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Effectiveness of Marwell and Schmitt's Compliance-Gaining Strategies with Online Political Communication

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EFFECTIVENESS OF MARWELL AND SCHMITT'S COMPLIANCE-
GAINING STRATEGIES WITH ONLINE POLITICAL COMMUNICATION

A Dissertation

Submitted to the School of Graduate Studies and Research

in Partial Fulfillment of the

Requirements for the Degree of

Doctor of Philosophy

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Abstract

Title: Effectiveness of Marwell and Schmitt's Compliance-Gaining Strategies
with Online Political Communication

Mark T. King

Committee: Dr. B. Gail Wilson (chairperson), Dr. Mark Piwinsky, and Dr. Jay Start

This study sought to understand the effectiveness of compliance-gaining appeals when used in online political videos. Current literature, while addressing what types of compliance-gaining techniques individuals would use in differing situations, calls for but is devoid of empirical research that delves further into understanding appeal impact. A survey was established that consisted of constructed embedded videos that utilized content analysis for developmental guidance of message information, issue types, and appeal types. Findings indicate that the most utilized appeals in the content analysis of existing political video, moral appeals and promises, were not effective. Altruistic appeals were found to be persuasive to viewers. Of demographic variables, gender and political party were not significantly different in terms of persuadability, however, age group and education were. The study concludes that results are highly individualized and contextualized, where selective process and cognitive dissonance existed for some respondents while others were more open to the messages. The implications of the study are geared towards message designers as well as the voting public, as the effectiveness or ineffectiveness of compliance-gaining appeals may be critical to message outcomes. Suggestions for future research include a more robust version of this project, as well as deeper analysis of demographic variables, and investigating appeals that are not currently used in message design practice.

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CHAPTER 1

INTRODUCTION TO THE STUDY

Background of the Research Project

Within the United States, political campaigns are increasing their utilization of online political messages to reach and persuade the public. Citizens are also increasingly using the Internet for political information as they grow more accustomed to this new type of information source. A recent Pew research survey (2009) sought to understand the usage of new media by potential voters. From this survey, "74% of internet users went online during the 2008 election to take part in, or get news and information about the 2008 campaign" (p.3). When taking into consideration the adult population of the United States, this translates to approximately 55% of the population using the Internet in this way.

The nature and extent of actual persuasion that may come from this type of communication has rarely been examined. Payan and McFarland(2005) note that "there is little, if any, existing research that examines the effectiveness of influence strategies in gaining channel member compliance"(p.66). It is important to understand that their statement notes the void of quantitative research in all disciplines where compliance-gaining might be studied. The use of compliance-gaining appeals within political messages were the key focus of this study. Politicians, when utilizing video messages, are generally seeking voter compliance. These messages take many forms in online video, including standard advertisements, both positive and negative, as well as other public events, fundraisers, informal discussions, and debates. Negative advertisements, while not constructed in the experimental design, also try to gain compliance through the

messages provided. Of the 283 videos analyzed, 70 were negative advertisements. They use compliance-gaining appeals to strengthen their political argumentation and to increase their potential opportunity to gain viewer compliance.

Marwell and Schmitt (1967) constructed an index of 16 interpersonal compliance-gaining strategies. While these techniques were intended for interpersonal relationships and not applied to any realm of mass media at their foundation, it brings an interesting question: As we become more technologically integrated, might this type of compliance-gaining be more personal than it once was, even if through a mass medium? And of primary importance, are these compliance-gaining techniques effective in eliciting a change in voter perspective on presented issues? Are certain techniques more effective as compared to others? Also, if beliefs are not strongly held, are viewers more prone to persuasive attempts as compared to perspectives that are considered strong?

The study focuses on an experiment to gauge political compliance. A first step was performed to better understand what compliance-gaining appeals are currently used by politicians in their online videos. A content analysis was performed of existing political videos with the purpose to provide real world validity to the basis of the experiment. This was done to compare the effectiveness of the appeals as well as to compare them to the control, which contained no appeal. The most utilized appeals were then implemented within the experimental videos. The sampling consisted of political videos created by the 31 individuals running for the U.S. House of Representatives in the state of Pennsylvania during the 2010 campaign. The appeals identified as most common within the content analysis were moral appeals, promise, and altruism, with 93.79% intercoder agreement. The experimental construct is further elaborated on in Chapter 3.

When looking at the issue of compliance-gaining in the political realm, one issue is the nature of the outcome. In most cases, compliance-gaining is designed to achieve a behavior that has an immediate return for the subject, such as the purchase of an item, the viewing of a television program, etc. In contrast, within the political realm, a person is voting for a candidate that may or may not win and may or may not be able to implement the agenda promised. This suggests an added degree of caution in transferring compliance-gaining theory into the political realm.

Conceptual Underpinnings

Marwell and Schmitt's (1967) compliance-gaining index is used as the basis of this content analysis. Also considered is French and Raven's bases of social power (1959), as they provide six bases of interpersonal power that predated (and assisted) Marwell and Schmitt in the construction of their index. French and Raven posed six bases of power, and of interest to this study is their theory of informational influence. The experimental design constructed for this study contains control messages (which provide informational argumentation) and control messages with added compliance-gaining messages (which contain the appeals located in the content analysis).

The theory of informational influence theoretically relates to the Elaboration Likelihood Model of Persuasion (Petty and Cacioppo, 1986). This model states that persuasion travels through one of two potential routes. The first route is the central route, where persuasion provides content and information that the receiver may process critically. The receiver can perform internal checks on information in regards to their knowledge, and then take the information and determine how to integrate it with their

current knowledge and perspectives. By design, the second, peripheral route focuses on elements that are simplistic, and in general, pursue an emotional reaction from the receiver. This includes common secondary elements being the focus such as sender attractiveness, music, voice, and graphics. This study sought to limit the potential for this peripheral route to occur and provided intellectual positions on issues with detailed information to encourage central route processing.

Finally, the effectiveness of persuasion is counteracted in well-known posed theory. Festinger's theory of Cognitive Dissonance (1957) posits that those who view material counter to their perspectives will experience dissonance and will seek to remedy this disconnect by any means reasonably necessary. Selective processes, including selective exposure, perception, and retention, are also significant and have been studied for their impact on message processing and persuasion (Baumgartner and Morris, 2010; Perloff, 2003).

Statement of the Problem

As mentioned, regardless of particular discipline, there is little attempt in the body of literature to quantitatively determine the effectiveness of compliance-gaining. With new utilizations and integrations of media and politics, as well as the public's increasing usage and reliance on the Internet for political information, it is important to understand how audiences interpret and internalize political messages.

Purpose of the Study

The purpose of the study is to see if these compliance-gaining appeals have any effect with participant viewpoints in regards to political or legislative issues. The political

climate is changing. This study sought to address persuasion and its impact through the compliance-gaining techniques provided through the medium of online video. It also sought to get participant perceptions of message types by use of qualitative methods. The results may be utilized in a prescriptive method for future political message design and to better understand compliance-gaining as a tool for persuasion.

The study consisted of constructed messages using the content analysis for guidance. The content analysis identified the most used compliance-gaining appeals, as well as relevant content and language, to construct the informational portion of the video messages. The information segment and compliance-gaining appeal were conjoined, with the exception of the control message which contained only the information segment. These messages were recorded by four actors and viewed by survey respondents. Respondents, prior to viewing a video, were asked for their perspectives on four issues including the economy, healthcare, unemployment, and taxes. After they rated their perspective (from 0 to 100), they were shown videos that provided opposing perspectives with a compliance-gaining appeal attached to the end of the message. The control message consisted of the same informational argumentation without the compliance-gaining appeal attached. The experimental design can be viewed in Chapter 3 which shows the randomization of the appeals, issues, and groupings. After respondents viewed the videos, their perspectives were reassessed by providing the same instrument (from 0 to 100), as well as a sentence noting their prior score. This was done to eliminate the possibility of a respondent potentially forgetting the exact value they had placed prior to viewing the video thus allowing them to fully decide if they had altered their perspective.

Research Questions and Hypotheses

This study poses three primary research questions intended to better understand the compliance-gaining appeals impact on online political video viewers. These questions are formulated observationally and logically as no found literature addresses quantitative change in perspectives or isolates demographic variables to determine differences in impact. As such, this study serves as a pilot instrument to provide a basis for further investigation and to make a contribution to the field with a quantitative approach. Based on the content analysis, 25 of 31 candidates used online video. It can be assumed that they do so with the intent that the message, as well as the compliance-gaining appeal, persuades their viewership.

The study research questions are the following;

RQ1 - Do compliance-gaining appeals, when utilized within online political video messages, change viewer perceptions of issues that were presented during the content of the videos?

RQ2 - Are viewers who have weaker perceptions on issues more susceptible to altering their perception in comparison to viewers who have more strongly held positions?

RQ3 - Are compliance-gaining appeals more or less effective when looking across viewer demographical data, including gender, age, education, and political affiliation?

From the previously submitted research questions, the researcher posits the following hypotheses to be tested within the study;

H1 - Compliance-gaining appeals will impact viewer perceptions of issues.

H2 - Viewers who rate their perceptions on issues as weak support or weak opposition will be more impacted by compliance-gaining appeals compared to viewers who have stronger levels of support or opposition.

H3 - There will be no significant difference of compliance impact between men and women.

H4 - There will be significant difference of compliance impact between age groupings.

H5 - There will be significant difference of compliance between education tiers.

H6 - There will be no significant difference of compliance between major political parties.

Study Limitations and Assumptions

This study was limited in several ways. First, the sample consisted of random registered voters within Pennsylvania. These voters were contacted through standard mail as email and phone numbers are not required by Pennsylvania in the voter registration process. Therefore, cost was a limitation. As this research was privately funded by the researcher, a mass mailing of 3000 was budgeted, produced, and mailed. Due to this limitation, the research may not hit certain thresholds in order to perform higher level statistics that could be generalized to the voting population of Pennsylvania.

The study also required individuals to view video segments and respond to the survey in an online format. While it may be optimal to require individuals to experience the process in a laboratory setting to control their environment, there is value to an online experiment. Through the online experiment we were able to reach a more geographically

and demographically diverse audience in a manner that was not cost and time prohibitive. To preserve the atmosphere of an experiment, those who responded and started the survey were asked to minimize any activity outside of the survey to maintain focus until completion.

Finally, the study had to break new ground as research of this nature has not been performed within the literature. It is hoped that this experimental design may serve as an early form of determining compliance-gaining impact and evolve into further research.

In terms of study assumptions, it is assumed that those who take the survey have the digital literacy required to change volume as necessary, operate a mouse, and understand the interface of the survey. Also, respondents were asked at the start of the survey to feel free to be open and honest as the online method provided a guarantee of anonymity.

CHAPTER 2

REVIEW OF THE LITERATURE

Introduction

Social power, compliance-gaining, and persuasion have been researched in many areas, including political science, organizational management, and communications. While there has been much work to further progress in this area of research, much of it consists of developing taxonomies to categorize potential persuasive activity, including the most well regarded of these being developed by Marwell and Schmitt. What is lacking in prior research is quantitative, situational research that seeks to take this understanding of persuasion further. Several theoretical perspectives are considered including French and Raven's bases of social power, Festinger's theory of cognitive dissonance, selective processes, and Petty and Cacioppo's Elaboration Likelihood Model. With the integration of the Internet and politics, it becomes important to understand how persuasion translates and shapes viewer perspectives.

Theoretical Perspectives in Persuasion

Modern social power and influence research was initiated when organizations wanted to have a better understanding of the interpersonal transactions taking place within their company. Scholars have worked to criticize, integrate, and redevelop taxonomies in an attempt to provide a comprehensive list of compliance-gaining techniques. Among those who have been considered key to the advancement of the field are French and Raven and Marwell and Schmitt.

Early Research of Power and Influence

Social power and influence long have been recognized as important to achieve organizational and individual goals (Follett, 1926). While the earliest research conducted on social power and influence originally focused on understanding worker relationships and interactions with managers (Taylor, 1911), it has evolved to include situations outside of this context. The concept of social power was further developed by Lewin (1941) as he conceptualized that social power was, in part, the differential that exists between interpersonal forces and the resistance that these forces may encounter. Continuing in the development of Lewin's work, French and Raven (1959) published "The Bases of Social Power". This book's purpose, according to the authors, was to "identify the major types of power and to define them systematically so that we can compare them according to the changes that they produce and the other effects that accompany the use of power" (p. 150).

French and Raven's taxonomy of social power sets forth five distinct bases of power, including reward power, coercive power, legitimate power, referent power, and expert power (Raven & French, 1959). Their theory of social power focuses solely on the influence applied to an individual person, denoted in their work by the letter P, and by "another person, a role, a norm, a group or a part of a group" (p. 152), denoted by the letter O. These bases of power are meant to indicate the relationship that exists between P and O, which acts as the source of power.

Bases of Social Power and Influence

To maintain the integrity of their work, direct quotations are used to define the five power bases established in the taxonomy constructed by French and Raven. The

purpose for doing so is to reclaim what has been lost in many subsequent translations, including inaccurate interpretations and oversimplifications of their work.

Reward power is

"power whose basis is the ability to reward. The strength of the reward power of O/P increases with the magnitude of the rewards that P perceives that O can mediate for him. Reward power depends on O's ability to administer positive valences and to remove or decrease negative valences. The strength of reward power also depends upon the probability that O can mediate the reward, as perceived by P" (p. 155).

From a political perspective, an example might be if a candidate can offer to provide better healthcare, offer tax reductions, or other incentives to a certain group which may, in turn, elicit support from voters in the form of donations, votes, or otherwise.

Coercive power is

"[the] ability to manipulate the attainment of valences. Coercive power of O/P stems from the expectation on the part of P that he will be punished by O if he fails to conform to the influence attempt. Thus, negative valences will exist... corresponding to the threatened punishment by O" (p. 156).

Coercive power was not utilized as a compliance-gaining technique within the content analysis performed in this study.

Legitimate power is

"power that stems from internalized values in P that dictate that O has a legitimate right to influence P and that P has an obligation to accept this influence" (p. 157).

While this may stem from the authority gained from particular role relations like that of parents, governments, or otherwise, it is not always the case. This power may also act as legitimate even where no clear authority exists, such as in the example provided by French and Raven where an individual who has promised to assist someone with a particular task values their promise, not necessarily the role relation. By assisting as initially promised, the legitimate power exists due to the promise, not the role relationship.

Referent power is

"in the identification of P with O. By identification, we mean a feeling of oneness of P with O, or a desire for such an identity. If O is a person towards whom P is highly attracted, P will have a desire to become closely associated with O. If O is an attractive group, P will have a feeling of membership or a desire to join. If P is already closely associated with O he will want to maintain this relationship. P's classification with O can be established or maintained if P behaves, believes, and perceives as O does." (p. 159)

Referent power has a strong presence in politics, as individuals join political parties who most align with their perspectives. Therefore, situations may exist where a candidate would ask for support on an issue that contradicts a party member's personal views but, due to this party association, compliance may occur. The importance of maintaining the relationship within the party is paramount for some members. This is even true of candidates themselves, who may alter their personal views on issues to meet party expectations so as to maintain relationships within the party.

Expert power is

"P evaluates O's expertness in relation to his own knowledge as well as against an absolute standard. The strength of the expert power of O/P varies with the extent of the knowledge of perception that P attributes to O within a given area" (p. 160).

A common example of this power would be when an individual visits a health professional. One might compare their knowledge of medicine to what advice and information is provided by a doctor, resulting in the perception that the health professional is an expert, and thereby changing lifestyle choices.

In 1965, French and Raven added a sixth power, known as Informational Influence. This power is socially independent as the information, not the individual communicating it, acts as the catalyst for the power exchange.

Bases of Power in Political Messaging

The source of power in political messaging is complex and exists with some level of interplay between power bases. For instance, politicians may naturally have legitimate power to those who listen to their messages, since they have been voted into office by the populace. They may also have referent power, since individuals may seek to identify with the particular candidate, party, or viewpoint. The candidate may as well be considered an expert on particular issues which, if recognized as so by the viewer, will further increase the power of the candidate's message to the viewer. The research being conducted here, at its core, seeks to understand how the content of the message, not the messenger manipulates the viewers' perceptions of political issues through compliance-gaining appeals. Therefore, since those individuals giving the messages within the experimental videos are not known politicians, their level of expert, referent, and

legitimate power may be considered less viable as compared to that of known politicians who, over time, have developed these forms of power. The focus of this research lies in French and Raven's sixth power base, informational influence, where the information and connected compliance-gaining appeals act as the catalyst for the exchange, not necessarily the individual delivering the message.

Historical Development of Compliance-Gaining Research

Compliance-gaining research has, in large part, been a continual redefinition of previous authors' works, particularly in terms of constructing taxonomies that sought to envelop all forms of compliance-gaining behaviors. Many of these studies provided respondents with a range of strategies and with situations where the respondent would be asked to select which strategy they felt they would utilize (Hertzog, 1984).

In some existing research, respondents were asked to select compliance-gaining strategies without providing any situational context whatsoever (Falbo, 1977; Fitzpatrick and Winke, 1979). Many studies from the 1960s through the 1980s provided respondents with four or less situations to evaluate prior to determining what compliance-gaining technique they would utilize (Horenstein, 1965; Marwell and Schmitt, 1967; Lawler and Bacharach, 1976; Roloff and Barnicott, 1979; Clark, 1979; Jackson and Backus, 1982). Horenstein was evaluating the threatening compliance-gaining technique in interpersonal bargaining. Marwell and Schmitt were seeking to understand which compliance-gaining technique the individual would select within their four-scenario, pencil and paper survey. Lawler and Bacharach's study put students into a situation where they were employees seeking to gain compliance from an employer. Roloff and Barnicott's study sought to understand the relationship between levels of dogmatism and the propensity to use

compliance-gaining techniques. Finally, Jackson and Backus performed a study that provides situational variables, seeking to test past research that concluded that based on the situation, particular compliance-gaining strategies were more likely to be utilized. Jackson and Backus found little support for these prior studies and concluded that compliance-gaining strategy selection may depend on other areas of the message content.

Clark conducted two studies looking at self interest in compliance and the liking appeal. The purpose for running multiple studies was to compare experimental design. In the first study, subjects wrote their own messages in response to provided scenarios, to determine their amount of pressure applied on the receiver. In the second study, subjects were provided with a list of compliance-gaining strategies. Clark notes that the effects from self interest and liking, the variables under study, disappeared with the second study and recommends utilization of the written technique or the list selection version. McLaughlin (1980) provided eight variable situations which asked respondents to select strategies to oppose compliance-gaining efforts.

Neuliep (1989) attempted to do what other studies at that time had yet to examine; realistic role-playing style situations. Initially, many studies relied on an individual to select from strategies provided in print to respond to a situational context. No actual strategy was enacted, no interplay occurred between live individuals, and no determination of success or failure was studied. These studies were concerned with compliance-gaining strategy selection without regard for other factors. Within Neuliep's research, 40 individuals were asked to role play a prewritten and staged scenario, which read as follows:

"Imagine that it is graduation weekend. You are going to graduate on Saturday and your parents are coming in on Friday. You have made hotel reservations for your parents at the local Holiday Inn. You did this weeks in advance knowing that most hotels would be booked solid. Besides, a good friend works at Holiday Inn and made the reservations for you. On Friday night, your parents arrive. You drive them to Holiday Inn and go to the front desk where your friend is working. A big problem arises when your friend tells you that s/he cannot find your reservation and that s/he really doesn't remember you having any. What type of persuasive message would you use to persuade your friend to sell you a room anyway?" (1989, p. 120)

A Holiday Inn set was created with materials from an actual hotel placed about to better construe realism. Based on the provided scenario, participants were then asked to try to persuade the clerk to fix the reservation issue by using any compliance-gaining technique they deemed appropriate. The most utilized technique within the study was to make the clerk feel guilty due to the reservation not being recorded. However, one may anticipate this reaction based on the provided scenario, which seems to have guided the compliance-gaining technique that was most utilized. The scenario placed heavy emphasis on the fact that the reservations were made early and made by your friend, who was the same individual working at the front desk when you arrived with your parents. Guilt would seem the most appropriate reaction as, according to the provided scenario, it appears to be the hotel clerk's fault that the reservation was not recorded.

It would seem more appropriate to have had the individual make the reservation without the presence of a friend working at the hotel so when the participant arrived at

the hotel, they would have to discuss the situation with an unknown clerk. Also, to avoid the guided usage of guilt, it would be important to separate the clerk from the individual who was supposed to create the reservation. Then the compliance-gaining technique used would not be as automated by the interpersonal friendship that existed in the scenario, nor the responsibility to right a mistake made by the clerk.

The importance of the study, while perhaps not in its findings, was its attempt to push compliance-gaining past the stage of pencil and paper and to engage in actual live experiences. The issues with this particular study include the lack of realism (the author terms the experience as naturalistic, which it was not) and the potential setting up for the use of a particular compliance-gaining technique (guilt) as previously mentioned within the scenario details.

The Behavioral Repertoire

Marwell and Schmitt define behavioral repertoire as "the various techniques an actor has at his command in the interaction with the target person" (1967, p. 319). This distinction is important as, within all of previously conducted situational research, researchers have asked respondents to choose which compliance-gaining strategy they would use with whatever particular context is provided. What is not investigated further is each respondent's actual capacity to utilize such compliance-gaining strategies, and whether the selections made are within each individual's behavioral repertoire of compliance-gaining strategies.

Marwell and Schmitt's Taxonomy

While many taxonomies exist in the area of compliance-gaining, Marwell and Schmitt have long been respected in the field for their taxonomy of compliance-gaining

techniques, which are represented in 16 components. These components are promise, threat, positive expertise, negative expertise, liking, pre-giving, aversive stimulation, debt, moral appeal, positive self-feeling, negative self-feeling, positive altercasting, negative altercasting, altruism, positive esteem, and negative esteem (Marwell and Schmitt, 1967). Marwell and Schmitt, through their taxonomy, were able to construct a clear vision for the interrelationship that exists within French and Raven's bases of power. This taxonomy is provided as Appendix B.

All compliance-gaining techniques that were rewarding or punishing aligned with French and Raven's reward and coercive power. These would include promise, threat, pre-giving, aversive stimulation, positive esteem, and negative esteem. Techniques involving expertise would fall into French and Raven's expert power base. These would include positive expertise and negative expertise. The final two original power bases, legitimate and referent, are somewhat more complex in terms of association as they are, by French and Raven's own admission, more difficult to clearly define. Marwell and Schmitt propose that techniques like positive and negative self-feeling and moral appeals are internal feelings that are brought up by legitimate power. Positive and negative altercasting might also be considered in this same vein of power, as a hierarchical relationship exists that draws a comparison for the individual who is the subordinate in the relationship. Techniques like debt or altruism are external, in that they rely on interpersonal commitments, where referent power would be considered the base. Liking exists as somewhat of a side element. It acts as a primer where the individual seeking compliance will attempt to create a positive mood prior to asking for compliance.

Theoretical Perspectives of Traditional Media

Paul Lazarsfeld (1968) stated that media served the citizenry by telling them "that they are right and to know that other people agree with them" (p. 87). If it is as Lazarsfeld says, where individuals only seek media to reflect their perspectives and feel reinforced, then utilizing media for political persuasion would prove difficult.

Anticipated agreement theory, which is a form of selective exposure, would support Lazarsfeld's assertion in that individuals would seek media content that reflects their political views and would be aversive towards content that contradicts their positions (Schramm and Carter, 1959; Sears and Freedman, 1967; Sweeney and Gruber, 1984). Sweeney and Gruber (1984) analyzed individuals during the Watergate scandal and found that those who supported Nixon were less likely to view media dealing with Watergate as compared to those who did not like Nixon, who viewed more Watergate content.

Individuals expect their media to reflect their perspectives and, therefore, will only expose themselves to media sources that will do so. Anticipated agreement theory acts as a precursor to selective exposure. When individuals view this reflective media content, they consider it supportive of their perspectives and prefer it over media content sources that are less supportive (Garett, 2009; Iyengar and Hahn, 2009; Mutz and Martin, 2001; Rainie et al, 2005; Stroud, 2008). If individuals do seek messages that reflect their current views, the experiment may meet with resistance and due to this conflict individuals may not change their perspectives on the issues presented.

These theoretical positions extend into new media as well. For instance, in several studies, individuals who visited candidate websites during the 2000 and 2004

presidential elections were more likely to identify with the political party of that candidate (Bimber & Davis, 2003; Iyengar et al., 2007). Bimber and Davis wrote a book, *Campaigning Online*, which reveals the results of their study in 2000 showing that the large majority of individuals who visit a political website are party affiliated. Iyengar et al. (2007) performed a study where they provided CDs to subjects and allowed them to select information about either George W. Bush or Al Gore. Republican subjects were more likely to select information about Bush as compared to Gore. Democrats were less conclusive in their decision making, with no clear preference for either candidate. Baumgartner and Morris (2010) performed a study that supports selective exposure as well, showing that youth using social networking prefer to consume political information that is consistent with their perspectives.

Selective exposure is only one of several theories that describe human behavior in finding and experiencing media content. Festinger (1957) theorized cognitive dissonance, which states that if individuals view content that is counter to their beliefs or perspectives, cognitive dissonance will start to rise. If this occurs the individual will, by nature, seek to relieve the sense of dissonance, whether by an emotional response or by removing themselves from the content altogether (Perloff, 2003).

Thus, there may be potential to these theories in that individuals who identify with one party or another may seek out content that supports both party and individual views and, if by chance opposition viewpoints are experienced in media, there will be dissonance that will deflect the counterview. Those who are aligned to a considerable degree with a political party may experience these theories in action. There is the opportunity to persuade independent voters or those with weaker alignments with the

major political parties. Currently, by self report, 30 percent of the nation identifies as independent (Abramson, Aldrich & Rohde, 2006).

The Elaboration Likelihood Model of Persuasion

The Elaboration Likelihood Model of Persuasion was developed by Petty and Cacioppo in 1986. The model posits that persuasion may occur through two potential routes labeled the central and peripheral (Petty, Derek, Bizer & Cacioppo, 2004). The central route of persuasion requires conscious thought and effort from the receiver where the message can be critically examined, checked against current perspectives and knowledge, and then integrated accordingly. The peripheral route is moderately less cognitive, where the receiver may only give attention to portions of a message or focus on other elements of the message. Peripheral messages generally having an emotional impact through secondary elements like the attractiveness of the sender, likeable voice, or music. Studies have looked at this route, where both candidate preferences and individual vote choice are impacted, to some degree, through emotional responses that are experienced through the peripheral route (Chang, 2001; Brader, 2005). Chang's study sought to understand more clearly the impact of print political advertising on emotions. Brader specifically studied politicians using powerful imagery and music to inspire emotional experiences for viewers, finding that these can promote party loyalties and encourage participation.

By understanding that this impact may occur, persuasion in political messaging may be made stronger by increasing candidate likeability or favorability to maximize this impact (Huber & Arceneaux, 2007). Kerkhof (2000) discussed this dual route, in which he states the optimism of a political utopia where individuals are all highly politically

aware, watch political debates, read available news, and discuss information with others. In truth, as was his point, this is not reality.

The Elaboration Likelihood Model also ties in receiver motivation, which plays a role into which route is selected. If motivation is low, attention will be dampened and the peripheral route will be utilized. If motivation is high, attention will be heightened, and this will enable the receiver to utilize the central route. Zaller (1992) states in his book, *The Nature And Origins Of Mass Opinion*, that "Most politics, at least in the contemporary United States, is notoriously low key and uninvolved. The stakes are high, but people find it hard to stay interested" (p. 47). Citizens cannot be expected to be knowledgeable about an abundance of key issues, so they rely instead on dichotomies represented in political messaging as well as other peripheral forms of persuasion including likeability, attractiveness, eloquence, etc.

Politics and New Media

The Internet has played an increasingly significant role within politics for nearly two decades, starting from simplistic, static webpages with continual evolution to becoming multimedia rich, interactive experiences for visitors. As Internet usage continues to rise, particularly as the Internet-using population continues to age with new digital natives growing up and adding to this population group, the impact of new media is changing and evolving in many areas, including politics. Both website and online video usage are key components to political campaigns moving forward, as they receive considerable attention from potential voters.

Three Stages of Campaign Modernization

Karlsen (2010) informs us that modern democracies have progressed through technology causing campaigns to evolve and adapt accordingly. Three periods of campaigning are commonly identified including a newspaper stage, a television stage, and a digital stage (Blumler & Kavanagh, 1999; Farrell, 1996, 2000; Norris, 2000).

Within the first stage, strong ties existed between political parties and voters, and most communication took place through party-controlled newspapers or events. Parties and politicians were entirely in charge of the campaign with little utilization of outside agencies or paid consultants. While much of this period relied on text or face to face gatherings, innovation has always been a part of the equation. Franklin D. Roosevelt's "fireside chats" were novel and, due to this new use of current technology, popular among the people (Jamieson, 1984, p. 21).

When the second stage came to pass in the 1960s, politics, in some sense, was altered. Campaigns enacted more preparation and careful attention to strategy as compared to the first stage. Television was a critical part of campaign strategy, starting with Kennedy's election (Ansolabehere, Behr, and Iyengar, 1991; Freedman, Franz, and Goldstein, 2004; Gillmor, 2004; Rainie, 2007). As many individuals viewed the news and gained political information, parties chose to develop message strategies that created a national message intended to gain voter support through different social categories. Politicians allocated large resources to public relations and media, were trained on how to utilize and handle media, and increasingly began to use outside agencies and specialized paid consultants to provide services for campaigns. While television, as a medium,

remained important to political campaigns, the second stage, in terms of strategy and composition, had changed.

The third stage occurred when new communication technologies began to become more commonplace from the mid 90s and on. With many new tools at their disposal, politicians sought to interact with constituencies, to use feedback, and to adapt their messages for differing audience groups. While the politician may still be considered in control, delegation of responsibilities is common with even more power given to consultants and outside agencies.

The Inception of Internet Campaigning

In the 1992 presidential election cycle, a text-only website was created for the Clinton/Gore campaign (Owen & Davis, 2008). Within this site were speech transcripts and candidate biographies. In this early form, with Internet use just starting to develop within our society, the website was irrelevant for most and received little attention or use (Bimber & Davis, 2003). However, it should be noted that this event marks the start of the utilization of the Internet within politics. Although, as several authors, including Pollard (2009) and Graff (2007) take no notice of this event and state the first usage of political websites occurred in 1996. Selnow (1998) states that 1996 was the start of using the Internet for active mass campaigning but, in general, these websites were static and not unlike other print based media. These sites offered no ability for visitors to interact with the candidate (Kamarck, 1999; Serfaty, 2002). From this point on, however, the Internet gained importance and usefulness in candidate strategy in political campaigns (Bimber, 1998; Foot and Schneider, 2002; Chadwick, 2006).

A new understanding of the Internet and its potential within politics came about when Joe Trippi, the campaign manager for Howard Dean during the 2004 presidential election campaign, started to use the Internet in new and diverse ways, thus elevating political activity in the online sphere (Haynes & Pitts, 2009; Lee, 2009). During this time, the Dean campaign raised a significant amount of money as compared to his democratic counterparts, mostly through smaller online contributions (Serfaty, 2006). In his book, *The Revolution Will Not Be Televised: Democracy, the Internet, and the Overthrow of Everything* (2004), Trippi wrote

"The blogosphere was where we got ideas, feedback, support, money - everything a campaign needs to live. When the traditional media came around... this was the hardest thing for them to grasp. They couldn't see these supporters and so reporters fixated on a bunch of people in a basement, hunching over computers" (p. 141).

This idea of having local and decentralized social networks came from a blog that Trippi visited that led him to the website Meetup.com (Teachout, 2005). This became a particular area of strength in that the campaign now had the ability to "create local, decentralized social networks from scratch" (Hindman, 2005, p. 126). The Dean campaign's use of the Internet for peer-to-peer contact was of particular interest to researchers. Jenkins (2006) felt that the peer-to-peer nature of the communication, in contrast to standard one-to-many communication, characterized the Dean campaign. Castells depicted the campaign as a model of "autonomous forms of political organizing" (2007, p. 51).

The campaign also maintained an active blog, encouraged grass roots and organizational efforts, and served as a new type of connection between voters and Dean. Since 1996, Internet usage in campaigns has become much more commonplace, if not expected, of those running not only on the national stage, but at state and local level politics as well (Schneider and Foot, 2002; Benoit & Benoit, 2000; Bimber, 1998; D'Alessio, 1997, 2000; Davis, 1999; Poupolo, 2001; Whillock, 1997). Schneider and Foot interviewed political website managers to determine political activity that occurred on their website. Benoit and Benoit evaluated campaign websites in 2000 for the following criteria; identification, navigation, readability, irritability, information accessibility, interest level, interactivity, and adaptation to the audience. They then assessed all campaign websites and ranked them accordingly.

Both the Whillock and Bimber articles examined internet usage by political parties in 1996. D'Alessio wrote two articles in 1997 and 2000 that looked at Internet adoption and usage by political campaigns. Davis wrote a book in 1999 entitled, *The Web of Politics: The Internet's Impact on the American Political System*. In this book, Davis provides content regarding the impact of the Internet on politics, including sections on virtual lobbying, governmental websites, and the Internet as a forum for political discourse. Poupolo also provides a descriptive analysis of website usage in the 2000 campaign. Campaigns utilize the Internet not only for their outreach to the citizenry, but also for internal communications as well (Howard, 2006).

The 2008 campaign brought about further development within the area of politics and the Internet. Joe Trippi, to provide further contextualization, stated that, "I like to say that we at the Dean campaign were the Wright brothers. We put this rickety thing

together and got it off the ground. But the folks in Obama's online team are the Apollo project" (Vargas, 2008). The Obama campaign's innovative usage of the Internet is considered to be a critical arm of his election strategy and eventual success (Clayton, 2010; Germany, 2009; Wattal, Schuff, Mandviwalla, & Williams, 2010). Obama's website contained a wide array of visitor choices that had not been seen in the past including the ability to create their own profile, to donate or purchase from the Obama Store, to network with other supporters, or to watch Barack TV videos. In total, Obama raised more than 287 million dollars, with a large portion of this coming from smaller online donations (Lee, 2009). In a study by Wattal et al. (2010), data was collected and analyzed regarding average monthly traffic to both candidate websites, as well as views of candidate videos on YouTube. In regards to average monthly site visits, between February 2007 and January 2008, the Obama campaign was near 800,000 visits per month. Ron Paul followed with 700,000, Hillary Clinton with 600,000, and other notables including Mike Huckabee, John Edwards, Mitt Romney, and John McCain ranged from 200,000 to 400,000 visits per month.

In regards to average monthly YouTube views, the disparity is large. The Obama campaign videos received more than 9 million views per month from March 2007 through January 2008. Ron Paul again received the second highest average monthly views at 4 million. Clinton, Romney, Edwards, McCain, and several others ranged from 1 million to 2 million average monthly views within this same time period. 2008 was also the year when social networking gained new prominence with candidates, as campaigns quickly adapted to using Facebook, MySpace, Friendster, and other social networks (Serfaty, 2009; Smith and Rainie, 2008).

