Social Media Widening the Polarization Gap

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Abstract

This study analyzes how increased exposure to political content on social media has led to a rise in political polarization among college students within the United States. Data collected from a google survey of 76 respondents analyzed the following variables: interaction with social media, importance of news sources sharing political opinions, trust in news from social media, and the effect social media has on the United States, related to the dependent variable: negative feelings about political content on social media. The main outcome of this data analysis found a statistical relationship between the first independent variable, which was interaction with political news on social media, and the dependent variable. The more time interacting with content leads to more negative feelings about politics. All other independent variables were not significant, the only other significant relationship was between a control variable, gender, and the dependent, in which there was a positive significance. The more interaction with political content on social media, the more affective polarization is exacerbated. A limitation of this study included a small sample size, as well as lack of diversity in demographics.

Intro

Within the past decade social media has grown to be one of the most popular forms of entertainment among young adults. Specific social media platforms, such as Instagram and Tik Tok have become not only a source of entertainment, but a source for news. As the usage of social media becomes more prevalent, so does the exposure to political content accessed through social media. This exposure can lead to young adults, specifically college students, developing negative feelings towards this political content, and increased feelings towards negative partisanship. The United States has been plagued with an era of increasing political polarization. College students are at risk of lacking political discourse in the form of debate due to lack of dialogue caused by negative partisanship.

College students are the perfect demographic to analyze as they are the generation who most frequently is involved and catered to within social media. College students are at a period of life where they are developing individual identities, they want a group and sense of belonging. College students developing their social identities while being exposed to political content can strengthen emotional divides that are politically charged. Research from Shelly Boulianne explains that college students are the most likely demographic to interact and curate political content, and Jordan Moss explains that not only do college students interact more with political content, but they are more likely to disengage with people who have differing political opinions than themselves. Heysung Lee has researched this dynamic, the creation of in-group and out-group dynamics exacerbate affective polarization as it makes discourse more emotionally charged.

Existing research has highlighted the correlation between social media and polarization, but lacked focus on the mechanisms that cause an emotional response from college students.

This study sheds light on the mechanism gap that emotional responses exhibited from exposure to political content will in turn cause affective polarization amongst college students to increase. This exposure leads to social identities being built around positive in-groups that share political opinions and out-groups who are viewed as the enemy. This is dangerous to the culture of the United States as it weakens social bonds and erodes democratic discourse. Political differences are now intertwined with social identity and creates fear of social conflict among peers.

The research question proposed is, “Does exposure to political content on social media influence effective political polarization among college students?” I hypothesize that respondents who interact frequently with political content and the importance that news shares political affiliation are more likely to have negative feelings about political content on social media.

Literature Review

The amount of daily usage of social media among college students has significantly increased within the past decade.This study will focus on daily usage of social media which leads to an increase of accessibility to political content through online platforms. Young adults are the main demographic affected by daily usage, “According to the age range of daily social media usage time, 16-24 year-old young people are seen to spend the longest time while 55-64 year-old spend the least time and the median age spends mean time.”(Karci, 2022). Young adults represent the ideal demographic for studying social media usage. Additionally, they are exposed to a wide range of content on the apps of TikTok and Instagram.

One of the main reasons for daily social media usage among young adults is to access online news sources, “..the three most frequent reasons for social media users to use SM… keeping touch with friends and family, filling spare time and reading news stories.” (Karci, 2022). Social media is emerging as a refutable news source for political content. There needs to

be more analysis on how these online forums foster space for affective polarization and negative partisanship to grow. This could help provide more insight on the widening political gap within the United States. This problem has become increasingly glaring in recent years, "...the gap in political values between Democrats and Republicans has grown from 15% in 1994 to 36% in 2017" (Shohana 2025). This gap will continue to widen, and one of the reasons is due to the increase in accessibility of political news on TikTok and Instagram. We see a correlation between exposure and emotional response, but lack information about the mechanisms. Defining how exposure becomes affective polarization is key to understanding why content could potentially upset young adults.

College students gain the majority of their political information through the use of social media. Looking specifically at Instagram we see, "Using a 2019 survey in four countries (n = 2,440), we find young adults are far more likely to curate civic and political information flows on Instagram than older age groups"(Boulianne, 2024). Young adults are influenced to increase civic engagement based on what they're exposed to on Instagram. Negative partisanship grows on instagram since the main goal is to engage with like minded people, which forms an us vs them mentality that is growing in modern politics. This could result from, "Young people engage in active curation by following news organizations, political candidates or parties, and nonprofit organizations or charities, as well as passive curation by liking political content from friends, civic groups, and political candidates." (Boulianne, 2024). Instagram increases exposure, it is the vessel to gain information. You follow someone on instagram, get notified when they post, and therefore are exposed to whatever they're posting, it's a rapidly spreading news source. Negative partisanship is fostered as politicians often post jabs or outright attacks against opposing parties.

If you are following this politician, you see this exchange, and want to be on the side of the group you identify with.

Building an online community creates a group that shares values and opinions. People want to feel like they belong, so they seek out members who share similar political opinions as themselves. Apps like TikTok allow young adults to create collections and groups that create political movements and engage in protests through the creation of short videos. Politicians are aware that new, young voters are engaged in this discourse, which results in ".. rise in politicians adopting social media behaviors that are resemble other influencers, the potential for exposure to subjective one-sided information, necessitates an investigation into the types of political content that youth are likely to engage with on the platform." (Shohana, 2025). Political campaigns have adopted TikTok as an outreach source to connect with their young audience. In this case, we see that engagement is key. Social media is a tool to access one sided political content if that is what you are seeking. Meaning that what you engage with is what you are likely to create a connection with, people become emotionally invested and dive further into this connection. There is limited research on how this engagement has developed since the introduction of newer apps such as Tik Tok. There is a question of how exposure to content on apps such as this will affect college students' attitudes over time.

The extensive use of social media among college students leads to an increase of exposure to political content, which could strengthen affective polarization. This results from a distrust in members of opposing political parties, and creates in-group out-group mentalities. Negative partisanship is how we define these views towards our groups. Negative partisanship is the forming of political opinions based on the opposition, or disliking of an opposing political party (Abramowitz, 2016). Both affective polarization and negative partisanship impact how we

view political parties, and one of the driving contributors to this perception is what we see on social media, specifically Instagram and TikTok.

