.
- CNN tv- like that I can turn on anytime and it feels balanced MPR- radio, broad reliable, quality news stories Kare11 or wcco for local tv news Web, cnn, bringmethenews, star tribune, twitter, Facebook- follow news stories with I and see news stories from friends
- Mostly mpr radio. I prefer news radio to music radio stations, so it is a convenient way to get the news while I drove. Some news stories I hear about first through social media and usually just click through links or Google stories to learn more. I sometimes watch TV news shows if the TV happened to be on anyways and the news starts.
- I generally read the headlines on newspapers and then go online to get more information, reading a few different articles on the matter. I feel that the media tends to be biased by political preferences and rather than watching every station and/or buying every newspaper it's just easier to use the internet.

- New York Times Slate MSNBC
- CNN Huffington Post New York Times Wall Street Journal Comprehensive coverage, left-leaning.
- reddit.com cnn.com local newspapers usatoday.com
- I do not have a TV. I do not watch the news or listen to the radio. I think the "news" is incredibly biased and uses fear mongering. If there is a big news story that is actually important, I will hear it through word of mouth from friends.
- Drudge report. The Blaze.com. CNN.com. Talk radio (Limbaugh, Jason Lewis). I'm a social and political conservative. While my political affiliation is Republican, I would lean toward Libertarianism. I choose to listen to talk radio because the hosts I like convey the views that I most agree with. However, I realize there is bias on both sides and try to understand views from the other side of the table. To gather other viewpoints, I like to read collections of news reports via Drudge and CNN. Mostly, I like to read the comments (I actually read those more than the articles themselves). I read The Blaze.com mostly for entertainment.
- NPR preferred, always on when I'm driving, easy news access. Maybe once a week watch the local news on TV. Other than that I will rarely look up news stories on the internet, only if something catches my interest and I would like to know more.
- Perez Hilton
- NBC, BBC
- Social media sites such as Twitter and Facebook posts. Main headlines are often posted on these sites with links to articles that I can quickly click on and read.
- Facebook - many of my friends read more news than I do, and their interests cover a diverse range, so I get a good balance and the added efficiency of knowing that a story was so interesting it was reposted by them. Television - only in snippets, when I am in patient rooms throughout the day. Most tend to watch CNN or the local news. I especially enjoy when my patients fill me in on what I missed before I came into the room - the personal touch of retelling news makes it feel more relevant. Yahoo - I browse articles when I am bored, though I find most of their "news" to be completely un-newsworthy.
- mostly MSN.com I prefer local and national media outlets to get information what is happening in my local area as well as around the nation.
- Fox, NBC, ABC I like to listen to the mix because I feel like I get more sides that I can then take in and decide for myself what I will believe. I believe they are all biased and by listening/watching many different ones I get closer to the truth.
- I love paper newspapers especially for local news but am unwilling to pay for them regularly. I listen to NPR often, because it covers a lot of basic news. For more specialized national news, I go online, via BBC, NYTimes until my ten free articles are up.
- Twitter - instantaneous.
- Random articles on Facebook and Reddit Chatter with people
- All over the place depending on friends tips on FB etc.
- NPR. Most balanced Star Tribune I support newspapers Pioneer Press. Local coverage Sunday NY Times. Bonus crossword puzzle
- KARE 11 - I've been watching the nightly news since I was little. NBC Nightly News - I like the variety of stories that are reported on this broadcast. Pioneer Press - Our daily newspaper, and the reporting seems to be fairly non-biased. BuzzFeed - Along with more lighthearted stories, I really like their "breaking news" reporting - it's succinct and also links to other sources.

- msn.com- if on computer, quick and easy kare-11 on phone, can pull up quick news on phone when commuting on public transportation and sometimes newspaper- delivered to home or online.. No preference.
- I usually get my news off of the Yahoo! homepage. I don't like watching the news because I think it skews negative. By using this source, I know that if something is serious enough it will make it on their page amidst the shallow, yet "light hearted" news. I also monitor social media feeds for articles and link to whatever source is providing the content.
- Internet TV Radio
- National: Morning Headline News (HLN), Evening, NBC Nightly News Local: KARE-11 10 p.m., weekly St. Paul Pioneer Press, local weekly community newspaper Industry: PRSA e-newsletter and energy-industry e-newsletters Family and Friends: Facebook
- Twitter, Friends, Family. I do not have cable and I do not subscribe to newspaper.
- I get my news primarily online. 1st, most of my news is generated via social media (specifically twitter and facebook). If people are talking about it, then I will go online and research it myself. Sites that I prefer to get news from are familiar sites such as CNN, online paper sites and Huffington Post.
- Facebook, Internet Searches , The Skim m
- Television, internet
- Google News, Twitter, various local and national sites
- I get my news from skimm.com because it's a quick cap of world news.
- I get my news from TV and various social media posts, to be completely honest. The reason why is because I don't typically have interest in seeking out the information if it doesn't directly affect my daily life.
- Twitter, Facebook Easy and convenient can look quick and know I'm seeing news up to date
- 1. Online newspaper 2. Google news 3. Reuters / news wire / news aggregator 4. Twitter
- Nyt.com Minnpost Mpr I like national and international news from nyt. Local news from minnpost.
- Mostly online sources: twitter, facebook, yahoo. Also local tv news and radio in the mornings.
- Until recently I always went to CNN. But their endless coverage of the missing airplane has been absurd and inexcusable, so I've turned to BBC for my news. I also obsessively check Gawker, Daily Beast and People.
- Radio as I am on the run a lot and listen to it while driving.
- Facebook, drudge report and my husband
- Internet, rarely newspaper Internet is fast and easy to sift through
- Online. Yahoo, msn. I rather read than watch on tv.
- I prefer BBC because most news outlets here are biased. (Not to say BBC isn't) It also gives easy access to world news.

**How often do you consume news from sources that are different from your usual favorites?**

#	Answer	Response	%
1	<a href="#">Never</a>	3	4%
2	<a href="#">Rarely</a>	16	24%
3	<a href="#">Sometimes</a>	41	60%
4	<a href="#">Often</a>	6	9%
5	<a href="#">All of the Time</a>	2	3%
Total		68	100%

**Check any of the below political affiliations that you feel are an accurate representation of your views.**

#	Answer	Response	%
1	<a href="#">Democrat</a>	36	55%
2	<a href="#">Republican</a>	9	14%
3	<a href="#">Independent</a>	13	20%
4	<a href="#">Liberal</a>	25	38%
5	<a href="#">Conservative</a>	8	12%
6	<a href="#">Tea Party</a>	1	2%
7	<a href="#">Libertarian</a>	7	11%
8	<a href="#">Moderate</a>	18	28%
9	<a href="#">Swing</a>	1	2%
10	<a href="#">Other</a>	5	8%

**Please explain why you chose the above answer(s)?**

- My views tend to fall somewhere in the middle. Extreme views are just that. Most viable and healthy solutions come from multiple parties compromising to find a center path. There are over 300 million american, each with a unique voice, preferences and value system. Compromise and reason is the only way, I believe, to govern successfully.
- Not all my views align with the current DFL platform
- I tend to be aligned with democratic/liberal issues such as economics, gay rights, etc.
- I voted for Obama twice. I am on board with most of the liberal agenda.
- Platform on Social Issues
- My tend to agree with most of the basic ideas of liberal/left/democrat folks, and I also focus more on environmental causes like clean energy, climate change, and pollution.
- I try to look at politics from all sides. I take in the information and make my decisions off who I think will do a better job leading us. Sometimes I vote strictly one way, other times it is a combination of parties.



- I tend to have liberal views, but don't necessarily vote along party lines and therefore do not identify as such.
- These align most closely with my own views
- I align with liberal views and would rather vote for a candidate whose values match mine, than vote for party lines.
- I generally hold liberal/progressive views on both social issues and monetary/fiscal policy.
- The two major parties suck. Warring groups of this rich white bastard against that rich white bastard. I say, let's take one issue at a time and use logic and reason. Let's separate our personal preferences from our legislation. Libertarianism offers that to a large extent. On some issues, I do advocate for more regulation and law than other libertarians might.
- I tend to side as these in most debates. I favor more government control, more money spent on social issues. I have taken various inventories that assess my views on issues and have led me to these conclusions.
- Fiscally conservative and believe in personal responsibility
- These terms accurately reflect my views.
- I believe in the planks of the democratic platform .
- Most of the time, I identify as a liberal independent... but I tend to vote democrat and I can be moderate on some issues. I'm not dedicated to a particular party or platform. I'm more issues-based.
- Fiscally conservative
- I tend to agree with conservative views and was raised to vote more with the Republican party. I also tend to vote that way for religious reasons.
- I feel like I am pretty progressive. I feel more Democrat when it comes to social issues.
- I agree the most with liberal policies.
- I am fiscally conservative but socially liberal. I don't fit into the standard Democrat or Republican parties and do not have extreme views in either direction.
- My rationale was provided in the tiny box above. Please refer to my unique user ID in your spreadsheet to most accurately capture my insightful comments in a true linear fashion.
- I feel open to various arguments on most topics, but when it comes down to civil rights and everyone having the opportunity to freedom in America I side more liberally.
- I'm a liberal democrat, but I also identify as independent, so included that too.
- I generally tend to agree with the Democratic stance on social and economic issues, and usually vote accordingly.
- I am closer to a Democrat than anything, however if I didn't feel that it was throwing my vote to the Republican Party I would vote Independent more often than not. My belief system aligns more with the Democratic Party with the exception of their views on abortion.
- I align with democrat, liberal ideals and policy.
- I am a liberal democrat in almost all respects.
- I have voted for Republicans, Libertarians and Democrats-the person I feel is best suited for the job gets my vote.