Potential Voters Usage of Campaign Websites and Online Video

Websites provide a new venue for potential voters to gain information about a candidate or engage in political activities. Tsagarousianou (1999) constructed a three dimensional model of Internet use for political activity. The first dimension is termed the information provision, which is when an individual uses the Internet to gain political information. The second dimension is deliberation, which is when an individual uses the Internet as a public place where deliberative conversation can occur. The third dimension is political participation, which is when an individual uses the Internet to engage in elements of the political sphere.

These three dimensions can act progressively, and cumulatively, with one another, in that one may use the Internet to gain information, then proceed to engage in public Internet discussion for deliberation, which then may lead to participation in some form (Jankowski & Van Selm, 2000). Yan sought to empirically test these three dimensions and concluded that there is "a positive relationship between the political use of the Internet and the perceived effects of the Internet on political life" (2006, p. 135). Therefore, as more individuals use the Internet to gain information, to debate and deliberate, and to participate in political activity, the more positively they perceive the impact of the Internet on their political lives.

Use of the Internet by the public to gain information, deliberate, and engage with candidates or supporters has grown rapidly over the past three election cycles (Robertson, Vatrappu, & Medina, 2010). A Pew research survey (2009) found that "74% of internet users went online during the 2008 election to take part in, or get news and information about the 2008 campaign" (p.3). As politics has evolved by utilizing the Internet, the

voting population's utilization of these new technologies has also morphed to take advantage of what this new platform offers.

In 2008, YouTube surfaced as an important tool for political communication (May, 2010) where candidates are able to share their messages with volunteers, donors, or potential voters at very little cost when compared to traditional advertising (Gueorguieva, 2008). During the election, more than 110 candidates for national office registered YouTube channels. These channels received 220 million views in total, with more than half of this number viewing material from the Obama campaign as they posted more than 1800 videos on their YouTube channel (Cornfield, 2009). A survey conducted in 2007 by Pew found that 28% of likely primary voters viewed online video about candidates or the election. The age breakdown of those who viewed online video was - 42% (18-34), 29% (35-49), 29% (50-64), and 10% (65+). It is clear that online video is viewed most by younger individuals; however, the middle and older demographic groupings also show utilization. As our populace ages, it might be anticipated that the level of comfort and use will continue to progress when using digital technologies to learn more about candidates and campaigns. It is rational to assume that those in age groups 35-49 and 50-64 will continue to use the Internet and online video as they age, which increases the importance of understanding the impact of online video and compliance-gaining appeals.

It is important to recognize the limited functionality of the use of the Internet for political activity as well. In a study by Tian, when looking at Tsagarousianou's three dimensions of Internet use for political activity, it was concluded that "between 50 and 70 percent of people used the Internet to get news, look for news or information about

politics and the campaign, and look for information from government websites" (2006, p. 135). The majority of those examined in the study did not use the Internet for deliberation or participation. 19% created content online, 6% created blogs, and 3% signed up to volunteer for candidate campaigns. While this research is relatively new, it is important to realize that no current research addresses the most recent presidential campaign cycle in regards to this three dimensional model of Internet use and political activity.

The Internet, Politics, and Youth

The younger demographic of voters (ages 18 through 29) that voted in the 2008 presidential campaign increased significantly in 2004, with 53% of youth voting in comparison to 47% (Circle, 2008). According to Garcia-Castanon, Rank, and Barreto (2011), those in this demographic are positioned to fully embrace the opportunities that are afforded by the Internet in the political sphere. This digital addition to politics, unlike any other age demographic, has been one segment of their political socialization (Jennings and Zeitner, 2003). While voting in this demographic is higher than the previous presidential election in 2004, researchers debate, and are uncertain, if youth will use opportunities provided by the Internet for political engagement, as well as what effects it may have on their political activities when they are offline (Baumgartner and Morris, 2010; Best and Krueger, 2005; Lupia and Philpot, 2005).

Between the 2000 and 2004 election, there is evidence that youth were more likely to "read, see or hear an election story, more likely to talk about the election with family or friends, and more likely to have given some thought to the election" (Andolina & Jenkins, 2004, p. 13). There were slight gains in political engagement in all age

groups, but those under 30 showed a significant increase in activities like following a political news story (49% in 2004 versus 36% in 2000), discussing the campaign with others (39% in 2004 versus 29% in 2000), and giving thought to the election itself (43% in 2004 versus 26% in 2000).

Young voters were an important part of the Obama campaign's strategy which, according to Palfrey & Gasser (2008), caused the campaign to use the communicative practices and language of this younger demographic. Obama won the youth vote (those 18 - 29 years of age) by 68% to McCain's 32% (Circle, 2008). McKinney and Rill (2009) state that even though youth turned out in higher than usual numbers and voted for Obama nearly two to one, there is still much about this phenomena that we do not know.

"One might conclude that the many emails, text messages, Facebook posts, and YouTube videos were successful in mobilizing younger voters like never before. Yet, beyond the macro level voter turnout data previously noted, we have little if any empirical evidence to help us understand if - and perhaps even more importantly how - specific youth-oriented civic engagement messages may have worked to engage young citizens in the campaign dialogue and to persuade them to vote" (p. 393).

Their point is valid. Without knowing the effectiveness of these uses of new media, we cannot necessarily point to them as the reason for such an impact. As this is a fledgling field with new research occurring both during, and between, each election cycle, the researcher hopes that further studies may be conducted to deepen our knowledge of new media's impact.

Closing Remarks

What is quite apparent within the research is a call for quantitative work in the area of persuasion and compliance-gaining, but also an absence of such work. This project seeks to provide a framework for further research which may be redeveloped and redefined, and it also is offered as a potential beginning in the complex effort to quantify human perceptions of persuasion in political communication.

The research questions and related hypotheses serve as a first step in this area of study. Their rationale is based in rationalism as politicians use these compliance-gaining techniques to attain an expected effect. No links to current work exist within the research question or hypotheses posed; therefore, they can serve as a basis for further work.

CHAPTER 3

RESEARCH DESIGN AND METHODOLOGY

Introduction

The following contains the research design and methodology for this project. It should be noted that within the research project there are two distinct populations and samples. For the experiment, the first population are the registered voters of Pennsylvania, with a random selection acting as the project sample. The unit of analysis for this project are the individuals' perspectives. For the content analysis, to determine compliance-gaining techniques, the second population consists of all of the online video clips located and downloaded from Pennsylvania politicians running for the U.S. House of Representatives in the 2010 midterm campaign. The unit of analysis within this population are the online video clips, which will be analyzed to determine the key issues and compliance-gaining appeals found within.

Problem and Purposes Overview

The point of inquiry of this study focused on online political messages, how they are received, and how compliance-gaining techniques set forth by Marwell and Schmitt may come into play. While these techniques were intended for interpersonal relationships and not applied to any realm of mass media at their foundation, it poses an interesting question: If a political argument is made using the compliance-gaining techniques set forth by Marwell and Schmitt in an online digital format, are certain techniques more effective than others? How and why? Also, if beliefs are not strongly held, are they more prone to persuasion than beliefs that are considered firm by the

participant? Finally, do demographics play a role, including gender, age, education, or political affiliation?

The purpose of the study was to see if these compliance-gaining appeals have any effect with participant perspectives in regards to political issues. It also sought to gain participant perceptions of message types by use of qualitative methods. The results may be utilized in a prescriptive method for future political message design, as well as to better understand how persuasive compliance-gaining techniques impact voter perceptions from a social science perspective.

Research Questions and Hypotheses

This study posed three primary research questions intended to understand the compliance-gaining appeals impact on online political video viewers.

The study research questions are the following;

RQ1 - Do compliance-gaining appeals, when utilized within online political video messages, change viewer perceptions of issues that were presented during the content of the videos?

RQ2 - Are viewers who have weaker perceptions on issues more susceptible to altering their perception in comparison to viewers who have more strongly held positions?

RQ3 - Are compliance-gaining appeals more or less effective when looking across viewer demographical data, including gender, age, education, and political affiliation?

From the previously submitted research questions, the researcher posits the following hypotheses to be tested within the study.

H1 - Compliance-gaining appeals will impact viewer perceptions of issues.

While no literature directly deals with the resulting change of compliance-gaining attempts, we use the techniques provided within Marwell and Schmitt's taxonomy with an expectation of influence on viewer perspectives.

H2 - Viewers who rate their perceptions on issues as weak support or weak opposition will be more impacted by compliance-gaining appeals compared to viewers who have stronger levels of support or opposition.

Strength of support or opposition are not discussed within the literature. It would seem likely, however, that those who rate their support or opposition towards an issue as weak may be more prone to altering their opinion after receiving further information. For those who hold strong perspectives, it is thought that the strength of their belief would deter them from altering perspectives when information and persuasive attempts are made.

H3 - There will be no significant difference of compliance impact between men and women.

The literature on compliance-gaining makes no mention of gender differences in persuadability. As such, no differences are anticipated from the pre- to post- perspectives reported by the respondents, regardless of gender.

H4 - There will be significant difference of compliance impact between age groupings.

While the literature does not evaluate age and compliance, the researcher is posing that age will provide statistically different results. Those who have more utilization of new technologies may view online political video differently as compared

to older generations who spent the majority of their lives without such technological innovation. Prensky refers to these populations as digital natives and digital immigrants respectively (2001). It is anticipated that different age groups, being in different stages of life, will vary in perspectives as well as their reactions to the experimental video messages.

H5 - There will be a significant difference of compliance between education tiers.

Education is a key variable when looking at political activity and voting, which is discussed further in Chapter 4. Those with lower educational statuses may be more prone to persuasion when compared to their higher education counterparts, as those with higher education would be presumably more likely to vote and take deeper interest in the issues.

H6 - There will be no significant difference of compliance between major political parties.

The literature makes no effort to analyze political party persuadability differences. In an effort to further explore political party and persuasion, this is investigated, however, no expectation for persuasion differences exists at this time.

Content Analysis of Existing Online Political Videos

To determine the key issues and compliance-gaining appeals focused on by politicians from Pennsylvania within their online political videos, a content analysis was necessary to determine the most commonly used issues compliance-gaining appeals in the 2010 campaign in Pennsylvania. This content analysis enables the research to be grounded in current political reality. Information gathered from the content analysis, as well as supplemented by neutral information from the Internet, was used in message construction on the issues presented. From the results of the content analysis, videos

were constructed using the most utilized issues and compliance-gaining appeal types, so as to simulate candidate video messages for use in the experiment. The population of this content analysis was all candidate videos located and downloaded from the websites and YouTube channels of all democratic and republican candidates for the U.S. House of Representatives from Pennsylvania, which in total included 37 candidates. Only videos and channels controlled by the candidates' campaigns were analyzed. The sample was the total population, as no videos were excluded.

Videos were gathered during two checks. The first search occurred on September 26th, 2010. This date was the start of the research project and acted to survey the landscape of what politicians were currently providing in terms of online video. This check was performed at this time to perform several functions, including logging candidate websites and locating, logging, and downloading candidate videos from their website and YouTube channels. Also, the data was used to construct a database for use in organizing the material for later content analysis. A full listing of candidate websites was accessed from Project Vote Smart (http://www.votesmart.org/election_congress_state.php?state_id=PA).

The second check was performed the week immediately preceding the election, from October 25th through October 29th. As this was only days prior to the election, we would assume that the candidates would have all of their videos available during this critical period. This check was done at this time to ensure that all videos produced and uploaded between checks were logged and downloaded. Also, this was done to ensure that there was sufficient time to recheck all websites and channels, prior to the election occurring and the possibility of candidates removing videos once the election had ended.

These videos were then catalogued within Microsoft Excel and downloaded to be analyzed. In total, 283 videos were collected during this time from 31 candidates (six candidates did not utilize online video). In their totality, this collection of videos received 170,864 views, and their total run time was 622.5 minutes, or 10.375 hours. These totals were calculated from October 29th - October 31st, with the election occurring November 2nd. Candidate names, websites, party, house seat sought, and number of videos are included as Appendix A.

Coding Processes and Definitions

Two coders viewed the candidate videos in their entirety to determine the appeal types utilized within. Training consisted of reading through and discussing Marwell and Schmitt's taxonomy of compliance-gaining appeals, including their examples to ensure sound understanding. The intercoder agreement was 93.79%, with 18 categorical disagreements within the 290 viewed videos. Disagreements were not remediated, but instead were catalogued under both appeal types. The taxonomy used for training is included as Appendix B.

Unit of Analysis and Project Variables

The unit of analysis within this research are the individuals' perspectives on the provided issues. These individuals are registered voters within Pennsylvania. Pennsylvania made an ideal population because there were many highly contested races, a large number of districts which provided a better sample pool and the state has diverse rural and urban populations. In addition, the population was convenient due to the researcher being a resident of Pennsylvania. The independent variables in this study are the differing compliance-gaining appeal types which includes the following techniques:

promise, moral appeal, and altruism. The dependent variable in this study is the degree of viewer perspective change when looking at pre- and post- exposure to the video segments with counter arguments and appeals included. The control will provide each group with one message where no compliance-gaining appeal is amended to the end of the message, so as to determine appeal impact in comparison.

Population and Sample

The population for this study is all Pennsylvania registered voters in Pennsylvania. A random sample was drawn to represent this population. This particular population was selected as the researcher is a student at a university in Pennsylvania and also is familiar with Pennsylvania state politics. The following is a procedural explanation of the process necessary to gain access to the population and sample for use in this study;

First, it was necessary to gain access to all Pennsylvania voter records to enable a random sampling. Pennsylvania had 8.4 million registered voters at the time this study was performed. The sample was accessed by visiting the Pennsylvania Department of State website and requesting voter records. The direct link, as of January 31, 2011, is available at http://www.portal.state.pa.us/portal/server.pt/community/request_voter_lists/18128. The researcher requested a Full Voter Export List for all 67 Pennsylvania counties.

After receiving the CD with the voter information, the information was examined with Microsoft Excel. The individual voter information was then delineated from the text files into one sheet per county. Using a random number generator, 3000 random numbers were located and extracted for mailing. The version of the Public Information List

provided by the Department of State is a full export of all voters in each Pennsylvania county and contains the following fields provided in Table 1.

Table 1.

Pennsylvania Department of State Public Information List

Study Relevancy	Fields
Utilized	First Name, Last Name, Gender, DOB, Date of Registration, Mailing Address, Phone Number (optional)
Discarded	Voter ID Number, Date Status Last Changed, Polling Place, Voter District, Voter History, Date Voter Record Last Changed

From this sample, the participants were broken into four groupings randomly, in a Latin Square design structure, which permitted the researcher to test all variations of the issues and compliance-gaining appeals that were found during the content analysis phase of the project, as well as a control which contained no appeal. Each group contained 750 potential participants who were asked to self identify the grouping they were provided on the request letter at the start of the survey instrument so as to follow the correct branching path of the survey. This ensured that they received the correct treatment of the instrument. The responses rates per group ranged from 20-25 individuals. The group assignments are provided in Table 2.

Table 2.

Group Assignments for Compliance-Gaining Appeals

	Economy	Jobs	Healthcare	Taxes
Group A	Moral Appeal	Promise	Altruism	Control
Group B	Control	Moral Appeal	Promise	Altruism
Group C	Altruism	Control	Moral Appeal	Promise
Group D	Promise	Altruism	Control	Moral Appeal

In terms of requirements to perform the necessary portions of the research project, the researcher had access to proper recording equipment for the video production portion of the experiment. Data from respondents was directly input into Qualtrics. Actors were acquired from the doctoral program cohort of the researcher to perform speeches within the videos. These individuals were utilized as they were accessible, convenient, and free. They had no prior on camera experience and were asked to produce a neutral and low key presentation of the information.

Content Analysis Results

The content analysis of all PA U.S. House of Representatives candidate videos revealed the following in terms of attention to issues and utilized appeals. This content analysis included 37 candidates and 290 videos that were located on candidate websites or YouTube channels. Of these, the top four issue types most utilized were then used within this research design. The results of the issue analysis can be viewed in Table 3. The purpose for utilizing four issue types was so that one issue could act as the control for the groups while the other three utilized the top three appeals from the content analysis. The four most prevalent issues that emerged parallel the key issues in both the 2008 presidential election and the 2010 congressional elections.

A reasonable number of appeals to be investigated was set at three. The results of the appeal analysis can be viewed in Table 4. After the content analysis results, the top three made up 59 of the 61 appeals coded, which fit well into the proposed model. Only positive self-feeling was not investigated, which appeared twice within the videos coded. The intercoder agreement when coding compliance-gaining appeals was 93.79%, with 18 categorical disagreements within the 290 videos. Disagreements were tallied individually and not reconciled but were included in the appeal counts. The coding sheet utilized, as well as content analysis coder data, can be viewed as Appendix H.

Table 3.

Identified Issue Summary

Economy	51	Education	10	Cap and Trade	2
Jobs	49	War	8	2nd Amend	2
Healthcare	40	Fiscal Responsibility	7	Fair Trade	2
Taxes	32	Senior Issues	5	Urban Policy	1
Energy	27	National Security	5	Drug War	1
Veterans	16	Housing Crisis	4	Mideast Peace	1
Immigration	15	Environmental	3	Agriculture	1
Social Security	11	Life Rights	4	Corruption	1

Identified Compliance-Gaining Appeal Summary

Of the 283 analyzed videos, 61 appeals were found within 48 videos to have contained identified appeals based on Marwell and Schmitt's taxonomy. The top three appeals utilized by candidates within their videos was implemented and integrated into the pro and counter arguments of the messages in the research design. The results of this analysis can be viewed in Table 4. What is apparent from the results were the high

frequency of moral appeals, promises, and altruism within the content of the videos.

What was particularly interesting is that many appeals go unused within political compliance-gaining attempts. This would show that either these appeals are not thought to be potentially viable as techniques, or are not in the behavioral repertoire of the candidates running for the U.S. House of Representatives from Pennsylvania.

Table 4.

Identified Appeals Summary

Moral Appeal	26	Expertise (-)	0	Altercasting (+)	0
Promise	24	Liking	0	Altercasting (-)	0
Altruism	9	Pre-giving	0	Esteem (+)	0
Self Feeling (+)	2	Aversive Stim	0	Esteem (-)	0
Threat	0	Debt	0	Expertise (+)	0
Self-Feeling (-)	0				

Data Collection and Instrumentation

Data collection was done through Qualtrics, an online survey application.

Invitations were mailed that included a flyer and an informed consent page, as well as the website address to visit to take respondents to the Qualtrics survey. The informed consent page also contains the group assignment for the participant, which assigned their placement in the Latin square design. The flyer and informed consent page are attached as Appendix C.

As an individual received the mailing and determined that they would participate, they visited <http://www.pennsurvey.com>, a site developed by the researcher. This was the most appropriate way to have individuals gain access to the survey. In order to avoid having individuals who were not invited to participate randomly or haphazardly locate

the website through a search engine, a robot.txt file was placed in the root folder, along with a head tag instructing any spider to not index the page for their respective search engine. Spiders act primarily to index websites for search engines, allowing these engines to then provide timely search results for users. This method ensured that the only way to access the website was to manually type in its address.

The survey itself was constructed by the researcher, as no instrument located responds to the research questions or had the capacity to test the stated hypotheses. The survey flow chart, which follows the Latin square design for applying the compliance-gaining appeals to each test group, is included as Appendix D. Also included in this appendix is the randomization chart for groups, issues, and appeals, to provide a clear understanding of the treatment of the experiment.

Methodological Considerations

In order to provide the most fluid experience possible for respondents, several issues within the methodology were given attention. First, video file sizes were minimized as much as possible to have a solid balance with video and audio quality and file bulk. If the video files were too large, participants may have had issues while viewing them, when buffering would delay portions of the video from playing without interruption.

Also, some of those contacted may not have Internet access. These individuals were instructed if they would like to participate to utilize a family member's computer or their local library, if available. As this study is concerned with the impact of online political videos, nonparticipation due to lack of access was expected and may raise questions that are outside the scope of the investigation. These individuals who did not

utilize the Internet would also not utilize online political videos and therefore cannot be persuaded by them.

Voter registration rolls cannot be assumed to be fully accurate. A return address was placed on all mailings to determine the number of returned invitations. Of the 3000 mailed, 290 were returned as incorrect addresses and not able to be forwarded. Of those who received invitations for participation, 89 of the 2,710 participated, resulting in a 3.3% completion rate.

Survey Design - Participant Perspective

Upon entering the survey, the viewer was asked to select their assigned group which was printed on the letter of informed consent. All participants view the issues in the same order, regardless of grouping; however they received different appeals according to the experimental design. Then, the participant was asked for their views on the economic issue (provided below) by using a slider bar which allows a response from 0 (complete opposition) to 100 (complete support). After rating their support or opposition to the issue, they were shown a video that was counter to their perspective. The survey instrument was set to automatically take their response and guide them to the appropriate counter video by utilizing skip logic, a tool in Qualtrics that can route individuals depending on their initial response to a question. After the respondents viewed the video, which included either an appeal or the control depending on their group identification, the participants were asked to reexamine their perspective. They were shown their previous score so as to permit them to decide what modification, if any, was necessary to quantify their perspective.

This same pattern occurred on the issues of taxes, healthcare, and unemployment and followed the appeal and control guide constructed. So, in total, each respondent viewed four videos. Each participant experienced each appeal one time and the control within the four video messages viewed. Participants were also permitted to provide qualitative responses to the videos and messages were asked about their usage of candidate websites or video, as well as for general demographic information.

The four message scripts, along with the Qualtrics questions posed to the participants, are available in Appendix E. The survey instrument and a brief explanation of its construction can be viewed in its entirety in Appendix F.

Data Analysis

The data gathered from the experiment was used to run statistical analysis, including ANOVA and Paired Difference t tests. These tests were used to determine if there was a statistically significant difference from the exposure, as well as analyze entry survey nominal variables and compare variances of data means. Descriptive data was also used to provide a more thorough understanding of the sample. Also, while not critical to the stated research questions, qualitative data was analyzed for responses to the video messages viewed to see if any emerging themes might be present.

In chapter four, the data from the survey is provided and analyzed, utilizing inferential statistics. Paired difference t tests were used for RQ1 and H1 and multiple ANOVAs for RQ2, H2, RQ3, H3, H4, H5, and H6. Demographic data is provided to describe participant characteristics. Descriptions of results are provided in order to provide assessments of statistical significance.

CHAPTER 4

RESEARCH FINDINGS

Introduction

The main purpose of this study was to determine if compliance-gaining appeals, when attached to political messages within an online video format, had any impact on viewer perspectives about current issues. From this, three primary research questions were formulated and six hypotheses were posed. This chapter provides demographic data from the sample, as well as calculations to shed light on the hypotheses set forth in the study. The population of the study consisted of the 8.4 million voters of Pennsylvania, with a sampling of 3000 contacted for potential participation.

Presentation of Descriptive Characteristics of Respondents

The population of the study was registered voters in Pennsylvania, of which a random sample of 3000 registered voters was utilized and contacted via mail for participation. Of these 3000, 290 were returned as incorrect addresses and marked "unable to forward" or "UTF". It was also considered that some of these invitations may not have reached the intended recipients, but were not returned. Of the 2710 that were delivered, 89 were completed, with a response rate of 3.3%. While this rate was low, it still enabled the researcher to utilize the instrument to test functionality, as well as provided initial non-representative findings that can be retested in further research.

The frequency counts and percentages of the demographics of the sample gathered are presented below in Table 5. In terms of gender, the sample was fairly evenly mixed. Males made up 46.1% of the sample representation, with females providing 43.8% of the response. When looking at census data from 2010 for

Pennsylvania, the percentage of the population that is female is 51.3% and male 48.7%.

While the percentages show a slight overrepresentation of males, the data isn't far different from the census data of Pennsylvania. Given the small sample size, a difference of one or two people is what separates the sample from the Pennsylvania census percentages. It must also be considered that the percentage in the study who did not report their gender may have altered the balance to more representative levels, as those who did not report their gender accounted for 10.1% of the responses in the study.

Table 5.

Frequency Counts of Gender and Age Demographic Data

Variable	Frequency	Percentage
Gender		
Male	41	46.1
Female	39	43.8
No Response	9	10.1
Age (Generation)		
Generation Y (18-32)	17	19.1
Generation X (33-44)	11	12.4
Young Boomers (45-54)	30	33.7
Older Boomers (55-63)	19	21.3
Silent Generation (64-72)	6	6.7
G.I. Generation (73 and older)	0	0
No Response	6	6.7

When looking at respondent generation, the majority were ages 45-54, with reasonable representation occurring for the Generation Y, Generation X, and Older Boomers as well. Six respondents from the Silent Generation took part. When comparing to 2010 Pennsylvania Census data, a similar trend emerges. It should be noted

that census data differs in age groupings which makes direct comparison difficult. In terms of Generation Y, the sample consisted of 19.1%. The census data reveals that Pennsylvania's population that falls within this age range is approximately 17.1%. Generation X, representing 12.4% of the sample respondents in the study, is estimated to be 14.7% of the population of Pennsylvania. Young Boomers were represented at the highest rate within the study, at 33.7%. Their actual population in the state is 15.3%. Older Boomers were 21.3% of the sample, while being 12.8% of the population in Pennsylvania.

The Silent Generation provided 6.7% of the sample respondent rate, with 8% of Pennsylvania's population existing in this range. No respondents from the GI Generation participated, while being 7.8% of the population. Generations X and Y were within several percentage points of the actual population of Pennsylvania in terms of the representation within the study. The largest disparity exists within the Young Boomers age range, where there is a difference of more than 19 percentage points. Older Boomers were also overrepresented by 8.5 points. This may be a confluence, where individuals are technologically enabled citizens, who are also older and more involved in political life. Also, as the oldest age groups are underrepresented, most likely due to the technological aspect of the study, this causes other age groups to become larger proportions of the study. The Silent Generation came in nearly even with Pennsylvania's population, while the GI Generation, consisting of those ages 73 and older, provided no representation in the sample.

A recent Pew Study, looking at the age demographic, may help to shed light on the respondent to census data differential. Within the Pew study, the breakdown of those

who are active Internet users is as follows; 90% of those aged 18-29, 84% of those aged 30-49, 76% of those aged 50-64, and 46% of those ages 65 and older. This correlates with the achieved sample, as Generation Y, Generation X, Young Boomers, and Older Boomers all use the Internet at relatively high levels. The Silent Generation and the GI Generation, which represented only 6.7% of the sample pool, use the Internet significantly less, which may have caused these individuals to not take part in the study as they do not use the requisite technology.

Table 6, below, contains demographic data regarding educational attainment of the collected sample. In terms of education, the main bulk of the sample had completed their Bachelor's degree (41.6%). Associate's degrees (17.9%) and Master's degrees (16.8%) made up a similar proportion of the sample, as well as those who completed only high school (6.7%) and those who completed doctoral degrees (6.7%). Five respondents did not disclose their education attainment level. When looking at US Census data for Pennsylvania, there are distinct differences in the representation of the sample and that of the census data. While 51.2% of Pennsylvanians completed high school, their GED, or an Associate's degree, only 24.6% of the sample received fit these categories. In Pennsylvania, 26.3% received their bachelor's degree, as compared to 41.6% of the study respondents. Finally, 10% received advanced degrees, including masters, doctoral, or professional degrees in the census data. Within the sample, 28% of respondents fell into these higher educational attainment categories.

Table 6.***Frequency Counts of Education Demographic Data***

Variable	Frequency	Percentage
Education		
Completed Grade School	0	0
Completed High School (or GED)	6	6.7
Completed Associate's Degree	16	17.9
Completed Bachelor's Degree	37	41.6
Completed Master's Degree	15	16.8
Completed Doctoral Degree	6	6.7
Completed Professional Degree (MD, JD)	4	4.5
No Response	5	5.6

First, a distinction should be made between US Census data and the educational attainment of Pennsylvania registered voters. No data exists to provide a clear view of the registered voting populace of Pennsylvania. This may explain the misrepresentative nature of the data received as compared to the census data. Without further information as to the nature of educational attainment for Pennsylvania registered voters, this study is limited in terms of powers of direct and fair comparison. To supplement this discrepancy and further explain the differences occurring in the sample and population, a report was gathered from the Nonprofit Voter Engagement Network, which was created in October of 2009. This report, entitled 'America Goes to the Polls, Voting Gaps in the 2008 Election' provides economic and educational attainment data. Since 1964, voters who had education levels ranging from high school and under have been 20 to 35 percentage points lower in terms of voting as compared to those who have bachelor's degrees or higher. In the 2008 election, the disparity was 51% of those with high school diplomas or

under voted, compared to 79% of those with bachelor's degrees or higher. This data would certainly fit the respondent trend as most of the respondent pool had college level educational attainment or above, which may be indicative of the higher registration and voting practices of those of higher education levels.

It would seem, from the respondents who did provide data, that those with Bachelor's degrees were most likely to complete the survey. Associate's degrees and Master's degrees responses were nearly equivalent, as were those who completed high school with those with doctoral degrees. It should be noted, that within the NVEN report, Associate's degrees are not discussed in terms of placement or voting population percentage. The same is true of census data, where no distinction is made and no information is provided about the placement of associate's degree holders.

Table 7 contains demographic data related to respondent political affiliation. There was strong representation within the sample for independents (23.6%), democrats (29.2%), and republicans (21.3%). Unaffiliated and libertarians as groups both represented 5.6% of the sample respondent pool. Eleven of the survey respondents did not disclose their political affiliation.

When comparing these political affiliation rates to the publicly available data about Pennsylvania, several distinctions exist. According to the State of the States report, provided and updated on March 2011 by Gallup, 40% of the voting population of Pennsylvania are republican or tend to lean republican. Democrats or those who lean democrat make up 46.4% of the voting population. Independent affiliations are not provided by this report and could not be located elsewhere. It is assumed other parties encompass the remaining 13.6%.

When considering the two major parties and independents only in the sample, democrats are nearly 40%, republicans 28%, and independents 32%. The sample appears to have an overrepresentation of independent voters, as well as a sizeable amount of individuals (12.4%) who chose to not self-identify their affiliation. It should also be considered that it is possible that some individuals who are registered as democrats or republicans do so in order to engage in the primary process, which cannot be done under an independent registration.

Table 7.

Frequency Counts of Political Affiliation Demographic Data

Variable	Frequency	Percentage
Political Affiliation		
Independent	21	23.6
Democrat	26	29.2
Republican	19	21.3
Constitution	0	0
Libertarian	5	5.6
Green	0	0
Unaffiliated	5	5.6
Party Not Listed	2	2.2
No Response	11	12.4

Analysis of Data

This section will present each hypothesis as well as the utilized statistic and data results from the study;

H1 - Compliance-gaining appeals, when utilized within online political video messages, will have an impact on viewer perceptions of issues to some degree.

To determine the impact, a slider from 0 (strong opposition) to 100 (strong support) was provided to respondents on four issues. The Latin square strategy is provided on Table 2 in Chapter 3. Results are looked at within appeal groups to gauge if any impact on perception has occurred. A *t* test for paired differences was utilized to determine if significant differences exist from pre- to post- exposure. In Tables 8 to 11, the moral appeal, promise, altruistic appeal, and control are calculated.

Prior to engaging with the data, several points need to be established regarding the development of the experiment. First, the results for each compliance-gaining appeal are aggregated from each issue. So, the moral appeals from Group 1's economic issue, Group 2's jobs issue, Group 3's healthcare issue, and Group 4's tax issue were compiled. The same technique was used for the promise appeal, the altruistic appeal, and the control. In this way, each group experienced each appeal one time and the control one time during the sequence of videos. The issues presented were, by design, not intended to be analyzed in that they were used as a vehicle for the compliance-gaining appeals. Group distribution of responses, while not completely equal, were relatively close so as to permit compilation. While not attached to any research question hypotheses, results by issue for statistical significance are in Tables 19-22 and are discussed later.

Also, it is possible that the individual actors may have had an influence, either positively or negatively, although no qualitative data supports this potentiality of an intervening variable. Voice quality and tone also varied, as both genders were represented, but again, no data supports the existence of an intervening variable. The settings of the videos were simplistic, with no emphasis on anything other than the actor. By design, individuals were given scripts which were read. There are natural variations

of personality and persuasiveness that occur in everyone, however, in general, actors were low key and focused on message delivery. By randomly applying appeals, issues, and groupings, each respondent only viewed each actor once, as actors were assigned to one issue each.

In Table 8, containing moral appeal data, after calculation, the t test does not cross the threshold of statistical significance at the .05 level. It should be noted that the value was close to the threshold, and therefore, further examinations of this variable may provide a better understanding of its impact with a larger sample. There is some movement within the pre-exposure and post-exposure mean values provided by respondents, showing a mean average change of 2.55 points on the 100 point scale. It should also be considered, with this and all other compliance-gaining appeals, that even small change may be important for further testing, as this change occurred after only one viewing of a perspective and compliance-gaining appeal counter to the respondent's initial rating of support or opposition.

Table 8.

Moral Appeal Compliance-Gaining Strategy

Two Tailed t test – p value	.0528
Confidence Interval	95
$t =$	1.9629
df =	88
standard error of difference =	1.299
Mean (Pre-)	43.80
Mean (Post-)	46.35
Δ Mean	2.55

SD (Pre-)	29.70
SD (Post-)	28.65

In Table 9, containing promise appeal data, the t test does not have statistical significance at the .05 level. There is small movement within the pre-exposure and post-exposure mean values provided by respondents, showing a mean average change of .97 points on the 100 point scale, which is the smallest change of all compliance-gaining appeals calculated. Again, it should be considered that even incremental change should not be considered unimportant, as this change has occurred after one respondent view of a video providing an issue with counter perspective and a compliance-gaining appeal attached.

Table 9.

Promise Compliance-Gaining Strategy

Two Tailed t test – p value	.3843
Confidence Interval	95
$t =$.8744
df =	88
standard error of difference =	1.298
Mean (Pre-)	51.83
Mean (Post-)	52.97
Δ Mean	1.14
SD (Pre-)	27.38
SD (Post-)	28.35

In Table 10, containing altruistic data, the calculation does cross the threshold of .05, with a t value (two tailed) of .0008. There is moderate movement within the pre-exposure and post-exposure mean values provided by respondents, showing a mean average change of 3.86 points on the 100 point scale, which is the largest change of all compliance-gaining appeals calculated. As this moderate change has occurred after one respondent view of the video message, this particular variable should be investigated further to determine the reliability of these initial results. Also, as altruistic appeals were the least often used of the three appeals, but the most effective within this sample, further investigation may shed light on the impact and nature of this particular compliance-gaining appeal. Of particular interest is that the standard deviation in the post-test was reduced considerably along with a fairly sizeable shift in the mean score. This could be a fertile area for further study.

