# Team_A_I.2
*by* William Weiner

**Project 1:**

**A. Interest   10/10**

**B. Research Questions 10/10**

**C. References  5/5**

**D. Sampling Frame  2/8**

**E. Target Population  4/8**

**F. Mode of Data Collection 5/5**

**G. Important Variables 4/4**

This is an extremely interesting idea but I would only support you continuing with this if you can do a much better job of describing a specific target population (what are the units - magazine issues? articles?  etc.) and a specific sampling frame from which you can do random sampling (what is the list of units from which you can take a random sample?)

**Project 2:**

**A. Interest   10/10**

**B. Research Questions 10/10**

**C. References  5/5**

**D. Sampling Frame  6/8**

**E. Target Population  8/8**

**F. Mode of Data Collection 5/5**

**G. Important Variables 4/4**

This is very doable, and an interesting topic.  please note that facebook, email, etc., are OK ways to contact people you've already identified to be in your sample (by random sampling) but NOT an OK method to recruit people for your sample.

**Total 88/100**

## Proposal 1: Frequency with Which Words Appear in Men's and Women's Magazines

**Members**: (Team A) Dev Doshi, Emily Gehrels, Will Weiner, Crystal Wray, Pavan Yalamanchili

**Description**:

*A. Why is this topic interesting? Why does this survey need to be done now? Is there a client for whom you might do the survey?*

**10/10**

This topic is interesting because the media have the ability to greatly influence people's perception of the world; therefore, a disconnect in word usage when targeting different genders may influence the way each gender speaks, or even thinks, about different issues. Understanding this disconnect will lead to better communication. A possible client might be magazine companies who want to offer their readers better advice on dealing with the opposite sex.

*B. What question(s) do you propose to study? Give a brief answer that would be understandable to a non-statistician.*

**10/10**

The study will compare the frequency with which different words appear in the love and sex advice columns in magazines targeting male populations versus those targeting female populations. It will control for different sub-categories such as magazines that target minorities, the LGBT communities, teens etc. It will also take into account the gender of the author of the column.

*C. What research has already been done on the topic or on the theoretical construct of central importance to your topic? What could be learned from the survey results?*

**5/5**

Dev Doshi

> Mandi Chikombero, Mthetho Tshemese. *Advice Columns in South African Print Publications*. August 1, 2009. http://www.onelovesouthernafrica.org/wp-content/uploads/2009/08/advice-columns-final-version-with-pic1.doc
> This report details the methodology and findings of a survey of advice columns in South African print publications. The methodology will be useful when we have to decide what advice columns to aggregate and how to code them. There are also useful insights into what kinds of findings are important to readers and writers of advice columns.

Emily Gehrels

> David Gauntlett. (2002) Media, Gender, and Identity: An Introduction. Routledge, London and New York. (Extracts available at www.theoryhead.com/gender/extract.htm).
> This book discusses much of the impact that media stereotyping has on both men and women. Chapters eight and nine of the book specifically discusses the emphasized themes of men's and women's magazines and the effect that these themes have on male and female psyche. It mentions how men's magazines are all about making women happy and becoming "good men" while women's magazines are more about boosting ones confidence. It would be interesting to see how the author came to these conclusions and whether the data from our survey supports his claims.

Will Weiner

Pusavat, Grace S. "Gender Perception Differences for Relationships Portrayed on Television" *Cornell University E-Commons* (May 2007) http://ecommons.library.cornell.edu/bitstream/1813/7822/1/Pusavat.%20Grace.pdf
This article is about the perception of gender roles in television. The key finding of the paper is that people favored TV characters more if they fit into 'traditional' gender roles. Additionally, it was found that these traditional roles are viewed differently between men and women. This seemed to be based on the different portrayals of these roles in programming targeted at men versus programming targeted at women. While not related to magazines directly, it shows the pervasiveness of the media's portrayal of gender. This helps inform our study by fueling the question 'what qualities are associated with traditional gender roles' as there is a motivation here for why that question matters.

Crystal Wray

Argamon, Shlomo, Moshe Koppel, Jonathan Fine, and Anat Rachel Shimoni. "Gender, Genre, and Writing Style in Formal Written Texts." *Text - Interdisciplinary Journal for the Study of Discourse* 23.3 (2003): 321-46. www.cs.biu.ac.il/~koppel/papers/male-female-**text**-final.pdf

This study suggests that there are lexical and syntactic differences between male and female writers. The study suggests that women tend to present ideas in an "involved" way ("I know that you know what I am referring to, therefore I will present the information as if we both know it") whereas men tend to present ideas in an informational way ("here are some details about the things being mentioned"). These two very different approaches to communication support the theory that there is a disconnect between men and women with regards to wording.

Pavan Yalamanchili

"Gender Targeting in Print Ads" by Danielle Miller http://www.aber.ac.uk/media/Students/dnm9901.html
This article points out similarities and differences between advertising to male and female audiences in print. According to the article, both men and women are influenced by what they perceive as being ideal for their appearance, intelligence, or other factors. The article claims that where the targeting differs between the sexes is in what qualities are considered ideal for men and women. Our research could provide further insight into the ways in which an audience is targeted through print based on their gender.