- I think that people should be able to do whatever they want as long as they aren't hurting anyone else or the environment. But I also think that we as a society should be helping those at the bottom to rise up out of poverty. So I don't know what party that is.
- All of them have conservative nuances, with views that line up in one way or another with mine. In particular, the right to choose, de-emphasis of federal government power, empowerment of states, and defense of a more traditional view of the Constitution.
- I believe the Democratic party best represents and strives to serve all people, not just the wealthy 1%.
- I agree with the party platform 99% of the time
- Not a big participant, but tend to agree on the more liberal/democratic side of things
- I side with the majority of the views of the Democratic party.
- I think I am first and foremost a Constitutionalist because I strongly believe that the Constitution was written to be the law of the land for as long as the United States is meant to exist. It is a document that was written such that changes in demographics, geography, technology, etc. would still allow the content to be relevant or in cases of unforeseen changes, a revisionary process could be followed. I also selected "Libertarian" because it most aptly describes the party I tend to fall in line with in the broader scheme of politics (i.e. voting, self-identification in casual political/social conversations). I included the affiliation "Conservative" because I consider Constitutionalism and Libertarianism to be some of the more conservative parties, even if it is not in the way the term has generally come to be used. A desire to stay rooted to the Constitution without other distraction and the push for a smaller government are both ways in which we would be conserving the original structure of the United States government.
- I am not a very political person so independent is the best choice to represent my political views. However, on certain topics I feel I am very liberal while on other topics I feel I am very conservative so choosing one or the other wouldn't be accurate.
- I am very conservative in all of my fiscal views when it comes to social views I am a little more moderate. I still have views that lean conservative but I am not as polarized.
- Tend to align more socially with Democratic values, and thought I don't necessarily align with their fiscal values, I find Republican fiscal values hard to swallow.
- Honestly don't care - it is all bickering and biased. All parties have something I support and many things I don't.
- Most of my political views loosely align with the above party's professed goals
- My liberal views are sometimes pursued by the Democratic party.
- Democrats most closely reflect my liberal outlook but are not liberal enough for me
- I have never been a voter that votes strictly along party lines, and I am not registered as a member of any party. I simply choose the candidate that I feel will do the best job, no matter what party he or she is a member of.
- Registered. definitely moderate though
- I tend to be socially liberal and financial conservative, except in certain situations such as health care.
- Aligns with most, but maybe not all of my political beliefs
- Depends on the issue.
- I don't identify with either side.
- I would consider myself moderate, seeing both sides of the table. I am more socially liberal, but very fiscally conservative. While I have nothing against social issues, I think the country is in great need of some financial restructuring, so I end up voting republican for most elections.

- Grew up with those affiliations.
- Social democrat, fiscal conservativeish. I tend to swing on a lot of issues.
- I like human rights.
- I am in the profession of helping people regardless of their SES. I believe it's also important to support education and teachers which typically falls in the Democratic Party.
- I choose liberal because I'm not always in line with the Democratic Party but am almost never in line with the Republican Party.
- It was how I was raised
- My political opinions and stance on issues jibe with what I've chosen.
- Democrat values speak to me.
- My beliefs seem to fit best with that platform
- I tend to agree more with libertarian views. I'd probably be more conservative if their views on social issues were actually relevant and humane. Alas, they are not, so I like to keep it independent.
- I am conservative on some issues and liberal on other. I do not vote strictly republican or democrat. I vote for who I like and agree with.
- Pro choice, women's rights, gender equality and many democratic views I agree with.
- Not always affiliated with views of one particular party. Would vote either republican or democrat, depending on specific candidate.

**How many years have you associated with any of the above affiliations?**

#	Answer	Response	%
1	<a href="#">Less than 1 year</a>	2	3%
2	<a href="#">1-3 years</a>	8	12%
3	<a href="#">3-5 years</a>	11	17%
4	<a href="#">More than 5 years</a>	44	68%
	Total	65	100%

**If you were previously associated with a different party/parties, which was it/were they and what made you switch?**

- I was more associated with the Democratic party in the past. I have moved steadily away from the party due to poor leadership.
- N/A
- I used to be more conservative until I took a legal history class in which I learned that many of the "economically conservative/libertarian" arguments have been made for over a century and aren't grounded in fact.
- always with Democrats
- NA

- No ne.
- I've only been able to vote for 5 years.
- Was not previously associated.
- n/a
- NA
- NA
- I grew up a Republican. That's how I was raised. For a long time, I called myself a "conservative", but realized that what I really believed in was most closely associated with Libertarianis
- I have never been associated with other parties.
- No ne
- x
- Wasn't
- No.
- N/a
- Have not associated with another party.
- I have always been Democrat.
- No transitions in the last ten years
- As a teenager I considered myself a democrat. When I began working and supporting myself in my 20s I became very frustrated with the fiscal actions and ideals associated with the democratic party and temporarily aligned my beliefs with the Republican Party. After a few years and a lot of research (though I still mostly agree with more a conservative fiscal approach), social issues such as gay rights and woman's health shifted my opinion and I have maintained moderate or more Libertarian political views for approximately 5 years. I don't foresee my views changing in the near future.
- Party switching is for people with weak values and strong aptitude to be influenced by tag lines containing alliteration or rhyming.
- I grew up conservative and religious without the tools or frame of reference to think independently on my own. When I went to college I was able to meet people outside of my religion and I began to understand the world in a completely different way.
- Have not changed political parties, always been liberal.
- I have no t been affiliated with any other parties
- When I was a teenager I thought I was republican but mainly because that was the political view of my family.
- I was not. I've always been a democrat.
- I have never switched parties.

- I was a Republican; however, their intervention in personal liberties, their treatment of the poor is disgraceful, their belief in god/religion guiding their political decisions is rubbish and their pandering to corporations is awful(this is a problem for both Repubs and Dems.)
- I have always been independent
- N/A.
- n/a
- N/A
- No ne
- I was not previously associated.
- In high school, I was previously "associated" (very loosely) with the Democrat party mostly because on of my parents was. I made the switch when I began to study political science and the Constitution more closely in college. The switch to libertarianism (or maybe more specifically, Constitutionalism) was a really natural one since in most of the other areas in my life I prefer the "original" versions of things (e.g. music, literature, movies).
- N/A
- I did no t change
- Never really associated with anything else.
- Never switched, never chosen one to support.
- NA
- No ne
- Never been different
- N/A
- Iwas not.
- I like to focus on candidates over parties. I believe political parties over simplify a perspective, where an individual candidate's platform is more telling of what that individual would do if/when elected.
- I came to the realization what a farce the Democratic really was
- I don't have any "associations" with political affiliations. But many respresent my views.
- I was not, it doesn't matter to me.
- Beliefs have no t really changed.
- Same my whole life.
- Iwas not.
- None, didn't switch.
- Iwasn't.
- Na

- NA
- N-a
- N/a
- n/a
- When I was a bit younger I skewed more democrat, but I now believe them to be almost as jaded as republicans. Their solutions for issues are overly simplistic and often times end up presenting more challenges than anything. I also philosophically don't like the idea of the government solving every single issue people face. I think real change in this country is going to come from independents and I strongly support the idea of more political parties on the playing field, so to speak.
- I have always voted for the person not the party.
- Always have been democrat.

**Approximately what percentage of people you would call “friends” mostly agree with your political views?**

<b>%</b>	<b>Number of respondents</b>
95	1
90	6
85	0
80	9
75	4
70	6
65	2
60	7
55	0
50	15
45	0
40	0
35	0
30	0
25	2
20	2

15	0
10	3
5	2
0	0
Unsure	3

**What are your overall feelings about the political landscape today?**

- It's being destroyed by big money, ignorance and marketing.
- Disheartened. Everything is so partisan
- / divided. People have their bubbles. It's now possible for people with extreme political views to consume media that solely reinforces their worldview. This means that many political conversations aren't as productive as they could be because not everyone is operating with the same set of facts.
- It seems broken. People are so anti-Obama that it is messing up stuff that really matters.
- Corrupt Too few voices have an impact
- I'm not impressed with how entrenched people seem, and how unwilling to compromise they are--especially with regards to the national political scene. I'm much more about open conversations, honesty, and compromise (and I think a lot of people are the same way).
- There are problems just like with anything. But I believe that maybe one day things that will be promised will be followed through.
- Too divided More focused on the individual/individual party than collaborating for the greater good
- Too much attention paid to over-analyzing everything so that they can fill 24 hour news slots in print and on TV. I think this is why people in my generation tend to watch programs such as the Daily Show where the news is boiled down to a few stories, presented quickly, and with a funny twist.
- It's continuously shifting and a little scary. I'm scared for our future and basic human rights if we continue to elect the radical right into office. My fear is that laws, which took so long to put into place, will soon come crashing down.
- I'm generally happy with the political landscape.
- It's primed for major upheaval. Millennials don't buy into the same ethos bullshit that the boomers did.
- I feel that so many issues get lost in politics instead of actually focusing on the situation. Many sketchy deals and compromises are made. However, I do think that some good things are happening in our government-especially with steps to reform health care.
- Pathetic. Debate isn't factual - the corruption of facts to tell specific political stories
- I believe grass roots politics are run by socially inept/awkward people because all the people who have lives are doing other things. Therefore, our political system winds up being skewed by people who are hired to market it trying to figure out what socially inept/awkward people are trying to say.

- We're very divided and people tend to pay attention to partisan news sources that repeat their own views. I think it's hard for people to have conversations with those who have allegiances to opposing parties. People seem really dedicated to their party affiliations as part of their identity, rather than a behavior that manifests at voting time. In truth, I think we're all more complicated than democrat vs. republican and I wish we could unlearn the narratives we've been given to talk to each other.
- It's very confusing. Not many politicians stay true to their party stance. It's hard to agree with just one party on everything.
- I get really annoyed hearing political rants on Facebook around election season. I believe everyone is welcome to their own opinion, but I don't necessarily want to hear about it in such a public way.
- Too divisive. Not enough compromise.
- Positive. I am frustrated by quite a bit, but am comforted by the strides that have been made in the past 6 years.
- Today's political landscape is honestly pretty awful. Being in the middle is awkward and often uncomfortable. You are not truly welcome on either side of the political spectrum and are constantly pushed and pulled into choosing one of the two dominating parties or "your vote is a waste." Due to the extreme split it seems as though nothing gets accomplished and it is a constant battle of which side can spend the most money and be the most stubborn. "Were parties here divided merely by a greediness for office,... to take a part with either would be unworthy of a reasonable or moral man." --Thomas Jefferson to William Branch Giles, 1795. "The greatest good we can do our country is to heal its party divisions and make them one people." --Thomas Jefferson to John Dickinson, 1801.
- The Republican Party needs a rebranding or else the 2 party system will fail. Look at all the damn party choices you have me earlier. It's the fucking spaghetti sauce aisle. One for every segment and archetype. More choice Equals less decision and fewer votes cast.
- Frustrating. At the end of the day both sides in power sell out to the highest bidder--highest bidder being corporations.
- It's extreme left or right and very polarized. You can easily isolate your views by following a specific news source that reinforces your views.
- I feel the political landscape and is too separated along party lines, and affiliations mean more to politicians than viewpoints on individual issues. I feel as though there need to be more moderates
- We're screwed either way at this point.
- A big mess thanks to the Tea Part and extreme right wing religiosity.
- Tense, unwillingness to cross party lines to get things accomplished.
- It is a mess. The 2 party system has failed us and the money will keep it this way. Both Democrats and Republicans serve their wealthy friends with little regard to anyone else. The ability for corporations to control the government is shameful. The religious vote and politicians in this country should be ashamed of themselves for their constant attempts to over ride individual liberty. Today's media has created a dichotomy between parties resulting in pandering to extremes in both parties. I could go on, but you are going to have a hell of a time keying all these open fields in your results.
- It is way too bi-partisan. The two party system sucks balls. Extremest on both ends of the spectrum ruin it for everyone. A reasonable, independent, middle-of-the-road candidate has no chance of getting elected because because of the way our two party system is set up.
- It's extremely convoluted, frustrating, and volatile. Politicians and the media propagate polarizing issues that have resulted in a wider gap of disunity in our nation. It's hard to know what's true. I distrust politicians in general. More-so, I distrust the media that is supposed to check political power.
- Very black and white, little room for gray. A person is either democrat or republican, and if they fall outside of those names they are "eccentric" or "extreme."