College students are at a crucial point in life where they are exposed to new ideas and political discourse. The mechanism of social identity ties into the respondent having an emotional response. People want to feel like they have a group that they belong to, “Revisiting the definition of affective polarization, the concept refers to positive feelings toward co-partisans and negative feelings toward out-partisans, and according to social identity theory, it is human nature to distinguish between in-group and out-group members.” (Lee, 2025). The idea is not that college students lack political information, rather, they want to fit in. Young adults are in a less established place in life in terms of figuring out who they are as a person. This is a susceptible group of people who want to find an in-group. People see their opposition as untrustworthy, and therefore they lack the willingness to share political ideas with them(Toralf, 2025). People may want to engage in political debate but are too afraid to do so, “These dynamics can make cross-ideological dialog feel emotionally charged or socially risky, leading people to approach difficult conversations only with those they perceive as ideologically aligned while avoiding or shutting down interactions with those they view as part of the opposition.” (Toralf, 2025). Negative partisanship has created a culture where people are afraid to share political opinions. There will always be opposition to you in your group, the out group is villainized and therefore it's hard to share ideas with them. There is a lack of research that uses the framework on social media situations.

The idea of associating with a certain group lends itself to the relationship between social media and political polarization. The self engaging mechanism furthers the previously mentioned social identity, “Politically consistent social media users are more likely to ‘follow’, ‘like’, and

communicate with others that share their political attitudes, and to disconnect from users that express disparate opinions." (Moss, 2020). Engagement is increased when it's content that people can relate to, whether that be from friends and family or political groups. There is a space provided that makes it easy to communicate with members of your group while also having the ability to disconnect and reject content posted by opposing groups. This creates a radicalization of political opinions as people consistently engage with people who share the same beliefs as themselves. Disagreements on social media are identified and understood in ways that bring about concern, since political discourse in the US has become increasingly polarized (Burke, 2025). People have become more emotionally charged when connecting to their partisan groups. This is dangerous as it widens the politically polarized gap as it furthers emotional triggers that bond political parties to one another. It creates a space where there is no room for discourse or debate. People are so invested in their cause and constantly reinforced by their group.

Limitations

One of the biggest limitations of my study is that most studies show correlation of social media and negative affective polarization rather than the mechanisms that lead to those attitudes. The studies listed do not test how exposure has led to polarization, rather just states that it does. This leads to a lack of focus on the mechanisms that have led to negative feelings about political content. Mechanisms such as social identity, engagement, in-group dynamics are prominent but not tested within these sources. This leads to a gap of why engagement on social media makes people upset, there needs to be more of an explanation. My study aims to give explanation to how these mechanisms coupled with exposure to political content evokes an emotional response from college students.

Methodology

I conducted my survey on how exposure to political content on social media influences political polarization among college students. The survey was created on Google forms and it consisted of 13 questions. I reached out to former professors at Syracuse University within the Sociology department, and they sent around my survey through an email chain to other Sociology majors. At Skidmore specifically, I reached out to Bob Turner at the Political Science Department and he sent around my survey to current Political Science majors. I repeated this process by cold-emailing professors within the Sociology department at the University Wisconsin-Madison, and UCSB. These institutions were chosen due to US News & World Report listing them as some of the top public Sociology programs in the United States. I researched colleges and universities from around the United States to gain a large sample size and wider range of political affiliation. Additionally, I posted the QR code of my survey around Skidmore, and had a peer do the same at Syracuse University. The questions of the survey were chosen from previously existing surveys, with the exception of basic demographic questions. The survey resulted in 76 responses. The respondents ranged from ages 18 and 22. There were 5 Republican respondents, 9 independent respondents and 45 Democrat respondents, the remaining respondents opted to prefer not to say or choose the option something else. All participants agreed to have their anonymous answers in my survey through the agreement within a consent form. This consent form was shown at the beginning of my survey, and participants had to click "I agree" in order to be shown the actual survey.

This study examines if participants recorded responses revealed a correlation between exposure to political content and the resulting affective polarization. The independent variables were narrowed down to 4 variables, how often respondents interact with social media, the

importance that news sources share their political opinions, how much respondents trust news from social media, and the effect they believe social media has on the United States.

The dependent variable of affective polarization amongst college students was measured by the survey question which ranges how social media makes the respondent feel. The answer options ranged from them being worn out by political content, to them saying they like seeing political content. This variable was recorded throughout the data as Feelings Pol. content on SM. The control variables within this survey were age range, political affiliation, and gender. These were measured as demographic information at the end of the survey.

My data preparation consisted of importing my survey response data into SPSS. Within SPSS, I recorded my nominal variables, such as gender, into coded dummied labels(1=Female 0= Male and NonBinary). I also coded the ordinal variables into numeric labels using a 5-point scale (1=very liberal to 5=very Republican). Missing data found in SPSS was handled through listwise deletion, the elimination of that response altogether. To test my variables, I calculated my descriptive statistics, including the median, mode, mean and the standard deviation.

Data analysis began by testing the bivariate relationships among my variables by running a descriptive chart and a correlation table. I created 3 regression models to examine how exposure was potentially related to affective polarization. I then visualized relationships between variables after cleaning my descriptive data, correlation and three regressions in excel. These final tables were then transferred to Microsoft Word for a more appealing presentation.

A challenge I ran into was trying to combat low response rates of the survey. To alleviate this, my survey was sent to Universities in a multitude of US regions. It was assumed that not every Professor I contacted would share the survey, and that not every student would answer the

survey if it was shared. To avoid potential generalization based on small sample sizes, I made sure the survey reached as many people as possible, and in as many states as possible.

A limitation of my study was the lack of randomization. Respondents self-select whether or not to engage with the study. This could result in people who are already more politically involved choosing to take the survey, as there is no direct incentive. The survey was also only sent through email to Sociology and Political Science majors, with the exception of QR codes being posted on Skidmore and Syracuse's campuses. Another limitation to this study is the fact that the departments disseminating the survey are all humanities disciplines, it is likely that disseminating the survey to STEM students would yield different results.

Results

Descriptives

Table 1 shows the descriptive statistics for all tested variables within this analysis. The sample included 76 respondents, with 63 being valid (N) responses after coding for missing variables. The control variables and demographic data for the sample was collected by asking questions such as if they are a current college student, what do they define their gender as, what their race is, and what their political party affiliation was. The majority of respondents identify themselves as white and female. These two variables are coded as white = 1, and every other option = 0. The same went for race, 1= white, everything else =0. The mean of both the white and female variable was .7, which means that the majority of the respondents were closer to the answer 1. Both of these variables were dummied, but choosing which political party was not. The different parties were presented as a scale 1 being the most democratic to 6 being the most republican. The mean of this variable was 1.7, meaning the majority of respondents were democrat.

