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Media Effects on Public Awareness of Present Events

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Proposed Topic

The media has changed tremendously within the past twenty years, and people have moved from access news and information from traditional sources such as television and radio to the internet. Technology development has altered the way people interact in society and share information because of social media, YouTube, and the development of smartphones. Jones (2017) stated that the news media plays a significant work in shaping the community's perception and viewpoints concerning the partisan and social problems happening in the society. Therefore, it is extensively known that what individuals recognize, think of, and are confident of occurring in the community or globe which is not within their experiences is molded by how different media channels report the actions.

Currently, individuals spend most of their time on smartphones and other devices relating to media channels. This makes them exposed to a lot of information concerning their society, and they are not aware of which news is correct or wrongly reported. This information can easily influence individuals' viewpoints of their world. Nevzat (2018) explained that cultivation theory is where the media alters individuals' perceptions of their world. Therefore, the theory stated that media channels primarily used, such as social media, can impact individuals' world perception. It is majorly the concern of people's views of their daily values and reality.

From 2019 to 2021, the world, and especially the United States, has faced severe events, including the coronavirus pandemic, American elections, and George Floyd's killing. These events are the foundation of this topic in understanding how the media has impacted individuals' opinions after reporting the events on social media and other news media. The events that happened were serious and biased reporting could result in hazardous effects to the public. For instance, while some people were busy on how the spread of the coronavirus should be

prevented, others did not take the prevention strategies seriously because of where they got the information.

Hypothesis

How do media channels such as social media and other internet news platforms affect the publics' response to present activities?

Participants

The study comprises understanding the effects of media on public perception of the current events in the United States. Therefore, the participants will contain a sample from the public and collect public opinion. Public opinion is a type of shared behavior that includes those talking about a specific general problem at any time (McGregor, 2019). therefore, the topic touches on public opinion, and since the United States is a diverse nation, it will be essential to incorporate individuals from varying ethnic backgrounds, ages, and gender. Moreover, individuals participate in public in varying abilities and to various extents. Thus public opinion cannot rate the people because of differences among individuals.

The study participants will comprise 380 people from different places within the United States, gender, education level, ethnicity, and economic status. The age differences will be grouped in 10 years from 20-29, 30-39, 40-49, and 50 and more. The younger population will be the majority. After all, they are the ones that can easily be influenced because they can easily access media content from different sources. Every group will comprise an even number of ethnicity and gender. The recruitment of participants will be done on two platforms, the first will be through the institution, and the other place will be on social media because of the vast majority of people. The participants' educational background will comprise those individuals

who did not finish high school, those that finished but did not continue, and those that continued and colleges and universities.

Sampling Method

A stratified random sampling method will be used in the study because the research is expected to deal with individuals with varying characteristics. Solanki & Singh (2016) stated that stratified random sampling divides the whole population into similar groups referred to as strata. Therefore, The random samples will then be obtained from every stratum. In this study, the strata are divided into age groups, as stated earlier. Since the study aims to realize how individuals view varying challenges as they are presented in the media and to know if they go beyond what they see or read associates with their lives. Outlining the present coronavirus pandemic, it is noted that the disease has spread at an alarming rate and the information concerning the virus. Nevertheless, there was also an increase in the spread of misinformation. Thus, it is vital to understand how many individuals performed their research and how many times they found conflicting information.

The information obtained from this study will create awareness that it is essential to take every information presented by the new media with utmost importance and consider reviewing it and confirming if it is correct before sharing them. Since every age group will comprise individuals from different ethnic backgrounds, gender, and education levels, the results will yield important data. Also, every age group will have a sample population of 200 people, and since there are four groups, the total sample population will be 800 people. The more sample, the more reliable the results will be. However, all the participants will not be restricted on stating what they heard or watched because they are protected by the freedom of speech act and will have to report the type of information they obtained from the news media.

References

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