- Unsure
- With social media, it is now in a more public yet intimate setting. I don't use social media to promote political opinions and/or views, but I know that many do. I have a limited age-range in which I interact, as well as limited variation in socio economic backgrounds, so many seem to be at the same political stage as I am, but there are definitely those that have different views.
- Too many people have sided with a party and support ideas simply because their party does and do not consider which ideas they believe in as an individual.
- I think the political landscape is fractured, divisive, a taboo subject, but perhaps most of all mindless. The vast majority of the population seems to gather most of their political views from the media and rather than analyzing what they have heard to form their own cohesive political philosophy, they are more inclined to regurgitate talking points from Fox News, CNN or what have you. This current situation is something the French philosopher, Alexis de Tocqueville, predicted would be the downfall of the American political system. Unless we are able to change the political landscape to include more of both independent thinking as well as civil conversation, the divisiveness
- could lead to much greater issues.
- The political landscape may fluctuate but in reality is always the same. One party blames the other, finger pointing, accusations, and politicians are still dirty.
- I think over all people are uninformed. I am completely okay if people disagree with me as long as they know both sides and came to it in a educated way. It bothers me that many people only pick their view based on what is popular.
- I think it is stagnant and there is not much room for improvisation, which is necessary to progress.
- Obviously, don't much car at this point in my life.
- Waaaay too dichotomized, to the detriment of all.
- Dangerously dysfunctional
- I do not understand the lack of empathy for people less fortunate. Polarization is incredible; compromise seems impossible
- It is too partisan, and is led by those on the extremes of each party.
- Somewhat cynical. Politicians are constantly in news for illegal activity regardless of party
- I think it's moving away from parties and more to individual issues. Before, we didn't have a choice but to group issues together because there were fewer touch points with the general public. With the internet, an endless supply of info and resources, it's easier to dive deep into multiple issues and form a solid and informed opinion on each one.
- Ugly and getting worse. Blame all around, but the hypocrisy is far worse on the so called "left"
- Too much special interest for the good of a few, instead of what's best for many. Vocal minority benefits over the good of many and common sense. Too much "political correctness" and fear of offending anyone.
- Everyone is very radical, either one side or the other. Taking every issue to the extreme.
- It's terrible. Nothing can be accomplished in the two-party system. In order to get elected, candidates need to raise an absurd amount of money, and in order to do that, they need to heavily identify with one party or the other. This results in political leadership that is not willing to negotiate outside party lines.
- People with similar political beliefs seem to stick together.

- Cynical. I think too many people focus on money and re-election rather than actually doing good things and representing people and their views.
- I wish we could abolish the two party system that's been going on.
- It is always evolving and changing. It's difficult to support one side as they all have positive and negatives about issues.
- I feel there is too much division of the parties. Republicans hate democrats and so on. The parties are so divided that come election time it turns the country against each other.
- I don't get to caught up in politics.
- As charged and divided as it always has been!
- Fractured, quagmire, too much money and all sides are hypocrites.
- Honestly, I'm not as informed as I should be and not always up to date with all of the political issues. I have negative feelings towards the landscape because I feel there is too much focus on how divided everyone is and not about what is really important.
- Depressing. As previously mentioned, it's incredibly disappointing that people feel limited by only having two options to pick from realistically. Half the people I know disagree with 50% of any given politicians' views on issues, but support them anyway because they are the only options we have. I'd love to see more diversity and more relevant stances/solutions to issues facing our country.
- Very unhappy. Its not about what is good for the people anymore. We are being lied to and the politicians are only out for themselves. They have it made.. They do not make choices for our benefit, only for themselves.
- Fairly negative. Hard to deliver what is promised by politicians when approx 50% of their legislative body is against them at almost all times.

**On a scale of 1-10 (where 1 is not at all and 10 is extremely), how passionate are you about politics?**

#	Answer	Response	%
0	<a href="#">0</a>	3	5%
1	<a href="#">1</a>	7	11%
2	<a href="#">2</a>	6	10%
3	<a href="#">3</a>	4	6%
4	<a href="#">4</a>	2	3%
5	<a href="#">5</a>	5	8%
6	<a href="#">6</a>	7	11%
7	<a href="#">7</a>	9	14%
8	<a href="#">8</a>	12	19%
9	<a href="#">9</a>	5	8%
10	<a href="#">10</a>	3	5%
	Total	63	100%

Statistic	Value
Min Value	0
Max Value	10
Mean	5.40
Variance	8.95
Standard Deviation	2.99
Total Responses	63

**Do you feel any societal pressure to choose a political party/affiliation? Why or why not?**

- No. I'm too old for that. Peer pressure is virtually non-existent at 47 years old. I have always been independent from the mainstream anyway. I have always been suspicious of large groups moving in one direction too.
- Not sure
- Not particularly. I think there is a difference between being apathetic or just plain uninformed.
- No. I feel no pressure from society to pick a party.
- No
- Not really. I'm not super big on boxes. I vote for candidates that support the things I care about--not into party lines.
- Not really. I just try to gather information and make informed decisions based on my gut.
- No. I will back a candidate that holds views that align with my own regardless of party affiliation.
- No
- Yes. There is a lot of pressure to "pick a side," and that the "other side" is evil. That shouldn't be how we view our political system. Everyone has to give and take to make anything happen, yet we're continually being told not to give in to the "other side."
- I feel that there's social pressure to claim that one is a moderate because they don't have fixed a strict ideological preference that lead them to one political party. People don't want to seem 'hardline' or 'out of the mainstream' in regards to their political views, so I feel they use moderate/independent as a way to say that they're "open minded."
- Nope. Way of the past, homeboy.
- Not too much. As a teacher it is my job to appear unbiased, so I try to hide my affiliations as much as possible.
- No
- No
- I feel some pressure to officially affiliate with Democrats because many of my friends are vocal democrats and I generally agree with them. And saying I'm a democrat makes it easier for the general public to understand my views.
- Yes- pressure to be liberal due to my generations and current trends
- Yes - I feel like you absolutely have to choose a party & people judge you for that choice or place you in a certain "box" or category.
- No. I have gone against what my parents believe, and it wasn't until I started opening up about my beliefs I figured out people who were close to me in terms of friends agreed. I had already made up my mind so it wasn't like my friends were persuading me of anything. I have always felt it is a responsibility to be involved in politics on some level - at least be informed.
- I would feel pressure to become a liberal (if I weren't one already) based on my workplace and the general societal interactions I encounter.
- Extremely pressured to choose "the correct" political party based on the group. We as humans want to feel accepted by our peers and those whom we interact with. When in a group of people who have moderate to strong political affiliations, it can be very uncomfortable to have any sort of current events conversation without stepping on toes or potentially offending someone in the group. Its is comparable to being a 12 year old middle schooler trying to fit into one of the popular cliques at school. All of your actions and words are judged and even the smallest misstep is instant social suicide.

- Fuck no. I'm more personally concerned that there will be fuck-ups telling me my internet needs to be slower or my kids are too stupid even though YouTube taught them more than I knew about life ever and also how to play the ukulele and code websites.
- Yes, mostly because there are only two main choices and when it comes down to civil liberties the republicans and democrats' preferences are between black and white.
- No, it's easier when conversing with others to have an affiliation, but I don't feel pressured.
- Hmm I wouldn't say from society in general, I feel most of society still feels as though political viewpoints are somewhat of a taboo topic. I would say there is more pressure from friends and family - political topics are often emotional from people, and all people like having their ideas validated by people they like.
- Somewhat. Many people feel that if you don't have any political affiliation that you don't care what's going on in the country.
- I'm not sure. I think it's my duty as a citizen to belong to a party and support it.
- Not really, no. I've always been pretty steadfast in my political beliefs.
- None. I frankly could care less about how anyone else feels about a topic.
- Yes. In Minnesota there is pressure to vote democrat, in the south there is MASSIVE pressure to vote republican. I have experienced both.
- If I feel any pressure, it's as a result of personal convictions derived from my religious beliefs. But I recognize politics and religion will not necessarily agree. I don't believe morality can be regulated. Also, as a Christian I believe things that my political perspective contradicts. For example, I believe homosexuality is wrong and from God's perspective in the Bible, gay marriage is not a valid definition of marriage. However as a conservative, I must recognize our government can't effectively and consistently regulate those issues and still emphasize "tolerance," regardless of how much I disagree.
- Somewhat. I am a union steward and our union upholds Democratic beliefs and supports Democratic politicians.
- No
- Choosing an affiliation, yes, but when I asked I make sure to also clarify that I don't tend to participate in or follow politics very much (tends to just make me uncomfortable the arguments and negative debates that typically ensue...) Thought I have an opinion, I tend to keep it to myself to 'keep the peace', if you will.
- Yes, I feel societal pressure. Many people today believe you have to side with a particular political party and express the need for others to do the same. It is pretty much assumed that you have chosen a political party.
- Not really. I prefer to develop opinions on issues independently rather than choose an opinion based on the predetermined views of a political party. If the majority of my opinions are in line with a certain political party, I'm not opposed to affiliating myself with them, but I don't feel obligated to maintain that affiliation should their views change later on.
- I believe that everyone has a right to their own opinions. I don't feel pressure to choose a political party because I just don't let those kinds of people get to me on a personal level. it is their right to believe passionately in their affiliation just as much as it is my right to remain neutral.
- Yes, In my school I feel that since I am not liberal I am forced to hide my beliefs and not share. I feel this way because of the way my fellow classmates talk make it clear that if I do not agree with them they view me as an idiot and that I cannot be their friend. They have even told me before they could never be friends with someone that is
- conservative/republican, which I am. So I hide my views and do not feel like my school is a safe place for everyone.
- Not really. Politics is not usually a discussion topic among friends, and I think the 20-something cohort tends to be apolitical. Wish that I and others felt there was more we could do.