Table 10

Altruistic Compliance-Gaining Strategy

Two Tailed t test – p value	.0008
Confidence Interval	95
$t =$	3.4703
$df =$	88
standard error of difference =	1.111
Mean (Pre-)	49.98
Mean (Post-)	46.12
Δ Mean	3.86
SD (Pre-)	31.02
SD (Post-)	27.61

In Table 11, the control, also surpasses the threshold of .05, with a t value (two tailed) of .0095. Again, as with the altruistic appeal, there is moderate movement within the pre-exposure and post-exposure mean values provided by respondents, showing a mean average change of 3.7 points on the 100 point scale. What is particularly interesting is that this lack of a compliance-gaining appeal leaves the viewer to only receive the informational argumentation of the video message, yet it had a stronger perspective change impact than the moral appeal and the promise. The altruistic appeal, therefore, is the only appeal that complies with H1, while the moral appeal and promise are rejected due to not surpassing the .05 level of statistical significance. This raises several interesting questions. First, could an improper appeal mitigate any change that the factual information might have produced? Does it suggest that there are particular combinations of information types and compliance-gaining appeals that would work better together? Given the significant presence of negative campaigning, did purely factual information have an added impact?

Table 11.

Control Group with no Compliance-Gaining Strategy

Two Tailed t test – p value	.0095
Confidence Interval	95
$t =$	2.6533
df =	88
standard error of difference =	1.393
Mean (Pre-)	54.35
Mean (Post-)	50.65
Δ Mean	3.7

SD (Pre-)	28.02
SD (Post-)	29.18

H2 - Viewers who rate their perceptions on issues as weak support or opposition will be more impacted by compliance-gaining appeals in comparison to viewers who have stronger levels of support or opposition.

In Table 12, summary data is provided and a one factor ANOVA was performed between two groups rate of change of support or opposition of issues. Quartiles were established to evenly distribute groups, in which those who selected 0-25 or 75-100 are considered strong belief and 26-74 are considered weaker belief. All changes were included, as well as the absence of change. For instance, if a respondent rated their perspective of an issue at 90 and then rerated their perspective at 90 after viewing the video, then a rate of change of 0 exists. This 0 rate was factored in just as every other respondent who felt a perspective change after viewing the video. After calculation, the f test, and its resulting p value, do not cross the threshold of statistical significance at the .05 level. Looking closer at the data, there is incrementally more movement with those perspectives that are weakly held. The difference between weakly held perspective (6.414) average mean changes and strongly held perspectives (5.641) was .77 points.

Table 12.***ANOVA Calculation of Strong vs. Weak Perspectives (quartiles)***

	N	Mean	SD	Variance		
Weak Perspectives	169	6.4142	10.57485	111.82742		
Strong Perspectives	184	5.6413	10.60372	112.43894		
Source	SS	DF	MS	<i>F</i>	<i>p</i>	
Between Groups	53.059	1	53.059	0.473	.492	
Within Groups	39,708.468	354	112.171			
Total	39,761.527	355				

To constrict the strong belief and weak belief segmentation further to potentially uncover differences, a second one factor ANOVA was performed between two groups rate of change of support or opposition of issues. Within this calculation, those who rated from 0 - 39 and 61 - 100 were considered strong support or strong opposition, with those who selected 40 - 60 being considered weak support, opposition, or neutrality. The results are in Table 13. As with the previous calculation, all changes were included, as well as the absence of change. After calculation, the *f* test, and its resulting *p* value, again do not cross the threshold of statistical significance at the .05 level. The incremental mean perspective change that occurred within the previous calculations of Table 11 has shifted, now revealing that strongly held views (6.330) with these new parameters were more influenced than weakly held views (5.261), by more than one full point.

As both versions of data analysis have failed to reach statistical significance, there is no statistical support for H2. Further discussion will occur in Chapter 5.

Table 13.***ANOVA Calculation of Strong vs. Weak Perspectives (Strong, 0-39, 61-100; Weak 40-60)***

	N	Mean	SD	Variance	
Weak Perspectives	107	5.26168	9.40929	88.53465	
Strong Perspectives	251	6.33068	11.3221	128.1902	
Source	SS	DF	MS	<i>F</i>	<i>p</i>
Between Groups	85.729	1	85.729	0.737	.391
Within Groups	41,431.424	356	116.380		
Total	41,517.153	357			

Four demographical areas were each calculated using one factor ANOVA. These areas include gender (H3), age group (H4), education (H5), and political affiliation (H6) and are presented in Tables 14 through 17.

H3 - Regarding gender demographical data, there will be no significant difference of compliance impact between men and women.

When looking at gender as the dependent variable, there are no statistically significant differences of the impact on perspectives that occurred from the compliance-gaining appeals ($p=.207$) (Table 14). The perspective changes of men when looking at the mean and standard deviation are higher than that of women, with mean change almost 1.5 points higher and a SD difference of nearly 4 points higher. This would indicate that men, while not necessarily more or less persuaded by compliance gaining attempts, do alter their ratings more so than women in the sample. Also, the difference in SD would

indicate that men who do change tend to have more significant changes than that of the women in the sample. This result will be further explored in the following chapter.

Table 14.

ANOVA of Men and Women and Rate of Perspective Change

	N	Mean	SD		
Men	164	6.821	12.67		
Women	156	5.327	8.619		
Source	SS	DF	MS	<i>F</i>	<i>p</i>
Between Groups	187.491	1	187.491	1.597	.207
Within Groups	39,214.282	334	117.408		
Total	39,401.773	335			

H4 - Regarding age demographical data, there will be no significant difference of compliance impact between age groupings.

When looking at age groupings, statistical significance within the sample occurs at $p=.001$ (Table 15). Of particular note are the older generations represented in the sample, who have nearly double the mean changes and standard deviations of the younger generations sampled. This would indicate that older individuals are more prone to persuasion when utilizing compliance-gaining appeals within video messages. The standard deviation appears to indicate a wider range of values within the older populations as well. These results will be further discussed in Chapter 5.

Table 15.***ANOVA of Age Groups and Rate of Perspective Change***

Source	SS	DF	MS	<i>F</i>	<i>p</i>
Between Groups	2,032.224	4	508.056	5.062	.001
Within Groups	33,222.090	331	100.369		
Total	35,254.315	335			

Group	N	Mean	SD
Gen Y (18-32)	68	3.8823	7.4803
Gen X (33-44)	44	2.3409	4.3878
Y Boomers (45-54)	120	4.5166	7.6947
O Boomers (55-63)	76	9.2631	14.704
S Generation (64-72)	28	8.3214	14.121

H5 - Regarding education demographical data, there will be significant difference of compliance between education tiers.

For the Education variable, ANOVA calculations achieved statistical significance at $p=.001$ (Table 16). From high school through masters level achieved education levels, means ranged from 3.5 to 8.833. Doctorate and professional degrees were far less, coming in at .375 and .611 respectively. Those who are of higher education within the sample appear to be less likely to alter perspectives. This will be discussed further in Chapter 5.

Table 16.***ANOVA of Education and Rate of Perspective Change***

Source	SS	DF	MS	<i>F</i>	<i>p</i>
Between Groups	2,285.395	5	457.079	4.562	.001
Within Groups	33,261.352	332	100.185		
Total	35,546.747	337			

Group Responses	N	Mean	SD
High School	24	8.833	9.968
Associates	64	3.5	6.725
Bachelors	140	7.7	13.273
Masters	68	4.897	7.302
Doctorate	24	0.375	1.096
Professional Degree	18	0.611	1.5

H6 - Regarding political affiliation demographical data, there will be no significant difference of compliance between major parties.

In Table 17, all political party perspective changes were analyzed, resulting in statistically significant findings ($p=.006$). A breakdown and analysis of the democrats, republicans, and independents is included in Table 18, though no statistically significant difference was found between these affiliations ($p=.254$). Therefore, in part, some of these demographical variables are impacted differently by compliance-gaining appeals. Those who are Libertarian, unaffiliated, or their party was not listed (and they did not provide it when provided the opportunity) were far less impacted by political compliance-gaining than those in the major parties or who are independents. These results will be further discussed in the following chapter.

Table 17.***ANOVA of Political Affiliations and Rate of Perspective Change***

Source	SS	DF	MS	<i>F</i>	<i>p</i>
Between Groups	2,019.670	6	336.612	3.049	.006
Within Groups	37,199.864	337	110.385		
Total	39,219.534	343			

Group Responses	N	Mean	SD
Independent	88	7.5454	11.524
Democrat	112	5.1339	9.6352
Republican	76	6.1052	9.3944
Libertarian	20	1.55	2.282
Unaffiliated	20	3	4.6339
Not Listed	8	2.5	3.4641
Not Disclosed	20	13.25	20.687

Table 18.***ANOVA of only Independent, Democrat, and Republican Political Affiliations***

Source	SS	DF	MS	<i>F</i>	<i>P</i>
Between Groups	287.019	2	143.510	1.376	.254
Within Groups	28,477.846	273	104.314		
Total	28,764.866	275			

Though not part of any hypotheses, the difference pre- and post- exposure of the issues themselves were evaluated with *t* tests. The results of each issue are below in Tables 19 - 22. In terms of significant findings within the first issue presented to respondents, which was the economy, no statistical significance is found from pre-exposure to post-exposure. The mean perspective change was 2.3 points and the SD

shrunk by 1.63 points. These are nominal changes, showing that individuals to some degree did mediate their perspectives, but no statistically significant support is achieved.

Table 19.

Pre- and Post- Perspectives on the Economic Issue

Exposure	N	Mean	SD	SEM
Pre-	89	45.15	24.36	2.58
Post-	89	42.85	22.73	2.41
<i>t</i> =	1.4975			
<i>df</i> =	88			
SED=	1.531			
Two Tailed <i>p</i> =	.1378			

When evaluating the healthcare issue, significant findings were achieved. The mean perspective change was 2.28 points and the SD increased by .72 points. Of the 89 perspectives, 41 instances of change occurred within the healthcare issue. Most of the data changes were from 5 to 15 points. This issue is also the only issue where the SD increased, pulling the data further away from the mean, revealing more disparate values as compared to the other three issues evaluated. This may be due to a number of factors, as healthcare was a highly debated topic during the campaign. Also, personal health and the health of others is a charged topic as it deals with life and death. Unfortunately, qualitative responses provided do not provide insight into the statistically significant finding on the healthcare issue. It may also be possible, although unverifiable, that as this was the only issue presented by a female actor, that gender made a difference in persuasion.

Table 20.***Pre- and Post- Perspectives on the Healthcare Issue***

Exposure	N	Mean	SD	SEM
Pre-	89	58.88	28.69	3.04
Post-	89	56.60	29.41	3.12
$t=$	2.3494			
$df=$	88			
$SED=$.971			
Two Tailed $p=$.0210			

When looking at unemployment, no statistical significance exists. The mean perspective change was .89 points and the SD shrunk by .03 points. These changes are small and show little movement on the particular issue of unemployment. Individual respondents clearly felt unmoved by the information and appeal, standing firm in their perspective rating.

Table 21.***Pre- and Post- Perspectives on the Unemployment Issue***

Exposure	N	Mean	SD	SEM
Pre-	89	58.38	27.33	2.9
Post-	89	57.49	27.30	2.89
$t=$.7072			
$df=$	88			
$SED=$	1.255			
Two Tailed $p=$.4814			

When looking at the tax issue, no statistical significance was achieved. The mean perspective change was 1.6 points and the SD shrunk by 1.12 points. As with the economic and unemployment issues, these are nominal changes.

Table 22.

Pre- and Post- Perspectives on the Taxes Issue

Exposure	N	Mean	SD	SEM
Pre-	89	37.55	30.75	3.26
Post-	89	39.15	29.63	3.14
<i>t</i> =	1.1449			
df=	88			
SED=	1.394			
Two Tailed <i>p</i> =	.2553			

To close out this section, one last particular item of interest was located within the data. When the research project was initialized, it was expected that individuals may or may not alter their perspectives once they had viewed online video materials with compliance-gaining appeals. This did occur, with 193 perspectives not changing, 120 perspectives changing in the anticipated direction, and 43 perspectives changing to further strengthen the individuals support or opposition of the issue. This unexpected result made up 8.3% of the responses and will be discussed further in the next chapter.

Summary

From these results, several hypotheses are supported, while several others are not. Moral appeals and promise appeals do not cross statistical thresholds of significance and it appears their power is limited. Altruistic appeals, however, had a greater impact on respondent perspectives and reached statistical significance.

When evaluating whether weakly held views were more prone to persuasion than strongly held views, two variations of segmentation failed to yield statistically significant results. Finally, when looking at demographic variables, including gender, age, educational attainment, and political party, results were mixed. Gender did not reach statistical significance. Age, education, and, in part, political party did reach statistical significance for a variety of potential reasons to be discussed in chapter 5.

Several pieces of data were unanticipated after collection. The first is the revelation that a reasonable number of individuals altered their perspective in the opposite direction than anticipated. It was expected that individuals would either not feel inclined to move their perspective or that they would move it in the direction that the message sought.

Also, the relative low power of moral appeals and promises was unanticipated, particularly due to their heavy use in political speech. To the contrary, altruistic appeals were quite strong within the sample even though they were rarely used within the videos analyzed in the content analysis performed to develop the experiment.

CHAPTER 5

DISCUSSION AND IMPLICATIONS

Introduction

This intent of this study was to quantitatively examine the effectiveness of compliance-gaining appeals when used in political online videos. No quantitative examination of effectiveness was found within existing literature. The findings indicate that the most often utilized appeals (moral and promises) which were identified within the content analysis of existing political videos were relatively ineffective and potentially counterproductive. Altruistic appeals, when compared to the control, were found to be persuasive to respondents. When evaluating demographic variables, gender and political party were not statistically significant and did not differ in terms of persuadability, Age grouping and education were factors for persuadability, as those with lower educations or higher age were more likely to alter their perceptions after viewing the experimental videos messages with appeals.

The study concludes that results are highly individualized and contextualized. Individual processes, including selective processes and cognitive dissonance, appeared to interfere for some respondents while others were more open to the political messages presented. The implications of the study are geared towards message designers, as the effectiveness or ineffectiveness of compliance-gaining appeals may be critical to message outcomes. Study results may be of interest to registered voters as well, to enable them to better understand how political messages seek to alter their perspectives.

Summary of the Study

After a thorough review of the existing literature on compliance-gaining, it is apparent that researchers have yet to attempt to quantitatively determine the effectiveness of compliance-gaining appeals. The scope of this study is concerned primarily with online political video messages that use compliance-gaining appeals in order to enhance persuasion. This is increasingly important as new media and politics become more interrelated with each election cycle. In addition, individuals turn to the Internet for political information and interaction at increasing rates. Understanding the impact on viewer perspectives when viewing online political video messages that use compliance-gaining appeals is thus of significant importance.

The study sought to gain quasi-ratio level data for analysis and interpretation by using a survey that first asked respondents to provide their perspective on an issue. Respondents were able to rate their view on the issue on a slider bar ranging from 0 - 100, with 0 representing strong opposition and 100 representing strong support. Once an issue was rated, respondents then were shown a video that was counter to their perspective and had an attached compliance-gaining appeal. Their perspectives were then reassessed to determine if any change had occurred. Demographic information was collected for analysis as well as some qualitative information to permit respondents to voice opinions about the videos.

In terms of representativeness when comparing the sample to census data of Pennsylvania, demographical comparisons vary. The sample was comprised of 46.1% males and 43.8% females, as compared to census data where males are 48.7% and

females are 51.3%. This difference, while minor, is noted. Gen X and Y were represented similarly, younger and older boomers were overrepresented, and The Silent Generation and GI Generation were underrepresented heavily within our sampling. Technology usage within these age groupings is considerably less than the others.

Education demographics also differed from the sample to the counts provided in census data. Within Pennsylvania, 51.2% of the population have their high school diploma or GED, but were represented at a rate of 24.6% within the sample. Those with bachelor's degrees, master's degrees, doctoral degrees, or professional degrees were represented at higher levels than they exist within the state of Pennsylvania. This differential is thought to exist due to the elevated political voting habits of those who are more education as compared to those who have high school degrees, as discussed in the previous chapter.

When assessing political affiliation representativeness, the sample has a large independent voter base, 32%. Both democrats and republicans were slightly underrepresented, by 6.4% and 12% respectively. No report of independent voter percentages could be located, which complicates the ability to understand overall representativeness of political party affiliation to some degree. With that said, both main parties, as well as independents, received ample representation within the study, albeit not directly in line with current levels.

Findings

The following are the findings of this research project, derived from the constructed research questions and associated hypotheses.

RQ1 - Do compliance-gaining appeals, when utilized within online political video messages, have an impact on viewer perceptions of issues that were presented during the content of the videos?

H1 - Compliance-gaining appeals will impact viewer perceptions of issues.

In regards to RQ1 and H1, there are mixed findings. The most utilized compliance-gaining appeals within the content analysis were the moral appeal and the promise. After calculating the data from the study, neither the moral appeal nor the promise reached statistical significance in the sample. Altruistic appeals were third in the content analysis ranking and were considered statistically significant with a two tailed t value of .0008. The control message, with no appeal, also is statistically significance, with a two tailed t value of .0095. How a message with no appeal has greater mean change when compared to moral appeals and promises is important to note and discuss. It may be possible that moral appeals and promises have oversaturated political speech, causing individuals to deflect their intended persuasive impact, or even react negatively to argumentation once these appeals are used. It may also be dependent on the intended audience, as republicans may react differently to a moral appeal when compared to independents or democrats. Much is not yet known about this complex interaction, but it is brought to light by this control group finding. Therefore, the hypothesis is partially supported. Moral appeals and promises were not statistically significant, while altruistic appeals and the control message surpassed the .05 threshold.

To further investigate the nature of altruistic appeals, it is important to refer back to the content analysis, where these appeals were discovered and emulated within the project's constructed video messages. There were nine examples of altruism found within

the online political videos of those running for the U.S. House of Representatives from Pennsylvania. These can be viewed below in Table 23.

Table 23.

Altruistic Compliance-Gaining Appeals within Political Videos

Candidate Name	Usage
Dee Adcock	"I need your help, the help of all of you here and many others. I need you to talk to your friends and your family members about the solutions that we have to the problems we face."
Tim Burns	"I hope I can count on your vote."
Louis Barletta	"I stood up for my town, now I'm asking you to stand with me."
Patrick Murphy	"I'm asking for your vote, because whether it was serving in Iraq, or fighting for jobs, I know whose side I'm on... yours."
Pat Meehan	"I'm humbly asking all of you to join me on a journey, a journey that begins here and leads us to our nation's capital". "I ask for the chance to continue to fight, to fight for our safety, our security, our future."
Bryan Lentz	"I'd like your help." "I need your help getting to Washington." "I ask you today to join me, join me on this campaign, let's run a strong campaign, let's run a positive campaign, and together we can win this election..."

What is also worthy of note is that altruism is the only appeal used that is, by nature, interpersonal. It's the candidate asking on an individual to individual level for support. It is important to note two points. First, of the six individuals who utilized altruism, two were voted into office. This shows, even with some usage, that candidates used altruism lightly in their message design. Impact on their candidacy and campaign due to this use of altruism cannot be determined, as campaigns are complex systems.

With the exception of Meehan and Lentz, the other four candidates utilized altruism only once within their online videos. Meehan defeated Lentz by 11 points. Barletta, the other candidate who utilized altruism and also won, beat long time representative Paul Kanjorski by 10 points. Small businessman Dee Adcock lost by 12 points, Patrick Murphy by 8 points, and Tim Burns, in a close campaign with Mark Critz, was defeated by only 2 points.

The video message constructed from these simple appeals was consistent, as the issues varied, stating at the close of assigned video with, "I'm asking you, from one citizen to another, to please consider what you've heard here today. Thank you." As the most impactful of the compliance-gaining strategies studied within this sample, altruism, while being utilized far less than moral appeals or promises, shows compliance-gaining power.

Five of the nine altruistic appeals used come from Lentz and Meehan, candidates facing one another in Pennsylvania's 7th district. This was the only district that held an election with no incumbent candidate running. Due to both candidates being new to the national political stage, this may have led to the increase in personalized appeals, where an interpersonal connection was created to further create commitment.

RQ2 - Are viewers who have weaker perceptions on issues more susceptible to altering their perception in comparison to viewers who have more strongly held positions?

H2 - Viewers who rate their perceptions on issues as weak support or weak opposition will be more impacted by compliance-gaining appeals compared to viewers who have stronger levels of support or opposition.

After calculating a one factor ANOVA, the respondents within this sample, regardless of strength of perspective, were not necessarily more or less prone to persuasion. Two versions of ANOVA were calculated to determine if differences existed at different strengths or weaknesses of perspectives. The first calculated strong perspectives as 0-25 and 75-100 and weak perspectives as 26-74; no statistically significant results were achieved. The second used strong perspectives as 0-39 and 61-100 and weak perspectives as 40-60, and, again, no statistically significant results were found. It would appear that regardless of strength of perspective, individuals are not persuaded more if they hold weaker perspectives as compared to stronger ones. This also raises the question of what raises strong or weak levels of support and could be a topic for further analysis.

When looking at the data, while statistical significance was not achieved, something curious presents itself. The second set of ranges calculated has provided a shift when compared to the first. While the first set, including quartiles, provided similar mean changes, standard deviations and variances for both weakly held and strongly held viewpoints, the second set shows movement. Counter to the posed hypothesis, the strongly held views from 0 – 39 and 61 – 100 were more influenced in terms of mean and standard deviation when compared to the weakly held views from 40 – 60. Perhaps those with strong views, after viewing the video messages, are more likely to mediate their views as compared to those who may hold more neutral viewpoints, or who may not particularly care about the issue at hand. Also, it is important to note, mean changes could be either weakening a strong viewpoint or strengthening it, so the higher mean could be a product of strengthening already strong views, not weakening them.

RQ3 - Are compliance-gaining appeals more or less effective when looking across viewer demographical data, including gender, age, education, and political affiliation?

In regards to RQ3, four areas of demographical information were calculated using one factor ANOVA. This included gender, age group, education level, and political affiliation. The intention of this question was exploratory in nature, as the literature reviewed did not provide any statistical basis for persuasive impact to be different within these variables. Hypotheses were generated, as H3 - H6, and are discussed below with significant findings presented first, followed by those that didn't reach statistical significance.

H4 - Regarding age demographical data, there will be significant difference of compliance impact between age groupings.

H5 - Regarding education demographical data, there will be significant difference of compliance between education tiers.

In terms of age, statistical significance is reached within the sample, with $p = .001$. Those in older age groupings were more likely to change their perspectives when presented with the political videos with connected appeals when compared to their younger counterparts. While older individuals are less likely to utilize the Internet, which may have excluded some from the study, what trait other than age would cause such a change? One might expect older voters to have more developed and long standing viewpoints. Also, while the older age demographics were reasonably represented, having a larger sampling of these age groups may help to clarify this finding. The education variable also achieves statistical significance within the sample, with $p = .001$. As with

age, those with lower education were more likely to alter their perspectives after viewing the experimental political videos and compliance-gaining appeals. Those who were of higher education statuses were much less likely to change their perspectives, and even when perspective change occurred, it was at a much lower rate.

H3 - Regarding gender demographical data, there will be no significant difference of compliance impact between men and women.

H6 - Regarding political affiliation demographical data, there will be no significant difference of compliance between major parties.

When evaluating gender, there were no statistically significant differences, with $p = .207$. Gender, in this particular sample, was not a variable that impacted perspective change due to compliance-gaining appeals. The political affiliation variable, when looking at all parties, does attain statistical significance, with $p = .006$. However, when looking only at those who self identify as independents, republicans, and democrats, statistical significance is not achieved, with $p = .254$. Therefore, the presence of other political parties played a role in the significance of the first calculation as much of the third parties responses showed very little change in perspectives.

Qualitative information was provided by some respondents within each issue area and is included in Appendix G. While the qualitative information was not imperative to responding to the research questions or hypotheses posed in the study, these responses are discussed within the conclusions section as they provide further insight into respondent perspectives.

Conclusions

From RQ1 and H1, it is interesting to note that the most utilized compliance-gaining techniques were also the techniques that did not reach statistical significance when calculating the t test looking at pre- and post- exposure. Altruism, perhaps the most personal of the appeals located in the content analysis and utilized within the study, was statistically significant when comparing pre- and post- exposure results. Even the control message, which had the same content with the exception of any appeal at the close of the message, had statistically significant results when comparing pre- and post- exposure. It would seem that French and Raven's informational influence, of which the video messages were scripted to perpetuate, made an impact. But what would cause the messages, which contain the same content as the control messages plus an added appeal, to perform differently?

Perhaps viewers are not persuaded due to the elevated usage of moral appeals and promises that may exist in modern day politics. Whether this is, in part, viewers utilizing their selective processes or a lessening of the impact brought about by Festinger's theory of cognitive dissonance is unknown. Being provided a counter viewpoint was difficult for some to watch as noted within the qualitative responses provided in Appendix G and exemplified within the next several pages of this chapter. Several examples, dealing with differing issues, are presented below in Table 24.

Table 24.

Cognitive Dissonance Experience through Respondent Statements

Issue	Respondent Statement
Unemployment	<p>"Can he spell 'recession?' I have too many friends out of work who want to work, who are qualified to work, who would take any job with sufficient pay to work, who were laid off after long years of service. Just the other day a colleague lamented that he had a job applicant who was willing to step into a lower position for the job that was available and he just didn't get it. I think the extension should not become permanent, but let's lay off the rhetoric right now."</p> <p>"Should an effective system that helps millions of Americans be extended? Why? There are individuals who know the system well enough that they remain on Unemployment for years. There are those that work the required amount of time and then go back on unemployment. There are many jobs out there that individuals on unemployment can do. Arguments such as I don't what that type of job or it does not pay enough or the work is hard are just excuses to remain on unemployment."</p> <p>"This is bullshit!! Most people who are collecting unemployment benefits have lost good paying jobs. Now they are forced to take minimum wage jobs which pay only half, if not less, than they are used to. And when they take those minimum wage jobs, they can no longer collect unemployment. It's very difficult to live on minimum wage. Forget owning a home. You don't make enough to afford the mortgage payments."</p> <p>"Do you really think people would rather collect unemployment than have a job? Get a life!"</p>
Economy	<p>"There was absolutely no consequence to the bankers/CEO's who caused the whole train wreck, and tens of thousands of people lost their jobs anyway. The money would have been better spent prosecuting the people who caused the collapse, and on economic stimulus like infrastructure, and unemployment."</p>

"The same - strongly oppose. And AFTER Tarp funds were "spent", it proved my initial concern that: government is the most inefficient "consumer" of taxpayer funds! What a waste - no oversight, no parameters established."

Healthcare "We desperately need Health Care Reform. Yes, it will cost money. But the health care system we currently have is costing us even more. Many Americans cannot afford to visit a hospital. The Health Care Reform Bill is just a start. It doesn't go far enough!!! Don't scrap it! Revise it, if necessary. There are a thousand other parts of the federal budget that can be cut without hurting anyone. But, we desperately need health care reform."

As the moral appeal and promise are the most commonly used compliance-gaining techniques within this content analysis, those who view them may have developed their cognitive capacities to deflect them. The mean values for issues that contained the moral appeal were 43.80 pre-exposure (SD= 29.70) and 46.35 post-exposure (SD= 28.65). The mean value for issues that contained the promise appeal were 51.83 pre-exposure (SD= 27.38) and 52.97 post-exposure (SD= 28.35). Both show small signs of change in perspective; however, as stated previously, they did not meet statistical significance.

When looking at altruistic appeals, the mean value for issues was 49.98 pre-exposure (SD= 31.02) and 46.12 post-exposure (SD= 27.61). The mean change in perspective, nearly four full points, is interesting and worthy of further study and examination. It should also be noted that the SD became tighter, bringing more perspectives towards the mean. This may be due to two potential factors. It could be the interpersonal nature of the compliance-gaining appeal that distinguishes itself and provides some power; or, it could be the novel usage of the compliance-gaining appeal as

the content analysis shows this appeal was rarely utilized within political videos of those running for the U.S. House of Representatives from Pennsylvania.

It would seem within this particular sample that the reward power base, experienced through a compliance-gaining technique of a promise, was not particularly effective (French and Raven, 1959). The legitimate power base, from which moral appeals draws from were also relatively ineffective. The referent power base, where altruistic appeals reside, had a statistically significant impact which may be due to the usage of an interpersonal statement (even though respondents do not know the speakers) that makes a personal and direct appeal.

In total, of all the respondent perspectives rated, 193 experienced no change in perspective on a particular issue, 120 changed as anticipated (with their perspective traveling towards the center of the scale to varying degrees), and 43 had perspectives go in the opposite direction showing a strengthening of their current views. This reveals the impact as highly individualistic and situational. Within most of the data, there were few examples of individuals who were reluctant to alter their perspectives within all four video categories. So while 193 perspectives did not change, 120 offered some variance of perspective. Qualitative statements like, "Sparked my interest.", "I suppose he makes a point. I'd like to know more.", and "Altered my opinion." give us some insight that individuals were attentive and felt free to respond honestly. It is interesting to note that the 43 perspectives that were strengthened were not anticipated in this study as it was thought that either perspectives would remain the same or be persuaded in the direction sought by the presenter. Again, referring to the qualitative responses provided by respondents, it is clear that some individuals felt strongly about the messages that they

viewed. This may be a counter reaction produced by cognitive dissonance. The messages they had just viewed were so counter to their world view that emotions emerged which amplified levels of support or opposition.

When we look at theoretical positions like anticipated agreement theory or selective exposure the study, by design, puts respondents in positions to view perspectives counter to their own. However, it would appear that individuals followed through with viewing the videos, even if cognitive dissonance was experienced. Due to the nature of taking part in an experiment, respondents might have pushed themselves to view materials that if it were provided in another format (for instance, television news), they may have discontinued viewing.

For RQ2 and H2, there were no statistically significant differences between perspective change of those who strongly oppose or support the issues and those who had weaker levels of support, opposition, or neutrality. Within this sampling, individuals were no more likely to be swayed about their perspective regardless of the level of support or opposition felt. This may show that individuals gave thought to their rating of the issue and, even if the levels were weaker, does not indicate they are more likely to be persuaded by additional information or compliance-gaining appeals.

For RQ3 and H4 looking at perspective change in demographic factors, both age and education were statistically significant at $p=.001$. When looking at age groups, Gen Y (18-32), Gen X (33-44) and Y Boomers (45-54) had mean changes from 2.34 to 4.5, with relatively small SDs, from 4.38 to 7.48. O Boomers (55-63) and S Generation (64-72) were significantly higher, with mean changes of 9.26 and 8.32 respectively. SDs of the two groups were also higher, at 14.7 and 14.1 respectively, showing larger

perspective variance when compared to the other groupings. Whether it was informational influence, the compliance-gaining appeal, or the interaction of both, there appears to be evidence within this sample that age is a factor of persuadability. Of those in the older generations, nothing qualitatively was provided that would shed light on this difference.

For RQ3 and H5, focusing on the educational attainment data, in most cases there is a trend where the lower the education, the higher the perspective change. High school graduates had mean changes of 8.83 with a SD of 9.96. Bachelor's degree holders had mean changes of 7.7 with a SD of 13.27. Masters degree holders had mean changes of 4.89 with a SD of 7.3. Doctorate holders had mean changes of .375 and a SD of 1.09. Other professional degrees had mean changes of .611 with a SD of 1.5. This may be due to any number of potential causes. Perhaps those with higher education degrees are more educated on the issues with their positions already being established, and thus, there is less room for change. It may be that they are reluctant to admit that they are persuaded by the argumentation provided. Finally, it may be possible that their cognitive skills and development differ from those in lower educational ranks, permitting them to diffuse information and compare it to their current perspectives for value.

For RQ3 and H3, gender was not statistically significant in terms of persuadability. It would appear our sample, when looking at gender differences, were not persuaded differently by compliance-gaining techniques. The same holds true for RQ3 and H6, political affiliation. Democrats, republicans, and Independents were not found to alter their perspectives differently when compared to one another.

It should be reiterated that actors were low key in personality, and focused on reading the provided scripts to maintain consistency between actors. While this may have dampened particular impact, compared to actors that had acted more natural and potentially more persuasive, it was done in order to limit the impact of these personal attributes. Video quality of the project was comparable to that of found and analyzed online video, much of which is shot informally and not professionally and is more focused on utility than production values.

The issues themselves largely were not in play in terms of significant results, with the exception of healthcare. This, as a point of interest, was also the only video which featured a female actor. Also, healthcare was a highly debated topic in both the presidential election in 2008 as well as the midterm elections in 2010. Within the qualitative data provided by respondents, both sides are represented, providing argumentation for and against healthcare in response to the video segments viewed. No qualitative data provided mentioned the gender difference as part of their reason for changing perspectives on the healthcare issue presented.

Implications

It is important to state that these results are the first in a line of research that needs to be resourced and investigated further. While the sample is too small to generalize to the voters of Pennsylvania, it does offer a primary apparatus to investigate the effectiveness of compliance-gaining appeals. This approach can be refined to develop a better understanding of the issue at hand.

Consequently, this research may offer a different viewpoint in terms of political message design. As moral appeals and promises were not statistically significant in terms

of pre- and post- video persuasion, a politician or speech writer may decide to use other less conventional approaches such as altruism which achieved statistical significance and had the greatest power in terms of persuadability within the sample examined. As further research is conducted, the utility of such recommendations and implications may become clearer.

This research also provides further understanding to those who consume online political video messages and their susceptibility to persuasion through compliance-gaining techniques. This is particularly true for the demographic groups of age and education, where findings reached statistical significance. Individuals who are less educated or are older are more prone to perspective changes from persuasive communication.

This research also amplifies the understanding of some posed theoretical positions including cognitive dissonance and selective processes. The respondents reacted in diverse ways; some countering the messages with even stronger scores, some not yielding to the informational argument or the persuasion, and yet others who were persuaded by the messaging.

Future Research

Compliance-gaining, as a discipline, is void of quantitative efforts particularly in understanding the actual impact of persuasion. While it is understood that quantifying human behavior, particularly when dealing with beliefs or perspectives, is difficult, it serves us well to attempt to do so in order to have a better understanding of what is occurring. Future research should include a full study with a robust amount of registered voter responses with this study, in effect, acting as a pretest. This would enable further

understanding of demographic variables including those that had statistically significant findings (education and age) as well as determine if insignificant results (gender and political party) are replicated. This would require significant funding, as currently the only method to contact voters is through voter registration addresses.

While it is impossible through voter records to know individuals' educational attainment, the variable of age might be considered for a separate project of its own. Pennsylvania voter records provide birth date information that may permit the opportunity to further study how age impacts persuadability.

It may also be valid to consider alternate formats of recordings to provide to respondents. This could further isolate the variables for study while reducing the potential interaction of other unwanted variables. Providing audio only statements may assist by removing visual elements that could potentially cause individuals to be persuaded differently. Even a text only format might be considered, to remove vocal quality and gender as a whole, allowing the individual to read and react to the statement purely on its own.