The four independent variables are labeled as Interact with Pol. content, Importance news share Pol. opinion, Trust in news from SM, Effect SM has on the US. The label Pol. is abbreviated for Political, and the label SM is abbreviated for social media. 76 respondents answered the first independent variable, which is interaction with social media The mean is 3.0 on a scale of 1- never and 4- often, meaning that respondents lean towards using social meaning more frequently, the SD = 1 so the points have some variation. The second independent variable has 75 responses, it's a moderate relationship that respondents care that news sources share the same political opinion as themselves. The mean of this variable was 3.1, so respondents tended to think it was somewhat important, there was some variation within this as the SD is 0.9. The third variable, trust in news sources, had 76 responses and was mixed with a mean of 2.5 which is at the mid way point of the scale from 1-4. For the last independent variable there were 74 responses, most respondents viewed the effect of social media on the United States negatively. The mean was 1.6 on a 1-3 scale, with 1=negative 2=moderate and 3=positive, so respondents tended to be more negative.

The dependent variable tested was feelings about political content on social media. This variable is labeled as Feelings Pol. content on SM, and there were 71 answers to this question. Responses are scales 1-3, 1= respondents being worn out by social media, 2= doesn't feel strongly, and 3= respondent likes seeing political content on social media. The mean was 1.7, which is below the moderate score of 2. This means that respondents felt more worn out by seeing political content on social media.

Correlation

Bivariate correlations between all independent, control, and dependent variables are exhibited in Table 2. Significant relationships are recorded as † p<.10, *p < .05, ** p< .01, ***

p<.001. At the .05 level, there is a correlation between interaction with political content and feelings about seeing political content on social media. The level of significance is -.227, which means that it is negatively correlated and the more respondents interact with social media, the more negatively they feel about what they see. Another significant correlation is that females are more likely to have positive feelings about what they see on social media, as the level of significance is .235, which is also at the .05 level. No other variables posed a statistically significant correlation with the dependent variable of feelings about seeing political content on social media.

There are other variables that have a significant correlation, but not with the dependent variable. Examples of this as seen in Table 2 are that females are more likely to be democrats, with the significance being -.396**, at the .01 level. This is a moderate correlation, and since it's negative that means that females are more likely to correlate lower coded variables with a political party, which is more democratic, 1= democrat. Females also have a strong correlation with wanting news to share their political opinion. The significance of this relationship is .367**, meaning it exists at the .01 level.

Regressions

I hypothesized that two of the independent variables, interacting with social media frequently and importance of news sharing political opinions would have the strongest correlation with the dependent variable, which is feelings about political content on social media. The first regression tested these two independent variables with the dependent, the sample size of this was N= 63. As shown in Table 3, there is a -0.265** negative significance between the variable interacting with political content and feelings about seeing political content on social media. Given this, people who interact more on social media tend to have more negative feelings

about what they see online. The variable of importance of sharing political opinion has a more moderate statistical significance of 0.202†. There is a relationship, but at a less significant level of p<.1. Respondents that prefer seeing political news that shares their opinion are more likely to feel better about the political content they see on social media. The R^2 value is only at 12%, meaning 88% of variation is unaccounted for, meaning it's due to something not attributed in the model.

The second regression in Table 4 ran tested all 4 independent variables and the dependent, and the sample size remains the same at N=63. Given the addition of the variables trust in news from social media and the effect social media has on the United States, there is no longer a statistically significant relationship between the importance of news sources sharing political opinions and how people feel about political content on social media. There is still a significant relationship between interaction with political content and feelings about political content on social media, but it is less significant at -0.268*. The R ^2 value has risen, and is now at 17%, with around 83% of the variation unaccounted for.

The last regression included all independent variables and controls, as well as the dependent. Table 5 shows the sample size remained the same and the R^2 value rose to a bit more than 24%. Interacting with political content had a statistical relationship with feelings about political content on social media, there was a negative correlation at the .05 level, -0.287. This again shows the more interaction, the worse the respondent feels. Given the addition of the control, the variable Female had a statistically significant relationship of 0.409† at the .1 level. Gender has an effect on whether or not someone likes the political content they see on social media, and women seem to feel more positive about the content than men.

Discussion

The key findings are that frequent interaction with political content on social media feel more worn out about political content. This suggests that increased exposure to political content may be a causing factor to young adults, specifically college students, feeling emotionally exhausted. The original hypothesis was that both frequent interaction with political news and importance of news sites sharing political opinion would be significant in causing negative feelings about political content among college students. However, the importance of news sharing political opinions has been shown to not have a statistically significant relationship to the dependent variable of feelings about seeing politics online. Additionally, females reported having more positive feelings when interacting with political content on social media than males. The other variables such as trust in news from social media, and effect participants believe social media has on the US, political party and race were not correlated with feelings about political content.

The statistically significant correlation between increased interaction with political content and feeling negatively aligns with Moss's research that college students are more likely to interact with political content than any other age group. My findings however show that not only do college students interact more with this political content, but it makes them feel worse emotionally when doing so. Furthermore, this emotional strain is in line with both Lee and Toralf, who researched how viewing individuals as the opposition is in fact emotionally charged. These researchers provided a framework that shows that social identity influences how we see people who both share our opinions and those who differ from them. My findings suggest that it is not political content from differing opinions that is distressing, rather it is the exposure to political content as a whole.

This study suggests that college students are both the group most exposed to and most emotionally affected by political content on social media. A cycle has been produced that people are continuously interacting with political content and feeling worse and more worn out by what they see. In political terms, this is significant as it could explain the decrease in civic engagement in participants between the ages of 18-22. Furthermore, it could help to explain the lack of discourse of political opinions,and the growth of negative views of differing political parties. Future research within this framework could focus on a particular platform and analyze how information is presented to viewers, and what type of visuals people tend to interact with more.

There were a few limitations to this study overall. The most glaring is the limited sample size. Overall there were 76 respondents, most of which were white, female, and democratic leaning. There was an attempt to avoid this, as multiple colleges were reached out to, but survey fatigue seemed to come into play here. Based on the demographic information, generalization is limited within my study. Furthermore, this was a self-selected survey which could have resulted in more politically informed respondents choosing to interact with my survey. This could have also led to bias.

It was surprising that being a female led to a more positive relationship between viewing political content. This contrasts the main finding within this research paper. It could suggest that gender plays a role in whether or not respondents feel more negatively about political content. Future research could explore and determine if there is a reliable relationship or if this resulted from lack of randomization among my sample size.

More experimental designs could be implored in future research to test how affective polarization is developed over time amongst college students. Additionally, there would need to be a much larger sample size from Universities from around the United States to make the results

generalizable. Not only would this sample size be more geographically diverse, but it could also focus on a wider range of majors than Political Science and Sociology majors, this could possibly be achieved through an incentive which I did not provide. Future studies could also specifically look at certain social media platforms over others and analyze which has the most political content available and what appeals to college aged adults the most.