- Nope. I honestly give 0 fucks when it comes to what others think about my political opinions.
- Definitely - many people (incorrectly) assume that not knowing which political party you are affiliated with means that you are not aware of what is going on politically. And even more people (even more incorrectly) assume that not knowing what is going on politically means that you are stupid and ignorant.
- No
- No. I do not discuss politics outside of my social groups and they are reasonably varied. We respect each other's choices
- Yes - affiliation with a specific group has never been something that I have felt the need to pursue, however, the current political climate in this country is one of "us vs. them" where the public is pressured, or even almost forced, to pick sides.
- No... I don't have to share my beliefs. I vote for the candidates that I believe in. That's what counts.
- No t really. To each their o wn.
- No. Mature enough now to stand on my own beliefs, do my own research and not believe what the liberal media wants me to hear and see.
- No. But it seems the sides getting more extreme. More righteous on one end and more socialized on the other.
- Sometimes, from my parents. My significant other is liberal.
- Some. Political snobs will assume that you are stupid if you aren't interested in politics, which inspired me to learn more just to crush them in a debate.
- Yes, it's important to be able to fit in and speak your beliefs.
- No . I believe what I want.
- No. Most people I know would rather not discuss politics.
- No- my friends respect my opinion and viewpoints
- No, politics are not talked about often amongst my friends or family.
- No. I don't like to talk politics or even listen to them on the news.
- No pe
- None. I am my own man.
- No, I don't feel any pressures from society about my party affiliation. There are people on both sides of the spectrum so society doesn't make one seem better than the other.
- Not really, but mostly because I simply refuse to self identify with a political party that doesn't at least -mostly- represent my values or beliefs. I also think the political situation in our country is an absolute mess. Pockets are deep in Washington and that needs to change before I can honestly say I support any one or group of politicians in this country. It's very challenging to make the best decision when money is luring you a certain way.
- No not at all. I have always felt comfortable with my choices.
- Not really. I don't think young adults are expected to align themselves closely with one party.

**Is there any thing else that you think is important and would like to share regarding your political views and affiliations?**

Social media, the speed and unchecked proliferation of ideas exchanged there in, and the high probability for false information being spread exponentially, I think is a huge part of the problem in this country. It is also, in my opinion, somewhat responsible for the deterioration of fact based "boring" but important news.

N/A

Go Dayton!:)

no

no

Nope.

I definitely think that politicians need to be concerned with issues pertaining to higher education, because without education, our government will not reach it's full potential.

No. Good luck with the survey!

No

Nope

NA

Jesse Ventura does not speak for me. Although he's had a few good ideas.

No.

It's important for me to be a republican and not jump ship because we need this party to be better and stronger - democracy depends on a two party system.

Yes. The Electoral College needs to go away. It doesn't allow for fair representation of the true voices of each individual.

I'm queer woman, and based on that alone, I feel alienated excluded by Republicans. If the republican party were more accepting of people like me, if I saw that among their media and representatives, I would be more willing to pay attention to republican news and more willing to fully examine republican platforms.

No

I wish being a Republican didn't come with the stigma it does - I feel like the people I work with especially are openly Democrat and it makes me almost embarrassed to tell them I don't affiliate with the same party. No one really has made me feel guilty or uncomfortable for being Republican, but I feel like there is a silent judging.

The media is awful.

Not that I can think of

It is unfortunate that the only voices that stand out in the crowd are the extremely loud and overtly opinionated.

I'm too apathetic. Show me some cat pictures instead.

In the end, choosing a political party has become based on what each person considers moral. Their financial plans pretend to be different, but in the end it's a wash where the American people get screwed either way in the favor of big money.

Nope

Nope

I feel that the government needs to help it's citizens and that the Democratic Party is the best bet of making that happen. However disappointing they have been as of late.

No.

No.

No.

The whole thing is frustrating to me. I understand why our political system is set up the way it is, but there are times that I wish congress could move quicker, etc. I also am disgusted by the fact that most politicians can be so easily bought. Campus contributions should be made public, and more steps should be taken to remove those politicians who have become corrupt.

Not really. But I appreciate the opportunity to contribute to your research :)

I would actually consider myself more of a Socialist-siding Democrat. I believe American needs to focus way more on its own population. Universal healthcare for all, universal education, better education, reduced college tuition rates, less competitive medical industry, more focus on reducing and reusing instead of producing, etc.

No

None

No.

I feel that my political views and affiliations are continuing to evolve with the various issues that are presented, the conversations I have in which new opinions and methods of reasoning are introduced. I hope that my views can continue to evolve in a way that is consistent with the values I hold. I almost always enjoy having a good, intelligent conversation with people about various issues in politics even if we differ in opinion. As long as we both listen to each other with respect and consider what is being said, I think there is a lot to gain from such discourse.

I think the American people should unite and take more of a stand to protect themselves from the government. People have forgotten that this is the land of the free, and have forgotten that they can disagree with government and impeach government officials.

No

No.

Nope.

Nope.

Will be interesting to see if our dysfunctional democracy can successfully cope with challenges that can no longer be put off and ignored. The odds are not attractive.

No

N/A

No.

Nope

Something needs to be done about the bias nature of news reporting today.

No? Why are you asking? What's the survey about?

No

Why can't everyone just get along?

No

No thanks

Politics and corporate America are slimy.

No

No

No

No

Nope. I like gift cards.

I feel like I am in the same boat as a lot of people in my generation and I am not well informed about what is happening politically in our world. It is definitely something I would want to work on and I feel is important to learn about.

Not particularly. :)

No.

No

### Do you use a smart phone?

#	Answer	Response	%
1	<a href="#">Yes</a>	58	92%
2	<a href="#">No</a>	5	8%
	Total	63	100%

### How long have you been using a smart phone?

#	Answer	Response	%
1	<a href="#">0-1 year</a>	5	9%
2	<a href="#">1-3 years</a>	17	29%
3	<a href="#">Longer than 3 years</a>	36	62%
	Total	58	100%



**Please list and tell me some of your favorite features and experiences when using your smart phone.**

- texting, weather updates, phone, camera, calculator, email, news updates and face book.
- Instant access to information and various social networking apps
- GPS navigation, Facebook/Instagram/Foursquare checkins with friends, music apps (esp. soundcloud), reading news while bored, Foursquare recommendations on nearby restaurants.
- twitter, games, texting, e-mail
- Staying up to date on email when out of the office Entertainment when waiting
- Everything in the palm of my hand. Can do most things on the run.
- I love being able to have various apps that I can switch between fairly easily. Having my mail at the touch of a button is helpful. Also, a good camera is a must.
- I certainly don't utilize my phone to the fullest capacity. I appreciate having a device where I can check my email from pretty much anywhere as well as checking in on Facebook and Twitter.
- -Games -Facebook -Easily access my personal and work email
- \* browsing the web for information \* social media channels such as instagram, pinterest, facebook, and twitter \* the ability to email from wherever I am is great for work
- Being able to access my mail, Facebook, Twitter, and other social media when I'm not near a computer. I also like that it has replaced some traditional items such as an alarm clock, flashlight, camera, etc.
- My favorite thing is the ability to easily make my phone do what I want it to do. I can set it up to be exactly what I want.
- Facebook, email, pinterest
- News look up Flash light Email Alarm clock Calendar
- phone, text, em ail, driving directions
- I check my mail, I browse the internet, I check my social media feeds, I place calls, and I rarely play games. I mostly use it for social media, calling, and googling random things to answer questions in my everyday life.
- Internet, apps, texting, banking, social media
- Using Pandora & Fit Radio as my mobile music, being able to look up answers to questions quickly & having Facebook available.
- I like to check apps like Facebook to keep in touch, use google maps, also have entertaining apps like Pinterest to just browse when killing time. I'm not a huge gamer.
- Email, social properties and apps
- Internet, access to email, seemingly limitless communication.
- Taking surveys
- Access to connecting at any time. Knowing what's on my agenda and staying three steps ahead.
- Mo bile internet, apps , photography

- Favorite features: maps and navigation, "conversation view" in texting, camera and ease of sharing photos
- My favorite thing is the numerous apps available for children. I was able to find so many educational ones that it played a huge role in my kids being above grade level. I love the convenience of having the internet wherever I go, gps, Facebook, google, etc.
- Easy, convenient, mobile.
- FaceTime Instagram Mail Apps in general (easy access to news, shopping, etc.) Great camera More ringtones
- To have the ability to access anything at any time is a awesome.
- I got a smart phone so that I could have music (Spotify) with me all the time for working out, etc. I have also enjoyed watching Netflix on it, checking email, and Facebook.
- Email Social Media (Facebook, Twitter, LinkedIn) Web Browsing Downloadable content (games, podcasts, music) Streaming media (YouTube, Pandora) E-commerce and banking
- Easy to stay in touch with people, gives me something to do if I've got free time, can look things up quickly on the go (like directions to get to the grocery store and then recipes once I get there).
- I love my apps
- I have instant access to information. I can google information or directions from any location.
- The GPS navigation and being able to use the speaker function to talk and have it automatically make it a text message.
- Having my email with me at all times is great, since I can keep up with my work and school in one place. I also like that I can video call people on my phone which helps for projects.
- Music, Google, iCal, social media, calling mom.
- Can listen to music Can access internet Google maps Snapchat
- Speed and versatility of connectivity to people and information resources of all kinds .
- Internet access to facts and access to restaurants, stores, directions, etc.
- Easy access to Facebook and email and any online news
- Social media, internet, email, etc.
- Google access Email Calendar Phone
- Texting, calendar, Facebook, camera, ability to instantly share photos, contact lists, weather, alarm clock.
- Messaging, easy access to social media, FaceTime
- Maps and internet access.
- The ability to get information any time.
- I like the messaging and the maps
- too lazy
- Internet, email, social media access

- Convenience, instant gratification (what other movies has she been in? Boom, answer), communication with others via text phone twitter Facebook Pinterest etc.
- Easy access to information.
- Siri, apps - news, health and fitness
- Enjoying reading links posted on twitter and Facebook.
- Instant gratification! I can find out anything I want at any time. I'm big into social media: Facebook, Instagram, and YouTube. I am now becoming more interested in reaching out to others with the same interests as I am and not just necessarily friends from school.
- The obvious text messaging and email access. Social media apps. Navigation. Note pad/reminders function. Calendar.
- Google for all types of information. Also facebook to keep in touch with friends i dont get to see all the time. Checking email.