*D. What is the sampling frame? What population or populations do you plan to sample from? (This is the question many tend to miss).*

The sampling frame consists of love and sex advice columns from U.S. English-language magazines directed at male or female populations over 16 years of age. We will compare different subcatergories (magazines aimed at blacks, Latinos, and Asians, different age groups, different sexual orientations).

**Here is it especially important to be specific about exactly what magazines or issues will be eligible to be sampled. This is not a specific enough description.**

*E. What is the target population? To what population(s) do you wish to make inferences? How does*

*the target population differ from the sampling frame, for your survey? What possible sampling and non-sampling errors could arise in the survey that you plan to conduct? Explain each possible error, how it could occur, and how you suggest tackling it.*

**4/8**

**This is too broad to be useful. Which magazines? Which years? Which columns? Etc...**

The target population is U.S. English language magazines. We hope to make an inference about authors of love and sex advice columns in magazines that cater to a specific gender. There may be sampling bias because certain types of magazines (teen boys, for example) may be less likely to have a love and sex advice column. We could weight our responses to accurately reflect the U.S. population. There may also be coverage bias because we will not have access to all types of magazines, namely those with a very small readership that would not be available on the Internet. We could address this by finding print versions of local magazines.

**Doesn't make sense.**

*F. What is the mode of data collection? How do you plan to carry out the survey (e.g., by telephone, e-mail) and why?*

**5/5**

The data will be collected by reading through the advice columns. We will rate the frequency that certain concepts and phrases appear in two ways. The first will be via members of the group reading the advice columns and qualitatively listing what concepts were prominent in a given advice column in a given magazine. Ideally each column will be read by more than one group member to give a wider range of opinions to make sure that there is consistency in the trends that are being observed. Additionally we would like to use available free online software that will count the frequency with which words/phrases appear in a given text(for instance http://www.writewords.org.uk/phrase_count.asp) to get a quantitative idea whether certain phrases are more common in certain magazines than in others.

*G. What variables do you propose to measure*

**4/4**

We intend to measure the most common topics/themes that appear in these columns, so this may include things like mentions of the opposite sex vs own sex, mentions of gender roles in love, relationship advice versus sex advice, etc. We would also like to observe the quantitative count of which phrases and terms occurred most frequently. There are other, secondary characteristics of the text that could be informative as well. This includes the general length of the responses in these columns and how many responses are included in a typical column and how much they vary.

## Proposal 2: A Political Survey of the CMU Community

**Members**: (Team A) Dev Doshi, Emily Gehrels, Will Weiner, Crystal Wray, Pavan Yalamanchili
**Description**:
*A. Why is this topic interesting? Why does this survey need to be done now? Is there a client for whom you might do the survey?*

> This topic is interesting because we are in an election year and, since the CMU community is full of current and future leaders, it would be interesting to see how such a community feels about political issues and their informedness/choices for the election. The survey should be done now to assess how informed the community is; if people are not as informed as they should be before voting, more action can be taken to increase informedness. The political parties and their candidates would be clients who might also find the results of the survey useful.

**10/10**

*B. What question(s) do you propose to study? Give a brief answer that would be understandable to a non-statistician.*

> We are seeking a measurement of each respondent's stance on social, political, economic, and election issues. We will obtain demographic information like {age, gender, student/ faculty/staff, major/department, QPA} and see if there is a relationship between the demographic information and stance. That is, can we predict a person's political leaning or election behavior given their demographic information? Also, we want to ask how representative of the US population the CMU community is.

**10/10**

*C. What research has already been done on the topic or on the theoretical construct of central importance to your topic? What could be learned from the survey results?*

**5/5**

Dev Doshi
> The American National Election Studies (www.electionstudies.org). THE ANES GUIDE TO PUBLIC OPINION AND ELECTORAL BEHAVIOR. Ann Arbor, MI: University of Michigan, Center for Political Studies [producer and distributor].
> This website contains a large amount of data from the past 50 years of elections. It includes examples of the question phrasing and analysis of the results. It should be useful for refining our research/survey questions and methodology and also for giving us a baseline to evaluate our results against.

Emily Gehrels
- Mary Beth Marklein. Study: College Freshmen Move Left on Key Issues. *USA Today*. Retrieved Jan 29 2012 from: http://content.usatoday.com/communities/onpolitics/post/ 2012/01/college-freshmen-political-views-ucla-study/1.
- This article discusses the changes in political views of incoming college freshman since 2009. The percentage of incoming freshman who reported as moderate has increased. However, when asked about specific campaign issues such as gay rights, and right to abortions, the results showed an increase in the percentage of responders whose responses were "leftward leaning." This provides an interesting possible survey area of comparing overall leaning with leaning on specific issues.