In all, this study highlights how more frequent political engagement on social media sites can lead to more negative feelings within college students. Students that opt to engage more with political content tend to feel more worn out than students who do not interact with political content as frequently. This supports the claim that it is exposure that leads to emotional drainage rather than solely the differentiation of political opinion. This emotional strain could be cause for affective polarization to be on the rise within the United States. The original hypothesis is not fully supported as it was suggested that news sharing political views would also be a significant factor, but there was no significant relationship with negative or positive emotional response. This in turn suggests that it is solely the volume and exposure that leads to students feeling emotionally worn out by political content.

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Appendix

Table 1, Descriptive Statistics

	N	Minimum	Maximum	Mean	SD
Feelings Pol. content on SM	71	1	3	1.7	0.8
Interact with Pol. content	76	1	4	3.0	1.0
Importance news share Pol. opinion	75	1	5	3.1	0.9
Trust in news from SM	76	1	4	2.5	0.6
Effect SM has on the US	74	1	3	1.6	0.8
White	76	0	1	0.7	0.5
Female	76	0	1	0.7	0.5
Pol. party affiliation	68	1	6	1.7	1.2
Valid N (listwise)	63				

Table 2, Correlation Matrix

		Feelings Pol. content on SM	Interact with Pol. Content	Importance news share Pol. Opinion	Trust in news from SM	Effect SM has on the US	White	Female	Pol. party affiliation
Feelings Pol. content on SM	Pearson Correlation	-							
Interact with Pol. Content	Pearson Correlation	-.277*	-						
Importance news share Pol. Opinion	Pearson Correlation	0.137	0.21	-					
Trust in news from SM	Pearson Correlation	0.147	0.049	0.155	-				
Effect SM has on the US	Pearson Correlation	0.196	-0.083†	0.219	-0.03	-			
White	Pearson Correlation	-0.2	0.207	-0.052†	0.002	-0.049	-		
Female	Pearson Correlation	.235*	0.145	.367**	0.182	0.045	-0.057†	-	
Pol. party affiliation	Pearson Correlation	0.027	-.276*	-.270*	-0.204	-0.067†	0.008	-.396**	-
† p<.10, *p < .05, ** p< .01, *** p<.001									

Table 3, Regression 1, Hypothesis

Dependent Variable: Feeling about seeing Political Content on Social Media

Model 1		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	1.894	0.425		4.453	<.001 ***
	Interact with Pol. Content	-0.265	0.096	-0.32	-2.746	0.008 **
	Importance news share Pol. Opinion	0.202	0.115	0.204	1.754	0.084 †

	R^2	**0.117**				
	N	**63**				
***p < .05, ** p<.01, *** p <.001, †p< .1**						

Table 4, Regression 2, All Independent
Dependent Variable: Feeling about seeing Political Content on Social Media

Model 2		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
	(Constant)	1.331	0.586		2.269	0.027*
	Interact with Pol. Content	-0.268	0.101	-0.314	-2.645	0.01*
	Importance news share Pol. Opinion	0.133	0.123	0.133	1.076	0.286
	Trust in news from SM	0.23	0.163	0.163	1.408	0.164
	Effect SM has on the US	0.143	0.119	0.142	1.197	0.236
	R^2	0.165				
	N	63				
***p < .05, ** p<.01, *** p <.001**						

Table 5, Regression 3, Independent + Controls

Dependent Variable: Feeling about seeing Political Content on Social Media

Model 3		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
	(Constant)	1.429	0.677		2.112	0.039*
	Interact with Pol. Content	-0.287	0.111	-0.335	-2.574	0.013*
	Importance news share Pol. Opinion	0.067	0.128	0.069	0.522	0.604
	Trust in news from SM	0.174	0.163	0.129	1.067	0.291

	Effect SM has on the US	0.199	0.12	0.201	1.66	0.103
	White	-0.22	0.223	-0.121	-0.99	0.326
	Female	0.409	0.238	0.227	1.719	0.091†
	Pol. party affiliation	0.05	0.092	0.071	0.54	0.591
	R^2	0.246				
	N	63				
***p < .05, ** p<.01, *** p <.001, †p< .1**						

<u>Work Done on data collection and analysis:</u>

Consent For Survey:
We invite you to participate in a poll about Exposure to Political content on Social Media influencing Polarization. The participation of people like you is necessary to help make the survey accurate. This online survey takes about 4 minutes to complete, and your answers are anonymous. The data for this study will be collected via google forms. All reasonable measures to protect your identity and responses are guaranteed, using the same high level of security that financial institutions use, and it is unlikely that anyone could access your data. You are encouraged to clear your computer's cache and browser history after completing the survey to protect your privacy. The results will be used in a class research project, but they will not include any information that could identify you. If you have questions about this survey, please email us at ebeckwith@skidmore.edu.

Rough Cut of Survey Questions (was re arranged in final google form):

1. Are you a current college student?
   Yes
   No

2. Select which gender you identify with
   Male
   Female
   Non binary
   Something else
   Prefer not to say

3. Which Race/ethnicity best describes you..
   Hispanic or Latino
   Native American or Alaskan Native
   Asian
   Black or African American
   Middle Eastern
   Native Hawaiian or Pacific Islander
   White
   Prefer not to say

4. In politics today, do you consider yourself a…
   Republican
   Democrat
   Independent
   Republican leaning
   Democrat leaning
   Something else
   Prefer not to say

ASK ALL:
PARTY In politics today, do you consider yourself a...
ASK IF INDEP/SOMETHING ELSE (PARTY=3 or 4 or REFUSED):
PARTYLN As of today do you lean more to...

	Republican	Democrat	Independent	Something else	No answer	Lean Rep	Lean Dem
July 13-19, 2020	28	29	27	15	1	17	21

5. Do you use social media sites like Instagram or TikTok?

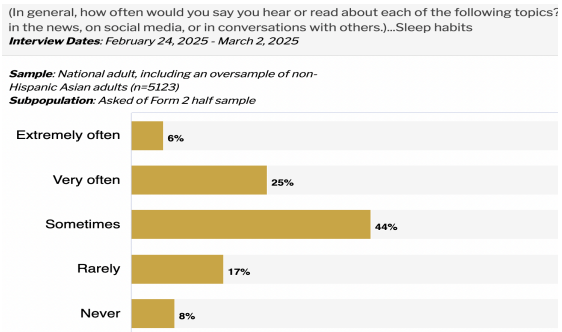
Yes, I do use social media sites
No, I do not use social media sites
Prefer Not to Say

ASK IF INTERNET USER (XTABLET=2) [N=9,925]:
SNSUSE Do you ever use social media sites like Facebook, Twitter, or Instagram?

Sept 8-13, 2020	
76	Yes, I use social media sites
24	No, I do not use social media sites
*	No answer

6. Which social media apps do you most frequently use? (FIND SOURCE)
   Instagram
   TikTok
   Facebook
   Twitter
   Discord
   Prefer not to say
7. In general, how often would you say you see or read about political news on social media?

