

# **Intermedia Agenda Setting in a Political Campaign: A Pilot Study**

**A collaboration between**

**Georgetown University, the Pew Research Center, and  
the University of Michigan**



# Members of the Team

## Georgetown



**Leticia Bode**  
Communication,  
Culture & Technology



**Jonathan Ladd**  
McCourt School of  
Public Policy



**Lisa Singh**  
Computer Science

## Pew



**Solomon Messing**  
Pew Data Labs

## Michigan



**Ceren Budak**  
School of  
Information



**Josh Pasek**  
Communication  
Studies/CPS



**Stuart Soroka**  
Communication  
Studies/CPS

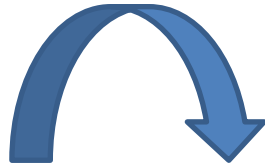


**Michael Traugott**  
CPS

# Construction of the News and Its Impact on Public Opinion



Workways of the Press



A Political Event: Debate



News Coverage  
of an Event

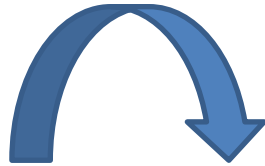


Public Opinion  
About Candidates

# Construction of the News and Its Impact on Public Opinion



**Workways of the Press**  
**Journalists on Twitter**  
**Networks**  
**Content before debate**



**Political Event: Debate**  
**Debate transcript**  
**Journalists' Tweets at and after debate**  
**Public Tweets at and after debate**



**News Coverage of Event**  
**Content analysis of the news stream**



**Public Opinion**  
**Survey data**  
**Public Tweets**

# **Examples of Interesting Research Questions**

**What is the structure of journalists' Twitter networks?**

**Are the words and phrases of elite media journalists more common or prevalent in the news stream? Or in public opinion?**

**How does topical coverage in subsequent news compare to debate content?**

**How do candidate assessments in Tweets compare to those measured by polls with probability samples?**