Will Weiner
- Gage, Rachel. Zick, Jennifer. Tully, Kaylie and Simon, Eliana. "Choice of Major and Political Attitudes: A Study of University of Minnesota Students" *Sentience. The University of Minnesota Undergraduate Journal of Psychology* (2010). http://www.psych.umn.edu/sentience/files/Gage_2010.pdf
- This study looks at whether there is a correlation between a student's major and their political views. It was carried out at the University of Minnesota, so the results may or may not generalize well to the US as a whole, but they seem intuitive. There did not seem to be much other research at a larger national level so it could be interesting to see how our findings compare. In this study it was found that major is uncorrelated with social views, but is significantly related to the economic views of a student. It was found that business, economics, engineering, and computer science majors were significantly more conservative economically than arts, lab science, and social science majors. This gives us an idea of what results we might see and would be interesting to see if these results match our findings.

Crystal Wray
- Perez, Esten and John Della Volpe (eds.) (2011). *Survey of Young Americans' Attitudes Toward Politics and Public Service: 20th Edition.* Harvard University Institute of Politics: Cambridge. http://www.iop.harvard.edu/Research-Publications/Survey/Fall-2011-Survey This survey polled 2,028 18-29 year-old U.S. citizens and found that a plurality predict Obama will lose bid for re-election and that Mitt Romney leads among young Republican primary and caucus goers. This survey can provide the framework for how we should conduct our study as well as allow us to compare CMU students to the general population of young adults.

Pavan Yalamanchili
- "College Students and Politics: A Literature Review" by Ross P. Meyer and Nicholas V. Longo http://www.civicyouth.org/PopUps/WorkingPapers/WP46LongoMeyer.pdf
- This article is about the political views and voting tendencies that are common among college students. It explores the reasoning behind the perceived apathy among college students about politics, and whether it is a misconception or an actuality. It uses literature as its main focus of research, however, while we would like to use survey methodology to provide evidence for or against the notion that college students are not very politically involved.

*D. What is the sampling frame? What population or populations do you plan to sample from? (This is the question many tend to miss).*

The sampling frame is all students/faculty/and staff who currently attend school or work at the Pittsburgh campus of CMU. We will use a variety of mechanisms to distribute the survey. We will create identical versions of the survey at different web URLs so we can track who came from which source. We will use the C-Book to gather emails of faculty and students to distribute the surveys via email. We will also create a Facebook group/event, a Twitter post, and a cmu.misc.market post.

*E. What is the target population? To what population(s) do you wish to make inferences? How does the target population differ from the sampling frame, for your survey? What possible sampling and*

6/8

Some of this is samplnig frame, some is methods of contacting respondents. you definitely do not want "volunteer" respondents from facebook etc.

*non-sampling errors could arise in the survey that you plan to conduct? Explain each possible error, how it could occur, and how you suggest tackling it.*

The target population is all of the students, faculty, and staff from the Pittsburgh campus of CMU. We do not intend to generalize to a greater population such as all US universities. Because not all faculty, students, and staff can be accessed using emails from the C-Book we may encounter coverage error. However, since the vast majority of students and faculty have school-provided email addresses, we can cover most of our population using this frame. Also, depending on how long the survey is available, people may not check their email in time to respond to the survey. These issues might be improved by using media like Twitter and Facebook to get more coverage.

**8/8**

We may also encounter sampling error based on the method we have chosen for choosing a sample from our sampling population, students and faculty who have emails listed in the C-Book, as well as the the possibility of ineligible units in our sampling frame. In order to account for ineligible units, we would use screening questions early in the survey to determine the status of those answering the survey, such as what year, whether they are undergraduate or graduate students, if they are faculty, and whether they are actually full time students or not.

There will likely be some nonresponse error based on those who are chosen to be part of our sample, but do not choose to respond to the survey. We will attempt to minimize this error by recontacting those who do not respond to the survey after our first contact.

We are also aware of the possibility of measurement error if students are unwilling to disclose their political beliefs or perhaps even QPA. In order to minimize this error we will assure the respondents that the results will be kept anonymous.

*F. What is the mode of data collection? How do you plan to carry out the survey (e.g., by telephone, e-mail) and why?*

The data will be collected via Google Docs Forms. It is a free alternative to SurveyMonkey that facilitates easier analysis. It is more difficult to ascertain identity with Google Docs but we can get each subject's Andrew ID to make sure we only count 1 response per Andrew ID. This does not prevent people from impersonating other subjects, but we do not consider this to be a risk. Links to various copies of the survey will be distributed via email (from the C-BOOK), Facebook, Twitter, and cmu.misc.market. This should give us improved coverage as well as additional information about the population.

**5/5**

**be careful that you can get individual responses to each question with google docs**

*G. What variables do you propose to measure*

We propose to measure the age, gender, ethnicity, and state referred to as permanent home of each of the respondents, as well as whether the respondent is student/faculty/staff, and if applicable, their QPA, primary major, and home department. We will also measure the subjects' informedness (self-reported, e.g. where and how frequently they get political information) about election expectations, candidates' stances, and their stance on major political issues. We will try to keep the total number of questions between 20-50 based on the final direction the survey will go in.

**4/4**