Extremely often
Very often
Sometimes
Rarely
Never
Prefer not to say



8. How often, if ever, do you interact (like, comment, share) with political content?

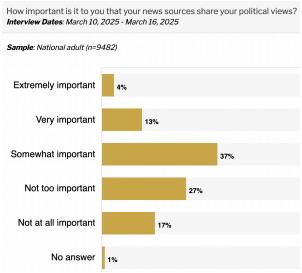
Often
Sometimes
Rarely
Never
Prefer not to say

ASK IF SOCIAL MEDIA USER (SNSUSE=1) [N=7,453]:
AVOIDPT1 How often, if ever, do you post or share things about political or social issues on social media?

Sept 8-13, 2020

9	Often
20	Sometimes
30	Rarely
40	Never
*	No answer

9. How important is it to you that your news source shares your political views?
Extremely important
Very Important
Somewhat important
Not too important
Not at all important
Prefer not to say



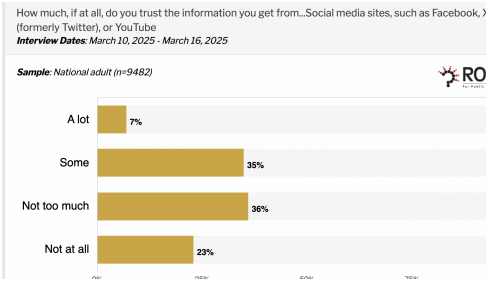
10. In the past year, have you changed your views about a political or social issue because of something you saw on social media?
    Have changed my views
    Have not changed my views
    Prefer not to say

ASK ALL
SM11 In the past year, have you changed your views about a political or social issue because of something you saw on social media?

May 29-Jun 11 2018	
14	Have changed my views
80	Have not changed my views
1	No Answer

https://www.pewresearch.org/wp-content/uploads/2018/08/FT_18.08.15_SocialMedia_ToplineMethodology.pdf

11. How much, if at all, do you trust the information you get from social media sites?
    A lot
    Some
    Not too much
    Not at all
    Prefer not to say



12. In your experience, when you talk about politics with people on social media who you disagree with, do you generally find that…
    You have more in common politically than you thought
    You have less in common politically than you thought
    Prefer not to say

In your experience, when you talk about politics with people on social media who you DISagree with, do you generally find that... **[RANDOMIZE]**

	June 3-17, 2019	July 12-Aug 8, 2016
You have more in common politically than you thought	26	29
You have less in common politically than you thought	67	64
No answer	7	7

Thinking about the posts and discussions you see on social media about politics, which comes closer to your view?
I like seeing lots of political posts and discussions on social media
I am worn out by how many political posts and discussion I see on social media
I don't feel strongly about these posts one way or another

Prefer not to say

Thinking about the posts and discussions you see on social media about politics and the 2020 election, which comes closer to your view?

	June 3-17, 2019	July 12-Aug 8, 2016[2]
I like seeing lots of political posts and discussions on social media	15	20
I am worn out by how many political posts and discussions I see on social media	46	37
I don't feel strongly about these posts one way or the other	38	41
No answer	1	2

13. Overall, what effect would you say social media has on the way things are going in the United States today?
    Mostly positive effect
    Mostly negative effect
    Neither positive nor negative effect
    Prefer not to say

Overall, what effect would you say social media has on the way things are going in this country today?

Mostly positive effect
Mostly negative effect
Neither positive nor negative effect
No answer

Google Form Survey:
https://forms.gle/nzFG4EnpxXnkPKaa8 (I'm sorry I had to copy a url, it would not let me paste all the questions with its answer options)

Creation of QR Code:

Political Sociology Survey
Please take it

All Emails Sent to Other Schools to spread survey:

"Bob Turner" <bturner@skidmore.edu>
Hello Professor Turner,
I was hoping you could share my survey in your Political Science email chain. The survey measures if exposure to political content has an influence on affective polarization among college students. Let me know if this is possible- I'd really appreciate it.

Below is the link to my google form.

https://docs.google.com/forms/d/e/1FAIpQLSeU1frpSYsgL3WzEl_KqWV8fTM8NSD6X-wnYPPYFup6d9z9LQ/viewform?usp=header

Thank you and see you soon,

Emma Beckwith

"wjoliver@syr.edu" <wjoliver@syr.edu>
Hello Professor Oliver,

I hope you've been doing well! I took your SOC 318 class at Syracuse a few years ago. I am now at Skidmore and am a Political Science and Sociology double major. I'm collecting data for a Sociology class project of mine and was hoping I could have your help through sharing my survey with your email list/class. I am conducting a research project which focuses on if exposure to political content on social media influences political polarization among college students. Attached below is my survey, it would be very helpful if you could share it out for me!

https://docs.google.com/forms/d/e/1FAIpQLSeU1frpSYsgL3WzEl_KqWV8fTM8NSD6X-wnYPPYFup6d9z9LQ/viewform?usp=header

Thank you very much,
Emma Beckwith

"sbpralle@syr.edu" <sbpralle@syr.edu>
Hello Professor Pralle,

I hope you've been doing well! My name is Emma Beckwith, I took your American Social Movements class a few years ago. Since then, I have transferred to Skidmore College and am now a Political Science and Sociology double major. I'm collecting data for a Sociology class project of mine and was hoping I could have your help through sharing my survey with your email list/class. I am conducting a research project which focuses on if exposure to political content on social media influences political polarization among college students. Attached below is my survey, it would be very helpful if you could share it out for me!
https://docs.google.com/forms/d/e/1FAIpQLSeU1frpSYsgL3WzEl_KqWV8fTM8NSD6X-wnYPPYFup6d9z9LQ/viewform?usp=header

Thank you very much,

Emma Beckwith

"egrodsky@ssc.wisc.edu" <egrodsky@ssc.wisc.edu>
Hello Professor Grodsky,

My name is Emma Beckwith, I am a Sociology and Political Science double major at Skidmore college. I am reaching out to request your help. I'm collecting data for a Sociology class project of mine and was hoping you could share my survey with your email list/class. I am conducting a research project which focuses on if exposure to political content on social media influences political polarization among college students. I am reaching out to Universities and Colleges from around the United States to reach a wide range of respondents. Attached below is my survey, it would be very helpful if you could share it out for me. Thank you, I appreciate your time.
https://docs.google.com/forms/d/e/1FAIpQLSeU1frpSYsgL3WzEl_KqWV8fTM8NSD6X-wnYPPYFup6d9z9LQ/viewform?usp=header