**Do you currently use any personal tracking apps or devices?)**

#	Answer	Response	%
1	Yes	22	35%
2	No	40	65%
	Total	62	100%

**Please list them.**

- MapMyRun, Foursquare, GPS
- My Fitness Plan
- MapMyRide
- My Fitness Pal Fit Bit Map My Run
- Map my ride and fat secret
- My Fitness Pal, Run Keeper
- I have a fitness tracker just to check on nutritional information in recipes I make because you can list ingredients and servings. I don't keep up with the daily diary though.
- Good Reads, Fit bit
- Them. Them. Them.
- Jawbone up, nike+
- Map my run
- My Fitness Pal

- Boxing Timer Nike+
- I use the app on my phone for MyFitnessPal.com to track calories and exercise. I want the FitBit but don't have it yet.
- Nike + Running, Lose it, Nike Fuel Band
- Google Maps, a weight loss one, two others I believe.
- Good lord I dont have all day.
- MyFitness Pal
- Map My Run, pedometer app
- MyFitness Pal, Fitbit
- Myfitnesspal, live plate, C25k, fitbit, mapmyrun
- Livestrong, MyPlate app

**Would you say that you track these things more for your personal benefit or to share the answers on social media outlets? Or about 50/50.**

#	Answer	Response	%
1	<a href="#">Personal benefit</a>	22	100%
2	<a href="#">To share</a>	0	0%
3	<a href="#">For both reasons equally</a>	0	0%
	Total	22	100%

**Do you have a Facebook account?**

#	Answer	Response	%
1	<a href="#">Yes</a>	61	98%
2	<a href="#">No</a>	1	2%
	Total	62	100%

**How often would you say you check Facebook?**

#	Answer	Response	%
1	<a href="#">Minute to minute</a>	6	10%
2	<a href="#">Hourly</a>	17	28%
3	<a href="#">Daily</a>	36	59%
4	<a href="#">Weekly</a>	2	3%
5	<a href="#">Monthly or less often</a>	0	0%
	Total	61	100%

Which of the below would you say is your main reason for logging into Facebook?

#	Answer	Response	%
1	<a href="#">I post on my own page most often</a>	1	2%
2	<a href="#">I post on others' pages most often</a>	1	2%
3	<a href="#">I just check in to see what others are up to</a>	32	52%
4	<a href="#">I do a combination of the above pretty equally</a>	27	44%
Total		61	100%

How often do you write a post on your own Facebook wall about a political issue?

#	Answer	Response	%
1	<a href="#">At least weekly</a>	2	3%
2	<a href="#">A couple times per month</a>	9	15%
3	<a href="#">A few times per year</a>	13	21%
4	<a href="#">Once per year</a>	5	8%
5	<a href="#">Less than once per year/never</a>	32	52%
Total		61	100%

How often do you engage with friends'/family members' political posts on Facebook?

#	Answer	Response	%
1	<a href="#">At least weekly</a>	0	0%
2	<a href="#">A couple times per month</a>	13	21%
3	<a href="#">A few times per year</a>	14	23%
4	<a href="#">Once per year</a>	9	15%
5	<a href="#">Less than once per year/never</a>	25	41%
Total		61	100%

The last time you saw a post in your newsfeed from a friend that you didn't agree with (politically or otherwise), what did you do?

#	Answer	Response	%
1	<a href="#">Ignore it and continue to scroll</a>	45	74%
2	<a href="#">Comment or like it</a>	9	15%
3	<a href="#">Other, explain:</a>	7	11%
Total		61	100%

"Other":

- Depends - often I will unfriend people

- Started a conversation
- Make fun of them behind their backs, usually with name calling and comments about their intellect
- Read, but didn't comment since it was family and didn't want to cause drama
- Hide
- Read and considered it, did not interact.
- I've blocked some people from my news feed because they were just too political and/or controversial for my taste.

**Please check any of the devices or services you have/currently subscribe to.**

#	Answer	Response	%
1	<a href="#">Netflix</a>	50	85%
2	<a href="#">Hulu</a>	13	22%
3	<a href="#">Hulu Plus</a>	13	22%
4	<a href="#">HBO Go</a>	13	22%
5	<a href="#">Spotify</a>	30	51%
6	<a href="#">Spotify Premium</a>	6	10%
7	<a href="#">Pandora</a>	42	71%
8	<a href="#">Pandora One</a>	2	3%
9	<a href="#">Apple TV</a>	15	25%
10	<a href="#">Roku</a>	5	8%
11	<a href="#">Amazon</a>	35	59%
12	<a href="#">Amazon Prime</a>	21	36%

**Coming to my final question: I'd like to ask you what you think your life would be like without social media and/or the digital products/services above. Do you think it would be better? Worse? Unbearable? The same? Please explain in what ways your life would be better or worse or unbearable.**

- If the world had no social media, I think we would all be better off. I have lived in such a world. I liked it much better. I admit to using technology quite a bit - especially for work. There are probably an equal level of upsides and downsides to it. I am a big fan of higher quality sound and visuals. I have noticed, though, that social media hasn't improved "social" at all. Quite the opposite it would seem to me.
- Different but not necessarily unbearable or worse
- Unbearable, because I work in digital advertising/marketing and rely on these tools to do my job. I've also received all of my job offers in the past 5 years through social media.
- I think my life would be DIFFERENT, maybe slightly better. I like how social media keeps me connected to my friends and to sports teams that I care about. Sometime I think it consumes too much time and I regret "wasting" so much time on things online as opposed to things in the "real" physical world.
- I think we would find different ways to stay connected and would probably have better relationships and enhanced ability to delay gratification and entertain ourselves.
- I really like that social media helps me to better connect with the people in my life, especially because we're all busy. It's a nice way to share ideas and especially photos/moments. The same goes for Twitter and Instagram for me. As for the digital media services, I really appreciate the trend toward streaming video and on-demand content because I can watch and listen to whatever I want, whenever I want, wherever I want--it's freeing, less expensive, and less of a waste of time. I also like being in control of my own schedule.

- Honestly if I didn't have social media/digital products, my life would probably be a little less stressful. The fact that I am very involved in student organizations, and the amount of communication I do for just that alone, can be very stressful. There are good and bad points of social media/digital products. I can communicate with friends or family from across the globe, where I wouldn't be able to do so as easily without these. The bad point is that I may very well spend too much time with social media/digital products.
- I feel like my life would be the same without social media. The individuals that I maintain contact with through Facebook, etc. are those I would anyway outside of a social media landscape. Life w/o Netflix, Apple TV, etc. is a different story. I don't have cable (too expensive!!) so rely on those devices/services to watch the programming I like to watch. I think without those devices, my life would be worse as I would be more inclined to pay for a cable service, but then be really unhappy about it.
- I can't imagine going back to life before these items. I think it is a combination of better and worse. I like the ease with which I can get at information, but it does seem to intrude on daily life. Every meeting at work, people come to with an iPhone in tow. A plus is that we can be reached even when away from our desks, but they are a distraction at times.
- It would be different. Some aspects would be much easier, but some would be harder. When I go on a hiking trip, or on vacation where there isn't cell service, I LOVE being "off the grid." However, I still find myself reaching subconsciously for my phone to check email or facebook. Because I use social devices for work, life without being plugged in it would make my day-to-day job more challenging. I'm expected to pick up the phone or respond to an email whenever my phone goes off, regardless of the day. If I didn't have the phone I wouldn't get fired, but I would be a little behind. That being said, everyone expects I have my phone with me all the time, and it might actually be easier if everyone knew I didn't have it with me.
- I think life would be worse. My smart phone, social media, and many of these digital products provide me access to content regardless of where I'm at. No longer do I have to wait to get home to play a game, check my mail, watch television, etc. In terms of ease of access to information and media, these products allow access to them 24/7, so I feel that life without it would be significantly worse.
- My life would suck. If I didn't have access to social media, I wouldn't be able to maintain contact with some very cool people. I would be very hermit-like.
- I like keeping up with people, but it's made it challenging because all the posts are asynchronous and I know I can't keep up so it stresses me out.
- I think I would spend less time on a computer or attached to a screen, which would probably make me more engaged with the physical world. I often wish I spent more time making things... i probably would if i didn't have social media. I would probably spend a bit more time with my friends in person, but I wouldn't stay in touch at all with friends who now live in distant places. I find all kinds of interesting links (news and entertainment) from friends via social media that I wouldn't see otherwise. Social media probably keeps me abreast of pop culture better than anything else in my life. It has helped me maintain career networking connections and helped me share news quickly with a big group of contacts (like announcing I bought a new house, etc.). The facebook events function is also very useful for quickly and easily coordinating events.... i might have fewer organized parties if I couldn't use facebook in that way.
- Life would be easier. Less pressure to be doing things, have more time to focus on the moment and little things that get missed while looking at your phone.
- It's so hard to say - I feel as though I'm connected constantly. Even when I'm trying to enjoy time at a bar with my friends, they're always checking their phones for some reason or another, so I feel like I should too. I don't even have specific things to look for, but the FOMO philosophy rings true, even if I don't want it to. I think my life would be better in that I could spend more time doing more fruitful things, accomplishing more goals, etc. At the same time, social media motivates me. I look forward to posting big news & getting reactions. I love sharing photos to show people what I'm up to - bragging even. Working out would be a lot more difficult to get through without my mobile music, but I always think, how did people do it before cell phones & everything? They didn't know any different, so they just lived. If I didn't have social media, I would learn to deal.
- It would be less fun and I would be exposed to less ideas. I frequently see things posted by other people on social that I want to know more about. It would be much harder to go back now than to never know what it was like to have it.