Other future research might include constructing messages using compliance-gaining appeals that are not commonly used. Of the 16 appeals provided by Marwell and Schmitt's taxonomy, only four appeal types were used by politicians in the videos examined in the content analysis. These compliance-gaining appeals included the moral appeal, the promise, the altruistic appeal, and positive self feeling. The potential impact of other compliance-gaining appeals may exist but, without further research, will remain unknown.

Finally, it may be beneficial to further study demographic variables such as age or education to determine if persuadability exists to the same degree as this initial study suggests. The literature calls for but is short of empirical research in the area. This study can serve as an important foundational work in the area of compliance-gaining and political messaging. It also suggests a valuable methodology using online tools to create an experimental environment.

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APPENDIX A -
Candidate, Website and Video Listing

Candidate Name	Candidate Website	Party	Seeking	# Videos
Michael Fitzpatrick	http://www.fitzpatrickforcongress.com	R	House 8	6
Allyson Schwartz	http://www.allysonschwartz.com	D	House 13	7
Bill Shuster	http://www.billshusterforcongress.org	R	House 9	1
Chris Carney	http://www.carneyforcongress.com	D	House 10	15
Dan Connolly	http://www.voteconnolly.com	D	House 18	1
Dee Adcock	http://deeadcock.com	R	House 13	21
Glenn Thompson	http://www.friendsofglennthompson.com	R	House 5	1
Mark Critz	http://www.critzforcongress.com	D	House 12	12
Chaka Fattah	http://chakafattah.com	D	House 2	4
Tim Burns	http://www.timburnsforcongress.com	R	House 12	11
Jason Altmire	http://www.jasonaltmire.com	D	House 4	3
Jim Gerlach	http://www.jimgerlachforcongress.com	R	House 6	7
Joe Pitts	http://www.joepittsforcongress.com	R	House 16	9
John Callahan	http://www.callahanforcongress.com	D	House 15	11
Kathy Dahlkemper	http://kathydahlkemperforcongress.com	D	House 3	15
Keith Rothfus	http://www.keithpa4.com	R	House 4	3
Lois Herr	http://www.herr2010.com	D	House 16	2
Louis Barletta	http://loubarletta.com	R	House 11	23
Melissa Haluszcak	http://www.melissaforcongress.com	R	House 14	0
Mike Doyle	http://mikedoyleforcongress.com	D	House 14	0
Mike Kelly	http://www.mikekellyforcongress.com	R	House 3	10
Patrick Murphy	http://www.patrickmurphyforcongress.com	D	House 8	13
Paul Kanjorski	http://www.paulkanjorski.com	D	House 11	7
Mike Pipe	http://www.pipeforcongress.com	D	House 5	7
Rick Hellberg	http://rickhellberg.mypoliticalsite.com	R	House 2	0
Bob Brady	http://bobbrady.us	D	House 1	0
Ryan Sanders	http://www.ryansanders.com	D	House 19	1
Dave Argall	http://www.argallforcongress.com	R	House 17	2
Tim Holden	http://www.timholden.com	D	House 17	3
Tim Murphy	http://www.electtimmurphy.com	R	House 18	19
Todd Platts	http://www.peopleforplatts.com	R	House 18	0
Thomas Marino	http://www.marinoforuscongress.com	R	House 10	0
Manan Trivedi	http://www.trivediforcongress.com	D	House 6	12
Patrick Meehan	http://www.meehanforcongress.com	R	House 7	14
John Connors	None	D	House 9	0
Charlie Dent	http://www.dentforcongress.com	R	House 15	7
Bryan Lentz	http://votelentz.com	D	House 7	28

APPENDIX B -
Marwell and Schmitt's Techniques and Scenarios

TABLE 1
Compliance Gaining Techniques and Examples

1. Promise	(If you comply, I will reward you) "You offer to increase Dick's allowance if he increases his studying."
2. Threat	(If you do not comply I will punish you) "You threaten to forbid Dick the use of the car if he does not increase his studying."
3. Expertise (+)	(If you comply you will be rewarded because of "the nature of things") "You point out to Dick that if he gets good grades he will be able to get into a good college and get a good job."
4. Expertise (-)	(If you do not comply you will be punished by of "the nature of things") "You point out to Dick that if he does not get good grades he will not be able to get into a good college or get a good job."
5. Liking	(Actor is friendly and helpful to get target in "good frame of mind" so that he will comply with request) "You try to be as friendly and pleasant as possible to get Dick in the 'right frame of mind' before asking him to study."
6. Pre-Giving	(Actor rewards target before requesting compliance) "You raise Dick's allowance and tell him you now expect him to study."
7. Aversive Stimulation	(Actor continuously punishes target making cessation contingent on compliance) "You forbid Dick the use of the car and tell him he will not be allowed to drive until he studies more."
8. Debt	(You owe me compliance because of past favors) "You point out that you have sacrificed and saved to pay for Dick's education and that he owes it to you to get good enough grades to get into a good college."

- | | |
|----------------------|---|
| 9. Moral Appeal | (You are immoral if you do not comply)
"You tell Dick that it is morally wrong for anyone not to get as good of grades as he can and that he should study more." |
| 10. Self-Feeling (+) | (You will feel better about yourself if you comply)
"You tell Dick he will feel proud if he gets himself to study more." |
| 11. Self-Feeling (-) | (You will feel worse about yourself if you do not comply)
"You tell Dick he will feel ashamed of himself if he gets bad grades." |
| 12. Altercasting (+) | (A person with "good" qualities would comply)
"You tell Dick that since he is a mature and intelligent boy he naturally will want to study more and get good grades." |
| 13. Altercasting (-) | (Only a person with "bad" qualities would not comply)
"You tell Dick that only someone very childish does not study as he should." |
| 14. Altruism | (I need your compliance very badly, so do it for me)
"You tell Dick that you really want very badly for him to get into a good college and that you wish he would study more as a personal favor." |
| 15. Esteem (+) | (People you value will think better of you if you comply)
"You tell Dick that the whole family will be very proud of him if he gets good grades." |
| 16. Esteem (-) | (People you value will think worse of you if you do not comply)
"You tell Dick that the whole family will be disappointed (in him) if he gets poor grades." |

TABLE 2
Four Situational Scenarios (provided to survey respondents)

Situation A (Job): You have worked for a large exclusive clothing store for several years as a salesman (woman). You have the best sales record in the store. You want Mr. Wilson, the owner of the store, to promote you to the position of sales manager, which is now open.

Situation B (Family): Your teen-age son, Dick, who is a high school student, has been getting poor grades. You want him to increase the amount of time he spends studying from 6 to 12 hours a week.

Situation C (Sales): You are a door-to-door salesman, attempting to sell a set of encyclopedias costing \$150 to Fred, father of two school-age children.

Situation D
(Roommate): You are failing a course in French. You would like your roommate, Pat, who has been doing very well in the course, to spend time tutoring you before the final examinations, although Pat is busy studying for exams.

APPENDIX C -
Introductory Flyer and Statement of Informed Consent

Pardon the Interruption

You don't know me, but...

My name is Mark T. King, a faculty member and doctoral student at Indiana University of Pennsylvania studying in the Communications Media and Instructional Technology program. My purpose for contacting you through this mailing is to ask your participation in a brief survey study. As you are a registered voter in Pennsylvania, you are eligible to participate. A full explanation of the study can be viewed on the disclosure statement provided. This statement also includes your Group assignment, so please keep it! :)

I'm asking for approximately 15 minutes of your time and your feedback, so I can better understand how we as viewers respond to political video messages. The survey will show you four brief videos and ask for your opinions on several key issues that were part of the political races this past Fall. Your opinions and viewpoints are important!

To take the survey, please visit www.pennsurvey.com

In order to show my appreciation for your participation, 10 random survey participants will receive a \$20.00 Amazon.com gift card!



Mark T. King

Stouffer Hall, Room 121
1175 Maple Street
Indiana, Pennsylvania 15705
Phone: (724) 357 2492
Email: mking@iup.edu

Thanks so much for your time, consideration,
and potential participation in my work.

Regards,

Mark T. King

Your participation and information are kept strictly confidential.

You are in Group A

(You will be asked for this group letter at the start of the survey)

Statement of Informed Consent

You are invited to participate in a research study regarding the impact of online political messaging videos on the viewer. The following information is provided in order to help you to make an informed decision about whether or not to participate. If you have any questions please do not hesitate to contact me via email at mking@iup.edu. You are eligible to participate because you are a registered voter within the state of Pennsylvania. If you do not have Internet access, and would like to participate, you may also use a public computer, for instance, at your local library, or by using the computer of a friend or family member.

The purpose of this study is to better understand how online political messaging videos may impact viewer perceptions of issues. The study looks to determine how messages, along with appeals intended to gain compliance from the viewer, are internalized from the viewer point of view on issues relevant to today's political landscape. Your responses provided in the survey are both confidential and anonymous, as the survey software does not connect your contact information used to send this mailing to your provided survey responses.

Participation in this study will require 15 minutes of your time. First, you will complete a survey about you, your viewpoints on several issues, and other general questions intended to gauge your utilization of the Internet for political purposes. During this instrument, you will also be presented with 4 video messages, which will relate to the issues posed to you within the survey instrument. Then, at the end of the survey instrument, you will be provided with some closing information and a short debriefing. There is no personal risk involved in participating in this study.

Your participation in this study is voluntary. If you choose to participate, you may withdraw at any time by exiting the survey instrument. By exiting the survey instrument, your information will be disqualified and not utilized in the study results. If you choose to participate, all information will be held in strict confidence. The information obtained in the study may be published in scientific journals or presented at scientific meeting but your identity will be kept strictly confidential.

If you are willing to participate in this study, please visit www.pennsurvey.com to begin.

If you have any questions regarding this study or would like to learn of the study's findings, please contact mking@iup.edu. The Indiana University of Pennsylvania Institutional Review Board (IRB) for the Protection of Human Subjects (724-357-7730) has approved this project.

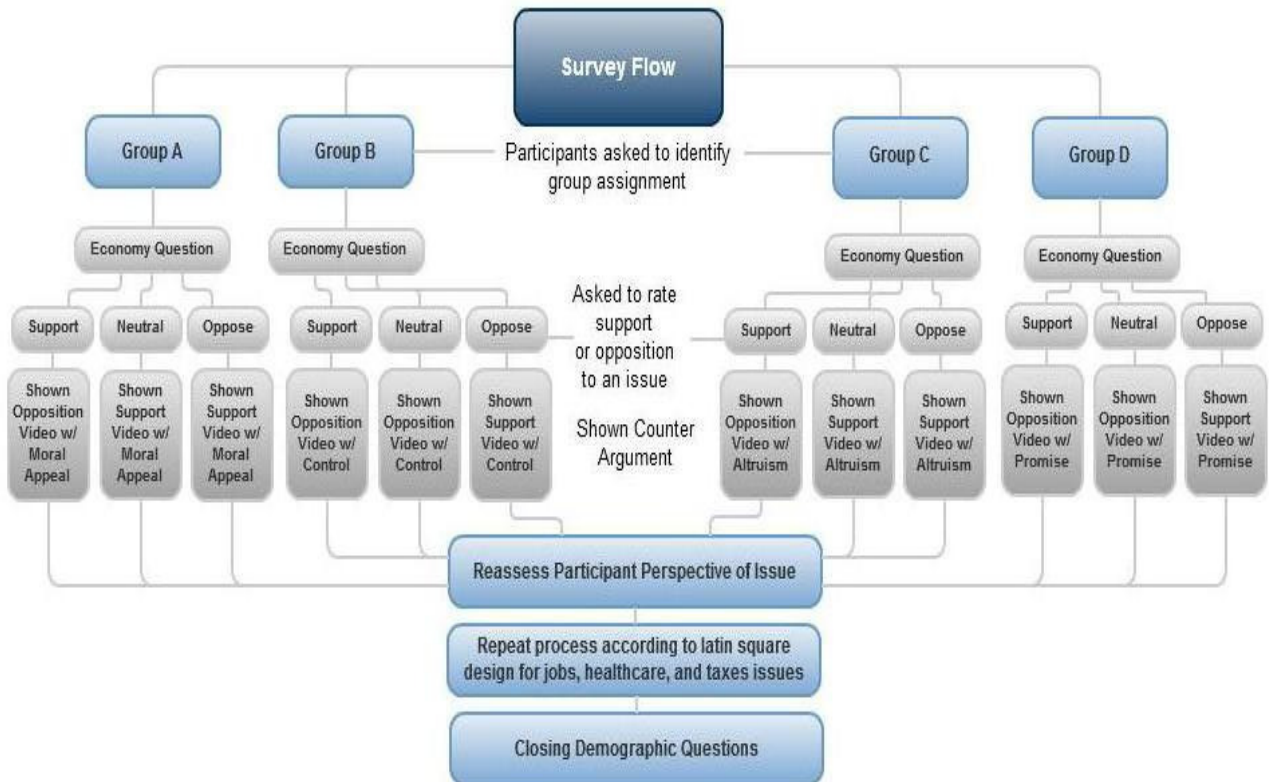
Thank you for your consideration and participation.

APPENDIX D -

Randomization of Latin Square and Survey Flow Chart

The four groups, which are randomized, exist so as to randomize the issues and appeals as seen below. All issues and appeals were gathered through a content analysis of all PA U.S. House of Representative candidates official media outlets.

	Economy	Jobs	Healthcare	Taxes
Group 1	Moral Appeal	Promise	Altruism	Control
Group 2	Control	Moral Appeal	Promise	Altruism
Group 3	Altruism	Control	Moral Appeal	Promise
Group 4	Promise	Altruism	Control	Moral Appeal



APPENDIX E -
Scripts for Message Types and Qualtrics Questions

Economic Message

Presented Question in Qualtrics: To what degree do you support or oppose the passing of the Trouble Asset Relief Program, known as TARP?

Provided information: TARP is a program of the United States government to purchase assets and equity from financial institutions, like large banks, insurance companies, and car producers, in order to strengthen the financial sector in the United States.

Support Message

When President George W. Bush signed the Troubled Asset Relief Program into law in October of 2008, our economy was in trouble, with some of the country's largest banks, insurance companies, and auto producers experiencing significant financial issues. If allowed to fail, tens of thousands of jobs would have been jeopardized. Many smaller businesses would also have suffered with such a collapse, with nowhere to turn with their products or services.

The reality is this - the TARP legislation was necessary to prevent an even deeper financial crisis in our country. TARP provided liquidity into a struggling business economy, permitting stabilization to occur, and allowing our economy to begin to repair itself.

Appeals (individually attached to the end of the support message)

Promise - I can assure you, the TARP program was necessary to help our nation's economy get back on its feet. Thanks for taking a moment to listen.

Moral Appeal - We, as a country, have to stand together during tough times. I, for one, wished legislation like TARP wasn't necessary, but it was. Allowing our economic situation to continue to crumble without intervention would have been the wrong thing to do. Please consider what you've heard here today, thank you for your time and attention.

Altruism - I'm asking you, from one citizen to another, to please consider what you've heard here today. Thank you.

Control

Opposition Message

When President George W. Bush signed the Troubled Asset Relief Program into law in October of 2008, the American people, without their permission or interest in mind, were thrust into purchasing assets and equity from banks, insurance companies, and auto producers. One of the main purposes was to allow banks to lend again. The Senate Congressional Oversight Panel created to oversee the TARP concluded on January 9, 2009 that hundreds of billions of dollars have been injected into the marketplace with no demonstrable effects on lending." In many instances, banks were using money for their own purposes, like when PNC Financial Services received \$7.7 billion in TARP funds, and then only hours later agreed to buy National City Corp. for \$5.58 billion.

In the end, the TARP program will cost approximately 30 billion dollars, dollars that come from the taxpayers to support a system that couldn't sustain itself due to bad management and even worse ethics.

Appeals (individually attached to the end of the opposition message)

Promise - I can assure you, the TARP program, by bailing out companies who deserved to fail, and has set a poor precedent moving forward. Thanks for taking a moment to listen.

Moral Appeal - Why should the taxpayer bear the burden to help companies who have done the wrong thing? Why reward the guilty? While the failure of some of our largest businesses may have been painful, it would send the correct message; be ethical and responsible. Please consider what you've heard here today, thank you for your time and attention.

Altruism - I'm asking you, from one citizen to another, to please consider what you've heard here today. Thank you.

Control

Taxes Message

Presented Question in Qualtrics: To what degree do you support or oppose the extension of the Bush Tax Cuts for the wealthy?

Provided information: For further information, the following two Acts embody the Bush Tax cuts.

The Economic Growth and Tax Relief Reconciliation Act of 2001 was tax legislation that made significant changes in several areas of the US Internal Revenue Code including income tax rates, estate and gift tax exclusions, and qualified and retirement plan rules. In

general, the act lowered tax rates and simplified retirement and qualified plan rules such as for Individual retirement accounts, 401(k) plans, 403(b), and pension plans.

The Jobs and Growth Tax Relief Reconciliation Act of 2003 was tax legislation that accelerated certain tax changes passed in the Economic Growth and Tax Relief Reconciliation Act of 2001, increased the exemption amount for the individual Alternative Minimum Tax, and lowered taxes of income from dividends and capital gains.

Support Message

The continuation of the Bush tax cuts are important for several reasons. First, these tax cuts are generating more revenue than before they were cut. You might ask yourself, how does cutting taxes result in more tax being collected? The brief answer is that by reducing tax rates, the government encourages business and individuals to work. Just as a business will often opt to reduce the price of its goods in order to increase the amount sold, the government is basically reducing the cost of working and thereby encouraging people to work and earn more. While it takes less in taxes on each dollar taxpayers earn, it collects the smaller amount from a much larger base of income thereby raking in a larger amount of tax dollars from a larger volume of taxable income.

By opposing the extension of these tax cuts, and allowing tax rates to increase, we will hurt our economic growth. Many small businesses, who may receive tax increases if the tax breaks were to expire, will be unable to hire in an already difficult economy to start with. We all know, economic growth is largely tied to small businesses, who provide a majority of the country's workforce.

Appeals (individually attached to the end of the support message)

Promise - I can assure you, by extending the tax cuts to all Americans, we will continue to rebound from our troubled economy. More money can then be reinvested into jobs and business ventures, instead of being sent to Washington. Thanks for taking a moment to listen.

Moral Appeal - Raising taxes on anyone during a time of recession is the wrong thing to do. Individuals and businesses need the opportunity to build resources, not chip away what they have with more taxes. Please consider what you've heard here today, thank you for your time and attention.

Altruism - I'm asking you, from one citizen to another, to please consider what you've heard here today. Thank you.

Control

Opposition Message

In our current economic climate, with a rising national debt and large budget deficits, allowing the Bush tax cuts to expire for our most affluent Americans is important to our recovery. Over the next decade, with the expiration of the tax cuts for those families making more than 250,000 per year, the government will collect more than 700 billion dollars.

This is not to say that the government isn't sensitive to our current economic situation, with unemployment hurting families, and where the expiration of tax puts to all middle class citizens would be harmful to many American families. The government stands to lose more than 1 trillion dollars by allowing tax cuts for those making less than 250,000 to continue.

According to the Congressional Budget Office, these tax cuts are one of the largest contributors to the reemergence of large budget deficits.

Appeals (individually attached to the end of the opposition message)

Promise - I can assure you, by allowing tax cuts to sunset on those making more than 250,000, we will be able to utilize this revenue to assist with the righting of our budget deficits. It may only be part of the solution, but it's a start, and while it may be difficult to see all of the benefits during this tough economic climate, we'll be stronger for it. Thanks for taking a moment to listen.

Moral Appeal - While no one likes paying taxes, it allows our country to be the force it has always historically been, a superpower and world leader. Everyone needs to pay their fair share, and while it may not be popular, it's the right thing to do. Please consider what you've heard here today, thank you for your time and attention.

Altruism - I'm asking you, from one citizen to another, to please consider what you've heard here today. Thank you.

Control

Healthcare Message

Presented Question in Qualtrics: To what degree do you support or oppose the healthcare reform signed into Law in 2010?

Provided information: For further information, the following Act embodies recent healthcare reform.

The Patient Protection and Affordable Care Act of 2010 - The law includes numerous health-related provisions to take effect over a four-year period, including prohibiting denial of coverage/claims based on pre-existing conditions, expanding Medicaid eligibility, subsidizing insurance premiums, providing incentives for businesses to provide health care benefits, establishing health insurance exchanges, and support for medical research. The costs of these provisions are offset by a variety of taxes, such as taxes on indoor tanning and certain medical devices, and offset by cost savings such as improved fairness in the Medicare Advantage program relative to traditional Medicare. There is also a tax penalty for citizens who do not obtain health insurance (unless they are exempt due to low income or other reasons).

Support Message

The healthcare reform package allows healthcare to be a right for all Americans. While it may not be a perfect reform package, it creates a number of changes that are in the right direction. It prohibits denial of coverage or claims based on pre-existing conditions, allowing those who have conditions to be able to attain insurance and receive coverage when the need arises. Also, the law expands Medicaid eligibility, subsidizes insurance programs, and provides incentives for businesses to provide health care benefits to their employees. The legislation also provides additional support for medical research.

Appeals (individually attached to the end of the support message)

Promise - This law forges a promise to the American people. In this promise, we say that all citizens should have access to affordable and accessible healthcare coverage. Thanks for taking a moment to listen.

Moral Appeal - Should families go bankrupt with medical bills? Should an individual with a pre-existing condition be denied coverage and care? Should an insurance company be able to drop you, a paying customer, from coverage? Healthcare reform is necessary, and the right thing to do, as it levels the playing field for the consumer. Everyone deserves the right to have affordable, accessible healthcare. Please consider what you've heard here today, thank you for your time and attention.

Altruism - I'm asking you, from one citizen to another, to please consider what you've heard here today. Thank you.

Control

Opposition Message

The healthcare system, as is, is broken. However, there are several thoughts I'd like to share with you regarding the recent version of healthcare reform. First, the law cuts Medicare by more than 500 billion dollars, at a time when 72 million baby boomers will become eligible for it within the next 10 years. Also, in a time when fiscal responsibility and deficits are in terrible shape, we're potentially adding 940 billion dollars to the deficit. Also, and finally, healthcare reform will bring about more new taxes, including higher Medicare taxes, taxes on medical device makers, and also fines on businesses who do not provide employees with affordable medical coverage. I'm all for reform and covering all citizens, but this law isn't the answer.

Appeals (individually attached to the end of the opposition message)

Promise - There's been a lot of discussion about what will happen with healthcare. I can promise you this, the quality and ease of access will change dramatically for all Americans with the passage of this bill into law. Thanks for taking a moment to listen.

Moral Appeal - Healthcare reform is important. All Americans should be covered. But we have to do so responsibly. Permitting more debt and higher deficits at a time when they're all at all time highs would be irresponsible. We're burdening our children and their children to pay back what we borrow. It isn't right, and we need to seek alternative solutions. Please consider what you've heard here today, thank you for your time and attention.

Altruism - I'm asking you, from one citizen to another, to please consider what you've heard here today. Thank you.

Control

Unemployment Message

Presented Question in Qualtrics: To what degree do you support or oppose another extension of unemployment benefits for individuals out of work?

Provided information: No support information was provided with this question.

Support Message

The economy has affected jobs, there's no question. Many Americans find themselves out of work, and though it is not easy to extend unemployment benefits further, we have to assist those who are in need during this difficult time. As of December 2010, nearly 15 million Americans are unemployed, and in many cases, it isn't the individual's fault. So, until our economy and job market find more solid footing, we should continue to support unemployment benefits.

Appeals (individually attached to the end of the support message)

Promise - I can promise two things; first, that while it is a hard decision to make, America always takes care of its citizens, especially during the difficult times. Second, as soon as the economic situation is stable, we can get back to doing what Americans do, work hard, in good and fair paying jobs, to support families, and be stronger for it. Thanks for taking a moment to listen.

Moral Appeal - A family, relying on one parent to work, isn't responsible for a company closing its doors because of our situation as a nation. That parent's children weren't responsible for the greed and ineptitude that caused our financial collapse. But they are the ones suffering. So, during this time, I ask that we take extraordinary measures to assist these families, so that they can once again support themselves and return to work as the recovery continues. Please consider what you've heard here today, thank you for your time and attention.

Altruism - I'm asking you, from one citizen to another, to please consider what you've heard here today. Thank you.

Control

Opposition Message

I understand wanting to help, when people struggle it is natural for many of us to feel this way. The issue is this, with currently 99 weeks of unemployment benefits, nearly two years, it is time for those who are unemployed to do their best to attain employment. I want to be clear, I'm

not stating that some aren't trying, but also, it must be noted that there are some who are unwilling to take employment that pays less than their previous work, and yet others, who know they will continue to make more from the unemployment check than if they went to work. This is not what the benefits are intended for, and therefore, by stopping the benefits, we can motivate all to seek employment, and when the economy continues to improve, they can then seek employment that better reflects their past work and skills and abilities.

Appeals (individually attached to the end of the opposition message)

Promise - By ending the nearly two years of unemployment benefits, I can promise you, we will be working towards a better country. Those who are able to work will need to find employment. It may not be the perfect job, but it's a step. We'll all be better for it. Thanks for taking a moment to listen.

Moral Appeal - Some might say, how can we abandon those who need these benefits? Those with jobs are paying to support those who aren't working. These benefits directly contribute to the national debt, as they aren't paid for, putting more burden on future generations. What is right to do, during this understandably difficult time, is to take employment that is available to support yourself and your family. Please consider what you've heard here today, thank you for your time and attention.

Altruism - I'm asking you, from one citizen to another, to please consider what you've heard here today. Thank you.

Control

APPENDIX F:

Political Messaging Survey Instrument and Explanation

The full survey is provided within this appendix so as to provide a comprehensive overview of its construction, logic, and functionality for further research or alteration.

Question 1 is where respondents will identify which group they are assigned to. Then, depending on their selection, they will be routed through the survey in accordance with the survey flow chart and the Latin Square design constructed. Questions 2 - 42 are for Group A, 43 - 83 are for Group B, 84 - 124 are for Group C, and 125 - 165 are for Group D.

Question 166 is for all respondents who would like to be a part of the prize drawing. Respondents, if completing the survey in its entirety, will complete 24 questions in all. Skip logic has been used to direct individuals to the right grouping, as well as to direct them to counterpoint videos. Skip logic has also been used to take each grouping to the final question of the survey. The researcher can make the file available upon contact for examination.

Q1 Please select your assigned group, which is printed on the top right corner of your Statement of Informed Consent.

Group A (1)

Group B (2)

Group C (3)

Group D (4)

If Group A Is Selected, Then Skip To To what degree do you support or oppo...If Group B Is Selected, Then Skip To To what degree do you support or oppo...If Group C Is Selected, Then Skip To To what degree do you support or oppo...If Group D Is Selected, Then Skip To To what degree do you support or oppo...

Q2 To what degree do you support or oppose the passing of the Trouble Asset Relief Program, known as TARP? TARP is a program of the United States government to purchase assets and equity from financial institutions, including large banks, insurance companies, and car producers, in order to strengthen the financial sector in the United States. (Instructions: Click and drag the slider below to select your response)

_____ Your Opposition or Support (1)

Q3 From the previous question, which range did your response fall within?

0 - 15 (Strong Opposition) (1)

16 - 30 (Moderate Opposition) (2)

31 - 49 (Mild Opposition) (3)

50 (Neutral) (4)

51 - 69 (Mild Support) (5)

70 - 84 (Moderate Support) (6)

85 - 100 (Strong Support) (7)

If 0 - 15 (Strong Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 16 - 30 (Moderate Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 31 - 49 (Mild Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 50 (Neutral) Is Selected, Then Skip To Please click on the video below to pl...If 51 - 69 (Mild Support) Is Selected, Then Skip To Please click on the video below to pl...If 70 - 84 (Moderate Support) Is Selected, Then Skip To Please click on the video below to pl...If 85 - 100 (Strong Support) Is Selected, Then Skip To Please click on the video below to pl...

Q4 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q5 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q6 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q7 What are your thoughts on this issue after viewing the video?

Q8 Has the statement caused you to want to gain more information on the issue?

Yes (1)

Maybe (2)

No (3)

I'm not sure (4)

Q9 If asked to rate again your level of support or opposition to the issue, where would you place the slider on the scale at this point? Your response prior to viewing the video was \${q://QID12/ChoiceNumericEntryValue/1}

_____ Your Support or Opposition (1)

Q10 To what degree do you support or oppose the healthcare reform signed into Law in 2010? For further information, the following Act embodies recent healthcare reform. The Patient Protection and Affordable Care Act of 2010- The law includes numerous health-related provisions to take effect over a four-year period, including prohibiting denial of coverage/claims based on pre-existing conditions, expanding Medicaid eligibility, subsidizing insurance premiums, providing incentives for businesses to provide health care benefits, establishing health insurance exchanges, and support for medical research. The costs of these provisions are offset by a variety of taxes, such as taxes on indoor tanning and certain medical devices, and offset by cost savings such as improved fairness in the Medicare Advantage program relative to traditional Medicare. There is also a tax penalty for citizens who do not obtain health insurance (unless they are exempt due to low income or other reasons). (Instructions: Click and drag the slider below to select your response)

_____ Your Opposition or Support (1)

Q11 From the previous question, which range did your response fall within?

0 - 15 (Strong Opposition) (1)

16 - 30 (Moderate Opposition) (2)

31 - 49 (Mild Opposition) (3)

50 (Neutral) (4)

51 - 69 (Mild Support) (5)

70 - 84 (Moderate Support) (6)

85 - 100 (Strong Support) (7)

If 0 - 15 (Strong Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 16 - 30 (Moderate Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 31 - 49 (Mild Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 50 (Neutral) Is Selected, Then Skip To Please click on the video below to pl...If 51 - 69 (Mild Support) Is Selected, Then Skip To Please click on the video below to pl...If 70 - 84 (Moderate Support) Is Selected, Then Skip To Please click on the video below to pl...If 85 - 100 (Strong Support) Is Selected, Then Skip To Please click on the video below to pl...

Q12 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q13 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q14 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q15 What are your thoughts on this issue after viewing the video?

Q16 Has the statement caused you to want to gain more information on the issue?

Yes (1)

Maybe (2)

No (3)

I'm not sure (4)

Q17 If asked to rate again your level of support or opposition to the issue, where would you place the slider on the scale at this point? Your response prior to viewing the video was \${q://QID89/ChoiceNumericEntryValue/1}

_____ Your Support or Opposition (1)

Q18 To what degree did you support or oppose another extension of unemployment benefits for individuals out of work? (Instructions: Click and drag the slider below to select your response)

_____ Your Opposition or Support (1)

Q19 From the previous question, which range did your response fall within?

0 - 15 (Strong Opposition) (1)

16 - 30 (Moderate Opposition) (2)

31 - 49 (Mild Opposition) (3)

50 (Neutral) (4)

51 - 69 (Mild Support) (5)

70 - 84 (Moderate Support) (6)

85 - 100 (Strong Support) (7)

If 0 - 15 (Strong Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 16 - 30 (Moderate Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 31 - 49 (Mild Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 50 (Neutral) Is Selected, Then Skip To Please click on the video below to pl...If 51 - 69 (Mild Support) Is Selected, Then Skip To Please click on the video below to pl...If 70 - 84 (Moderate Support) Is Selected, Then Skip To Please click on the video below to pl...If 85 - 100 (Strong Support) Is Selected, Then Skip To Please click on the video below to pl...

Q20 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q21 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q22 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q23 What are your thoughts on this issue after viewing the video?

Q24 Has the statement caused you to want to gain more information on the issue?

Yes (1)

Maybe (2)

No (3)

I'm not sure (4)

Q25 If asked to rate again your level of support or opposition to the issue, where would you place the slider on the scale at this point? Your response prior to viewing the video was \${q://QID97/ChoiceNumericEntryValue/1}

_____ Your Support or Opposition (1)

Q26 To what degree did you support or oppose the extension of the Bush Tax Cuts for the wealthy? For further information, the following two Acts embody the Bush Tax cuts: The Economic Growth and Tax Relief Reconciliation Act of 2001 was tax legislation that made significant changes in several areas of the US Internal Revenue Code including income tax rates, estate and gift tax exclusions, and qualified and retirement plan rules. In general, the act lowered tax rates and simplified retirement and qualified plan rules such as for Individual retirement accounts, 401(k) plans, 403(b), and pension plans. The Jobs and Growth Tax Relief Reconciliation Act of 2003 was tax legislation that accelerated certain tax changes passed in the Economic Growth and Tax Relief Reconciliation Act of 2001, increased the exemption amount for the individual Alternative Minimum Tax, and lowered taxes of income from dividends and capital gains. (Instructions: Click and drag the slider below to select your response)

_____ Your Opposition or Support (1)

Q27 From the previous question, which range did your response fall within?

0 - 15 (Strong Opposition) (1)

16 - 30 (Moderate Opposition) (2)

31 - 49 (Mild Opposition) (3)

50 (Neutral) (4)

51 - 69 (Mild Support) (5)

70 - 84 (Moderate Support) (6)

85 - 100 (Strong Support) (7)

If 0 - 15 (Strong Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 16 - 30 (Moderate Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 31 - 49 (Mild Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 50 (Neutral) Is Selected, Then Skip To Please click on the video below to pl...If 51 - 69 (Mild Support) Is Selected, Then Skip To Please click on the video below to pl...If 70 - 84 (Moderate Support) Is Selected, Then Skip To Please click on the video below to pl...If 85 - 100 (Strong Support) Is Selected, Then Skip To Please click on the video below to pl...

Q28 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q29 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q30 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q31 What are your thoughts on this issue after viewing the video?

Q32 Has the statement caused you to want to gain more information on the issue?

Yes (1)

Maybe (2)

No (3)

I'm not sure (4)

Q33 If asked to rate again your level of support or opposition to the issue, where would you place the slider on the scale at this point? Your response prior to viewing the video was \${q://QID81/ChoiceNumericEntryValue/1}

_____ Your Support or Opposition (1)

Q34 During the last election, did you use candidate websites to gain information?

Yes (1)

No (2)

I don't remember (3)

Q35 During the last election, did you view online video from any candidates?

Yes (1)

No (2)

I don't remember (3)

Q36 If you viewed candidate websites or videos, had you already supported the candidate or you were trying to get more information to make a decision?

I was seeking more information to make a decision (1)

I already supported the candidate prior to visiting their website or viewing their videos (2)

I'm not sure/ I don't recall (3)

Skip (4)

Q37 What is your political affiliation?

Independent (1)

Democrat (2)

Republican (3)

Constitution (4)

Libertarian (5)

Green (6)

Unaffiliated (7)

My affiliation is not listed (you'll be asked to enter this information in the next question)
(8)

Skip (9)

If Independent Is Selected, Then Skip To What type of Internet connection did ...If
Democrat Is Selected, Then Skip To What type of Internet connection did ...If
Republican Is Selected, Then Skip To What type of Internet connection did ...If
Constitution Is Selected, Then Skip To What type of Internet connection did ...If
Libertarian Is Selected, Then Skip To What type of Internet connection did ...If Green Is
Selected, Then Skip To What type of Internet connection did ...If Unaffiliated Is Selected,
Then Skip To What type of Internet connection did ...If I'd prefer not to respond t... Is
Selected, Then Skip To What type of Internet connection did ...If My affiliation is not
liste... Is Selected, Then Skip To If you would like, provide your polit...