Thank you again,
Emma Beckwith

"lhajjar@ucsb.edu" <lhajjar@ucsb.edu>
Hello Professor Hajjar,

My name is Emma Beckwith, I am a Sociology and Political Science double major at Skidmore college. I am reaching out to request your help. I'm collecting data for a Sociology class project of mine and was hoping you could share my survey with your email list/class. I am conducting a research project which focuses on if exposure to political content on social media influences political polarization among college students. I am reaching out to Universities and Colleges from around the United States to reach a wide range of respondents. Attached below is my survey, it would be very helpful if you could share it out for me. Thank you, I appreciate your time.

https://docs.google.com/forms/d/e/1FAIpQLSeU1frpSYsgL3WzEl_KqWV8fTM8NSD6X-wnYPPYFup6d9z9LQ/viewform?usp=header

Thank you again,
Emma Beckwith

SPSS Output of only USED charts:

Descriptive Chart SPSS

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
HowPeopleFeelScialMediaPol	71	1	3	1.73	.844
InteractPolContent	76	1	4	3.01	1.039
NewsSharePolView	75	1	5	3.12	.854
TrustNewsSocialMedia	76	1	4	2.53	.642
EffectSocialMediaUnitedState	74	1	3	1.55	.846
White	76	.00	1.00	.7237	.45015
Female	76	.00	1.00	.6711	.47295
WhichPolParty	68	1	6	1.65	1.182
Valid N (listwise)	63				

Correlation:

Correlations

		HowPeopleFeelScialMediaPol	InteractPolContent	NewsSharePolView	TrustNewsSocialMedia	EffectSocialMediaUnitedState	White	Female	WhichPolParty
HowPeopleFeelScialMediaPol	Pearson Correlation	1	-.277*	.137	.147	.196	-.200	.235*	.027
	Sig. (2-tailed)		.019	.254	.223	.106	.095	.049	.830
	N	71	71	71	71	69	71	71	65
InteractPolContent	Pearson Correlation	-.277*	1	.210	.049	-.083	.207	.145	-.276*
	Sig. (2-tailed)	.019		.071	.672	.483	.072	.213	.023
	N	71	76	75	76	74	76	76	68
NewsSharePolView	Pearson Correlation	.137	.210	1	.155	.219	-.052	.367**	-.270*
	Sig. (2-tailed)	.254	.071		.183	.062	.659	.001	.026
	N	71	75	75	75	73	75	75	68
TrustNewsSocialMedia	Pearson Correlation	.147	.049	.155	1	-.030	.002	.182	-.204
	Sig. (2-tailed)	.223	.672	.183		.799	.983	.115	.094
	N	71	76	75	76	74	76	76	68
EffectSocialMediaUnitedState	Pearson Correlation	.196	-.083	.219	-.030	1	-.049	.045	-.067
	Sig. (2-tailed)	.106	.483	.062	.799		.680	.706	.592
	N	69	74	73	74	74	74	74	66
White	Pearson Correlation	-.200	.207	-.052	.002	-.049	1	-.057	.008
	Sig. (2-tailed)	.095	.072	.659	.983	.680		.626	.947
	N	71	76	75	76	74	76	76	68
Female	Pearson Correlation	.235*	.145	.367**	.182	.045	-.057	1	-.396**
	Sig. (2-tailed)	.049	.213	.001	.115	.706	.626		<.001
	N	71	76	75	76	74	76	76	68
WhichPolParty	Pearson Correlation	.027	-.276*	-.270*	-.204	-.067	.008	-.396**	1
	Sig. (2-tailed)	.830	.023	.026	.094	.592	.947	<.001	
	N	65	68	68	68	66	68	68	68

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Regression 1 SPSS-

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.342[a]	.117	.091	.805

a. Predictors: (Constant), NewsSharePolView, InteractPolContent

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.830	2	2.915	4.496	.015[b]
	Residual	44.085	68	.648		
	Total	49.915	70			

a. Dependent Variable: HowPeopleFeelScialMediaPol

b. Predictors: (Constant), NewsSharePolView, InteractPolContent

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.894	.425		4.453	<.001
	InteractPolContent	-.265	.096	-.320	-2.746	.008
	NewsSharePolView	.202	.115	.204	1.754	.084

a. Dependent Variable: HowPeopleFeelSocialMediaPol

Regression 2 SPSS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.406[a]	.165	.112	.802

a. Predictors: (Constant), EffectSocialMediaUnitedState, TrustNewsSocialMedia, InteractPolContent, NewsSharePolView

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.120	4	2.030	3.155	.020[b]
	Residual	41.184	64	.644		
	Total	49.304	68			

a. Dependent Variable: HowPeopleFeelSocialMediaPol

b. Predictors: (Constant), EffectSocialMediaUnitedState, TrustNewsSocialMedia, InteractPolContent, NewsSharePolView

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.331	.586		2.269	.027
	InteractPolContent	-.268	.101	-.314	-2.645	.010
	NewsSharePolView	.133	.123	.133	1.076	.286
	TrustNewsSocialMedia	.230	.163	.163	1.408	.164
	EffectSocialMediaUnitedState	.143	.119	.142	1.197	.236

a. Dependent Variable: HowPeopleFeelSocialMediaPol

Regression 3 SPSS:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.496[a]	.246	.150	.767

a. Predictors: (Constant), WhichPolParty, White, EffectSocialMediaUnitedState, TrustNewsSocialMedia, InteractPolContent, NewsSharePolView, Female

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.540	7	1.506	2.562	.023[b]
	Residual	32.318	55	.588		
	Total	42.857	62			

a. Dependent Variable: HowPeopleFeelSocialMediaPol

b. Predictors: (Constant), WhichPolParty, White, EffectSocialMediaUnitedState, TrustNewsSocialMedia, InteractPolContent, NewsSharePolView, Female