- About the same. It would just mean I fill it with other, potentially more meaningful, activities.
- My life would probably go back to the way it was 10 years ago. Facebook and social media really didn't exist and the outlets that did were not well known or utilized. People would go back to communicating through telephone calls and face to face interaction. I wouldn't say my life would be better or worse, simply different. Perhaps conversations would be more genuine and necessary.
- I guess I'd have to go back to making a positive contribution to society.
- Unbearable for awhile until adjusting. After awhile I would just give in to being less connected and more in the dark...which has it's perks. Being connected always puts a pressure to always check in and engage, taking away from being in the moment...but since that's our standard now, I feel extremely stressed when I'm not connected. Stressed and crazed.
- It makes media viewing easier. It would be hard to no longer have them, but life wouldn't be unbearable, just less convenient.
- Life may be "worse" in the fact some things would not be as easy or convenient. However, I feel that most of these services/devices are purely for entertainment purposes, and many people in our society have come to rely and expect to be entertained every minute they aren't engaged in work/sleep. And I think that has caused people to become less active, less social, and far less creative, patient, and focused. So in that way I feel that life could be better (although no doubt some other outlet would soon replace our need for constant entertainment)
- It would certainly be a huge adjustment period. For me I use tinkering on my phone as a distraction from my anxiety in social situations, not to mention to just curb boredom. After awhile though I think it would make life better. I feel that this new age of technology, while amazing and great in many ways, is taking a lot away from life. When you really sit and think about it how often do people even make phone calls anymore, something that used to be a normal occurrence. Or now that long distance calls are free how many people could say that they've written a letter in the last 5 years, 10 maybe. I'm personally worried for the generation growing up now. At least for everyone now we appreciate how amazing all this technology is, but they won't know any difference. They take it for granted and act as if they don't have a cell phone by 13 that they are a pariah. Growing up and well into my teens I had a book on me at all times, now that I have the entertainment if my phone I've stopped that, which was a pretty
- fantastic habit. That basically means it's making me dumber. Since I feel that way I am truly terrified for my kids future. As much as I try and instill an 'electronic minimum' this is what's normal nowadays and it's almost a losing battle.
- It's a double edged sword. Social media keeps me informed on all sorts of matters - friends' weddings, political news, shootings at yet another school - and while it's nice to be informed, it can be an overwhelming amount of information to digest in a quick 5 minute check on FB. As for smartphones and iPads, etc. it's great that I can work on the go, but because I can work on the go, I'm always working.
- I think social media and advances in digital technology have made life easier to an extent, but there's almost so much of it now that there's nothing left to the imagination. My life would be simpler without social media, because I wouldn't have to worry about checking things and keeping up with trends and spending too much time on social media instead of doing more important things. But these enhancements have also made life more fun and exciting-easier to connect with people, easier to find information you need, etc. A double-edged sword, I would say.
- Probably better. I honestly do not know why I feel compelled to check Facebook, for the most part it is a waste of time and an attempt to validate one's self by accruing likes and witty comments .
- I used to live without TV, internet, or a smartphone. I loved that life. I was closer to my friends, family, and community. I spent more time outdoors and engaging in productive hobbies. Now that I live in the city however, I really have to have internet and a smartphone for my job. But that has also lead to me wasting time watching Netflix and on Facebook, Pinterest, etc. I will probably keep my smartphone and internet when I move back to the country, but I also know that I would be perfectly happy without them (and my quality of life would likely improve). The only thing I would really miss would be Amazon. It is inconvenient for me to drive into town to get supplies (when you live in the country), and I hate WalMart with a passion. So having Amazon send whatever I need directly to my door sure has been nice.
- Honestly I think it would be simpler. And my wife would love me for because I'm so distracted by it. While I can't say I want to go back to the "good ol' days" before smartphones and social media, I do see that it's shifted our priorities



and communication techniques. Digital tech helps me do more (though not necessarily more productively). And it helps entertain me (sometimes too much). Yet it also isolates me from genuine human experience, relegating my interactions with people to selective posts--almost like personal branding. Perhaps the closest expression of my opinion on digital tech (and incidentally social media) is best expressed through a video on YouTube (irony noted) called "The Innovation of Loneliness." Kelli, you might like this video because it's basically an animated infographic.

- I think life would be better. People don't engage or interact hardly as much as they used to. I'm only 25 but even I have noticed a difference between when I was growing up compared to kids that are growing up now. People tend to jump to conclusions faster - if they saw it on the internet it must be true. People can also limit their exposure as much or as little as they want, and it's usually the former. This really reduces the need for conversation to shape beliefs; people are forming opinions nearly instantly and don't interact with others to really get a feel for what they actually believe. Social media has made things much more convenient but much less human.
- It's hard to say
- Probably worse: I love keeping in contact with people who live far away or travel frequently. I studied in Europe for quite some time, and social media is what kept me grounded and in contact with people back home as well as new people I met while travelling. I use it for information, entertainment, communication, and to let people know what I am up to every so often. With that being said, it does take up a lot of my time/provides many distractions from studying. Some things would probably be better, but for my overall well-being and happiness/stress levels would probably be worse.
- I think I would be much less connected to friends and family. Social media sites act as a form of communication to stay in touch with people who otherwise would not be in my life, but I also think social media and digital products do consume too much of my time. They serve as a distraction from other things I could or should be doing. I think I would be more productive or choose better ways to use my time.
- I feel that overall social media enhances my life. I enjoy being able to connect with people all over the country (even the world sometimes), even if it is just through browsing pictures of a trip or important life event. I do think it has somewhat stunted in-person interactions for both myself and others, but not so much that I would prefer to interact through Facebook rather than in the real world. I think that if I had a smart phone, the convenience of accessing social media at any time would be socially crippling such that I might tend to ignore people who are present (as I see others do quite often). For that reason, I have continually chosen not to get a smart phone even though they are more widely and affordably available. That being said, I previously relied heavily on texting as a method of communication (in college) so I cannot be too preachy. I feel like texting can be more convenient, but it can also be a very convoluted way of trying to communicate. Services such as Netflix, Hulu, Pandora and Amazon are all simply conveniences for me. I could certainly live without them, but having them available can be nice for relaxation (in the case of Netflix, Hulu or Pandora) or a more efficient method of shopping (in the case of Amazon). It is possible that I take these services for granted or perceive them as a natural progression of the various uses of the internet because I am part of a generation that has grown up with access to the internet since a very young age. I like to think, though, that I have the best of both worlds in that my family did not always have the newest and best technologies when I was growing up so I can also remember not having these services available and still being able to find entertainment and enjoyment in watching movies & TV, listening to music, and shopping.
- I think life would be just fine without them. People are overexposed to technology and think they HAVE to have these things. If there were no Facebook I would probably actually talk to my relatives instead of relying on Facebook to see what is happening in their lives. I would talk to my friends more instead of texting them to ask how they are doing. For business purposes technology is great, international clients and all that. On a personal level, life would be better without them because I would have more physical interaction with other people.
- I think that it would be a lot different. Some ways it would be better. It would force more human interaction and people would not be stuck on their phones all day which would be awesome. It would also be worse because you would be limited to who you would have contact with. It would not be possible to communicate with people all over the world as easily if the technology of today did not exist
- I think life would be slightly better. I often crave more simplicity and I think my brain is overwhelmed with technology. I hope to never get a smartphone but their existence seems to trend toward that being the medium most people use to communicate and I believe social pressures will overwhelm this resolve. I wish it was more accepted to use other methods of communication: letter writing/ calling/ because I perceive them as less structured and more authentic to good communication.
- The same, probably. Worse without Google Maps, honestly.

- Right now, if all social media/services were taken from me, I would say I would be worse off. I use social media to keep in contact with friends from college daily, and I would be very disappointed if I couldn't talk to them as easily any more. The services I checked previously I also use daily, for personal entertainment. However, if I had never had these products, I'd probably be the same amount of happy.
- Worse. Social media provide essential connectivity today. Otherwise you would quickly fall out of the discussion.
- It makes connecting with my family much easier. They live in different states I never get lost I get much more and more accurate info on my flights I can find an answer quickly
- I think that my life would not change much - I would just find other ways to spend my time. I feel like most of my social media usage is just out of habit, so if it was not there I would create another habit. As far as the streaming services are concerned, I think the only negative aspect would be missing the convenience of having many entertainment options instantly. Other than that, it would be the same as my social media usage; I would create new habits that did not include the services I usually use. I don't think my life would be better or worse, with or without the services I currently use.
- I love having the technology- music, social connection, instant access to online video streaming for events like National Horse Shows, sports, twitter updates on favorite college sports teams..etc..
- I think that the technology I have is nice, but not necessary. Then again, it is necessary in a world where the norm is to use it, but as past generations have done, if the general public did not have access, i would probably be a happier person without it. They always say we watch our friends "highlight reels" via social media and that's something I could do without. Connectivity to the internet is very handy when search for information, etc and that I certainly appreciate. I could live without it, but it does improve my day to day.
- Better in some ways. More face to face or live contact would be required, so ironically I would be more social without social media. The positive is I am able to remain in contact with others that I without SM, I would have no idea where they are, what they are up to, or ever who they really are... The convenience of instant info (maps, etc) is very helpful.
- Worse without social media/digital services. I can live without them, but they add convenience and connection to my life. They enhance communication and relationships.
- It would be fine. I just have Netflix because I don't have cable. I would probably get cable if I didn't have Netflix, it just wouldn't be an as affordable method of entertainment.
- Worse. While it can be annoying at times, social media provides easy access to a wealth of information - you just have to be skilled at passing over the garbage.
- My life would be a lot worse. I would feel more isolated and disconnected.
- Better in that I would spend more time with people and interacting with the world. Worse in that it would be more difficult and I would have to adjust to living without things to which I have become accustomed.
- I feel like connecting with people would be better without digital products, I feel like social media is very much about validation from your peers. It scares me that people spend more time Instagramming their lunch instead of spending time talking to the person across from them. Politically we're all cowards on a soapbox that say things behind a keyboard that we wouldn't dare in person.
- Unbearable. I live in a different state than my family and social media, FaceTime, email allows me to stay connected and engaged with everyone and still live where I do.
- I think the instant gratification is a problem. I am guilty of this but I do remember sitting in front of my computer waiting for it to sign on to the internet. I catch myself getting frustrated if my phone takes more than a couple seconds to load something. Having the answer to every question in the palm of your hands leads to a complete lack of an interest to educate yourself. I choose to sit and read a book before bed when my husband will happily sit on his iPhone or iPad for hours. In this case I think my life would be better without the technology because I fear technology is raising a generation of snobs. That being said, I need to be reachable. Having kids, I feel having my phone with me at all times is an absolute must. I've forgotten it at home for a short trip to target before and I was so anxious that I was going to miss a call if there was an emergency with my son. Totally unreasonable I know but I guess

I've gotten used to being a phone call away from whoever is watching him. My husband and I remember our parents leaving the phone number to the restaurant or movie theater for the babysitter to call in an emergency situation. I can't imagine relying on that today. I absolutely rely on technology for entertainment for I don't have cable just Hulu and Netflix through my Apple TV. Again, instantly viewing what I want at the time without the need for patience. I like to think I could go back to basics but in reality it would be a really hard adjustment for me and my family.