Q38 If you would like, provide your political affiliation below.

Q39 What type of Internet connection did you use to complete this survey?

Dial Up Modem (1)

Cable Modem (2)

DSL (3)

T1/T3 (4)

Other (5)

I'm not sure (6)

Skip (7)

Q40 What is your gender?

Male (1)

Female (2)

Skip (3)

Q41 What is your level of education?

Completed Grade School (1)

Completed High School (or GED) (2)

Completed Associate's Degree (3)

Completed Bachelor's Degree (4)

Completed Master's Degree (5)

Completed Doctoral Degree (6)

Completed Professional Degree (MD, JD) (7)

Skip (8)

Q42 Which generation do you belong to?

Generation Y (ages 18 - 32) (1)

Generation X (ages 33 - 44) (2)

Younger Boomers (ages 45 - 54) (3)

Older Boomers (ages 55 - 63) (4)

Silent Generation (ages 64 - 72) (5)

G.I. Generation (73 and older) (6)

Skip (7)

If Generation Y (ages 18 - 32) Is Selected, Then Skip To If you would like to enter yourself i...If Generation X (ages 33 - 44) Is Selected, Then Skip To If you would like to enter yourself i...If Younger Boomers (ages 45 - 54) Is Selected, Then Skip To If you would like to enter yourself i...If Older Boomers (ages 55 - 63) Is Selected, Then Skip To If you would like to enter yourself i...If Silent Generation (ages 64 ... Is Selected, Then

Skip To If you would like to enter yourself i...If G.I. Generation (73 and older) Is Selected, Then Skip To If you would like to enter yourself i...If Skip Is Selected, Then Skip To If you would like to enter yourself i...

Q43 To what degree do you support or oppose the passing of the Trouble Asset Relief Program, known as TARP? TARP is a program of the United States government to purchase assets and equity from financial institutions, including large banks, insurance companies, and car producers, in order to strengthen the financial sector in the United States. (Instructions: Click and drag the slider below to select your response)

_____ Your Opposition or Support (1)

Q44 From the previous question, which range did your response fall within?

0 - 15 (Strong Opposition) (1)

16 - 30 (Moderate Opposition) (2)

31 - 49 (Mild Opposition) (3)

50 (Neutral) (4)

51 - 69 (Mild Support) (5)

70 - 84 (Moderate Support) (6)

85 - 100 (Strong Support) (7)

If 0 - 15 (Strong Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 16 - 30 (Moderate Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 31 - 49 (Mild Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 50 (Neutral) Is Selected, Then Skip To Please click on the video below to pl...If 51 - 69 (Mild Support) Is Selected, Then Skip To Please click on the video below to pl...If 70 - 84 (Moderate Support) Is Selected, Then Skip To Please click on the video below to pl...If 85 - 100 (Strong Support) Is Selected, Then Skip To Please click on the video below to pl...

Q45 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q46 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q47 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q48 What are your thoughts on this issue after viewing the video?

Q49 Has the statement caused you to want to gain more information on the issue?

Yes (1)

Maybe (2)

No (3)

I'm not sure (4)

Q50 If asked to rate again your level of support or opposition to the issue, where would you place the slider on the scale at this point? Your response prior to viewing the video was \${q://QID106/ChoiceNumericEntryValue/1}

_____ Your Support or Opposition (1)

Q51 To what degree do you support or oppose the healthcare reform signed into Law in 2010? For further information, the following Act embodies recent healthcare reform. The Patient Protection and Affordable Care Act of 2010- The law includes numerous health-related provisions to take effect over a four-year period, including prohibiting denial of coverage/claims based on pre-existing conditions, expanding Medicaid eligibility, subsidizing insurance premiums, providing incentives for businesses to provide health care benefits, establishing health insurance exchanges, and support for medical research. The costs of these provisions are offset by a variety of taxes, such as taxes on indoor tanning and certain medical devices, and offset by cost savings such as improved fairness in the Medicare Advantage program relative to traditional Medicare. There is also a tax penalty for citizens who do not obtain health insurance (unless they

are exempt due to low income or other reasons). (Instructions: Click and drag the slider below to select your response)

_____ Your Opposition or Support (1)

Q52 From the previous question, which range did your response fall within?

0 - 15 (Strong Opposition) (1)

16 - 30 (Moderate Opposition) (2)

31 - 49 (Mild Opposition) (3)

50 (Neutral) (4)

51 - 69 (Mild Support) (5)

70 - 84 (Moderate Support) (6)

85 - 100 (Strong Support) (7)

If 0 - 15 (Strong Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 16 - 30 (Moderate Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 31 - 49 (Mild Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 50 (Neutral) Is Selected, Then Skip To Please click on the video below to pl...If 51 - 69 (Mild Support) Is Selected, Then Skip To Please click on the video below to pl...If 70 - 84 (Moderate Support) Is Selected, Then Skip To Please click on the video below to pl...If 85 - 100 (Strong Support) Is Selected, Then Skip To Please click on the video below to pl...

Q53 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q54 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q55 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q56 What are your thoughts on this issue after viewing the video?

Q57 Has the statement caused you to want to gain more information on the issue?

Yes (1)

Maybe (2)

No (3)

I'm not sure (4)

Q58 If asked to rate again your level of support or opposition to the issue, where would you place the slider on the scale at this point? Your response prior to viewing the video was \${q://QID114/ChoiceNumericEntryValue/1}

_____ Your Support or Opposition (1)

Q59 To what degree did you support or oppose another extension of unemployment benefits for individuals out of work? (Instructions: Click and drag the slider below to select your response)

_____ Your Opposition or Support (1)

Q60 From the previous question, which range did your response fall within?

0 - 15 (Strong Opposition) (1)

16 - 30 (Moderate Opposition) (2)

31 - 49 (Mild Opposition) (3)

50 (Neutral) (4)

51 - 69 (Mild Support) (5)

70 - 84 (Moderate Support) (6)

85 - 100 (Strong Support) (7)

If 0 - 15 (Strong Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 16 - 30 (Moderate Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 31 - 49 (Mild Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 50 (Neutral) Is Selected, Then Skip To Please click on the video below to pl...If 51 - 69 (Mild Support) Is Selected, Then Skip To Please click on the video below to pl...If 70 - 84 (Moderate Support) Is Selected, Then Skip To Please click on the video below to pl...If 85 - 100 (Strong Support) Is Selected, Then Skip To Please click on the video below to pl...

Q61 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q62 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q63 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q64 What are your thoughts on this issue after viewing the video?

Q65 Has the statement caused you to want to gain more information on the issue?

Yes (1)

Maybe (2)

No (3)

I'm not sure (4)

Q66 If asked to rate again your level of support or opposition to the issue, where would you place the slider on the scale at this point? Your response prior to viewing the video was \${q://QID122/ChoiceNumericEntryValue/1}

_____ Your Support or Opposition (1)

Q67 To what degree did you support or oppose the extension of the Bush Tax Cuts for the wealthy? For further information, the following two Acts embody the Bush Tax cuts: The Economic Growth and Tax Relief Reconciliation Act of 2001 was tax legislation that made significant changes in several areas of the US Internal Revenue Code including income tax rates, estate and gift tax exclusions, and qualified and retirement plan rules. In general, the act lowered tax rates and simplified retirement and qualified plan rules such as for Individual retirement accounts, 401(k) plans, 403(b), and pension plans. The Jobs and Growth Tax Relief Reconciliation Act of 2003 was tax legislation that accelerated certain tax changes passed in the Economic Growth and Tax Relief Reconciliation Act of 2001, increased the exemption amount for the individual Alternative Minimum Tax, and lowered taxes of income from dividends and capital gains. (Instructions: Click and drag the slider below to select your response)

_____ Your Opposition or Support (1)

Q68 From the previous question, which range did your response fall within?

0 - 15 (Strong Opposition) (1)

16 - 30 (Moderate Opposition) (2)

31 - 49 (Mild Opposition) (3)

50 (Neutral) (4)

51 - 69 (Mild Support) (5)

70 - 84 (Moderate Support) (6)

85 - 100 (Strong Support) (7)

If 0 - 15 (Strong Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 16 - 30 (Moderate Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 31 - 49 (Mild Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 50 (Neutral) Is Selected, Then Skip To Please click on the video below to pl...If 51 - 69 (Mild Support) Is Selected, Then Skip To Please click on the video below to pl...If 70 - 84 (Moderate Support) Is Selected, Then Skip To Please click on the video below to pl...If 85 - 100 (Strong Support) Is Selected, Then Skip To Please click on the video below to pl...

Q69 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q70 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q71 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q72 What are your thoughts on this issue after viewing the video?

Q73 Has the statement caused you to want to gain more information on the issue?

Yes (1)

Maybe (2)

No (3)

I'm not sure (4)

Q74 If asked to rate again your level of support or opposition to the issue, where would you place the slider on the scale at this point? Your response prior to viewing the video was \${q://QID130/ChoiceNumericEntryValue/1}

_____ Your Support or Opposition (1)

Q75 During the last election, did you use candidate websites to gain information?

Yes (1)

No (2)

I don't remember (3)

Q76 During the last election, did you view online video from any candidates?

Yes (1)

No (2)

I don't remember (3)

Q77 If you viewed candidate websites or videos, had you already supported the candidate or you were trying to get more information to make a decision?

I was seeking more information to make a decision (1)

I already supported the candidate prior to visiting their website or viewing their videos (2)

I'm not sure/ I don't recall (3)

Skip (4)

Q78 What is your political affiliation?

Independent (1)

Democrat (2)

Republican (3)

Constitution (4)

Libertarian (5)

Green (6)

Unaffiliated (7)

My affiliation is not listed (you'll be asked to enter this information in the next question) (8)

Skip (9)

If Independent Is Selected, Then Skip To What type of Internet connection did ...If
Democrat Is Selected, Then Skip To What type of Internet connection did ...If
Republican Is Selected, Then Skip To What type of Internet connection did ...If
Constitution Is Selected, Then Skip To What type of Internet connection did ...If
Libertarian Is Selected, Then Skip To What type of Internet connection did ...If Green Is

Selected, Then Skip To What type of Internet connection did ...If Unaffiliated Is Selected, Then Skip To What type of Internet connection did ...If My affiliation is not listed... Is Selected, Then Skip To If you would like, provide your political affiliation...If Skip Is Selected, Then Skip To What type of Internet connection did ...

Q79 If you would like, provide your political affiliation below.

Q80 What type of Internet connection did you use to complete this survey?

Dial Up Modem (1)

Cable Modem (2)

DSL (3)

T1/T3 (4)

Other (5)

I'm not sure (6)

Skip (7)

Q81 What is your gender?

Male (1)

Female (2)

Skip (3)

Q82 What is your level of education?

Completed Grade School (1)

Completed High School (or GED) (2)

Completed Associate's Degree (3)

Completed Bachelor's Degree (4)

Completed Master's Degree (5)

Completed Doctoral Degree (6)

Completed Professional Degree (MD, JD) (7)

Skip (8)

Q83 Which generation do you belong to?

Generation Y (ages 18 - 32) (1)

Generation X (ages 33 - 44) (2)

Younger Boomers (ages 45 - 54) (3)

Older Boomers (ages 55 - 63) (4)

Silent Generation (ages 64 - 72) (5)

G.I. Generation (73 and older) (6)

Skip (7)

If Generation Y (ages 18 - 32) Is Selected, Then Skip To If you would like to enter yourself i...If Generation X (ages 33 - 44) Is Selected, Then Skip To If you would like to enter yourself i...If Younger Boomers (ages 45 - 54) Is Selected, Then Skip To If you would like to enter yourself i...If Older Boomers (ages 55 - 63) Is Selected, Then Skip To If you would like to enter yourself i...If Silent Generation (ages 64 ... Is Selected, Then Skip To If you would like to enter yourself i...If G.I. Generation (73 and older) Is Selected, Then Skip To If you would like to enter yourself i...If Skip Is Selected, Then Skip To If you would like to enter yourself i...

Q84 To what degree do you support or oppose the passing of the Trouble Asset Relief Program, known as TARP? TARP is a program of the United States government to purchase assets and equity from financial institutions, including large banks, insurance companies, and car producers, in order to strengthen the financial sector in the United States. (Instructions: Click and drag the slider below to select your response)

_____ Your Opposition or Support (1)

Q85 From the previous question, which range did your response fall within?

0 - 15 (Strong Opposition) (1)

16 - 30 (Moderate Opposition) (2)

31 - 49 (Mild Opposition) (3)

50 (Neutral) (4)

51 - 69 (Mild Support) (5)

70 - 84 (Moderate Support) (6)

85 - 100 (Strong Support) (7)

If 0 - 15 (Strong Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 16 - 30 (Moderate Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 31 - 49 (Mild Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 50 (Neutral) Is Selected, Then Skip To Please click on the video below to pl...If 51 - 69 (Mild Support) Is Selected, Then Skip To Please click on the video below to pl...If 70 - 84 (Moderate Support) Is Selected, Then Skip To Please click on the video below to pl...If 85 - 100 (Strong Support) Is Selected, Then Skip To Please click on the video below to pl...

Q86 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q87 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q88 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q89 What are your thoughts on this issue after viewing the video?

Q90 Has the statement caused you to want to gain more information on the issue?

Yes (1)

Maybe (2)

No (3)

I'm not sure (4)

Q91 If asked to rate again your level of support or opposition to the issue, where would you place the slider on the scale at this point? Your response prior to viewing the video was \${q://QID147/ChoiceNumericEntryValue/1}

_____ Your Support or Opposition (1)

Q92 To what degree do you support or oppose the healthcare reform signed into Law in 2010? For further information, the following Act embodies recent healthcare reform. The Patient Protection and Affordable Care Act of 2010- The law includes numerous health-related provisions to take effect over a four-year period, including prohibiting denial of coverage/claims based on pre-existing conditions, expanding Medicaid eligibility, subsidizing insurance premiums, providing incentives for businesses to provide health care benefits, establishing health insurance exchanges, and support for medical research. The costs of these provisions are offset by a variety of taxes, such as taxes on indoor tanning and certain medical devices, and offset by cost savings such as improved fairness in the Medicare Advantage program relative to traditional Medicare. There is also a tax penalty for citizens who do not obtain health insurance (unless they are exempt due to low income or other reasons). (Instructions: Click and drag the slider below to select your response)

_____ Your Opposition or Support (1)

Q93 From the previous question, which range did your response fall within?

0 - 15 (Strong Opposition) (1)

16 - 30 (Moderate Opposition) (2)

31 - 49 (Mild Opposition) (3)

50 (Neutral) (4)

51 - 69 (Mild Support) (5)

70 - 84 (Moderate Support) (6)

85 - 100 (Strong Support) (7)

If 0 - 15 (Strong Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 16 - 30 (Moderate Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 31 - 49 (Mild Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 50 (Neutral) Is Selected, Then Skip To Please click on the video below to pl...If 51 - 69 (Mild Support) Is Selected, Then Skip To Please click on the video below to pl...If 70 - 84 (Moderate Support) Is Selected, Then Skip To Please click

on the video below to pl...If 85 - 100 (Strong Support) Is Selected, Then Skip To Please click on the video below to pl...

Q94 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q95 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q96 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q97 What are your thoughts on this issue after viewing the video?

Q98 Has the statement caused you to want to gain more information on the issue?

Yes (1)

Maybe (2)

No (3)

I'm not sure (4)

Q99 If asked to rate again your level of support or opposition to the issue, where would you place the slider on the scale at this point? Your response prior to viewing the video was \${q://QID155/ChoiceNumericEntryValue/1}

_____ Your Support or Opposition (1)

Q100 To what degree did you support or oppose another extension of unemployment benefits for individuals out of work? (Instructions: Click and drag the slider below to select your response)

_____ Your Opposition or Support (1)

Q101 From the previous question, which range did your response fall within?

0 - 15 (Strong Opposition) (1)

16 - 30 (Moderate Opposition) (2)

31 - 49 (Mild Opposition) (3)

50 (Neutral) (4)

51 - 69 (Mild Support) (5)

70 - 84 (Moderate Support) (6)

85 - 100 (Strong Support) (7)

If 0 - 15 (Strong Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 16 - 30 (Moderate Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 31 - 49 (Mild Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 50 (Neutral) Is Selected, Then Skip To Please click on the video below to pl...If 51 - 69 (Mild Support) Is Selected, Then Skip To Please click on the video below to pl...If 70 - 84 (Moderate Support) Is Selected, Then Skip To Please click on the video below to pl...If 85 - 100 (Strong Support) Is Selected, Then Skip To Please click on the video below to pl...

Q102 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q103 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q104 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q105 What are your thoughts on this issue after viewing the video?

Q106 Has the statement caused you to want to gain more information on the issue?

Yes (1)

Maybe (2)

No (3)

I'm not sure (4)

Q107 If asked to rate again your level of support or opposition to the issue, where would you place the slider on the scale at this point? Your response prior to viewing the video was \${q://QID163/ChoiceNumericEntryValue/1}

_____ Your Support or Opposition (1)

Q108 To what degree did you support or oppose the extension of the Bush Tax Cuts for the wealthy? For further information, the following two Acts embody the Bush Tax cuts: The Economic Growth and Tax Relief Reconciliation Act of 2001 was tax legislation that made significant changes in several areas of the US Internal Revenue Code including income tax rates, estate and gift tax exclusions, and qualified and retirement plan rules. In general, the act lowered tax rates and simplified retirement and qualified plan rules such as for Individual retirement accounts, 401(k) plans, 403(b), and pension plans. The Jobs and Growth Tax Relief Reconciliation Act of 2003 was tax legislation that accelerated certain tax changes passed in the Economic Growth and Tax Relief Reconciliation Act of 2001, increased the exemption amount for the individual Alternative Minimum Tax, and lowered taxes of income from dividends and capital gains. (Instructions: Click and drag the slider below to select your response)

_____ Your Opposition or Support (1)

Q109 From the previous question, which range did your response fall within?

0 - 15 (Strong Opposition) (1)

16 - 30 (Moderate Opposition) (2)

31 - 49 (Mild Opposition) (3)

50 (Neutral) (4)

51 - 69 (Mild Support) (5)

70 - 84 (Moderate Support) (6)

85 - 100 (Strong Support) (7)

If 0 - 15 (Strong Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 16 - 30 (Moderate Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 31 - 49 (Mild Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 50 (Neutral) Is Selected, Then Skip To Please click on the video below to pl...If 51 - 69 (Mild Support) Is Selected, Then Skip To Please click on the video below to pl...If 70 - 84 (Moderate Support) Is Selected, Then Skip To Please click on the video below to pl...If 85 - 100 (Strong Support) Is Selected, Then Skip To Please click on the video below to pl...

Q110 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q111 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q112 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q113 What are your thoughts on this issue after viewing the video?

Q114 Has the statement caused you to want to gain more information on the issue?

Yes (1)

Maybe (2)

No (3)

I'm not sure (4)

Q115 If asked to rate again your level of support or opposition to the issue, where would you place the slider on the scale at this point? Your response prior to viewing the video was \${q://QID171/ChoiceNumericEntryValue/1}

_____ Your Support or Opposition (1)

Q116 During the last election, did you use candidate websites to gain information?

Yes (1)

No (2)

I don't remember (3)

Q117 During the last election, did you view online video from any candidates?

Yes (1)

No (2)

I don't remember (3)

Q118 If you viewed candidate websites or videos, had you already supported the candidate or you were trying to get more information to make a decision?

I was seeking more information to make a decision (1)

I already supported the candidate prior to visiting their website or viewing their videos (2)

I'm not sure/ I don't recall (3)

Skip (4)

Q119 What is your political affiliation?

Independent (1)

Democrat (2)

Republican (3)

Constitution (4)

Libertarian (5)

Green (6)

Unaffiliated (7)

My affiliation is not listed (you'll be asked to enter this information in the next question)
(8)

Skip (9)

If Independent Is Selected, Then Skip To What type of Internet connection did ...If
Democrat Is Selected, Then Skip To What type of Internet connection did ...If
Republican Is Selected, Then Skip To What type of Internet connection did ...If
Constitution Is Selected, Then Skip To What type of Internet connection did ...If
Libertarian Is Selected, Then Skip To What type of Internet connection did ...If Green Is
Selected, Then Skip To What type of Internet connection did ...If Unaffiliated Is Selected,
Then Skip To What type of Internet connection did ...If My affiliation is not liste... Is
Selected, Then Skip To If you would like, provide your polit...If Skip Is Selected, Then
Skip To What type of Internet connection did ...

Q120 If you would like, provide your political affiliation below.

Q121 What type of Internet connection did you use to complete this survey?

Dial Up Modem (1)

Cable Modem (2)

DSL (3)

T1/T3 (4)

Other (5)

I'm not sure (6)

Skip (7)

Q122 What is your gender?

Male (1)

Female (2)

Skip (3)

Q123 What is your level of education?

Completed Grade School (1)

Completed High School (or GED) (2)

Completed Associate's Degree (3)

Completed Bachelor's Degree (4)

Completed Master's Degree (5)

Completed Doctoral Degree (6)

Completed Professional Degree (MD, JD) (7)

Skip (8)

Q124 Which generation do you belong to?

Generation Y (ages 18 - 32) (1)

Generation X (ages 33 - 44) (2)

Younger Boomers (ages 45 - 54) (3)

Older Boomers (ages 55 - 63) (4)

Silent Generation (ages 64 - 72) (5)

G.I. Generation (73 and older) (6)

Skip (7)

If Generation Y (ages 18 - 32) Is Selected, Then Skip To If you would like to enter yourself i...If Generation X (ages 33 - 44) Is Selected, Then Skip To If you would like to enter yourself i...If Younger Boomers (ages 45 - 54) Is Selected, Then Skip To If you would like to enter yourself i...If Older Boomers (ages 55 - 63) Is Selected, Then Skip To If you would like to enter yourself i...If Silent Generation (ages 64 ... Is Selected, Then Skip To If you would like to enter yourself i...If G.I. Generation (73 and older) Is Selected, Then Skip To If you would like to enter yourself i...If Skip Is Selected, Then Skip To If you would like to enter yourself i...

Q125 To what degree do you support or oppose the passing of the Trouble Asset Relief Program, known as TARP? TARP is a program of the United States government to

purchase assets and equity from financial institutions, including large banks, insurance companies, and car producers, in order to strengthen the financial sector in the United States. (Instructions: Click and drag the slider below to select your response)

_____ Your Opposition or Support (1)

Q126 From the previous question, which range did your response fall within?

0 - 15 (Strong Opposition) (1)

16 - 30 (Moderate Opposition) (2)

31 - 49 (Mild Opposition) (3)

50 (Neutral) (4)

51 - 69 (Mild Support) (5)

70 - 84 (Moderate Support) (6)

85 - 100 (Strong Support) (7)

If 0 - 15 (Strong Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 16 - 30 (Moderate Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 31 - 49 (Mild Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 50 (Neutral) Is Selected, Then Skip To Please click on the video below to pl...If 51 - 69 (Mild Support) Is Selected, Then Skip To Please click on the video below to pl...If 70 - 84 (Moderate Support) Is Selected, Then Skip To Please click on the video below to pl...If 85 - 100 (Strong Support) Is Selected, Then Skip To Please click on the video below to pl...

Q127 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q128 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q129 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q130 What are your thoughts on this issue after viewing the video?

Q131 Has the statement caused you to want to gain more information on the issue?

Yes (1)

Maybe (2)

No (3)

I'm not sure (4)

Q132 If asked to rate again your level of support or opposition to the issue, where would you place the slider on the scale at this point? Your response prior to viewing the video was \${q://QID188/ChoiceNumericEntryValue/1}

_____ Your Support or Opposition (1)

Q133 To what degree do you support or oppose the healthcare reform signed into Law in 2010? For further information, the following Act embodies recent healthcare reform. The Patient Protection and Affordable Care Act of 2010- The law includes numerous health-related provisions to take effect over a four-year period, including prohibiting denial of coverage/claims based on pre-existing conditions, expanding Medicaid eligibility, subsidizing insurance premiums, providing incentives for businesses to provide health care benefits, establishing health insurance exchanges, and support for medical research. The costs of these provisions are offset by a variety of taxes, such as taxes on indoor tanning and certain medical devices, and offset by cost savings such as improved fairness in the Medicare Advantage program relative to traditional Medicare. There is also a tax penalty for citizens who do not obtain health insurance (unless they are exempt due to low income or other reasons). (Instructions: Click and drag the slider below to select your response)

_____ Your Opposition or Support (1)

Q134 From the previous question, which range did your response fall within?

0 - 15 (Strong Opposition) (1)

16 - 30 (Moderate Opposition) (2)

31 - 49 (Mild Opposition) (3)

50 (Neutral) (4)

51 - 69 (Mild Support) (5)

70 - 84 (Moderate Support) (6)

85 - 100 (Strong Support) (7)

If 0 - 15 (Strong Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 16 - 30 (Moderate Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 31 - 49 (Mild Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 50 (Neutral) Is Selected, Then Skip To Please click on the video below to pl...If 51 - 69 (Mild Support) Is Selected, Then Skip To Please click on the video below to pl...If 70 - 84 (Moderate Support) Is Selected, Then Skip To Please click on the video below to pl...If 85 - 100 (Strong Support) Is Selected, Then Skip To Please click on the video below to pl...

Q135 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q136 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q137 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q138 What are your thoughts on this issue after viewing the video?

Q139 Has the statement caused you to want to gain more information on the issue?

Yes (1)

Maybe (2)

No (3)

I'm not sure (4)

Q140 If asked to rate again your level of support or opposition to the issue, where would you place the slider on the scale at this point? Your response prior to viewing the video was \${q://QID196/ChoiceNumericEntryValue/1}

_____ Your Support or Opposition (1)

Q141 To what degree did you support or oppose another extension of unemployment benefits for individuals out of work? (Instructions: Click and drag the slider below to select your response)

_____ Your Opposition or Support (1)

Q142 From the previous question, which range did your response fall within?

0 - 15 (Strong Opposition) (1)

16 - 30 (Moderate Opposition) (2)

31 - 49 (Mild Opposition) (3)

50 (Neutral) (4)

51 - 69 (Mild Support) (5)

70 - 84 (Moderate Support) (6)

85 - 100 (Strong Support) (7)

If 0 - 15 (Strong Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 16 - 30 (Moderate Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 31 - 49 (Mild Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 50 (Neutral) Is Selected, Then Skip To Please click on the video below to pl...If 51 - 69 (Mild Support) Is Selected, Then Skip To Please click on the video below to pl...If 70 - 84 (Moderate Support) Is Selected, Then Skip To Please click on the video below to pl...If 85 - 100 (Strong Support) Is Selected, Then Skip To Please click on the video below to pl...

Q143 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q144 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q145 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q146 What are your thoughts on this issue after viewing the video?

Q147 Has the statement caused you to want to gain more information on the issue?

Yes (1)

Maybe (2)

No (3)

I'm not sure (4)

Q148 If asked to rate again your level of support or opposition to the issue, where would you place the slider on the scale at this point? Your response prior to viewing the video was \${q://QID204/ChoiceNumericEntryValue/1}

_____ Your Support or Opposition (1)

Q149 To what degree did you support or oppose the extension of the Bush Tax Cuts for the wealthy? For further information, the following two Acts embody the Bush Tax cuts: The Economic Growth and Tax Relief Reconciliation Act of 2001 was tax legislation that made significant changes in several areas of the US Internal Revenue Code including income tax rates, estate and gift tax exclusions, and qualified and

retirement plan rules. In general, the act lowered tax rates and simplified retirement and qualified plan rules such as for Individual retirement accounts, 401(k) plans, 403(b), and pension plans. The Jobs and Growth Tax Relief Reconciliation Act of 2003 was tax legislation that accelerated certain tax changes passed in the Economic Growth and Tax Relief Reconciliation Act of 2001, increased the exemption amount for the individual Alternative Minimum Tax, and lowered taxes of income from dividends and capital gains. (Instructions: Click and drag the slider below to select your response)

_____ Your Opposition or Support (1)

Q150 From the previous question, which range did your response fall within?

0 - 15 (Strong Opposition) (1)

16 - 30 (Moderate Opposition) (2)

31 - 49 (Mild Opposition) (3)

50 (Neutral) (4)

51 - 69 (Mild Support) (5)

70 - 84 (Moderate Support) (6)

85 - 100 (Strong Support) (7)

If 0 - 15 (Strong Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 16 - 30 (Moderate Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 31 - 49 (Mild Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 50 (Neutral) Is Selected, Then Skip To Please click on the video below to pl...If 51 - 69 (Mild Support) Is Selected, Then Skip To Please click on the video below to pl...If 70 - 84 (Moderate Support) Is Selected, Then Skip To Please click on the video below to pl...If 85 - 100 (Strong Support) Is Selected, Then Skip To Please click on the video below to pl...

Q151 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q152 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q153 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q154 What are your thoughts on this issue after viewing the video?

Q155 Has the statement caused you to want to gain more information on the issue?

Yes (1)

Maybe (2)

No (3)

I'm not sure (4)

Q156 If asked to rate again your level of support or opposition to the issue, where would you place the slider on the scale at this point? Your response prior to viewing the video was \${q://QID212/ChoiceNumericEntryValue/1 }

_____ Your Support or Opposition (1)

Q157 During the last election, did you use candidate websites to gain information?

Yes (1)

No (2)

I don't remember (3)

Q158 During the last election, did you view online video from any candidates?

Yes (1)

No (2)

I don't remember (3)

Q159 If you viewed candidate websites or videos, had you already supported the candidate or you were trying to get more information to make a decision?

I was seeking more information to make a decision (1)

I already supported the candidate prior to visiting their website or viewing their videos (2)

I'm not sure/ I don't recall (3)

Skip (4)

Q160 What is your political affiliation?

Independent (1)

Democrat (2)

Republican (3)

Constitution (4)

Libertarian (5)

Green (6)

Unaffiliated (7)

My affiliation is not listed (you'll be asked to enter this information in the next question) (8)

Skip (9)

If Independent Is Selected, Then Skip To What type of Internet connection did ...If Democrat Is Selected, Then Skip To What type of Internet connection did ...If Republican Is Selected, Then Skip To What type of Internet connection did ...If Constitution Is Selected, Then Skip To What type of Internet connection did ...If Libertarian Is Selected, Then Skip To What type of Internet connection did ...If Green Is Selected, Then Skip To What type of Internet connection did ...If Unaffiliated Is Selected, Then Skip To What type of Internet connection did ...If My affiliation is not listed... Is Selected, Then Skip To If you would like, provide your political affiliation below...If Skip Is Selected, Then Skip To What type of Internet connection did ...

Q161 If you would like, provide your political affiliation below.

Q162 What type of Internet connection did you use to complete this survey?

Dial Up Modem (1)

Cable Modem (2)

DSL (3)

T1/T3 (4)

Other (5)

I'm not sure (6)

Skip (7)

Q163 What is your gender?

Male (1)

Female (2)

Skip (3)

Q164 What is your level of education?

Completed Grade School (1)

Completed High School (or GED) (2)

Completed Associate's Degree (3)

Completed Bachelor's Degree (4)

Completed Master's Degree (5)

Completed Doctoral Degree (6)

Completed Professional Degree (MD, JD) (7)

Skip (8)

Q165 Which generation do you belong to?

Generation Y (ages 18 - 32) (1)

Generation X (ages 33 - 44) (2)

Younger Boomers (ages 45 - 54) (3)

Older Boomers (ages 55 - 63) (4)

Silent Generation (ages 64 - 72) (5)

G.I. Generation (73 and older) (6)

Skip (7)

Q166 If you would like to enter yourself into the drawing for 1 of 10 Amazon.com \$20.00 gift cards, please enter your information below. After the close of the survey, 10 respondents will be randomly selected and sent their gift card. If you would prefer to receive your card via email, please enter your email address below. If you would prefer to receive a physical card in the mail, please enter your name and mailing address. Your email or name and address will not be any way be connected to your responses within this survey. Also, contact information will only be used to send you the gift card, with no other forthcoming communication. Thank you for your participation!! Regards, Mark

Email Address (1)

Name (2)

Address Line 1 (3)

Address Line 2 (4)

City, State, and Zip Code (5)

Q48 What are your thoughts on this issue after viewing the video?

Q49 Has the statement caused you to want to gain more information on the issue?

Yes (1)

Maybe (2)

No (3)

I'm not sure (4)

Q50 If asked to rate again your level of support or opposition to the issue, where would you place the slider on the scale at this point? Your response prior to viewing the video was \${q://QID106/ChoiceNumericEntryValue/1}

_____ Your Support or Opposition (1)

Q51 To what degree do you support or oppose the healthcare reform signed into Law in 2010? For further information, the following Act embodies recent healthcare reform. The Patient Protection and Affordable Care Act of 2010- The law includes numerous health-related provisions to take effect over a four-year period, including prohibiting

denial of coverage/claims based on pre-existing conditions, expanding Medicaid eligibility, subsidizing insurance premiums, providing incentives for businesses to provide health care benefits, establishing health insurance exchanges, and support for medical research. The costs of these provisions are offset by a variety of taxes, such as taxes on indoor tanning and certain medical devices, and offset by cost savings such as improved fairness in the Medicare Advantage program relative to traditional Medicare.

There is also a tax penalty for citizens who do not obtain health insurance (unless they are exempt due to low income or other reasons). (Instructions: Click and drag the slider below to select your response)

_____ Your Opposition or Support (1)

Q52 From the previous question, which range did your response fall within?

0 - 15 (Strong Opposition) (1)

16 - 30 (Moderate Opposition) (2)

31 - 49 (Mild Opposition) (3)

50 (Neutral) (4)

51 - 69 (Mild Support) (5)

70 - 84 (Moderate Support) (6)

85 - 100 (Strong Support) (7)

If 0 - 15 (Strong Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 16 - 30 (Moderate Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 31 - 49 (Mild Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 50 (Neutral) Is Selected, Then Skip To Please click on the video below to pl...If 51 - 69 (Mild Support) Is Selected, Then Skip To Please click on the video below to pl...If 70 - 84 (Moderate Support) Is Selected, Then Skip To Please click on the video below to pl...If 85 - 100 (Strong Support) Is Selected, Then Skip To Please click on the video below to pl...

Q53 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q54 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q55 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q56 What are your thoughts on this issue after viewing the video?

Q57 Has the statement caused you to want to gain more information on the issue?

Yes (1)

Maybe (2)

No (3)

I'm not sure (4)

Q58 If asked to rate again your level of support or opposition to the issue, where would you place the slider on the scale at this point? Your response prior to viewing the video was \${q://QID114/ChoiceNumericEntryValue/1}

_____ Your Support or Opposition (1)

Q59 To what degree did you support or oppose another extension of unemployment benefits for individuals out of work? (Instructions: Click and drag the slider below to select your response)

_____ Your Opposition or Support (1)

Q60 From the previous question, which range did your response fall within?