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.429	.677		2.112	.039
	InteractPolContent	-.287	.111	-.335	-2.574	.013
	NewsSharePolView	.067	.128	.069	.522	.604
	TrustNewsSocialMedia	.174	.163	.129	1.067	.291
	EffectSocialMediaUnitedState	.199	.120	.201	1.660	.103
	White	-.220	.223	-.121	-.990	.326
	Female	.409	.238	.227	1.719	.091
	WhichPolParty	.050	.092	.071	.540	.591

a. Dependent Variable: HowPeopleFeelSocialMediaPol

All Recorded Syntax:

```
DATASET ACTIVATE DataSet1.
AUTORECODE VARIABLES=DoyouusesocialmediasiteslikeInstagramorTikTok
  /INTO usesocialmedia
  /BLANK=MISSING
  /PRINT.

AUTORECODE VARIABLES=Ingeneralhowoftenwouldyousayyouseeorreadaboutpoliti
  /INTO howoftensocialmedia
  /BLANK=MISSING
  /PRINT.

RECODE howoftensocialmedia (1=5) (2=1) (3=2) (4=3) (5=4) (ELSE=SYSMIS).
EXECUTE.

DATASET ACTIVATE DataSet2.
AUTORECODE VARIABLES=Whichsocialmediaappsdoyoumostfrequentlyuse
  /INTO whichappsuse
  /BLANK=MISSING
  /PRINT.

AUTORECODE VARIABLES=Howoftenifeverdoyouinteractlikecommentsharewith
  /INTO InteractPolContent
  /BLANK=MISSING
  /PRINT.

AUTORECODE VARIABLES=Howimportantisittoyouthatyournewssourcesharesyourpol
  /INTO newssharepolview
  /BLANK=MISSING
  /PRINT.
```

```
AUTORECODE VARIABLES=Inthepastyearhaveyouchangedyourviewsaboutapolitical
  /INTO Pastyearviewschanged
  /BLANK=MISSING
  /PRINT.

AUTORECODE VARIABLES=Howmuchifatalldoyoutrusttheinformationyougetfroms
  /INTO Trust News Social Media
  /BLANK=MISSING
  /PRINT.

AUTORECODE VARIABLES=Inyourexperiencewhenyoutalkaboutpoliticswithpeopleon
  /INTO TalkAboutPoliticsDisagree
  /BLANK=MISSING
  /PRINT.

AUTORECODE VARIABLES=Thinkingaboutthepostsanddiscussionsyouseeonsocialmedia
  /INTO HowPeopleFeelScialMediaPol
  /BLANK=MISSING
  /PRINT.

AUTORECODE VARIABLES=Overallwhateffectwouldyousaysocialmediahasonthewayt
  /INTO EffectSocialMediaUnitedState
  /BLANK=MISSING
  /PRINT.

AUTORECODE VARIABLES=Areyouacurrentcollegestudent
  /INTO AreYouCollegeStudent
  /BLANK=MISSING
  /PRINT.

AUTORECODE VARIABLES=Selectwhichgenderyouidentifywith
  /INTO WhichGender
  /BLANK=MISSING
  /PRINT.

AUTORECODE VARIABLES=WhichRaceethnicitybestdescribesyouYoumaychoosemultiple
  /INTO WhichRace
  /BLANK=MISSING
  /PRINT.
```

```
AUTORECODE VARIABLES=Inpoliticstodaydoyouconsideryourselfa
  /INTO WhichPolParty
  /BLANK=MISSING
  /PRINT.


RECODE InteractPolContent (1=1) (3=2) (4=3) (2=4) (ELSE=SYSMIS).
EXECUTE.

RECODE TrustNewsSocialMedia (2=1) (3=2) (4=3) (1=4) (ELSE=SYSMIS).
EXECUTE.

RECODE NewsSharePolView (2=1) (3=2) (5=3) (6=4) (1=5) (4=6) (ELSE=SYSMIS).
EXECUTE.

DATASET ACTIVATE DataSet1.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Pastyearviewschanged
  /METHOD=ENTER NewsSharePolView InteractPolContent WhichAppsUse
HowOftenSocialMedia UseSocialMedia.

CORRELATIONS
  /VARIABLES= HowPeopleFeelScialMediaPol WhichPolParty EffectSocialMediaUnitedState
     TalkAboutPoliticsDisagree TrustNewsSocialMedia Pastyearviewschanged
    NewsSharePolView InteractPolContent HowOftenSocialMedia UseSocialMedia
  /PRINT=TWOTAIL NOSIG FULL
  /MISSING=PAIRWISE.

CROSSTABS
  /TABLES=HowPeopleFeelScialMediaPol EffectSocialMediaUnitedState NewsSharePolView
    Pastyearviewschanged TalkAboutPoliticsDisagree TrustNewsSocialMedia BY WhichRace
WhichGender
    WhichAppsUse UseSocialMedia HowOftenSocialMedia AreYouCollegeStudent
InteractPolContent
    WhichPolParty
```

```
  /FORMAT=AVALUE TABLES
  /STATISTICS=CHISQ
  /CELLS=COUNT
  /COUNT ROUND CELL.

FREQUENCIES VARIABLES=WhichPolParty WhichRace WhichGender
AreYouCollegeStudent
    EffectSocialMediaUnitedState HowPeopleFeelScialMediaPol TalkAboutPoliticsDisagree
    TrustNewsSocialMedia Pastyearviewschanged NewsSharePolView InteractPolContent
WhichAppsUse
    HowOftenSocialMedia UseSocialMedia
  /STATISTICS=MEAN MEDIAN MODE
  /ORDER=ANALYSIS.

DATASET ACTIVATE DataSet1.
DESCRIPTIVES VARIABLES=UseSocialMedia HowOftenSocialMedia WhichAppsUse
InteractPolContent
    NewsSharePolView Pastyearviewschanged TrustNewsSocialMedia
TalkAboutPoliticsDisagree
    HowPeopleFeelScialMediaPol EffectSocialMediaUnitedState AreYouCollegeStudent
WhichGender WhichRace
    WhichPolParty
  /STATISTICS=MEAN STDDEV MIN MAX.

FREQUENCIES VARIABLES=WhichRace
  /ORDER=ANALYSIS.

FREQUENCIES VARIABLES=WhichGender
  /ORDER=ANALYSIS.

FREQUENCIES VARIABLES=Areyouacurrentcollegestudent
  /ORDER=ANALYSIS.

RECODE WhichRace (9=1) (SYSMIS=SYSMIS) (1 thru 8=0) INTO White.
EXECUTE.

RECODE WhichPolParty (5=6) (6=5) (SYSMIS=SYSMIS).
EXECUTE.

RECODE WhichGender (1=1) (SYSMIS=SYSMIS) (2 thru 4=0) INTO Female.
```

```
EXECUTE.

DATASET ACTIVATE DataSet1.
FREQUENCIES VARIABLES=HowPeopleFeelScialMediaPol
  /ORDER=ANALYSIS.

DESCRIPTIVES VARIABLES=HowPeopleFeelScialMediaPol InteractPolContent
NewsSharePolView
    TrustNewsSocialMedia EffectSocialMediaUnitedState White Female WhichPolParty
  /STATISTICS=MEAN STDDEV MIN MAX.

CORRELATIONS
  /VARIABLES=HowPeopleFeelScialMediaPol InteractPolContent NewsSharePolView
TrustNewsSocialMedia
    EffectSocialMediaUnitedState White Female WhichPolParty
  /PRINT=TWOTAIL NOSIG FULL
  /MISSING=PAIRWISE.

REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10) TOLERANCE(.0001)
  /NOORIGIN
  /DEPENDENT HowPeopleFeelScialMediaPol
  /METHOD=ENTER InteractPolContent NewsSharePolView.

REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10) TOLERANCE(.0001)
  /NOORIGIN
  /DEPENDENT HowPeopleFeelScialMediaPol
  /METHOD=ENTER InteractPolContent NewsSharePolView TrustNewsSocialMedia
    EffectSocialMediaUnitedState.

REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10) TOLERANCE(.0001)
  /NOORIGIN
```

/DEPENDENT HowPeopleFeelScialMediaPol
/METHOD=ENTER InteractPolContent NewsSharePolView TrustNewsSocialMedia
EffectSocialMediaUnitedState White Female WhichPolParty.