- Hard to imagine life without it. Though I was just fine growing up without it. Once you have it though hard to imagine being without it. I think technology had made people more lazy and also impatient. People want things now and do not want to wait for anything. I do enjoy taking a "tech break" when on vacation. But I also wonder what I am missing. Turns out, I never miss too much.
- Difficult!
- I think social media changes how I meet in the town square.
- It would just be different. Better in some instances and worse in others. I think social media is great for people connecting in ways that weren't possible before. Anyone can find a group to relate to by using social media than just in everyday life. However, I do think a plus to not having social media is that people would be much more present in reality. They would engage in more conversations and not be so distracted by social media. The movie "Her" shows an over exaggerated look at how people only focus on their phones and don't interact with each other. Even though it is over exaggerated, it is pretty scary to think that we are on our way to something like that. I think it would be hard to cut it off all together. I would probably think it was unbearable at first, but then, like anything, I would get used to it and realize that life will go on even without social media in my life.
- Probably unbearable, to be honest. I've become incredibly dependent on digital media. It helps me get places faster, listen to more music, keep in better touch with people I care about, and stay current on trends and recent news. It also allows me to share important updates about myself and my family that are important to others. As you can see from the previous question, I subscribe to pretty much all of the services listed. I truly believe digital has a very positive impact on both adults and children and encourage the responsible use of devices for pretty much anyone. Of course, everything has it's drawbacks and risks, but I think the rewards far outweigh those.
- I think life would be better without it. There is not enough one on one conversation between people. Everyone is looking down at their phone all the time. As much as it is nice for the convenience, life was richer without it.

## **Appendix B: In-depth Interviews**

### **In-Depth Interview Questionnaire:**

Name:

Age:

Location:

**Today I'm going to ask you a few questions about your media and news choices.**

Do you regularly read a larger local newspaper such as the Pioneer Press or the Star Tribune?

Do you regularly read local tabloid newspapers like Vita.MN or City Pages?

**How often do you read:**

- Pioneer Press
- Star Tribune
- Vita.MN
- City Pages

**What are some reasons/circumstances you would pick up the Pioneer Press or Star Tribune?**

**What are some reasons/circumstances you would pick up Vita.MN or City Pages?**

**Describe the type of news you expect to get from the 4 above publications.**

**As far as trust, please rate on a scale of 1-10, to what degree you "trust" the 4 above newspapers. (1 = trust the most, 10 = trust the least)**

- Pioneer Press
- Star Tribune
- Vita.MN
- City Pages

**Explain why you answered the way you did.**

**What are some of your other sources of news? (Websites, TV networks, etc)**

**Why do you turn to some of these for your news?**

## **In-Depth Interview Questionnaire Results:**

Respondent #1:

Name: Meghan Kane

Age: 28

Location: Minneapolis, MN

### **Today I'm going to ask you a few questions about your media and news choices.**

Do you regularly read a larger local newspaper such as the Pioneer Press or the Star Tribune?

No

Do you regularly read local tabloid newspapers like Vita.MN or City Pages?

No

### **How often do you read:**

- Pioneer Press - Never, unless someone links to a story to the online version that I find interesting.
- Star Tribune - Never, unless someone links to a story to the online version that I find interesting.
- Vita.MN - Never, unless someone links to a story to the online version that I find interesting.
- City Pages - Never, unless someone links to a story to the online version that I find interesting.

### **What are some reasons/circumstances you would pick up the Pioneer Press or Star Tribune?**

I would pick one up if I knew it had an article that I might want to keep. For example, if it was an article about Carmichael Lynch, or VocalEssence or some other organization I was a part of.

### **What are some reasons/circumstances you would pick up Vita.MN or City Pages?**

I would pick one of these up if I was waiting at a doctor's office and wanted to browse.

### **Describe the type of news you expect to get from the 4 above publications.**

I expect the Pioneer Press and Star Tribune to have local and national news and to highlight the impact those events may have on the city. I would expect Vita.MN or Citypages to focus more on culture so things like fun events, restaurants, concerts etc.

**As far as trust, please rate on a scale of 1-10, to what degree you “trust” the 4 above newspapers. (1 = trust the most, 10 = trust the least)**

- Pioneer Press 2
- Star Tribune 1
- Vita.MN 1
- City Pages 2

**Explain why you answered the way you did.**

I am less familiar with Pioneer Press and City Pages, so that’s why I gave them a 2. I am more familiar with the others and I have had no reason to question their credibility, so I gave them a 1.

**What are some of your other sources of news? (Websites, TV networks, etc)**

I frequently check out CNN.com, especially if there is a developing story I am interested in knowing more about. I also get a lot of news from social, Facebook or Twitter mostly, by what my friends post and find interesting or from news organizations themselves such as Bring Me The News. I also watch The Daily Show and Colbert Report religiously and love having Kare 11 / NBC Today Show or Nightly News on in the morning when getting ready for work and while cooking dinner when I get home from work.

**Why do you turn to some of these for your news?**

Having the TV on in the morning and evening while the news is on is an easy way to get recaps of stories and a general sense of what’s going on in the world. If a story sparks my interest while passively watching these, I will dig into it further by finding credible news organizations (CNN.com, NBC) to dig into the details further. I really enjoy The Daily Show and Colbert Report because they are good at putting things in perspective and a broader context (usually displaying hypocrisy in other media or politics) and they do so in a way that aligns with my worldview.

Respondent #2:

Name: Amy Williams

Age: 31

Location: Minneapolis, MN

**Today I'm going to ask you a few questions about your media and news choices.**

Do you regularly read a larger local newspaper such as the Pioneer Press or the Star Tribune?

Yes - Star Tribune (online) daily, for about 15 mins

Do you regularly read local tabloid newspapers like Vita.MN or City Pages?

Neither of these. They don't report on relevant things to me, that's just my impression. There are too many pictures, I don't feel like it's real news.

**How often do you read:**

- Pioneer Press - Never
- Star Tribune - Every day
- Vita.MN - Never
- City Pages - Never

The Star Tribune is good for a quick check in on what's going on. It is pretty slanted, I don't much appreciate the left leaning perspective.

**What are some reasons/circumstances you would pick up the Pioneer Press or Star Tribune?**

**Star Tribune for quick check in on what's going on. I picked up the Pioneer Press once in a while when I worked at the Capitol, but don't really have an opinion of it.**

**What are some reasons/circumstances you would pick up Vita.MN or City Pages?**

**Pick it up for potential weekend plans, I've read the "Best Of" issues before.**

**Describe the type of news you expect to get from the 4 above publications.**

**Star Tribune: Local, slanted, glance of what's going on in politics, I would never check it for world news or national news.**

**Pioneer Press: Information about the legislature, I'd pick it up for my job**

**City Pages and Vita.MN: Happenings, gossip, events, not generally events that I'm interested in.**

**As far as trust, please rate on a scale of 1-10, to what degree you "trust" the 4 above newspapers. (1 = trust the most, 10 = trust the least)**

- Pioneer Press - 5
- Star Tribune - 5
- Vita.MN - 5
- City Pages - 5

**Explain why you answered the way you did.**

**I read all cautiously - only trust that the even happened, but I make my own opinions about what it means. I take the details and comments with a grain of salt.**

**What are some of your other sources of news? (Websites, TV networks, etc)**

**CNN, Politico, Al Jazeera, Fox News, Kare 11 and KMSP, BBC**

**Why do you turn to some of these for your news?**

Well rounded look at local, national, world and political news. All serve a different purpose, keeps me well-rounded.



Respondent #3:

Name: Patrick Faricy

Age: 47

Location: Saint Paul MN

**Today I'm going to ask you a few questions about your media and news choices.**

Do you regularly read a larger local newspaper such as the Pioneer Press or the Star Tribune?  
NO.

Do you regularly read local tabloid newspapers like Vita.MN or City Pages?  
No

**How often do you read:**

- Pioneer Press: Almost never. If there is one at a table in a coffee shop already, I might look at it.
- Star Tribune: Almost never. If there is one at a table in a coffee shop already, I might look at it.
- Vita.MN: Never
- City Pages: Never

**What are some reasons/circumstances you would pick up the Pioneer Press or Star Tribune?**

Perhaps if there was a story that was directly affecting my neighborhood or my kids.

**What are some reasons/circumstances you would pick up Vita.MN or City Pages?**

If I did the artwork for the cover or perhaps to look for restaurant ideas or clubs.

**Describe the type of news you expect to get from the 4 above publications.**

Local: social, political and sports.

**As far as trust, please rate on a scale of 1-10, to what degree you "trust" the 4 above newspapers. (1 = trust the most, 10 = trust the least)**

- Pioneer Press 4
- Star Tribune 4
- Vita.MN 0
- City Pages 0

**Explain why you answered the way you did.**

I think my trust in journalism as a whole has dropped to near zero for most news sources. The quality of research, analysis, insight and even the writing itself has dropped to such a low level that, reading “news” these days tends to leave me frustrated and dismayed.

**What are some of your other sources of news? (Websites, TV networks, etc)**

NPR. The Week.

**Why do you turn to some of these for your news?**

**I look for a larger, more encompassing scope of the news – as opposed to a specific point of view or bias. In most cases I am looking for factual data that is presented concisely – a briefing if you will. I also am interested in social trends and topics that have risen to the top and can be outlined quickly and factually.**

## **Appendix C: MRI Analysis**





All Respondents

	Totals					Democratic					Republican					Ind./No party affiliation				
	Unwgt	(000s)	Vert%	Horz%	Index	Unwgt	(000s)	Vert%	Horz%	Index	Unwgt	(000s)	Vert%	Horz%	Index	Unwgt	(000s)	Vert%	Horz%	Index
Totals	49770	232658	100	100	100	11603	56554	100	24.31	100	10824	46709	100	20.08	100	9649	46355	100	19.92	100
Read/Looked Into any Electronic Version of Newspaper Last 30 Days	16848	75632	32.51	100	100	4390	23089	40.83	30.53	126	3901	15526	33.24	20.53	102	3611	16715	36.06	22.1	111

All Respondents

	Totals					Democratic					Republican					Ind./No party affiliation				
	Unwgt	(000s)	Vert%	Horz%	Index	Unwgt	(000s)	Vert%	Horz%	Index	Unwgt	(000s)	Vert%	Horz%	Index	Unwgt	(000s)	Vert%	Horz%	Index
Totals	49770	232658	100	100	100	11603	56554	100	24.31	100	10824	46709	100	20.08	100	9649	46355	100	19.92	100
TV	33244	155635	66.89	100	100	8089	39170	69.26	25.17	104	7526	32291	69.13	20.75	103	6389	30966	66.8	19.9	100
Radio	22949	104503	44.92	100	100	5578	26439	46.75	25.3	104	5494	23129	49.52	22.13	110	4816	22966	49.54	21.98	110
Internet	29618	136175	58.53	100	100	7182	34982	61.86	25.69	106	6723	28401	60.8	20.86	104	6307	30063	64.85	22.08	111
Magazines	12759	59132	25.42	100	100	3589	17454	30.86	29.52	121	2626	11753	25.16	19.88	99	2558	12262	26.45	20.74	104
Newspapers	28396	130632	56.15	100	100	7517	36075	63.79	27.62	114	6391	27674	59.25	21.18	106	5757	27122	58.51	20.76	104