0 - 15 (Strong Opposition) (1)

16 - 30 (Moderate Opposition) (2)

31 - 49 (Mild Opposition) (3)

50 (Neutral) (4)

51 - 69 (Mild Support) (5)

70 - 84 (Moderate Support) (6)

85 - 100 (Strong Support) (7)

If 0 - 15 (Strong Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 16 - 30 (Moderate Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 31 - 49 (Mild Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 50 (Neutral) Is Selected, Then Skip To Please click on the video below to pl...If 51 - 69 (Mild Support) Is Selected, Then Skip To Please click on the video below to pl...If 70 - 84 (Moderate Support) Is Selected, Then Skip To Please click on the video below to pl...If 85 - 100 (Strong Support) Is Selected, Then Skip To Please click on the video below to pl...

Q61 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q62 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q63 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q64 What are your thoughts on this issue after viewing the video?

Q65 Has the statement caused you to want to gain more information on the issue?

Yes (1)

Maybe (2)

No (3)

I'm not sure (4)

Q66 If asked to rate again your level of support or opposition to the issue, where would you place the slider on the scale at this point? Your response prior to viewing the video was \${q://QID122/ChoiceNumericEntryValue/1}

_____ Your Support or Opposition (1)

Q67 To what degree did you support or oppose the extension of the Bush Tax Cuts for the wealthy? For further information, the following two Acts embody the Bush Tax cuts: The Economic Growth and Tax Relief Reconciliation Act of 2001 was tax legislation that made significant changes in several areas of the US Internal Revenue Code including income tax rates, estate and gift tax exclusions, and qualified and retirement plan rules. In general, the act lowered tax rates and simplified retirement and qualified plan rules such as for Individual retirement accounts, 401(k) plans, 403(b), and pension plans. The Jobs and Growth Tax Relief Reconciliation Act of 2003 was tax legislation that accelerated certain tax changes passed in the Economic Growth and Tax Relief Reconciliation Act of 2001, increased the exemption amount for the individual Alternative Minimum Tax, and lowered taxes of income from dividends and capital gains. (Instructions: Click and drag the slider below to select your response)

_____ Your Opposition or Support (1)

Q68 From the previous question, which range did your response fall within?

0 - 15 (Strong Opposition) (1)

16 - 30 (Moderate Opposition) (2)

31 - 49 (Mild Opposition) (3)

50 (Neutral) (4)

51 - 69 (Mild Support) (5)

70 - 84 (Moderate Support) (6)

85 - 100 (Strong Support) (7)

If 0 - 15 (Strong Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 16 - 30 (Moderate Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 31 - 49 (Mild Opposition) Is Selected, Then Skip To Please click on

the video below to pl...If 50 (Neutral) Is Selected, Then Skip To Please click on the video below to pl...If 51 - 69 (Mild Support) Is Selected, Then Skip To Please click on the video below to pl...If 70 - 84 (Moderate Support) Is Selected, Then Skip To Please click on the video below to pl...If 85 - 100 (Strong Support) Is Selected, Then Skip To Please click on the video below to pl...

Q69 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q70 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q71 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q72 What are your thoughts on this issue after viewing the video?

Q73 Has the statement caused you to want to gain more information on the issue?

Yes (1)

Maybe (2)

No (3)

I'm not sure (4)

Q74 If asked to rate again your level of support or opposition to the issue, where would you place the slider on the scale at this point? Your response prior to viewing the video was \${q://QID130/ChoiceNumericEntryValue/1}

_____ Your Support or Opposition (1)

Q75 During the last election, did you use candidate websites to gain information?

Yes (1)

No (2)

I don't remember (3)

Q76 During the last election, did you view online video from any candidates?

Yes (1)

No (2)

I don't remember (3)

Q77 If you viewed candidate websites or videos, had you already supported the candidate or you were trying to get more information to make a decision?

I was seeking more information to make a decision (1)

I already supported the candidate prior to visiting their website or viewing their videos (2)

I'm not sure/ I don't recall (3)

Skip (4)

Q78 What is your political affiliation?

Independent (1)

Democrat (2)

Republican (3)

Constitution (4)

Libertarian (5)

Green (6)

Unaffiliated (7)

My affiliation is not listed (you'll be asked to enter this information in the next question) (8)

Skip (9)

If Independent Is Selected, Then Skip To What type of Internet connection did ...If Democrat Is Selected, Then Skip To What type of Internet connection did ...If Republican Is Selected, Then Skip To What type of Internet connection did ...If Constitution Is Selected, Then Skip To What type of Internet connection did ...If Libertarian Is Selected, Then Skip To What type of Internet connection did ...If Green Is Selected, Then Skip To What type of Internet connection did ...If Unaffiliated Is Selected, Then Skip To What type of Internet connection did ...If My affiliation is not listed... Is Selected, Then Skip To If you would like, provide your political...If Skip Is Selected, Then Skip To What type of Internet connection did ...

Q79 If you would like, provide your political affiliation below.

Q80 What type of Internet connection did you use to complete this survey?

Dial Up Modem (1)

Cable Modem (2)

DSL (3)

T1/T3 (4)

Other (5)

I'm not sure (6)

Skip (7)

Q81 What is your gender?

Male (1)

Female (2)

Skip (3)

Q82 What is your level of education?

Completed Grade School (1)

Completed High School (or GED) (2)

Completed Associate's Degree (3)

Completed Bachelor's Degree (4)

Completed Master's Degree (5)

Completed Doctoral Degree (6)

Completed Professional Degree (MD, JD) (7)

Skip (8)

Q83 Which generation do you belong to?

Generation Y (ages 18 - 32) (1)

Generation X (ages 33 - 44) (2)

Younger Boomers (ages 45 - 54) (3)

Older Boomers (ages 55 - 63) (4)

Silent Generation (ages 64 - 72) (5)

G.I. Generation (73 and older) (6)

Skip (7)

If Generation Y (ages 18 - 32) Is Selected, Then Skip To If you would like to enter yourself i...If Generation X (ages 33 - 44) Is Selected, Then Skip To If you would like to enter yourself i...If Younger Boomers (ages 45 - 54) Is Selected, Then Skip To If you would like to enter yourself i...If Older Boomers (ages 55 - 63) Is Selected, Then Skip To If you would like to enter yourself i...If Silent Generation (ages 64 ... Is Selected, Then Skip To If you would like to enter yourself i...If G.I. Generation (73 and older) Is Selected, Then Skip To If you would like to enter yourself i...If Skip Is Selected, Then Skip To If you would like to enter yourself i...

Q84 To what degree do you support or oppose the passing of the Trouble Asset Relief Program, known as TARP? TARP is a program of the United States government to purchase assets and equity from financial institutions, including large banks, insurance companies, and car producers, in order to strengthen the financial sector in the United States. (Instructions: Click and drag the slider below to select your response)

_____ Your Opposition or Support (1)

Q85 From the previous question, which range did your response fall within?

0 - 15 (Strong Opposition) (1)

16 - 30 (Moderate Opposition) (2)

31 - 49 (Mild Opposition) (3)

50 (Neutral) (4)

51 - 69 (Mild Support) (5)

70 - 84 (Moderate Support) (6)

85 - 100 (Strong Support) (7)

If 0 - 15 (Strong Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 16 - 30 (Moderate Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 31 - 49 (Mild Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 50 (Neutral) Is Selected, Then Skip To Please click on the video below to pl...If 51 - 69 (Mild Support) Is Selected, Then Skip To Please click on the video below to pl...If 70 - 84 (Moderate Support) Is Selected, Then Skip To Please click on the video below to pl...If 85 - 100 (Strong Support) Is Selected, Then Skip To Please click on the video below to pl...

Q86 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q87 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q88 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q89 What are your thoughts on this issue after viewing the video?

Q90 Has the statement caused you to want to gain more information on the issue?

Yes (1)

Maybe (2)

No (3)

I'm not sure (4)

Q91 If asked to rate again your level of support or opposition to the issue, where would you place the slider on the scale at this point? Your response prior to viewing the video was $\$ \{q://QID147/ChoiceNumericEntryValue/1\}$

_____ Your Support or Opposition (1)

Q92 To what degree do you support or oppose the healthcare reform signed into Law in 2010? For further information, the following Act embodies recent healthcare reform. The Patient Protection and Affordable Care Act of 2010- The law includes numerous health-related provisions to take effect over a four-year period, including prohibiting denial of coverage/claims based on pre-existing conditions, expanding Medicaid eligibility, subsidizing insurance premiums, providing incentives for businesses to provide health care benefits, establishing health insurance exchanges, and support for medical research. The costs of these provisions are offset by a variety of taxes, such as taxes on indoor tanning and certain medical devices, and offset by cost savings such as improved fairness in the Medicare Advantage program relative to traditional Medicare. There is also a tax penalty for citizens who do not obtain health insurance (unless they are exempt due to low income or other reasons). (Instructions: Click and drag the slider below to select your response)

_____ Your Opposition or Support (1)

Q93 From the previous question, which range did your response fall within?

0 - 15 (Strong Opposition) (1)

16 - 30 (Moderate Opposition) (2)

31 - 49 (Mild Opposition) (3)

50 (Neutral) (4)

51 - 69 (Mild Support) (5)

70 - 84 (Moderate Support) (6)

85 - 100 (Strong Support) (7)

If 0 - 15 (Strong Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 16 - 30 (Moderate Opposition) Is Selected, Then Skip To Please click on the

video below to pl...If 31 - 49 (Mild Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 50 (Neutral) Is Selected, Then Skip To Please click on the video below to pl...If 51 - 69 (Mild Support) Is Selected, Then Skip To Please click on the video below to pl...If 70 - 84 (Moderate Support) Is Selected, Then Skip To Please click on the video below to pl...If 85 - 100 (Strong Support) Is Selected, Then Skip To Please click on the video below to pl...

Q94 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q95 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q96 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q97 What are your thoughts on this issue after viewing the video?

Q98 Has the statement caused you to want to gain more information on the issue?

Yes (1)

Maybe (2)

No (3)

I'm not sure (4)

Q99 If asked to rate again your level of support or opposition to the issue, where would you place the slider on the scale at this point? Your response prior to viewing the video was \${q://QID155/ChoiceNumericEntryValue/1}

_____ Your Support or Opposition (1)

Q100 To what degree did you support or oppose another extension of unemployment benefits for individuals out of work? (Instructions: Click and drag the slider below to select your response)

_____ Your Opposition or Support (1)

Q101 From the previous question, which range did your response fall within?

0 - 15 (Strong Opposition) (1)

16 - 30 (Moderate Opposition) (2)

31 - 49 (Mild Opposition) (3)

50 (Neutral) (4)

51 - 69 (Mild Support) (5)

70 - 84 (Moderate Support) (6)

85 - 100 (Strong Support) (7)

If 0 - 15 (Strong Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 16 - 30 (Moderate Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 31 - 49 (Mild Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 50 (Neutral) Is Selected, Then Skip To Please click on the video below to pl...If 51 - 69 (Mild Support) Is Selected, Then Skip To Please click on the video below to pl...If 70 - 84 (Moderate Support) Is Selected, Then Skip To Please click on the video below to pl...If 85 - 100 (Strong Support) Is Selected, Then Skip To Please click on the video below to pl...

Q102 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q103 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q104 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q105 What are your thoughts on this issue after viewing the video?

Q106 Has the statement caused you to want to gain more information on the issue?

Yes (1)

Maybe (2)

No (3)

I'm not sure (4)

Q107 If asked to rate again your level of support or opposition to the issue, where would you place the slider on the scale at this point? Your response prior to viewing the video was \${q://QID163/ChoiceNumericEntryValue/1}

_____ Your Support or Opposition (1)

Q108 To what degree did you support or oppose the extension of the Bush Tax Cuts for the wealthy? For further information, the following two Acts embody the Bush Tax cuts: The Economic Growth and Tax Relief Reconciliation Act of 2001 was tax legislation that made significant changes in several areas of the US Internal Revenue Code including income tax rates, estate and gift tax exclusions, and qualified and retirement plan rules. In general, the act lowered tax rates and simplified retirement and qualified plan rules such as for Individual retirement accounts, 401(k) plans, 403(b), and pension plans. The Jobs and Growth Tax Relief Reconciliation Act of 2003 was tax legislation that accelerated certain tax changes passed in the Economic Growth and Tax Relief Reconciliation Act of 2001, increased the exemption amount for the individual Alternative Minimum Tax, and lowered taxes of income from dividends and capital gains. (Instructions: Click and drag the slider below to select your response)

_____ Your Opposition or Support (1)

Q109 From the previous question, which range did your response fall within?

0 - 15 (Strong Opposition) (1)

16 - 30 (Moderate Opposition) (2)

31 - 49 (Mild Opposition) (3)

50 (Neutral) (4)

51 - 69 (Mild Support) (5)

70 - 84 (Moderate Support) (6)

85 - 100 (Strong Support) (7)

If 0 - 15 (Strong Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 16 - 30 (Moderate Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 31 - 49 (Mild Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 50 (Neutral) Is Selected, Then Skip To Please click on the video below to pl...If 51 - 69 (Mild Support) Is Selected, Then Skip To Please click on the video below to pl...If 70 - 84 (Moderate Support) Is Selected, Then Skip To Please click on the video below to pl...If 85 - 100 (Strong Support) Is Selected, Then Skip To Please click on the video below to pl...

Q110 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q111 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q112 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q113 What are your thoughts on this issue after viewing the video?

Q114 Has the statement caused you to want to gain more information on the issue?

Yes (1)

Maybe (2)

No (3)

I'm not sure (4)

Q115 If asked to rate again your level of support or opposition to the issue, where would you place the slider on the scale at this point? Your response prior to viewing the video was \${q://QID171/ChoiceNumericEntryValue/1}

_____ Your Support or Opposition (1)

Q116 During the last election, did you use candidate websites to gain information?

Yes (1)

No (2)

I don't remember (3)

Q117 During the last election, did you view online video from any candidates?

Yes (1)

No (2)

I don't remember (3)

Q118 If you viewed candidate websites or videos, had you already supported the candidate or you were trying to get more information to make a decision?

I was seeking more information to make a decision (1)

I already supported the candidate prior to visiting their website or viewing their videos (2)

I'm not sure/ I don't recall (3)

Skip (4)

Q119 What is your political affiliation?

Independent (1)

Democrat (2)

Republican (3)

Constitution (4)

Libertarian (5)

Green (6)

Unaffiliated (7)

My affiliation is not listed (you'll be asked to enter this information in the next question)
(8)

Skip (9)

If Independent Is Selected, Then Skip To What type of Internet connection did ...If
Democrat Is Selected, Then Skip To What type of Internet connection did ...If
Republican Is Selected, Then Skip To What type of Internet connection did ...If
Constitution Is Selected, Then Skip To What type of Internet connection did ...If
Libertarian Is Selected, Then Skip To What type of Internet connection did ...If Green Is
Selected, Then Skip To What type of Internet connection did ...If Unaffiliated Is Selected,
Then Skip To What type of Internet connection did ...If My affiliation is not liste... Is
Selected, Then Skip To If you would like, provide your polit...If Skip Is Selected, Then
Skip To What type of Internet connection did ...

Q120 If you would like, provide your political affiliation below.

Q121 What type of Internet connection did you use to complete this survey?

Dial Up Modem (1)

Cable Modem (2)

DSL (3)

T1/T3 (4)

Other (5)

I'm not sure (6)

Skip (7)

Q122 What is your gender?

Male (1)

Female (2)

Skip (3)

Q123 What is your level of education?

Completed Grade School (1)

Completed High School (or GED) (2)

Completed Associate's Degree (3)

Completed Bachelor's Degree (4)

Completed Master's Degree (5)

Completed Doctoral Degree (6)

Completed Professional Degree (MD, JD) (7)

Skip (8)

Q124 Which generation do you belong to?

Generation Y (ages 18 - 32) (1)

Generation X (ages 33 - 44) (2)

Younger Boomers (ages 45 - 54) (3)

Older Boomers (ages 55 - 63) (4)

Silent Generation (ages 64 - 72) (5)

G.I. Generation (73 and older) (6)

Skip (7)

If Generation Y (ages 18 - 32) Is Selected, Then Skip To If you would like to enter yourself i...If Generation X (ages 33 - 44) Is Selected, Then Skip To If you would like to enter yourself i...If Younger Boomers (ages 45 - 54) Is Selected, Then Skip To If you would like to enter yourself i...If Older Boomers (ages 55 - 63) Is Selected, Then Skip To If you would like to enter yourself i...If Silent Generation (ages 64 ... Is Selected, Then Skip To If you would like to enter yourself i...If G.I. Generation (73 and older) Is Selected, Then Skip To If you would like to enter yourself i...If Skip Is Selected, Then Skip To If you would like to enter yourself i...

Q125 To what degree do you support or oppose the passing of the Trouble Asset Relief Program, known as TARP? TARP is a program of the United States government to purchase assets and equity from financial institutions, including large banks, insurance companies, and car producers, in order to strengthen the financial sector in the United States. (Instructions: Click and drag the slider below to select your response)

_____ Your Opposition or Support (1)

Q126 From the previous question, which range did your response fall within?

0 - 15 (Strong Opposition) (1)

16 - 30 (Moderate Opposition) (2)

31 - 49 (Mild Opposition) (3)

50 (Neutral) (4)

51 - 69 (Mild Support) (5)

70 - 84 (Moderate Support) (6)

85 - 100 (Strong Support) (7)

If 0 - 15 (Strong Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 16 - 30 (Moderate Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 31 - 49 (Mild Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 50 (Neutral) Is Selected, Then Skip To Please click on the video below to pl...If 51 - 69 (Mild Support) Is Selected, Then Skip To Please click on the video below to pl...If 70 - 84 (Moderate Support) Is Selected, Then Skip To Please click on the video below to pl...If 85 - 100 (Strong Support) Is Selected, Then Skip To Please click on the video below to pl...

Q127 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q128 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q129 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q130 What are your thoughts on this issue after viewing the video?

Q131 Has the statement caused you to want to gain more information on the issue?

Yes (1)

Maybe (2)

No (3)

I'm not sure (4)

Q132 If asked to rate again your level of support or opposition to the issue, where would you place the slider on the scale at this point? Your response prior to viewing the video was \${q://QID188/ChoiceNumericEntryValue/1}

_____ Your Support or Opposition (1)

Q133 To what degree do you support or oppose the healthcare reform signed into Law in 2010? For further information, the following Act embodies recent healthcare reform. The Patient Protection and Affordable Care Act of 2010- The law includes numerous health-related provisions to take effect over a four-year period, including prohibiting denial of coverage/claims based on pre-existing conditions, expanding Medicaid eligibility, subsidizing insurance premiums, providing incentives for businesses to provide health care benefits, establishing health insurance exchanges, and support for medical research. The costs of these provisions are offset by a variety of taxes, such as taxes on indoor tanning and certain medical devices, and offset by cost savings such as improved fairness in the Medicare Advantage program relative to traditional Medicare. There is also a tax penalty for citizens who do not obtain health insurance (unless they are exempt due to low income or other reasons). (Instructions: Click and drag the slider below to select your response)

_____ Your Opposition or Support (1)

Q134 From the previous question, which range did your response fall within?

0 - 15 (Strong Opposition) (1)

16 - 30 (Moderate Opposition) (2)

31 - 49 (Mild Opposition) (3)

50 (Neutral) (4)

51 - 69 (Mild Support) (5)

70 - 84 (Moderate Support) (6)

85 - 100 (Strong Support) (7)

If 0 - 15 (Strong Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 16 - 30 (Moderate Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 31 - 49 (Mild Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 50 (Neutral) Is Selected, Then Skip To Please click on the video below to pl...If 51 - 69 (Mild Support) Is Selected, Then Skip To Please click on the video below to pl...If 70 - 84 (Moderate Support) Is Selected, Then Skip To Please click on the video below to pl...If 85 - 100 (Strong Support) Is Selected, Then Skip To Please click on the video below to pl...

Q135 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q136 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q137 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q138 What are your thoughts on this issue after viewing the video?

Q139 Has the statement caused you to want to gain more information on the issue?

Yes (1)

Maybe (2)

No (3)

I'm not sure (4)

Q140 If asked to rate again your level of support or opposition to the issue, where would you place the slider on the scale at this point? Your response prior to viewing the video was \${q://QID196/ChoiceNumericEntryValue/1}

_____ Your Support or Opposition (1)

Q141 To what degree did you support or oppose another extension of unemployment benefits for individuals out of work? (Instructions: Click and drag the slider below to select your response)

_____ Your Opposition or Support (1)

Q142 From the previous question, which range did your response fall within?

0 - 15 (Strong Opposition) (1)

16 - 30 (Moderate Opposition) (2)

31 - 49 (Mild Opposition) (3)

50 (Neutral) (4)

51 - 69 (Mild Support) (5)

70 - 84 (Moderate Support) (6)

85 - 100 (Strong Support) (7)

If 0 - 15 (Strong Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 16 - 30 (Moderate Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 31 - 49 (Mild Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 50 (Neutral) Is Selected, Then Skip To Please click on the video below to pl...If 51 - 69 (Mild Support) Is Selected, Then Skip To Please click on the video below to pl...If 70 - 84 (Moderate Support) Is Selected, Then Skip To Please click

on the video below to pl...If 85 - 100 (Strong Support) Is Selected, Then Skip To Please click on the video below to pl...

Q143 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q144 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q145 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q146 What are your thoughts on this issue after viewing the video?

Q147 Has the statement caused you to want to gain more information on the issue?

Yes (1)

Maybe (2)

No (3)

I'm not sure (4)

Q148 If asked to rate again your level of support or opposition to the issue, where would you place the slider on the scale at this point? Your response prior to viewing the video was \${q://QID204/ChoiceNumericEntryValue/1}

_____ Your Support or Opposition (1)

Q149 To what degree did you support or oppose the extension of the Bush Tax Cuts for the wealthy? For further information, the following two Acts embody the Bush Tax

cuts: The Economic Growth and Tax Relief Reconciliation Act of 2001 was tax legislation that made significant changes in several areas of the US Internal Revenue Code including income tax rates, estate and gift tax exclusions, and qualified and retirement plan rules. In general, the act lowered tax rates and simplified retirement and qualified plan rules such as for Individual retirement accounts, 401(k) plans, 403(b), and pension plans. The Jobs and Growth Tax Relief Reconciliation Act of 2003 was tax legislation that accelerated certain tax changes passed in the Economic Growth and Tax Relief Reconciliation Act of 2001, increased the exemption amount for the individual Alternative Minimum Tax, and lowered taxes of income from dividends and capital gains. (Instructions: Click and drag the slider below to select your response)

_____ Your Opposition or Support (1)

Q150 From the previous question, which range did your response fall within?

0 - 15 (Strong Opposition) (1)

16 - 30 (Moderate Opposition) (2)

31 - 49 (Mild Opposition) (3)

50 (Neutral) (4)

51 - 69 (Mild Support) (5)

70 - 84 (Moderate Support) (6)

85 - 100 (Strong Support) (7)

If 0 - 15 (Strong Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 16 - 30 (Moderate Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 31 - 49 (Mild Opposition) Is Selected, Then Skip To Please click on the video below to pl...If 50 (Neutral) Is Selected, Then Skip To Please click on the video below to pl...If 51 - 69 (Mild Support) Is Selected, Then Skip To Please click on the video below to pl...If 70 - 84 (Moderate Support) Is Selected, Then Skip To Please click on the video below to pl...If 85 - 100 (Strong Support) Is Selected, Then Skip To Please click on the video below to pl...

Q151 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q152 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q153 Please click on the video below to play. If you need to adjust the volume, you may do so at this time.

Please click here once you have completed the video. (1)

If Please click here once you ... Is Selected, Then Skip To What are your thoughts on this issue ...

Q154 What are your thoughts on this issue after viewing the video?

Q155 Has the statement caused you to want to gain more information on the issue?

Yes (1)

Maybe (2)

No (3)

I'm not sure (4)

Q156 If asked to rate again your level of support or opposition to the issue, where would you place the slider on the scale at this point? Your response prior to viewing the video was \${q://QID212/ChoiceNumericEntryValue/1}

_____ Your Support or Opposition (1)

Q157 During the last election, did you use candidate websites to gain information?

Yes (1)

No (2)

I don't remember (3)

Q158 During the last election, did you view online video from any candidates?

Yes (1)

No (2)

I don't remember (3)

Q159 If you viewed candidate websites or videos, had you already supported the candidate or you were trying to get more information to make a decision?

I was seeking more information to make a decision (1)

I already supported the candidate prior to visiting their website or viewing their videos (2)

I'm not sure/ I don't recall (3)

Skip (4)

Q160 What is your political affiliation?

Independent (1)

Democrat (2)

Republican (3)

Constitution (4)

Libertarian (5)

Green (6)

Unaffiliated (7)

My affiliation is not listed (you'll be asked to enter this information in the next question) (8)

Skip (9)

If Independent Is Selected, Then Skip To What type of Internet connection did ...If Democrat Is Selected, Then Skip To What type of Internet connection did ...If Republican Is Selected, Then Skip To What type of Internet connection did ...If Constitution Is Selected, Then Skip To What type of Internet connection did ...If Libertarian Is Selected, Then Skip To What type of Internet connection did ...If Green Is Selected, Then Skip To What type of Internet connection did ...If Unaffiliated Is Selected, Then Skip To What type of Internet connection did ...If My affiliation is not listed... Is Selected, Then Skip To If you would like, provide your political...If Skip Is Selected, Then Skip To What type of Internet connection did ...

Q161 If you would like, provide your political affiliation below.

Q162 What type of Internet connection did you use to complete this survey?

Dial Up Modem (1)

Cable Modem (2)

DSL (3)

T1/T3 (4)

Other (5)

I'm not sure (6)

Skip (7)

Q163 What is your gender?

Male (1)

Female (2)

Skip (3)

Q164 What is your level of education?

Completed Grade School (1)

Completed High School (or GED) (2)

Completed Associate's Degree (3)

Completed Bachelor's Degree (4)

Completed Master's Degree (5)

Completed Doctoral Degree (6)

Completed Professional Degree (MD, JD) (7)

Skip (8)

Q165 Which generation do you belong to?

Generation Y (ages 18 - 32) (1)

Generation X (ages 33 - 44) (2)

Younger Boomers (ages 45 - 54) (3)

Older Boomers (ages 55 - 63) (4)

Silent Generation (ages 64 - 72) (5)

G.I. Generation (73 and older) (6)

Skip (7)

Q166 If you would like to enter yourself into the drawing for 1 of 10 Amazon.com \$20.00 gift cards, please enter your information below. After the close of the survey, 10 respondents will be randomly selected and sent their gift card. If you would prefer to receive your card via email, please enter your email address below. If you would prefer to receive a physical card in the mail, please enter your name and mailing address. Your email or name and address will not be any way be connected to your responses within this survey. Also, contact information will only be used to send you the gift card, with no other forthcoming communication. Thank you for your participation!! Regards, Mark

Email Address (1)

Name (2)

Address Line 1 (3)

Address Line 2 (4)

City, State, and Zip Code (5)

APPENDIX G:

Qualitative Survey Responses

The following are the qualitative responses to the videos and issues provided for view to respondents. They are broken into four sections, the economic issue, healthcare, unemployment, and taxes.

Economic open-ended responses included;

"I don't want the government involved with free markets. The financial businesses got themselves into the trouble and by getting bailed out they probably haven't learned any lessons. And the economic depression we were feeling may have been worse than it has been but I believe the bailouts have delayed the rebound."

"It's still ruining Capitalism."

"I still do not feel tarp was necessary."

"It seems to better explain what TARP was trying to accomplish. However it does not explain why those institutions were in that position in the first place. Did it really help the country as a whole or just the benefit those who were running the institutions?"

"My opinion has not changed."

"Presentation very prejudicial - gestures, pauses and voice tone all negative. Seemed to skew facts - presenting only negative impact."

"I did not know very much about the issue. He made good points that it was used to help the economy. I am now aware and want to know more about the topic."

"I agree somewhat with his statements, but in a free market system, those businesses that fail, should fail. If corporate America would change their own habits of exorbitant bonuses and buyouts while the companies they ran failed, then perhaps the opinion expressed by the speaker would hold more relevance. Unfortunately, we've all grown used to the rich corporate giants continuing to get richer as they run companies into debt, only hurting the average worker and getting richer themselves. The middle class and lower class will always feel the hurt and the rich never do-regardless if they manage the company into failure."

"My opinion is that it was necessary regardless of how bad the actors were that caused it."

"It is similar to news stories I have heard in the past and presents a narrow view. As a Finance student, I have a wider appreciation of the entire issue."

"I also wish it was not necessary. I believe that the banks and industries should learn to live within their means and accept the consequences for their actions. I also believe that they should not be allowed to do whatever they want and then sit back and have the government bail them out. However, I am not in favor of losing that significant amount of jobs. "

"That was a whole of words that didn't really say anything."

Unchanged.

"I believe that we needed to lend support but there needed to be conditions set for the money given."

"I am surprised and appalled about this misuse of taxpayer money."

"I thought it was a bad idea to begin with, and I still think it was a bad idea."

"There was absolutely no consequence to the bankers/CEO's who caused the whole train wreck, and tens of thousands of people lost their jobs anyway. The money would have been better spent prosecuting the people who caused the collapse, and on economic stimulus like infrastructure, and unemployment."

"Yes, tarp was necessary, my opposition is to how the money was handed out with very little in the way of regulation. if you take funds from the government how you run your business should be dictated by an oversight board, and anyone in a chairman or CEO position should be forced to resign, without their golden parachutes."

"I agree with the statements. Instead of sustaining a system that isn't working, we should be looking at alternative ways in which to manage it."

"Generally one can consider that which helps to retain jobs to be a positive aspect to TARP. However, it is also part of the economy that business without good practices fail. I believe greater focus should have been put towards the production markets within the United States (of which we have few). Also, laws should have been enacted that limited the outsource capabilities of U.S. companies, bringing back jobs and money to the U.S. economy. What happens when the practices of those organizations that were given money fall back into where they were before? Do we just give them more?"

"I can't argue about the necessity of TARP, because I don't have that much knowledge. However, I don't like TARP, because of what the companies DID with the funds received - bonuses, salaries, or, perhaps even nothing at all."

"The statement has no impact on my level of opposition to this issue."

"I don't know enough about the details of this and other political/governmental issues to have meaningful opinions on the topic."

"Unchanged."

"Just an opinion."

"The video oversimplified a very complex issue."

"Unchanged. TARP helped some big businesses from failing. Maybe if they would have fallen we could have created a different and stronger economy. Who knows?"

"The initial purpose of the TARP program was a good one. It was meant to increase the number and amount of loans and make them more available. Unfortunately, the lending institutions used the Tarp funds for other purposes."

"I wasn't informed about anything I didn't already know."

"Profit is the basis for big business so whenever the opportunity, profit will be made at the cost of government or general public."

"TARP served a purpose in propping up both our major financial institutions and automobile industry. Unfortunately, the Bush administration failed to appoint a Banking Czar to oversee the management of both the tax payers money and the managers of the various financial institutions. Base human greed combined with an unwillingness to alter business practices resulted in many abuses of the TARP funds. The Congressional oversight committee demonstrated the futility of oversight by committee. In the end the TARP program may have saved us from entering a second Great Depression within a 100 years."

"I need more info."

"We should not bailout companies which made poor business decisions regardless of the pain."

"The same - strongly oppose. And AFTER Tarp funds were "spent", it proved my initial concern that: government is the most inefficient "consumer" of taxpayer

funds! What a waste - no oversight, no parameters established."

"That this is just another example of how our government is lying to us and trying to hide other projects being put into play to cause the government and big business to become richer off of the hard earned money of the working American."

"Intriguing."

"I believed at the time, and still believe, that without this act the country would have been plunged into a depression. I am also aware that some of the institutions did not administer the money effectively."

"I am uninformed about TARP."

"Aiding the struggling individual and small business man is appropriate. Yet the big banks and investment companies were able to make money on TARP even while allegedly being bailed out."

"I would like to see businesses stay privatized, and government stay small. It's not the job of the federal government to save financial institutions or industries who mismanage and indulge in corporate greed. Just as individuals who cannot manage their finances have to pay the piper so should corporations."

"The same i feel that the tarp bill failed and did nothing."

"Wow... I was not aware of those facts."

"I could not hear it at all."

"I still do not think it is the government's place to buy/bail out businesses in the private sector."

"Need more information from other sources/video doesn't tell whole story - e.g. benefits of TARP."

"TARP did not accomplish what its intentions were."

"A little more open-minded - a bit more insight."

Healthcare open-ended responses included;

"Health care reform did have some good points, however why did all of the other stuff have to be thrown in, creating more bureaucracy and government involvement. Whatever happened to keeping things simple. And health care is not a right. The only rights we have are life, liberty and the pursuit of happiness...inalienable."

"Insurance was getting so crazy expensive that something needed to be done. If work did not provide it, a lot of people couldn't get it at all."

"I support the reform."

"I believe that we need healthcare reform. Was this the best alternative? Maybe not. However, It's been the only healthcare reform to actually get passed. Maybe this is the beginning and we improve on it over time. There are many countries less fortunate than ours that have better healthcare systems. Surely we can figure something out."

"My thoughts have not changed."

"Very negatively skewed (uses scary numbers and emphasis often on the word "billions". Also, didn't present all the facts as were presented in the summary."

"It may sound like a good idea for all citizens to receive health care, but I do not believe it is a reality. Upper and middle class should receive different care than those on welfare and lower classes. "

"Who's going to pay for all these extra health insurance incentives? As a small business owner with only 3 part time employees who already have health insurance via their spouses, will I be penalized for NOT providing them health insurance. However, I definitely believe that every AMERICAN citizen is entitled to health care treatment. But again- who's going to pay for it?"

"Not good because I don't want to give health care to illegal aliens"

"This reform is necessary. tort reforms and limits will solve a good bit of the problems. The lawyers are killing med professionals with frivolous lawsuits."

"Was that Palin, Bachman, Boehner or ???? A typical use of extremes in language and an attempt to correlate statistics to skew the truth. I'm so sick of that approach. As a business person with a background in insurance, I'm not impressed."

"I don't believe that we have the money to cover the costs of the reform. I also don't believe that the tax cuts and taxation of indoor tanning will be sufficient to cover the costs. I do believe that we need reform, but this is not the way to do it."

"Unchanged."

"Still strongly support. The arguments do not sway me at all."

"This is an extremely complicated issue."

"Same as before; we should have gone to single payer for everybody, we didn't, this is as good as we're likely to get. And if the only arrow in your quiver is to never ever under any circumstances tax anybody, especially those with lots of money, what the heck do you expect for funding anything?"

"I agree we need healthcare reform, but we need socialized medicine, not this weak ass bill that helps very little and will end up hurting people in the long run. If we continue to allow healthcare to keep politicians in their pocket we are forever doomed."

"I agree that the healthcare reform bill doesn't address all issues. It will also create more expenditures for the average person."