All Charts Created in Excel:

Regressions:

Model 1		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	1.894	0.425		4.453	<.001***
	Interact with Pol. Content	-0.265	0.096	-0.32	-2.746	0.008**
	Importance news share Pol. Opinion	0.202	0.115	0.204	1.754	0.084†
	R^2	0.117				
	N	63				

*p < .05, ** p<.01, *** p <.001

Model 2		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	1.331	0.586		2.269	0.027*
	Interact with Pol. Content	-0.268	0.101	-0.314	-2.645	0.01*

Importance news share Pol. Opinion	0.133	0.123	0.133	1.076	0.286
Trust in news from SM	0.23	0.163	0.163	1.408	0.164
Effect SM has on the US	0.143	0.119	0.142	1.197	0.236
R^2	0.165				
N	63				

*p < .05, ** p<.01, *** p <.001

Model 3	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.429	0.677		2.112	0.039*
Interact with Pol. Content	-0.287	0.111	-0.335	-2.574	0.013*
Importance news share Pol. Opinion	0.067	0.128	0.069	0.522	0.604
Trust in news from SM	0.174	0.163	0.129	1.067	0.291
Effect SM has on the US	0.199	0.12	0.201	1.66	0.103
White	-0.22	0.223	-0.121	-0.99	0.326
Female	0.409	0.238	0.227	1.719	0.091†
Pol. party affiliation	0.05	0.092	0.071	0.54	0.591
R^2	0.246				
N	63				

*p < .05, ** p<.01, *** p <.001

Correlations Excel:

		Feelings Pol. content on SM	Importance news share Pol. Opinion	News Share PolView	Trust in news from SM	Effect SM has on the US	White	Female	Pol. party affiliation
Feelings Pol. content on SM	Pearson Correlation	1	-.277*	0.137	0.147	0.196	-0.2	.235*	0.027
	Sig. (2-tailed)		0.019	0.254	0.223	0.106	0.095	0.049	0.83
	N	71	71	71	71	69	71	71	65
Interact with Pol. Content	Pearson Correlation	-.277*	1	0.21	0.049	-0.083	0.207	0.145	-.276*
	Sig. (2-tailed)	0.019		0.071	0.672	0.483	0.072	0.213	0.023
	N	71	76	75	76	74	76	76	68
Importance news share Pol. Opinion	Pearson Correlation	0.137	0.21	1	0.155	0.219	-0.052	.367**	-.270*
	Sig. (2-tailed)	0.254	0.071		0.183	0.062	0.659	0.001	0.026
	N	71	75	75	75	73	75	75	68
Trust in news from SM	Pearson Correlation	0.147	0.049	0.155	1	-0.03	0.002	0.182	-0.204
	Sig. (2-tailed)	0.223	0.672	0.183		0.799	0.983	0.115	0.094
	N	71	76	75	76	74	76	76	68

Effect SM has on the US	Pearson Correlation	0.196	-0.083	0.219	-0.03	1	-0.049	0.045	-0.067
	Sig. (2-tailed)	0.106	0.483	0.062	0.799		0.68	0.706	0.592
	N	69	74	73	74	74	74	74	66
White	Pearson Correlation	-0.2	0.207	-0.052	0.002	-0.049	1	-0.057	0.008
	Sig. (2-tailed)	0.095	0.072	0.659	0.983	0.68		0.626	0.947
	N	71	76	75	76	74	76	76	68
Female	Pearson Correlation	.235*	0.145	.367**	0.182	0.045	-0.057	1	-.396**
	Sig. (2-tailed)	0.049	0.213	0.001	0.115	0.706	0.626		<.001
	N	71	76	75	76	74	76	76	68
Pol. party affiliation	Pearson Correlation	0.027	-.276*	-.270*	-0.204	-0.067	0.008	-.396**	1
	Sig. (2-tailed)	0.83	0.023	0.026	0.094	0.592	0.947	<.001	
	N	65	68	68	68	66	68	68	68

*p < .05, ** p<.01

Descriptives Excel:

	N	Minimum	Maximum	Mean	SD
Feelings Pol. content on SM	71	1	3	1.7	0.8
Interact with Pol. content	76	1	4	3.0	1.0
Importance news share Pol. opinion	75	1	5	3.1	0.9
Trust in news from SM	76	1	4	2.5	0.6
Effect SM has on the US	74	1	3	1.6	0.8
White	76	0	1	0.7	0.5
Female	76	0	1	0.7	0.5
Pol. party affiliation	68	1	6	1.7	1.2
Valid N (listwise)	63				

All Charts Transferred and Reformatted on Word as shown in earlier appendix.

Included above is the process I went through to produce this research paper. I put many and many hours both going to sociology and math PACs, meeting with Professors, coding and collecting data to produce this paper. At the beginning of this appendix you see my survey question rough draft in which I examined past surveys and rewrote questions to fit my research question. I then wrote out a consent statement that was attached to the beginning of my survey. Once revising my survey questions into a more appropriate order, I published my google form. Additionally, I had a QR code and printed out 30 copies which I taped all around Skidmore Campus. Furthermore, I sent out a multitude of emails to professors from around the US in hopes to spread my survey.

Once my data was collected, with the help of Professor Lindner I moved my data into SPSS and recorded most of my variables. Additionally, I dummied multiple variables to make them easier to code and correlate. I then re-arranged my variables and narrowed them down to my dependent, 4 independent variables, and my three control variables. I then ran multiple frequencies, descriptive charts, correlations, many more than I could fit onto this page, so I only included the graphs I ended up using. Once I had my tables, I copied them into excel and re-formatted them as well as cleaned my data by adding, *p < .05, ** p<.01, *** p <.001. Once again I transferred these cleaned charts to the word where I made my final edits.

I put a great amount of work into this product. I have spent the past few days leading up to turn in solely on revising my literature review section in hopes to clean it up. I'm not positive whether I've helped it or over-edited but I have been closely following the edit suggestions I received on the rough draft.

I appreciate all of the time Professor Lindner spent meeting with me as well as all the hours PAC helped me as well. I'm proud of my end product.