All Respondents

	Totals					Democratic					Republican					Ind./No party affiliation				
	Unwgt	(000s)	Vert%	Horz%	Index	Unwgt	(000s)	Vert%	Horz%	Index	Unwgt	(000s)	Vert%	Horz%	Index	Unwgt	(000s)	Vert%	Horz%	Index
Totals	49770	232658	100	100	100	11603	56554	100	24.31	100	10824	46709	100	20.08	100	9649	46355	100	19.92	100
New York Times (Daily)	4198	18603	8	100	100	1228	7324	12.95	39.37	162	760	2656	5.69	14.28	71	955	4200	9.06	22.58	113
New York Times (Sunday)	4198	18603	8	100	100	1228	7324	12.95	39.37	162	760	2656	5.69	14.28	71	955	4200	9.06	22.58	113
USA Today	2902	12145	5.22	100	100	741	3829	6.77	31.53	130	717	2607	5.58	21.47	107	600	2419	5.22	19.92	100
Wall Street Journal	2707	10660	4.58	100	100	668	3075	5.44	28.85	119	692	2568	5.5	24.09	120	580	2516	5.43	23.6	118



All Respondents

	Totals					Democratic					Republican					Ind./No party affiliation				
	Unwgt	(000s)	Vert%	Horz%	Index	Unwgt	(000s)	Vert%	Horz%	Index	Unwgt	(000s)	Vert%	Horz%	Index	Unwgt	(000s)	Vert%	Horz%	Index
Totals	49770	232658	100	100	100	11603	56554	100	24.31	100	10824	46709	100	20.08	100	9649	46355	100	19.92	100
Read any daily newspaper	15909	69099	29.7	100	100	4181	19477	34.44	28.19	116	3915	16542	35.42	23.94	119	3020	13464	29.05	19.49	98
Read any one daily newspaper	13061	57840	24.86	100	100	3375	15805	27.95	27.33	112	3243	13840	29.63	23.93	119	2481	11607	25.04	20.07	101
Read any two or more daily newspapers	2848	11259	4.84	100	100	806	3672	6.49	32.61	134	672	2702	5.78	24	120	539	1858	4.01	16.5	83
Read any Sunday newspaper	20427	91706	39.42	100	100	5334	25169	44.5	27.45	113	4950	21875	46.83	23.85	119	3956	17920	38.66	19.54	98
Read any one Sunday newspaper	17594	79139	34.02	100	100	4513	21025	37.18	26.57	109	4309	19205	41.12	24.27	121	3393	15569	33.59	19.67	99
Read any two or more Sunday newspapers	2833	12567	5.4	100	100	821	4144	7.33	32.98	136	641	2670	5.72	21.25	106	563	2351	5.07	18.71	94











Amazon.com	14381	65583	28.19	100	100	3728	19511	34.5	29.75	122	3382	14158	30.31	21.59	108	3154	15428	33.28	23.52	118
Coupons.com	1735	8972	3.86	100	100	470	2416	4.27	26.93	111	380	1822	3.9	20.31	101	327	1806	3.9	20.13	101
eBay.com	8964	43501	18.7	100	100	1970	10054	17.78	23.11	95	2148	9127	19.54	20.98	105	1967	10736	23.16	24.68	124
Groupon.com	4477	18784	8.07	100	100	1204	6148	10.87	32.73	135	1084	4370	9.36	23.26	116	924	3923	8.46	20.88	105
Overstock.com	3152	14165	6.09	100	100	852	4407	7.79	31.11	128	746	3287	7.04	23.21	116	633	2995	6.46	21.14	106
ShopAtHome.com	282	1688	0.73	100	100	80	471	0.83	27.9	115	59	434	0.93	25.71	128	44	237*	0.51	14.04	70
Univision.com	544	4820	2.07	100	100	119	1116	1.97	23.15	95	46	98*	0.21	2.03	10	80	934	2.01	19.38	97
Yahoo! en Español	232	1937	0.83	100	100	55	432	0.76	22.3	92	14	30*	0.06	1.55	8	28	262*	0.57	13.53	68
Any Spanish Language Website	861	6975	3	100	100	196	1415	2.5	20.29	83	82	309	0.66	4.43	22	145	1388	2.99	19.9	100
ADL.SportingNews.com	410	1772	0.76	100	100	87	395	0.7	22.29	92	109	410	0.88	23.14	115	95	423	0.91	23.87	120
CBSSports.com	1424	5305	2.28	100	100	315	1305	2.31	24.6	101	379	1385	2.97	26.11	130	326	1269	2.74	23.92	120
ESPN.com	7533	31898	13.71	100	100	1659	8190	14.48	25.68	106	1942	7755	16.6	24.31	121	1632	7015	15.13	21.99	110
FOXSports.com	2351	10191	4.38	100	100	485	2018	3.57	19.8	81	695	2765	5.92	27.13	135	492	2092	4.51	20.53	103
MLB.com	2048	7953	3.42	100	100	462	2141	3.79	26.92	111	548	1945	4.16	24.46	122	480	1758	3.79	22.1	111
NASCAR.com	1139	5779	2.48	100	100	212	1212	2.14	20.97	86	352	1884	4.03	32.6	162	253	1141	2.46	19.74	99
NBA.com	1646	7728	3.32	100	100	463	2418	4.28	31.29	129	213	668	1.43	8.64	43	266	1191	2.57	15.41	77
NBC Sports	1115	5073	2.18	100	100	273	1441	2.55	28.41	117	253	991	2.12	19.53	97	239	1191	2.57	23.48	118
NFL.com	3507	15664	6.73	100	100	838	4135	7.31	26.4	109	838	3598	7.7	22.97	114	716	3005	6.48	19.18	96
WWE.com	481	3385	1.45	100	100	103	671	1.19	19.82	82	66	440	0.94	13	65	85	446	0.96	13.18	66
Yahoo! Sports	3562	14447	6.21	100	100	799	3914	6.92	27.09	111	850	3227	6.91	22.34	111	771	2924	6.31	20.24	102
CNET.com	1849	7987	3.43	100	100	458	2379	4.21	29.79	123	436	1531	3.28	19.17	95	436	2326	5.02	29.12	146
Bing Maps	1422	6132	2.64	100	100	317	1352	2.39	22.05	91	349	1639	3.51	26.73	133	320	1425	3.07	23.24	117
CheapTickets.com	2382	10175	4.37	100	100	654	2985	5.28	20.34	121	446	1836	3.93	18.04	90	447	2065	4.45	20.20	102
Expedia.com	4487	18756	8.06	100	100	1267	6149	10.87	32.78	135	1033	4044	8.86	21.56	107	892	3651	7.88	19.47	98
Hotels.com	2509	10937	4.7	100	100	695	3696	6.54	33.79	139	560	2357	5.05	21.55	107	478	1910	4.12	17.46	88
Hotwire.com	1933	8567	3.68	100	100	562	2959	5.23	34.54	142	384	1522	3.26	17.77	88	374	1643	3.54	19.18	96
MapQuest.com	9805	41745	17.94	100	100	2515	12039	21.29	28.84	119	2545	10535	22.55	25.24	126	2119	9181	19.81	21.99	110
Maps.google.com (Google Maps)	11129	49019	21.07	100	100	2634	13234	23.4	27	111	2730	10706	22.92	21.84	109	2515	11636	25.1	23.74	119
Orbitz.com	2775	11497	4.94	100	100	776	4000	7.07	34.79	143	627	2515	5.38	21.88	109	578	2364	5.1	20.56	103
Priceline.com	2676	11320	4.87	100	100	713	3622	6.4	32	132	602	2493	5.34	22.02	110	536	2347	5.06	20.73	104
Travelocity.com	3517	14467	6.22	100	100	980	4499	7.96	31.1	128	859	3463	7.41	23.94	119	708	3173	6.85	21.93	110
TripAdvisor.com	1897	7470	3.21	100	100	512	2920	5.16	39.09	161	464	1627	3.48	21.78	108	411	1586	3.42	21.23	107
Yahoo! Maps	4168	18971	8.15	100	100	1000	5220	9.23	27.52	113	929	3559	7.62	18.76	93	868	3949	8.52	20.82	104
AccuWeather.com	3834	17271	7.42	100	100	914	4104	7.26	23.76	98	1000	3897	8.34	22.56	112	832	4173	9	24.16	121
Weather.com	14633	62976	27.07	100	100	3375	16312	28.84	25.9	107	3680	14579	31.21	23.15	115	3199	13991	30.18	22.22	112
WeatherBug.com	2187	10348	4.45	100	100	528	2668	4.72	25.78	106	520	2407	5.15	23.26	116	464	2296	4.95	22.19	111
Facebook	25107	123333	53.01	100	100	6034	31720	56.09	25.72	106	5539	25491	54.57	20.67	103	5011	25462	54.93	20.64	104
Flickr	1114	5367	2.31	100	100	268	1600	2.83	29.81	123	230	842	1.8	15.69	78	274	1689	3.64	31.47	158
Foursquare	420	2002	0.86	100	100	96	491	0.87	24.53	101	77	374	0.8	18.68	93	101	666	1.44	33.27	167
LinkedIn	5396	19899	8.55	100	100	1402	6482	11.46	32.57	134	1456	4816	10.31	24.2	121	1193	4730	10.2	23.77	119
MySpace	815	5272	2.27	100	100	197	1399	2.47	26.54	109	104	631	1.35	11.97	60	166	1016	2.19	19.27	97
Photobucket	1051	6156	2.65	100	100	232	1652	2.92	26.84	110	170	702	1.5	11.4	57	240	1530	3.3	24.85	125
Picasa	1648	7422	3.19	100	100	388	1901	3.36	25.61	105	381	1775	3.8	23.92	119	381	1907	4.11	25.69	129
Shutterstock	1780	7431	3.19	100	100	467	2308	4.08	31.06	128	489	1932	4.14	26	130	352	1736	3.75	23.36	117
Tumblr	974	6109	2.63	100	100	238	1839	3.25	30.1	124	159	687	1.47	11.25	56	232	1708	3.68	27.96	140
Twitter	4129	21729	9.34	100	100	1116	7088	12.53	32.62	134	755	3323	7.11	15.29	76	824	4220	9.1	19.42	97
Yelp	1760	7281	3.13	100	100	495	2891	5.11	39.71	163	362	975	2.09	13.39	67	363	1653	3.57	22.7	114
YouTube	20127	98244	42.23	100	100	4749	25286	44.71	25.74	106	4441	19194	41.09	19.54	97	4173	20656	44.56	21.03	106
Any Socializing/Networking/Photos/Videos Website	31588	151593	65.16	100	100	7566	38698	68.43	25.53	105	7077	31457	67.35	20.75	103	6425	31737	68.47	20.94	105