"Health care is a difficult issue, one in which no matter the amount of research done, some facts remain uncertain or even unknown. It would be a reasonable assumption to assume that the health care of this country has some serious issues. Individuals not receiving care or receiving free care, not due to being unemployed but able to work the system, cures for certain ailments not being used because other drugs are more expensive and create side effects that require further drugs, etc. Would a different system work? Is it beneficial to charge those who do not have health care a fee unless they receive it? Should not the Bill of Rights say the right to choose to have or not have health care? I pay for health care and rarely use such, when I do there is the co-payment. Shots and the price of a standard shot may be cheap with the co-payment but the price that the insurance pay's is astronomical. Why should a check up that last a half hour cost me or my insurance five hundred dollars? These are the true issue that needs to be changed, not a first step in an attempt at nationwide health care. There are European countries that have nationwide healthcare and they are also having problems. The United States controlled social security and now it is a failing system, maybe health care is next."

"I do think there are good point about the healthcare bill - ins. companies not being able to cancel or deny coverage. Extended coverage to 26 year olds, perhaps some reform of the insurance companies. What I resent is that it was rushed through Congress, was not a bi-partisan effort, that few Congress members even knew what was in the bill or didn't read it, and quite frankly, the thing that bothers me the most is the cost factor and that we're probably tinkering with the best medical system in the world."

"This statement has no impact on my opposition to this issue."

"I am aware of some of the pros and cons of the Healthcare Bill, and was already familiar with pros presented in the video."

"Strongly oppose!"

"Just one small point about the health care bill."

"The video acknowledges that universal health care is needed, but fails to address the fact that, politically, the current law is the only one that could get through Congress. In the absence of a viable alternative, we can't scrap the current law."

"Unchanged. Debts and taxes are buzz words that have no bearing on this moral/ethical issue. We have been funding two wars with extra-budgetal appropriations (Emergency Funding). Ours is the only "advanced" or "civilized" country in the world that does not have single-payer national health insurance. Our Constitution guarantees life, liberty, and the pursuit of happiness--you can't truly have all of those unless you are healthy."

"We desperately need Health Care Reform. Yes, it will cost money. But the health care system we currently have is costing us even more. Many Americans cannot afford to visit a hospital. The Health Care Reform Bill is just a start. It doesn't go far enough!!! Don't scrap it! Revise it, if necessary. There are a thousand other parts of the federal budget that can be cut without hurting anyone. But, we desperately need health care reform."

"Your facts are wrong. Maybe we should have taken the TARP money and applied it to Medicare. At the very least we should apply means testing to Medicare (which by the way is solvent until 2035)."

"I feel everybody should have the right to good health care no matter the cost."

"Sure, we all want health coverage...but at what cost? Unfortunately, this young lady provides no alternative solutions. Just saying no is not an answer."

"Health Care in this country is/was out of control. Tax payers are going to bear the cost of health care for all its citizens regardless of which system we have. Under our old system, the poor and disenfranchised without health insurance simply went to the ER where they were treated at tax payer expense. The new Health Care Law is more honest and humane way to handle the health care costs."

"Preventative medicine offered to all citizens will strengthen the country and could add to our economic growth in the long run. Instead of focusing on the "short" term solutions of the past, we should be focusing on solving the problems that face us for the long term with an eye toward solving issues before they become problems. The human greed we have seen from the health insurance

industry and the health care practitioners will not be resolved through good will, it needs government intervention."

"We need healthcare reform."

Health care is needed for everyone. Adding less than 1 billion to debt can be offset with cutting other programs."

"The same- unchanged. This law is a sham! It is a product that most of the 35 million that supposedly don't have insurance, could buy on their own if they would prioritize their needs and eliminate their "wants"! Those who are so poor as to not be able to afford any coverage, already get it free!"

"Preventing ins companies from dropping paying customers and the stipulation to prevent ins companies from denying ins because of preexisting condition. is a good start but, it also should require all people specifically government employees and all who hold any office to choose from the same pool of insurance choices as the working class has...at the same rates and rules with no exceptions unless these conditions are met it should be repealed until the playing field per say is level on all points... until then no support here."

"Have not changed."

"I continue to strongly support the new health care law. While the legislature made it unduly cumbersome, it was time for Pres. Obama to take the stand that health care is a basic human right. This law is a starting point and while adjustments need to be made, I applaud its passage."

"I feel like the video didn't tell me anything I didn't already know about the healthcare reform package. I do believe we should have universal healthcare in the country but I don't think that all of the issues have been taken into consideration before the creation of the healthcare reform package. So, I'm still torn."

"I agree but we need answers not arguments for or against."

"I have no interest in the issue."

"I am a nurse. Health care is provided now for those who are unable to pay. It's the law. Again it's not the job of the federal government to mandate the purchase of health care insurance. If certain actions were enacted such as more competition among insurance companies across state lines, it would be more affordable. There also should be personal responsibility for healthy life choices. No smoking, healthy food choices, healthy weight, exercise, etc. Believe me it's very frustrating to care for overweight folks who have no concern for their health until

the body can compensate no longer and they develop a number of problems and expect healthcare workers to "fix" their problems and taxpayers to foot the bill."

"The law is illegal. All who passed the bill without reading it in my view committed a act of treason against the people of the United States and should have be immediately removed from office and jailed. No law should ever be passed without being read and understood by our congressmen/women. We pay them to do a job and in this case they failed in their duty."

"I would have to search more into details to choose whether to support or go against law."

"I do not agree."

"Same."

"Health care is very difficult to fix - it's good to see that there has been a start - however flawed."

"Honestly I am very informed regarding Health Care Reform. This video only showed the positive aspects."

"I totally agree with certain aspects however, the pre-existing clause is a huge issue when trying to get health-care."

Unemployment open-ended responses included;

"I'm a little divided on this issue. Some people stay on unemployment until it runs out and then look for work. Some don't. How in debt can the nation go until the money tree ends?"

"I agree"

"Folks still need help"

" I agree. I know many people who do not take jobs that offer less money than their unemployment. However there are also many that cannot find any jobs at all."

"My opinion has not changed in regards to this issue."

"Unfortunately, presenter lacked credibility/impartiality (due to his dress, etc - he obviously represented the small employer) / Also, I am at a disadvantage: as a former Economics professor, I know the subject is much more involved than just

denying them benefits so they will go find work (if you don't give them \$ to buy things, production will fall so there will be no work, etc.)"

"He may have a point about motivating individuals to look for work, but people are out of work and on unemployment because there aren't any jobs or very few. Many people are relying on unemployment checks just to get by. I do not believe that these individuals are unmotivated or lazy. It is very difficult to find a job. I believe that some people may be upset and not want to work at a lower paying job, but I do not think that is the case for most people. People keep losing jobs, so there are fewer options out there."

"Altered my opinion. I had no idea employee benefits were already at nearly 2 years length. I agree that after 2 years time, you should be able to be motivated to find some employment. It may not be what you previously had, but it should be substantially better than unemployment and could be used as a stepping stone to another more lucrative employment, perhaps better than previously had."

"Too many people are not trying to find a job."

"The current marketplace is unique. Believing that taking away benefits will somehow motivate skilled professionals to go get work is cynical. Most people want to work. Release some of the money that the corps and banks are hoarding. This video angered me against the issue they were espousing."

"Can he spell 'recession?' I have too many friends out of work who want to work, who are qualified to work, who would take any job with sufficient pay to work, who were laid off after long years of service. Just the other day a colleague lamented that he had a job applicant who was willing to step into a lower position for the job that was available and he just didn't get it. I think the extension should not become permanent, but let's lay off the rhetoric right now."

"How is America going to become more stable if the government is supporting everyone out of work. There is no incentive to go back to work if the government pays you to stay home! "

" I would tend to agree with the person presenting but at the same time I don't know enough about the issue."

"Unchanged."

"We have all suffered but it is those who are flexible and willing to do whatever it takes that I support not giving more money to wait and see what comes along."

"My feeling may change with additional info."

"The cost of unemployment is not the greatest financial drain on the system. Those pious people who insist that lots of people are just sitting around waiting for the next welfare check (because that's the subtext of the argument) are obviously already employed. If there were work to be found that easily, we wouldn't have this problem. One hopes that should those people ever lose their jobs, their benefits terminate in 16, so as to discourage laziness."

Yes, it sucks there are a lot of people out of work, but how many are really out of work? How many are just college educated assholes who refuse to slum it and get a shitty job at Wal-Mart or head to a temp agency? There are jobs out there, but as long as unemployment is paying, there are people who won't suck it up and take a shitty job until something in their field opens up."

"I personally believe that if you extend the unemployment benefits, it will allow a large number of unmotivated people to continue to stay out of work."

"Should an effective system that helps millions of Americans be extended? Why? There are individuals who know the system well enough that they remain on Unemployment for years. There are those that work the required amount of time and then go back on unemployment. There are many jobs out there that individuals on unemployment can do. Arguments such as I don't want that type of job or it does not pay enough or the work is hard are just excuses to remain on unemployment. I am for the extension only if the entire system is revamped and greater controls are placed on who can have it, checks are done to make sure that the system is not being taken advantage of and job placements should be made with constant reviews. In such a manner those who are looking for an easy ride can have one without the support offered by unemployment."

"In the majority of cases, it may be that loss of employment is 'not the fault of the worker'!! I had a family member who collected unemployment for nearly two years!! He wouldn't look for or take a lower paying job, because he made more on unemployment. I don't want anyone to starve, but when the government takes away an individual's incentive, that's a problem!!"

"The statement has no impact on my opposition to this issue."

"No change in thoughts on issue. I'm not a big fan of punishing everyone for the mistakes or 'crimes' of a few in order to attempt to fix the problem."

"I would probably feel differently if I was on unemployment!"

"That was the worst argument I have ever heard."

"The video content was unrealistic in the face of today's economy."

"Billions to help companies through TARP and other similar bills, but major objections to helping families with mere millions?!? If the economy is not back to snuff because of the companies, why should families have to suffer? None of the workers on unemployment had anything to do with the job market turndown. The responsible persons all got bonuses and earn megabucks and most still have their jobs."

"This is bullshit!! Most people who are collecting unemployment benefits have lost good paying jobs. Now they are forced to take minimum wage jobs which pay only half, if not less, than they are used to. And when they take those minimum wage jobs, they can no longer collect unemployment. It's very difficult to live on minimum wage. Forget owning a home. You don't make enough to afford the mortgage payments. It's hard enough to buy a car on minimum wage. You can't afford the insurance. And what about health care? If you need hospitalization, better plan on declaring bankruptcy."

"Do you really think people would rather collect unemployment than have a job? Get a life man! Join the real world and take that tie off and come from behind that desk and smell the stuff you're shoveling. I sure hope you guys are doing this as graduate work and not some flunky right wing assholes."

"Do we want 100,000's of people living on the street & on welfare?"

"I love qualifying statements..."

"Unemployment is a band aid. Once again we are treating the symptom rather than the disease. For some people accepting a position with an income level below their pervious income level is an option that would result in Bankruptcy. Large scale defaults on personnal debt would lead to another financial crisis. Rather than focusing on whether we should allow for 90 weeks of unemployment or not, our political leaders should be looking at ways to create industry that can support our workforce at levels at par with the American dream. A dream that puts us back in the race as the place of opportunity. Where a child could have a better life than their parents. Or we can strive to be Chinese."

"No more unemployment benefits."

"Have any of you tried to find work recently?"

"The same- UC benefits are essential in this current environment of significant loss of US jobs! The 'weaknesses' cited in the video have ALWAYS been there - let the states regulate and monitor recipients better! 15-20 yrs ago, a state UC specialist would periodically interview the claimant and ask for significant

documentation of their job searches. Failure to pass this "interview" could end or reduce your benefits! It's reasonable for someone to not take a very low-paying job in lieu of remaining on UC benefits - if said job could not cover their basic living expenses. And it's further understandable that low-paying people earn more on UC than their "take-home" pay after taxes - that's the system set up!"

"First I would like to address the fact that unemployment is TAXED.....another way our government is raking its citizens over the coals even when there is no work...a situation brought on by big business and big business men finding every way conceivable to line their pockets on greed and fostering unbelievable levels of corruption which has lead to lack of work and now they want to limit the amount unemployed people can collect, most of whom have never been unemployed in their lives...and have paid into it for years."

"Neutral."

"In the current recession it is right to extend benefits."

"I agree that the economy has negatively impacted the unemployment rate in this country. I don't know that extending the unemployment benefits is the answer, though. There are too many people who are on unemployment who totally abuse the system and extending the benefits just enables them further."

"A generalization that clouds the issue for those who are really interested in working."

"I think that people should have to show proof that they regularly apply for job opportunities to be able to draw unemployment."

"I am blessed to be in an "in demand" profession. I know folks who have lost their job as you say through no fault of their own and am sympathetic. But I also know some who have the opportunity to explore other vocational options and won't get off the fence. Again personal responsibility needs to prevail."

"People need to get up get out and get to work. Jobs are everywhere. Most people from experience will not do jobs such as pump gas or work fast food. When times are hard we all need to do what we need to do. If the American people are not will to do crap work then they will go hungry."

"As a hard working American, I would much rather work at a job and make my money, however, i have been on the unemployment fence before and I know it's a struggle to survive with those benefits solely let alone when they would end and finding a job at a time like this is sometimes very difficult if not impossible. I do believe however that there are many in this country who do abuse this privilege

and therefore i do believe that something does have to be improved with this system"

"I do not think unemployment benefits should be extended. I have seen many people not even attempt to find another job until their benefits run out."

"Same."

"Video had little real content."

"Neutral."

"Having family members out of work during this time - I understand the difficult issue, however, extending this seems to assist in those not extending themselves to a different field or area for employment."

Taxes open-ended responses included;

"Who are the "wealthy"? It wasn't just tax cuts for the wealthy it was for everyone. Business would have held on tighter to their money if the tax "cuts" weren't approved. Not a good move in this economy."

"Taxes should be proportionally equal."

"I disagree."

"I don't believe that the cut off should be at \$250,000.00. It should be higher, around \$500,000.00."

"This video did not change my opinion."

"Best video in terms of presenting the most information on the subject. It gave me enough info that while, as a Republican I might have initially been opposed to the elimination of the tax cuts, I now have more information and may see the other side's point of view."

"I'd like to gain more information on the topic."

"Very complicated matter. Although the small business is used as the example of who these tax cuts help the most, I still believe the extreme wealthy know more of these loop holes and They more so than the average small business owners gain the most from these tax cuts. I still hate taxes regardless."

"The rich get richer."

"Absolute claptrap. I am far from a socialist or for redistribution of wealth. One

should keep what they earn. Choosing between the greater common good and a new 45 ft yacht is a moral question, not an economic one.

"The only thing that I could almost agree with on that video and that I would want to get a bit more information on was taxes on businesses. I guess that is the problem with politics. You put a bunch of things together in the bill that may or may not go together and you then vote on all of them as one."

"Unchanged."

"Are you kidding me? Please it is all a bunch of rhetoric."

"I agree that cuts should expire for the wealthy but not middle class."

"Sounds good, except that it doesn't work that way. Small businesses did NOT go out and hire bunches of people. (Unemployment benefits, anyone?) Prices did NOT drop. It did NOT "jumpstart the economy". You can't balance the budget just by cutting programs that benefit people, you also have to increase the income. So tax the people and CORPORATIONS that have the money, and pay no taxes already. Nobody wants to pay taxes, but have we lost all sense of what taxes are for? To do stuff for people they can't for themselves, like build roads, insure food safety, provide police protection. I doubt if anybody wants to have to build and maintain his own road to town, or risk salmonella every time they buy a vegetable in the store. Americans seem to have lost any sense of community, of doing things for the greater good."

"I think everyone should be taxed equally."

"Confusing, I do not deal with such areas, I leave such to my wife a C.P.A."

"I don't see our deficit as a tax problem; I see it as a spending problem. If there is such a push on taxing millionaires, why not make the minimum level \$1,000,000.00. I really don't think that \$250,000 for a 2-wage earner family is that much money - especially when you taking into account housing and educating kids."

"I support broad reform of the tax system. Broadening the based and reducing rates while eliminating exemptions. In the long term corporate taxes should be moved to a consumption tax and the personal income tax should be flattened."

"No change in thoughts after the video. I have issues with the ongoing polarization of wealth & poverty in this country, and I'm not thrilled that the middle class seems to continue to move toward extinction while we are held hostage by those in power."

"I'd like some tax cuts!!!!"

"It failed to factor in the impact of allowing more money to remain in the hands of these taxpayers and thus flow back into the economy through increased consumer spending."

"The Bush tax cuts favored primarily the wealthy. Their disproportionate ownership of the wealth does not mean they should have tax cuts; they could avoid taxes on all that money today by investing it in businesses to create jobs and more profit for themselves; they choose not to. The Constitution guarantees life, liberty, and the pursuit of happiness; it does not guarantee wealth (nor the retention of wealth). It is inconsistent to spend individual's tax money on TARP and similar stimulus programs yet give tax cuts to those who profit the most from the back of the individual taxpayer. Noblesse oblige."

"Tax cuts for the wealthy? NO But who is wealthy? Where do you draw the line? Tax cuts for small business? YES Most small business owners are not wealthy. They make less than \$150,000. To those who earn just \$30,000, that's a lot. President Obama's plan to do away with tax cuts for those who make over \$250,000 makes good sense. It helps reduce our deficit. Surprisingly, most people who make over \$500,000 are not opposed to paying more taxes."

"How come you didn't mention the top 2% that make millions. I feel if you make more you should pay more. Close some of the tax loopholes. By the way this issue caused me to turn Independent."

"I think small business & large corporations can afford the additional 3% tax rate from 1999."

"Good argument."

"Tax cuts for the wealthy epitomize the patronage system embarrassed by the Bush Administration toward his wealthy supporters. The facts demonstrate that the majority of the wealthy did not reinvest the tax dollars they saved in our economy. Instead, they moved business and investments overseas and lined their own pockets. The resulting tax loss caused an uncontrolled increase in the National Debt."

" I support tax cuts."

"Profits, cash positions, etc are up for the corporations...where are the new jobs? Tax cuts will not improve the situation."

"Oh boy- as a retired federal tax law specialist, I could write a PhD dissertation on this!! This video is not just incorrect and misleading - it panders to those that do not READ newspapers or keep engaged in their government - local, state or federal! This is ALL a total lie!!! First of all, the EIC (Earned Income Credit) is now REFUNDABLE - meaning it is given even when there is NO TAX LIABILITY. People would call to see how much they had to earn to get the highest BEFORE further earnings would reduce it down to zero!! More that 50% of US taxpayers pay NO TAXES!!! Social Security taxes don't count - we're talking federal income taxes here! It doesn't take a genius to realize that our system is more lop-sided than the UC benefit fiasco! The government deficit has NOTHING to do with our tax system. The more gov't collects, the more they will spend! Gov't agencies' budgets remain the SAME or increase, ONLY if said agency USES all their funds that yr!! I've seen out-right theft to get those funds off the books by Oct 1 !!!! Income taxes WERE established in early 1900s on just the extreme wealthy. But that was a world of no entitlements! Now just the fraud of social security disability ALONE could wipe-out these deficits!! Talk about taking incentive for people to get off UC... WHY work when the more you make is taxes at a higher and higher rate?!! When this country STOPS looking/expecting a hand-out from its government - not an emergency hand-out!"

"These tax cuts are not aimed at the working middle class who do not have large amounts of annuities, 401k, or dividend income and the small amount we do have is taxed because at our income level we don't make enough money versus the amount of income from these sources to offset it like the rich do. so these tax cuts are only for the wealthy not the working class."

"Sparked my interest."

"Trickle down economics didn't work during Reagan - they won't do anything except promote the rich getting richer while the middle class suffers."

"I suppose he makes a point. I'd like to know more. "

"I think that the wealthy should be taxed more than the middle class."

"Our country is a capitalist society. Historically a citizen with a great idea found financial support for the development of that idea, hired other folks to produce that idea, made lots of money to further invest so more folks could profit as well as keep a fair share for himself for being the innovator. Again, corporate and individual greed has made that whole concept run amuck! There are a few innovators out there who still have the spirit of philanthropy, such as Bill Gates, but unfortunately there are more who just want it all. So for those who have achieved the American dream and want to share their prosperity with their fellow

citizens by reinvesting so more of us can work I say give them the tax cut. But for the greedy ones, sock it to 'em! How much money can you possibly need?"

"The rich should pay the same amount of tax as every other person, no exceptions."

"I kind of see where he is coming from on supporting this issue."

"I do not know much about this issue."

"Same."

"Again little real content to video. If wealthy have more to spend this will help the recovery better than the government spending the same amount."

"Does not make the tax cuts for wealthy justifiable. Small business owners are not wealthy."

"I believe the tax cuts assisted many, but continue to place burden on lower income earners."

APPENDIX H:
Content Analysis - Coders' Data (Excel Prints)

Candidate Name	Candidate Website	Party
Michael Fitzpatrick	http://www.fitzpatrickforcongress.com/	Republican
Video Number	Video Name	Video Type
1	Larry Kane Debate Part 1	Debate
2	Larry Kane Debate Part 2	Debate
3	Mike Fitzgerald Recovery	Standard Ad
4	The Road to the 8th Fitzgerald Comeback	Rally Video
5	The Palisades Area Republican's Club	Public Speech
6	Shame on you Patrick Murphy	Negative Ad

Candidate Name	Candidate Website	Party
Allyson Schwartz	http://www.allysonschwartz.com/?no_splash=	Democrat
Video Number	Video Name	Video Type
1	Effective, Independent, Always Fighting For Us	Standard Ad
2	Difference	Standard Ad
3	Independence	Standard Ad
4	MSNBC - Obama Energy Plan	Interview
5	MSNBC - Obama McCain Healthcare	Interview
6	MSNBC - Endorses Obama	Interview
7	Allyson Schwartz TV Ad	Standard Ad

Candidate Name	Candidate Website	Party
Bill Schuster	http://www.billshusterforcongress.org/index.a	Republican
Video Number	Video Name	Video Type
1	Bill Shuster for Congress	Standard Ad

Candidate Name	Candidate Website	Party
Chris Carney	http://www.carneyforcongress.com/	Democrat
Video Number	Video Name	Video Type
1	Vote	Standard Ad
2	America's Best	Standard Ad
3	He Knows It	Negative Ad
4	Kids	Standard Ad
5	Made in America	Standard Ad
6	Oil Shock	Standard Ad
7	Restore Honor	Standard Ad
8	Rock Solid	Standard Ad

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Michael Fitzpatrick	House 8	6	3

Video Number	Views	Issue Presented?	Appeal(s) Used?
1	451	Economy	Moral Appeal/Moral Appeal
2	323	Abortion, Nuclear Wea	Moral Appeal
3	3383	Budget/Debt	None
4	221	None	None
5	135	None	None
6	327	Economy	Moral Appeal/Moral Appeal

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Allyson Schwartz	House 13	7	3

Video Number	Views	Issue Presented?	Appeal Used?
1	962	Healthcare	Moral Appeal
2	116	Healthcare, Taxes	None
3	339	Energy	None
4	322	Energy	None
5	160	Healthcare	None
6	688	None	None
7	554	al Security, Energy, Hea	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Bill Schuster	House 9	1	1

Video Number	Views	Issue Presented?	Appeal Used?
1	452	Economy	Promise

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Chris Carney	House 10	15	3

Video Number	Views	Issue Presented?	Appeal Used?
1	1062	Jobs, Veterans, Seniors	None
2	388	Supporting the Troops	Moral Appeal
3	262	, Protecting Families, Ec	None
4	373	Imports from China	Moral Appeal
5	325	Protecting Families	Moral Appeal
6	500	Energy	None
7	1546	None	None
8	713	Jobs, Seniors	None

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>	<i>Other?</i>
Michael Fitzpatrick	y	y	n	y	n

Video Number	Video Run Time	Seconds
1	14:20	860
2	10:46	646
3	0:30	30
4	3:36	216
5	0:30	30
6	8:26	506

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>	<i>Other?</i>
Allyson Schwartz	y	n	n	y	Flickr

Video Number	Video Run Time	Seconds
1	0:30	30
2	0:31	31
3	0:32	32
4	3:32	212
5	2:08	128
6	1:46	106
7	0:33	33

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>	<i>Other?</i>
Bill Schuster	n	n	n	y	n

Video Number	Video Run Time	Seconds
1	0:32	32

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>	<i>Other?</i>
Chris Carney	y	n	n	y	Flickr

Video Number	Video Run Time	Seconds
1	0:59	59
2	0:30	30
3	0:30	30
4	0:29	29
5	0:34	34
6	0:30	30
7	0:39	39
8	0:30	30

9	Talk	Negative Ad
10	Threat	Standard Ad
11	Chris Taxitt	Negative Ad
12	Coupons	Standard Ad
13	Man on the Street	Negative Ad
14	Republicans for Carney	Endorsements
15	Veterans for Carney	Standard Ad

Candidate Name	Candidate Website	Party
Dan Connolly	http://www.voteconnolly.com/	Democrat
Video Number	Video Name	Video Type
1	A Fresh Face for Pennsylvania	Standard Ad

Candidate Name	Candidate Website	Party
Dee Adcock	http://deeadcock.com/	Republican
Video Number	Video Name	Video Type
1	Press Conference 8 31 10 (File issue, search titl	Public Address
2	Adcock Announcement Video (File issue, search	Announcement
3	You Can't Have Your Cake and Eat It Too	Negative Ad
4	A Reflection on Dee Adcock	Endorsement
5	A Saturday in Northeast Philly	Misc
6	Adcock for Congress TV Ad	Negative Ad
7	Adcock Press Conference Recut	Public Address
8	America Unplugged Events	Misc
9	Campaign Update [2.17.10]	Misc
10	Campaign Trail Hatboro Memorial Day Parade	Misc
11	Campaign Trail Tom Corbett Art Museum	Misc
12	Campaign Trail White Marsh Memorial Park	Misc
13	Dee Adcock on Comcast Newsmakers	Interview
14	Dee Adcock Protests Healthcare Takeover	Public Protest
15	Dee Joins Volunteers Going Door-to-door in the	Misc
16	German American Steuben Parade	Misc
17	Roy Halladay Playoff No Hitter	Misc
18	Updates from the Adcock for Congress Campai	Public Meeting
19	Dee Adcock 1 of 3	Interview
20	Dee Adcock 2 of 3	Interview
21	Dee Adcock 3 of 3	Interview

Candidate Name	Candidate Website	Party
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9	620	Taxes, Immigration	None
10	511	1, National Security, Imr	None
11	432	Taxes, Seniors	None
12	360	Economy, Jobs	Promise
13	533	Immigration	None
14	281	None	None
15	137	None	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Dan Connolly	House 18	1	1

Video Number	Views	Issue Presented?	Appeal Used?
1	716	Jobs	Promise

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Dee Adcock	House 13	21	5

Video Number	Views	Issue Presented?	Appeal Used?
1	26	Various	None
2	868	None	None
3	133	None	None
4	183	None	None
5	97	None	None
6	215	None	None
7	18	Fiscal Responsibility	Altruism
8	81	None	None
9	385	None	None
10	32	None	None
11	26	None	None
12	23	None	None
13	113	Healthcare	None
14	76	None	None
15	47	None	None
16	27	None	None
17	368	None	None
18	37	None	None
19	151	None	None
20	38	None	None
21	54	None	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
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9	0:30	30
10	0:30	30
11	0:32	32
12	0:29	29
13	0:31	31
14	5:40	340
15	0:32	32

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>	<i>Other?</i>
Dan Connolly	n	n	n	y	n

Video Number	Video Run Time	Seconds
1	0:30	30

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>	<i>Other?</i>
Dee Adcock	y	y	y	y	Flickr

Video Number	Video Run Time	Seconds
1	14:15	855
2	3:19	199
3	1:38	98
4	1:58	118
5	0:46	46
6	0:30	30
7	6:46	406
8	0:35	35
9	0:27	27
10	0:37	37
11	0:43	43
12	1:25	85
13	5:27	327
14	0:16	16
15	0:35	35
16	0:59	59
17	3:07	187
18	5:44	344
19	5:09	309
20	4:58	298
21	8:44	524

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>	<i>Other?</i>
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Glenn Thompson <http://www.friendsofglennthompson.com/> Republican

Video Number	Video Name	Video Type
1	Restoring Discipline (formerly Glenn Thompson)	Standard Ad

Candidate Name	Candidate Website	Party
Mark Critz	http://www.critzforcongress.com/home	Democrat

Video Number	Video Name	Video Type
1	Always	Standard Ad
2	Directly From Me	Standard Ad
3	Johnstown	Negative Ad
4	Memory	Negative Ad
5	Steel Mill	Standard Ad
6	The Difference	Negative Ad
7	Voice	Standard Ad
8	Joyce Murtha	Endorsement
9	The Guys	Standard Ad
10	President Clinton Campaigns with Mark Critz	Endorsement
11	Mark Critz Thanks Supporters	Thank You Message
12	Temp Office	Standard Ad

Candidate Name	Candidate Website	Party
Chaka Fattah	http://chakafattah.com/	Democrat

Video Number	Video Name	Video Type
1	Educating Our Children	Standard Ad
2	Shaping Our World	Standard Ad
3	Rising to Leadership	Standard Ad
4	Energy Independence	Congress Floor

Candidate Name	Candidate Website	Party
Tim Burns	http://www.timburnsforcongress.com/index.p	Republican

Video Number	Video Name	Video Type
1	Tim Burns for Congress: Witness	Negative Ad
2	Tim Burns for Congress: Simply Put	Standard Ad
3	Mark Critz "I don't support repeal"	Negative Ad
4	Tim Burns for Congress: The Clear Choice	Negative Ad
5	Cap and Trade Bad for Pennsylvania	Negative Ad

Glenn Thompson	House 5	1	5
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Video Number	Views	Issue Presented?	Appeal Used?
1	110	None	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Mark Critz	House 12	12	4

Video Number	Views	Issue Presented?	Appeal Used?
1	3045	Economy	None
2	1167	Healthcare, Jobs	None
3	1287	Jobs, Taxes	None
4	1405	None	None
5	2741	Trade, Energy, Taxes	None
6	2231	Healthcare, Jobs	None
7	3831	Healthcare, Jobs	None
8	136	None	None
9	291	Taxes, Economy	None
10	1862	None	None
11	818	None	None
12	749	Jobs	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Chaka Fattah	House 2	4	4

Video Number	Views	Issue Presented?	Appeal Used?
1	126	Education	None
2	85	Healthcare, Social Security, Patients Rights	None
3	14	None	None
4	28	Energy	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Tim Burns	House 12	11	3

Video Number	Views	Issue Presented?	Appeal Used?
1	5531	None	None
2	10894*	Economy, Taxes, Cap and Trade	Altruism
3	7783	Healthcare	Moral Appeal
4	3949	Jobs, Taxes	None
5	3124	Environment and Trade (Environment)	Promise

Glenn Thompson	y	y	y	y	Picasa
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Video Number	Video Run Time	Seconds
1	0:32	32

Candidate Name	Facebook?	Twitter?	Blog?	YouTube?	Other?
Mark Critz	y	y	n	y	RSS

Video Number	Video Run Time	Seconds
1	0:32	32
2	0:32	32
3	0:32	32
4	0:32	32
5	0:32	32
6	0:32	32
7	0:32	32
8	0:42	42
9	0:33	33
10	2:22	144
11	0:19	19
12	0:31	31

Candidate Name	Facebook?	Twitter?	Blog?	YouTube?	Other?
Chaka Fattah	y	y	n	y	Flickr

Video Number	Video Run Time	Seconds
1	4:34	274
2	4:52	292
3	4:47	287
4	0:20	20

Candidate Name	Facebook?	Twitter?	Blog?	YouTube?	Other?
Tim Burns	y	y	n	y	n

Video Number	Video Run Time	Seconds
1	0:31	31
2	0:30	30
3	0:31	31
4	0:33	33
5	0:32	32

6	Tim Burns for Congress - Why?	Negative Ad
7	First TV Message: Hometown Candidate	Standard Ad
8	Tim Burns Speaking at the Johnstown PA Tea P	Public Speech
9	Indiana Tea Party (http://www.youtube.com/v	Public Speech
10	Critz and Pelosi	Negative Ad
11	Burns Loud Silence	Negative Ad

Candidate Name	Candidate Website	Party
Jason Altmire	http://www.jasonaltmire.com/index.asp	Democrat

Video Number	Video Name	Video Type
1	Congressman Altmire's Second Campaign Com	Standard Ad
2	First Campaign Commercial	Standard Ad
3	Injured Vets not Receiving Bonuses: Rep Altmir	Interview

Candidate Name	Candidate Website	Party
Jim Gerlach	http://www.jimgerlachforcongress.com/splash	Republican

Video Number	Video Name	Video Type
1	Gerlach for Congress	Negative Ad
2	Gerlach, Sestak Debate Healthcare Changes	Debate
3	Gerlach Talks About Waste in Stimulus Bill	Interview
4	Jim Gerlach on President Obama's Visit to Glen	Interview
5	Trivedi in his Own Words on His Left-Wing Frin	Negative Ad
6	Veterans for Gerlach	Standard Ad
7	New Gerlach Ad October 2010	Negative Ad

Candidate Name	Candidate Website	Party
Joe Pitts	http://www.joepittsforcongress.com/	Republican

Video Number	Video Name	Video Type
1	Against More Taxes	Public Address
2	Joe Pitts For Congress	Standard Ad
3	Balanced Budgets	Talk About Issues
4	Conservation	Talk About Issues
5	Creating Jobs	Talk About Issues
6	Fiscal Responsibility	Interview
7	Prosperity	Public Address
8	Unemployment	Public Address
9	Pitts vs. Herr on the Issues	Negative Ad

6	3902	Jobs	Moral Appeal
7	7660*	Jobs	Moral Appeal
8	2481	vernment Spending, Ta	Moral Appeal
9	756	nment Spending, Heal	Moral Appeal
10	498	Healthcare, Taxes	None
11	846	Taxes	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Jason Altmire	House 4	3	3

Video Number	Views	Issue Presented?	Appeal Used?
1	787	conomy, Healthcare, Jol	None
2	8078	care, Economy, Veterar	None
3	63	Veteran Benefits	Moral Appeal

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Jim Gerlach	House 6	7	3

Video Number	Views	Issue Presented?	Appeal Used?
1	466	Jobs, Taxes	None
2	151	Healthcare	None
3	192	Economy	None
4	539	Healthcare	None
5	528	ncare, Immigration, Eco	None
6	773	Veterans	None
7	46	axes, Energy, Healthcar	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Joe Pitts	House 16	9	5

Video Number	Views	Issue Presented?	Appeal Used?
1	38	Taxes	None
2	27	Economy	None
3	15	Budget	None
4	44	Conservation	None
5	148	Jobs	None
6	62	Budget	Moral Appeal
7	33	Economy	None
8	93	Unemployment	None
9	71	Economy, Healthcare	None

6	0:30	30
7	0:31	31
8	9:23	563
9	7:54	474
10	0:30	30
11	0:30	30

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>	<i>Other?</i>
Jason Altmire	y	n	n	y	MySpace

Video Number	Video Run Time	Seconds
1	0:30	30
2	0:30	30
3	1:48	108

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>	<i>Other?</i>
Jim Gerlach	y	y	n	y	n

Video Number	Video Run Time	Seconds
1	0:34	34
2	4:26	266
3	3:58	238
4	4:29	269
5	1:24	84
6	2:16	136
7	0:34	34

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>	<i>Other?</i>
Joe Pitts	y	y	y	y	Linked In

Video Number	Video Run Time	Seconds
1	1:53	113
2	0:32	32
3	1:52	112
4	2:27	147
5	1:31	91
6	1:53	113
7	1:57	117
8	1:48	108
9	1:55	115

Candidate Name	Candidate Website	Party
John Callahan	http://www.callahanforcongress.com/ShowPa	Democrat
Video Number	Video Name	Video Type
1	Joe Trippi Tells Fox News How Important	News
2	Charlie Dent Doesn't Have Our Veterans	Negative Ad
3	Charlie Dent's Lehigh Valley Energy Tax	Negative Ad
4	Congressman Charlie Dent - Rewarding	Negative Ad
5	Dent on Ethics - Short Version	Public Address
6	Congressman Charlie Dent and Leader	Negative Ad
7	Main Street vs. Wall Street	Standard Ad
8	WFMZ Covers the Callahan Jobs Plan	News
9	Teachers for Callahan on WFMZ	Endorsement
10	A Dent in Your Pocket	Negative Ad
11	Congressman Charlie Dent - Flipper	Negative Ad

Candidate Name	Candidate Website	Party
Kathy Dahlkemper	http://kathydahlkemperforcongress.com/	Democrat
Video Number	Video Name	Video Type
1	Kathy Strikes Back	Response Ad
2	Kathy for Life	Standard Ad
3	Pro Life Radio Spot	Radio Ad
4	Truth	Negative Ad
5	Kathy on Jobs 2	Standard Ad
6	Kathy's Bio	Standard Ad
7	BP Oil Spill and Energy	Issues
8	Social Security	Issues
9	Jobs	Issues
10	Agriculture	Issues
11	Healthcare: Cost and Access	Issues
12	Healthcare Pro Life	Issues
13	Tax Cuts	Issues
14	Debt and Deficit	Issues
15	Iraq	Issues
16	Kathy on Healthcare: What it Means to You	Issues
17	Kathy's Pledge	Negative Ad
18	I'm in it for the People	Standard Ad
19	Erie-Times News Endorses Kathy	Endorsement

Candidate Name	Candidate Website	Party
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Candidate Name	Seeking	Number of Videos	Number of Social Networks
John Callahan	House 15	11	3

Video Number	Views	Issue Presented?	Appeal Used?
1	35	Jobs	None
2	43	Veterans	None
3	332	Energy	None
4	796	Jobs, Economy	None
5	72	None	None
6	1723	None	None
7	1333	Economy	Promise
8	54	Jobs	None
9	44	Education	None
10	423	Economy	None
11	1330	None	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Kathy Dahlkemper	House 3	15	3

Video Number	Views	Issue Presented?	Appeal Used?
1	303	None	None
2	428	Pro-Life	None
3	205	Pro-Life	None
4	237	None	None
5	529	Jobs	Promise
6	764	None	None
7	160	Energy	None
8	51	Social Security	None
9	102	Jobs	None
10	40	Agriculture	None
11	87	Healthcare	None
12	261	Pro-Life	None
13	128	Taxes	None
14	80	Economy	Moral Appeal
15	72	Iraq	None
16	62	Healthcare	None
17	140	Jobs	Promise
18	345	None	Promise
19	3	None	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
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Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>	<i>Other?</i>
John Callahan	y	y	n	y	n

Video Number	Video Run Time	Seconds
1	0:45	45
2	0:30	30
3	0:32	32
4	0:30	30
5	0:46	46
6	1:21	81
7	0:30	30
8	0:45	45
9	0:47	47
10	0:59	59
11	1:00	60

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>	<i>Other?</i>
Kathy Dahlkemper	y	n	n	y	Flickr

Video Number	Video Run Time	Seconds
1	0:30	30
2	0:30	30
3	1:00	60
4	0:29	29
5	0:30	30
6	1:02	62
7	3:01	181
8	1:36	96
9	4:44	284
10	4:02	242
11	4:46	286
12	2:46	166
13	1:03	63
14	4:18	258
15	2:49	169
16	2:25	145
17	0:30	30
18	1:40	100
19	0:30	30

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>	<i>Other?</i>
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Keith Rothfus	http://www.keithpa4.com/	Republican
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Video Number	Video Name	Video Type
1	Survivor	Negative Ad
2	Allowance	Standard Ad
3	Renew	Negative Ad

Candidate Name	Candidate Website	Party
Lois Herr	http://www.herr2010.com/	Democrat

Video Number	Video Name	Video Type
1	The Empty Chair	Negative Ad
2	Meet Lois Herr	Standard Ad

Candidate Name	Candidate Website	Party
Louis Barletta	http://loubarletta.com/	Republican

Video Number	Video Name	Video Type
1	A Proven Leader	Standard Ad
2	Change is on the Way!	Standard Ad
3	Responds to Negative Attacks and Offers Hope	Response Ad
4	Credit Crisis	Issues
5	Speaks About What He Stands For	Standard Ad
6	Stands For You	Standard Ad
7	Energy Independence	Issues
8	Healthcare	Issues
9	Illegal Immigration	Issues
10	Social Security	Issues
11	Economy	Issues
12	Wants to Protect Legal Workers	Standard Ad
13	Let's Choose Leadership	Standard Ad
14	The Man Who Started It All	Standard Ad
15	Announcement Video	Misc
16	Welcome to the Website	Misc
17	MSNBC - Lou Barletta Will Win	Press
18	Remember When - Remember in November	Negative Ad
19	Responds to Negative Attacks	Response Ad
20	Paul Kanjorski - It's Been Too Long	Negative Ad
21	26 Years of Paul Kanjorski	Negative Ad
22	Against Privatizing Social Security	Public Address
23	Hazleton Mayor Lou Barletta Announces Camp	Misc

Keith Rothfus	House 4	3	5
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Video Number	Views	Issue Presented?	Appeal Used?
1	229	Healthcare	None
2	1386	Economy (Budget)	None
3	765	Economy (Jobs)	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Lois Herr	Houses 16	2	3

Video Number	Views	Issue Presented?	Appeal Used?
1	392	None	None
2	460	None	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Louis Barletta	House 11	23	3

Video Number	Views	Issue Presented?	Appeal Used?
1	1824	None	None
2	2642	None	None
3	1665	None	None
4	466	Economy (Housing Crisis	Promise
5	768	Security, Immigration, Ec	Altruism
6	1192	Immigration	None
7	362	Energy	None
8	307	Healthcare	None
9	1557	Immigration	None
10	441	Social Security	None
11	361	Economy	None
12	379	Immigration	None
13	608	ing Crisis, Healthcare, I	None
14	1968	Immigration	None
15	2530	ing Crisis, Healthcare, I	Moral Appeal
16	2232	None	None
17	719	None	None
18	126	None	None
19	456	None	None
20	692	None	None
21	445	None	None
22	474	Social Security	Promise
23	2509	ing Crisis, Healthcare, I	Promise

Keith Rothfus	y	y	y	y	Flickr
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Video Number	Video Run Time	Seconds
1	0:31	31
2	0:31	31
3	0:30	30

Candidate Name	Facebook?	Twitter?	Blog?	YouTube?	Other?
Lois Herr	y	y	n	y	n

Video Number	Video Run Time	Seconds
1	0:30	30
2	0:30	30

Candidate Name	Facebook?	Twitter?	Blog?	YouTube?	Other?
Louis Barletta	y	y	n	y	n

Video Number	Video Run Time	Seconds
1	0:29	29
2	0:29	29
3	0:29	29
4	1:11	71
5	0:29	29
6	0:41	41
7	1:06	66
8	0:50	50
9	0:42	42
10	1:25	85
11	0:49	49
12	0:40	40
13	0:59	59
14	0:36	36
15	5:29	329
16	1:19	79
17	0:39	39
18	1:20	80
19	0:29	29
20	0:30	30
21	1:01	61
22	8:47	527
23	9:35	575

Candidate Name	Candidate Website	Party
Melissa Haluszczak	http://www.melissaforcongress.com/	Republican

Candidate Name	Candidate Website	Party
Mike Doyle	http://mikedoyleforcongress.com/	Democrat

Candidate Name	Candidate Website	Party
Mike Kelly	http://www.mikekellyforcongress.com/	Republican

Video Number	Video Name	Video Type
1	Mike Kelly - The Truth	Standard Ad
2	NFL Great Mike McCoy Endores	Endorsement
3	Stands With Us	Negative Ad
4	Mike Kelly Throws out the First Pitch at Butlet	Misc
5	A Leader and Our Best Choice	Standard Ad
6	Mike Kelly's response to Vote on Healthcare	Public Address
7	Kelly Seniors	Negative Ad
8	Kelly I Will Represent You	Standard Ad
9	Mike Kelly Updates from the Campaign Trail	Misc
10	On Campaign Trail in Sharon, PA	Misc

Candidate Name	Candidate Website	Party
Patrick Murphy	http://www.patrickmurphyforcongress.com/	Democrat

Video Number	Video Name	Video Type
1	Mike Fitzpatrick - Put Social Security in Hands c	Negative Ad
2	Mike Fitzpatrick Raised Property Taxes Seven T	Negative Ad
3	Mike Fitzpatrick Breaks Promise on Outsourcin	Negative Ad
4	AFL Endorses Murphy, Slams Fitzpatrick for Ou	Endorsement
5	Domino	Negative Ad
6	Mike Fitzpatrick Only Takes Care of Himself	Negative Ad
7	Patrick Murphy - Best Choice for the 8th Distric	Negative Ad
8	Change (removed)	Standard Ad
9	Cutting Taxes (removed)	Standard Ad
10	Delivering (removed)	Standard Ad
11	Pinwheel (removed)	Standard Ad
12	Street (removed)	Standard Ad
13	Veterans (removed)	Standard Ad

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Melissa Haluszczak	House 14	0	2

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Mike Doyle	House 14	0	1

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Mike Kelly	House 3	10	4

Video Number	Views	Issue Presented?	Appeal Used?
1	87	Economy, Jobs	None
2	207	None	None
3	436	Economy, Jobs	Promise
4	202	None	None
5	1096	Taxes	None
6	673	Healthcare	Promise
7	54	None	None
8	45	Taxes, Economy, Social	Promise
9	34	None	None
10	20	None	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Patrick Murphy	House 8	13	2

Video Number	Views	Issue Presented?	Appeal Used?
1	193	Social Security	None
2	609	Taxes	None
3	1083	Outsourcing	None
4	189	Jobs	Promise
5	1868	Economy	None
6	363	Veterans	None
7	423	None	Altruism
8	?	None	None
9	?	Taxes	None
10	?	Economy	None
11	?	Energy	None
12	?	Economy	None
13	?	Veterans	None

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>	<i>Other?</i>
Melissa Haluszczak	y	y	n	n	n

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>	<i>Other?</i>
Mike Doyle	y	n	n	n	n

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>	<i>Other?</i>
Mike Kelly	y	y	y	y	n

Video Number	Video Run Time	Seconds
1	0:30	30
2	3:41	221
3	0:30	30
4	0:33	33
5	0:31	31
6	1:24	84
7	0:30	30
8	0:30	30
9	0:19	19
10	0:27	27

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>	<i>Other?</i>
Patrick Murphy	y	n	n	y	n

Video Number	Video Run Time	Seconds
1	0:31	31
2	0:30	30
3	0:30	30
4	4:09	249
5	0:30	30
6	0:30	30
7	0:30	30
8	0:58	58
9	0:30	30
10	0:30	30
11	0:30	30
12	0:30	30
13	0:30	30

Candidate Name	Candidate Website	Party
Paul Kanjorski	http://www.paulkanjorski.com/	Democrat

Video Number	Video Name	Video Type
1	Kanjorski Said Yes	Standard Ad
2	Lou Barletta - Failed Leadership	Negative Ad
3	Lou Barletta - Bad Mayor - Worse Congressmar	Negative Ad
4	Say Yes to Paul Kanjorski	Negative Ad
5	Paul Kanjorsky - Social Security	Negative Ad
6	Say No Again to Barletta	Negative Ad
7	Paul Kanjorsky Stands up for Veterans	Standard Ad

Candidate Name	Candidate Website	Party
Mike Pipe	http://www.pipeforcongress.com/	Democrat

Video Number	Video Name	Video Type
1	AARP Debate Part 1	Debate
2	Pipe for Congress Radio Ad 1	Standard Ad
3	First Debate (Part 2 of 2)	Debate
4	First Debate (Part 1 of 2)	Debate
5	Moving America Forward	Speech
6	Paradise Gardens and Farm Visit	Misc
7	Punxsy Town Hall	Town Hall
8	Clarion Town Hall	Town Hall
9	Pipe for Congress Town Hall Meetings	Town Hall
10	The First Few Months of Michael's Campaign	Misc
11	Canvassing for Signatures	Misc
12	Michael's Announcement	Misc
13	Pipe for Congress	Standard Ad

Candidate Name	Candidate Website	Party
Rick Hellberg	http://rickhellberg.mypoliticalsite.com/	Republican

Candidate Name	Candidate Website	Party
Bob Brady	http://bobbbrady.us/	Democrat

Candidate Name	Candidate Website	Party
Ryan Sanders	http://www.ryansanders.com/index.html	Democrat

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Paul Kanjorski	House 11	7	3

Video Number	Views	Issue Presented?	Appeal Used?
1	384	Economy	None
2	26	None	None
3	1	None	None
4	384	None	None
5	120	Social Security	None
6	368	None	None
7	163	Veterans	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Mike Pipe	House 5	7	3

Video Number	Views	Issue Presented?	Appeal Used?
1	11	None	None
2	114	None	None
3	170	None	None
4	207	None	None
5	130	None	None
6	143	None	None
7	61	Economy	None
8	86	None	None
9	146	None	None
10	344	None	None
11	239	None	None
12	271	None	None
13	615	None	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Rick Hellberg	House 2	0	4

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Bob Brady	House 1	0	0

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Ryan Sanders	House 19	1	1

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>	<i>Other?</i>
Paul Kanjorski	y	y	n	y	n

Video Number	Video Run Time	Seconds
1	0:31	31
2	0:30	30
3	0:31	31
4	0:31	31
5	0:32	32
6	0:36	36
7	0:32	32

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>	<i>Other?</i>
Mike Pipe	y	y	n	y	n

Video Number	Video Run Time	Seconds
1	10:00	600
2	0:30	30
3	12:38	758
4	11:53	713
5	5:29	329
6	8:27	507
7	6:36	396
8	8:03	483
9	1:15	75
10	2:40	160
11	2:10	130
12	7:30	450
13	2:15	135

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>	<i>Other?</i>
Rick Hellberg	y	y	n	y	RSS

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>	<i>Other?</i>
Bob Brady	n	n	n	n	n

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>	<i>Other?</i>
Ryan Sanders	y	n	n	n	n

Video Number	Video Name	Video Type
1	Tech Quest TV	Misc

Candidate Name	Candidate Website	Party
Dave Argall	http://www.argallforcongress.com/	Republican

Video Number	Video Name	Video Type
1	SendTimPacking.com Holden's Traveled on our	Negative Ad
2	Holden has Forgotten Us, Time for a New Lead	Negative Ad

Candidate Name	Candidate Website	Party
Tim Holden	http://www.timholden.com/	Democrat

Video Number	Video Name	Video Type
1	ATM	Negative Ad
2	Promise	Standard Ad
3	Pay Raise	Negative Ad

Candidate Name	Candidate Website	Party
Tim Murphy	http://www.electtimmurphy.com/	Republican

Video Number	Video Name	Video Type
1	Congressman Murphy and National	Issues
2	Dr. Tim	Standard Ad
3	Dr. Sam	Negative Ad
4	Murphy for Congress Radio Ad - PTSD	Standard Ad
5	Murphy for Congress Radio Ad - Education	Standard Ad
6	Congressman Murphy (pa - 18) on Fox News to	Interview
7	Tim Murphy... Making a Difference	Standard Ad
8	Restoring America's Greatness	Standard Ad
9	Tim Murphy Dragnet Video	Standard Ad
10	Tim Murphy on Jobs and Economy	Issues
11	Tim Murphy on Energy	Issues
12	Tim Murphy on the Energy Petition	Issues
13	Tim Murphy on Healthcare	Issues
14	Tim Murphy on Taxes	Issues
15	Tim Murphy on Veterans	Issues
16	Tim Murphy Second Amendment	Issues
17	Tim Murphy on Border Security	Issues
18	Tim Murphy on Education	Issues

Video Number	Views	Issue Presented?	Appeal Used?
1	91	None	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Dave Argall	House 17	2	4

Video Number	Views	Issue Presented?	Appeal Used?
1	660	None	None
2	665	None	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Tim Holden	House 17	3	3

Video Number	Views	Issue Presented?	Appeal Used?
1	22	None	None
2	490	Veterans	Promise
3	591	None	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Tim Murphy	House 18	19	5

Video Number	Views	Issue Presented?	Appeal Used?
1	18	Energy, Jobs	None
2	38	Healthcare	Promise
3	77	Healthcare	None
4	105	Veterans	None
5	47	Education	None
6	351	Healthcare	None
7	160	None	None
8	96	Economy	Promise
9	109	Energy	None
10	116	Jobs, Economy	None
11	88	Energy	None
12	132	Energy	None
13	111	Healthcare	None
14	165	Taxes	None
15	75	Veterans	None
16	73	2nd Amendment	None
17	108	Immigration	None
18	43	Education	None

Video Number	Video Run Time	Seconds
1	9:13	553

Candidate Name	Facebook?	Twitter?	Blog?	YouTube?	Other?
Dave Argall	y	y	y	y	n

Video Number	Video Run Time	Seconds
1	1:44	104
2	0:30	30

Candidate Name	Facebook?	Twitter?	Blog?	YouTube?	Other?
Tim Holden	y	y	n	y	n

Video Number	Video Run Time	Seconds
1	0:32	32
2	0:31	31
3	0:30	30

Candidate Name	Facebook?	Twitter?	Blog?	YouTube?	Other?
Tim Murphy	y	y	y	y	RSS

Video Number	Video Run Time	Seconds
1	0:45	45
2	0:57	57
3	1:01	61
4	1:00	60
5	1:00	60
6	4:02	242
7	1:00	60
8	0:30	30
9	0:30	30
10	0:23	23
11	0:24	24
12	0:24	24
13	0:23	23
14	0:20	23
15	0:21	21
16	0:18	18
17	0:18	18
18	0:20	20

Candidate Name	Candidate Website	Party
Todd Platts	http://www.peopleforplatts.com/	Republican

Candidate Name	Candidate Website	Party
Thomas Marino	http://www.marinoforuscongress.com/	Republican

Candidate Name	Candidate Website	Party
Manan Trivedi	http://www.trivediforcongress.com/	Democrat

Video Number	Video Name	Video Type
1	Why I'm Running for Congress	Public Address
2	Courage to Speak the Truth	Public Address
3	Manan Trivedi - Flag in Ceremony	Public Address
4	Veterans for Trivedi	Endorsement
5	BerksDemsOct17 2010	Public Address
6	Did More	Standard Ad
7	Serve	Standard Ad
8	Golf	Misc
9	Any Day	Negative Ad
10	Down	Negative Ad
11	Listening	Negative Ad
12	Trivadi... Manan Trivadi	Standard Ad

Candidate Name	Candidate Website	Party
Patrick Meehan	http://www.meehanforcongress.com/	Republican

Video Number	Video Name	Video Type
1	Meehan for Congress Announcement	Candidacy Announcement
2	Gov. Ridge Endorses Pat Meehan 3 30 10	Endorsement
3	Pat's Remarks at the Gov. Tom Ridge	Endorsement
4	Tax Freedom Day	Public Speech
5	Pat's Speech at the Primary Day	Public Speech
6	BonusGate Bryan	Negative Ad
7	The Pelosi Circus is Coming to Town	Negative Ad
8	Fox 5 on the Pelosi Visit	News
9	Lentz Dodges Fox 29 Questions	News
10	Sean Hannity on PA 7	News

19	1297	None	None
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Candidate Name	Seeking	Number of Videos	Number of Social Networks
Todd Platts	House 18	0	0

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Thomas Marino	House 10	0	3

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Manan Trivedi	House 6	12	4

Video Number	Views	Issue Presented?	Appeal Used?
1	3674	eterans, Healthcare, Jot	Promise
2	790	War	None
3	727	War, Veterans	None
4	2006	Veterans	None
5	158	hcare, Equality, Educati	None
6	1422	War, Economy, Jobs	None
7	925	Jobs, Taxes	None
8	667	None	None
9	1987	War, Jobs, Economy	None
10	1117	ecial Interests, Taxes, Jc	None
11	523	Jobs, Taxes	None
12	256	None	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Patrick Meehan	House 7	14	5

Video Number	Views	Issue Presented?	Appeal Used?
1	1140	Economy, Healthcare	Moral Appeal/Altruism/Altruism/Promise/Promise
2	142	None	None
3	324	conomy, Healthcare, Na	Moral Appeal/Moral Appeal
4	163	omy, Jobs, Social Securi	Moral Appeal/Moral Appeal
5	384	Economy	Moral Appeal/Self Esteem (+)
6	344	None	None
7	760	Taxes, Healthcare, Jobs	None
8	24	None	None
9	57	None	None
10	56	None	None

19

0:16

16

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>	<i>Other?</i>
Todd Platts	n	n	n	n	n

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>	<i>Other?</i>
Thomas Marino	y	y	n	n	Flikr

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>	<i>Other?</i>
Manan Trivedi	y	y	n	y	Flikr

Video Number	Video Run Time	Seconds
1	0:48	48
2	2:00	120
3	2:25	145
4	1:51	111
5	6:59	419
6	0:30	30
7	0:29	29
8	0:44	44
9	0:30	30
10	0:30	30
11	0:31	31
12	0:30	30

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>	<i>Other?</i>
Patrick Meehan	y	y	y	y	Flikr

Video Number	Video Run Time	Seconds
1	6:13	373
2	3:57	237
3	9:50	650
4	3:14	194
5	1:30	90
6	0:25	25
7	1:00	60
8	5:08	308
9	3:41	221
10	0:42	42

11	Pat Meehan Tackles Corruption	Issues
12	Pat Meehan on Good Day Philadelphia	Interview
13	Lentz - Ticket to Ride	Negative Ad
14	Pat Meehan "Look"	Negative Ad

Candidate Name	Candidate Website	Party
John Conners	None	Democrat

Candidate Name	Candidate Website	Party
Charlie Dent	http://www.dentforcongress.com/	Republican

Video Number	Video Name	Video Type
1	The Real Siobhan "Sam" Bennett	Negative Ad
2	Sam Bennett "Very Tight Game"	Negative Ad
3	Sam Bennett "What?"	Negative Ad
4	Sam Bennett "Broken Promises"	Negative Ad
5	Sam Bennett "The Job"	Negative Ad
6	Charlie Dent - Compare	Negative Ad
7	Sam Bennett Unprecedented	Negative Ad

Candidate Name	Candidate Website	Party
Bryan Lentz	http://votelentz.com/	Democrat
Video Number	Video Name	Video Type
1	Meehan says he Didn't OK Payments	Debate
2	Lt. Col. Mark Busbee Speaks at Bryan's	Endorsement
3	Dr. Parker Intro and Bryan4	Public Speech/Issues
4	Jennifer Lentz Speaks at Bryan's Campaign	Misc
5	Open Sky Energy	Public Speech
6	Bryan Lentz at Providence Friends	Public Speech
7	Bryan Lentz For Seniors	Negative Ad
8	Gen. Paul Eaton Endorses Bryan Lentz	Endorsement
9	Bryan and Maj Leader Hoyer	Public Speech
10	Pennsylvania 7th House District	CSPAN Coverage
11	Pat Meehan Agrees to Debate	Misc
12	Lentz to Meehan/Corbett: Who	Public Speech/Issues
13	Bryan Lentz: The Clear Choice	Standard Ad
14	Debate Excerpt 1: Israel and the Middle	Debate
15	Bryan Lentz/Dan Onorato Joint Press	News Conference
16	Young Professionals for Bryan Lentz	Endorsement
17	Greg Vitali Endorses Bryan Lentz for	Endorsement

11	489	Corruption	None
12	506	axes, Social Security, Ed	None
13	23	Economy, Taxes	None
14	62	Taxes, Economy, Jobs	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
John Conners	House 9	0	0

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Charlie Dent	House 15	7	3

Video Number	Views	Issue Presented?	Appeal Used?
1	1106	None	None
2	191	None	None
3	772	None	None
4	1193	None	None
5	669	None	None
6	452	Energy, Immigration	None
7	578	None	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Bryan Lentz	House 7	28	4

Video Number	Views	Issue Presented?	Appeal Used?
1	47	None	None
2	29	None	None
3	46	Jobs, Energy	None
4	49	None	None
5	53	Energy	None
6	56	, Economy, Healthcare,	Promise/Moral Appeal
7	73	Security, Economy, Me	None
8	86	None	Altruism
9	101	Jobs, Economy, Energy	None
10	112	None	None
11	131	None	None
12	122	Jobs	None
13	186	es, Immigration, Econo	None
14	129	Mideast Peace	None
15	140	2nd Amendment	None
16	172	omy, Energy, Transport	Altruism/Self Feeling (+)
17	172	Energy, Environment	None

11	3:30	210
12	6:31	391
13	0:36	36
14	0:36	36

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>	<i>Other?</i>
John Connors	n	n	n	n	n

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>	<i>Other?</i>
Charlie Dent	y	y	n	y	n

Video Number	Video Run Time	Seconds
1	0:55	55
2	0:05	5
3	0:07	7
4	0:31	31
5	0:30	30
6	0:30	30
7	0:31	31

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>	<i>Other?</i>
Bryan Lentz	y	y	y	y	n

Video Number	Video Run Time	Seconds
1	0:30	30
2	5:50	350
3	5:34	534
4	5:49	349
5	2:21	141
6	6:57	417
7	0:31	31
8	1:12	72
9	10:15	615
10	6:19	379
11	0:15	15
12	2:15	135
13	0:31	31
14	2:38	158
15	9:57	597
16	5:36	336
17	3:31	211

18	Patrick Meehan/Bryan Lentz News Conference	News Conference
19	Patrick Meehan/Bryan Lentz News Conference	News Conference
20	Debate Excerpt 2: Closing Statements	Debate
21	Jim Gaffigan Endorsement	Endorsement
22	Patrick Meehan/Bryan Lentz News Conference	News Conference
23	Bryan's Announcement	Announcement
24	Joe Sestak Endorses Bryan Lentz	Endorsement
25	Bryan Lentz is on Our Side	Negative Ad
26	Meehan Capitol Collapse	Negative Ad
27	Bryan Lentz Stands With Us	Standard Ad
28	A Priceless Performance	Negative Ad

18	178	None	None
19	192	None	None
20	212	, Jobs, Education, Healt	Promise
21	211	None	None
22	328	None	None
23	431	/, Education, Healthcare	Promise/Altruism/Moral Appeal
24	524	None	None
25	649	Taxes, Economy	None
26	987	None	None
27	1286	Veterans	Promise
28	5489	None	Promise

18	8:49	529
19	9:44	584
20	6:32	392
21	1:34	94
22	9:18	558
23	7:51	471
24	6:08	328
25	0:31	31
26	1:39	99
27	0:30	30
28	1:34	94



Candidate Name	Candidate Website	Party
Michael Fitzpatrick	http://www.fitzpatrickforcongress.com/	Republican
Video Number	Video Name	Video Type
1	Larry Kane Debate Part 1	Debate
2	Larry Kane Debate Part 2	Debate
3	Mike Fitzgerald Recovery	Standard Ad
4	The Road to the 8th Fitzgerald Comeback	Rally Video
5	The Palisades Area Republican's Club	Public Speech
6	Shame on you Patrick Murphy	Negative Ad

Candidate Name	Candidate Website	Party
Allyson Schwartz	http://www.allysonschwartz.com/?no_splash=1	Democrat
Video Number	Video Name	Video Type
1	Effective, Independent, Always Fighting For Us	Standard Ad
2	Difference	Standard Ad
3	Independence	Standard Ad
4	MSNBC - Obama Energy Plan	Interview
5	MSNBC - Obama McCain Healthcare	Interview
6	MSNBC - Endorses Obama	Interview
7	Allyson Schwartz TV Ad	Standard Ad

Candidate Name	Candidate Website	Party
Bill Schuster	http://www.billshusterforcongress.org/index.asp	Republican
Video Number	Video Name	Video Type
1	Bill Shuster for Congress	Standard Ad

Candidate Name	Candidate Website	Party
Chris Carney	http://www.carneyforcongress.com/	Democrat
Video Number	Video Name	Video Type
1	Vote	Standard Ad
2	America's Best	Standard Ad
3	He Knows It	Negative Ad
4	Kids	Standard Ad
5	Made in America	Standard Ad
6	Oil Shock	Standard Ad
7	Restore Honor	Standard Ad
8	Rock Solid	Standard Ad
9	Talk	Negative Ad

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Michael Fitzpatrick	House 8	6	3

Video Number	Views	Issue Presented?	Appeal(s) Used?
1	451	Economy	Moral Appeal
2	323	Abortion, Nuclear Weap	Moral Appeal/Altruism
3	3383	Budget/Debt	None
4	221	None	None
5	135	None	None
6	327	Economy	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Allyson Schwartz	House 13	7	3

Video Number	Views	Issue Presented?	Appeal Used?
1	962	Healthcare	Moral Appeal
2	116	Healthcare, Taxes	None
3	339	Energy	None
4	322	Energy	None
5	160	Healthcare	None
6	688	None	None
7	554	al Security, Energy, Healt	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Bill Schuster	House 9	1	1

Video Number	Views	Issue Presented?	Appeal Used?
1	452	Economy	Promise

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Chris Carney	House 10	15	3

Video Number	Views	Issue Presented?	Appeal Used?
1	1062	Jobs, Veterans, Seniors	None
2	388	Supporting the Troops	Moral Appeal
3	262	, Protecting Families, Eco	None
4	373	Imports from China	Moral Appeal
5	325	Protecting Families	Moral Appeal
6	500	Energy	None
7	1546	None	None
8	713	Jobs, Seniors	None
9	620	Taxes, Immigration	None

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>
Michael Fitzpatrick	y	y	n	y

Video Number	Video Run Time	Seconds
1	14:20	860
2	10:46	646
3	0:30	30
4	3:36	216
5	0:30	30
6	8:26	506

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>
Allyson Schwartz	y	n	n	y

Video Number	Video Run Time	Seconds
1	0:30	30
2	0:31	31
3	0:32	32
4	3:32	212
5	2:08	128
6	1:46	106
7	0:33	33

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>
Bill Schuster	n	n	n	y

Video Number	Video Run Time	Seconds
1	0:32	32

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>
Chris Carney	y	n	n	y

Video Number	Video Run Time	Seconds
1	0:59	59
2	0:30	30
3	0:30	30
4	0:29	29
5	0:34	34
6	0:30	30
7	0:39	39
8	0:30	30
9	0:30	30

10	Threat	Standard Ad
11	Chris Taxitt	Negative Ad
12	Coupons	Standard Ad
13	Man on the Street	Negative Ad
14	Republicans for Carney	Endorsements
15	Veterans for Carney	Standard Ad

Candidate Name	Candidate Website	Party
Dan Connolly	http://www.voteconnolly.com/	Democrat
Video Number	Video Name	Video Type
1	A Fresh Face for Pennsylvania	Standard Ad

Candidate Name	Candidate Website	Party
Dee Adcock	http://deeadcock.com/	Republican
Video Number	Video Name	Video Type
1	Press Conference 8 31 10 (File issue, search title on	Public Address
2	Adcock Announcement Video (File issue, search titl	Announcement
3	You Can't Have Your Cake and Eat It Too	Negative Ad
4	A Reflection on Dee Adcock	Endorsement
5	A Saturday in Northeast Philly	Misc
6	Adcock for Congress TV Ad	Negative Ad
7	Adcock Press Conference Recut	Public Address
8	America Unplugged Events	Misc
9	Campaign Update [2.17.10]	Misc
10	Campaign Trail Hatboro Memorial Day Parade	Misc
11	Campaign Trail Tom Corbett Art Museum	Misc
12	Campaign Trail White Marsh Memorial Park	Misc
13	Dee Adcock on Comcast Newsmakers	Interview
14	Dee Adcock Protests Healthcare Takeover	Public Protest
15	Dee Joins Volunteers Going Door-to-door in the 13t	Misc
16	German American Steuben Parade	Misc
17	Roy Halladay Playoff No Hitter	Misc
18	Updates from the Adcock for Congress Campaign Ti	Public Meeting
19	Dee Adcock 1 of 3	Interview
20	Dee Adcock 2 of 3	Interview
21	Dee Adcock 3 of 3	Interview

Candidate Name	Candidate Website	Party
Glenn Thompson	http://www.friendsofglennthompson.com/	Republican

10	511	l, National Security, Immi	None
11	432	Taxes, Seniors	None
12	360	Economy, Jobs	Promise
13	533	Immigration	None
14	281	None	None
15	137	None	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Dan Connolly	House 18	1	1
Video Number	Views	Issue Presented?	Appeal Used?
1	716	Jobs	Promise

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Dee Adcock	House 13	21	5
Video Number	Views	Issue Presented?	Appeal Used?
1	26	Various	None
2	868	None	None
3	133	None	None
4	183	None	None
5	97	None	None
6	215	None	None
7	18	Fiscal Responsibility	Altruism
8	81	None	None
9	385	None	None
10	32	None	None
11	26	None	None
12	23	None	None
13	113	Healthcare	None
14	76	None	None
15	47	None	None
16	27	None	None
17	368	None	None
18	37	None	None
19	151	None	None
20	38	None	None
21	54	None	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Glenn Thompson	House 5	1	5

10	0:30	30
11	0:32	32
12	0:29	29
13	0:31	31
14	5:40	340
15	0:32	32

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>
Dan Connolly	n	n	n	y

Video Number	Video Run Time	Seconds
1	0:30	30

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>
Dee Adcock	y	y	y	y

Video Number	Video Run Time	Seconds
1	14:15	855
2	3:19	199
3	1:38	98
4	1:58	118
5	0:46	46
6	0:30	30
7	6:46	406
8	0:35	35
9	0:27	27
10	0:37	37
11	0:43	43
12	1:25	85
13	5:27	327
14	0:16	16
15	0:35	35
16	0:59	59
17	3:07	187
18	5:44	344
19	5:09	309
20	4:58	298
21	8:44	524

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>
Glenn Thompson	y	y	y	y

Video Number	Video Name	Video Type
1	Restoring Discipline (formerly Glenn Thompson for	Standard Ad

Candidate Name	Candidate Website	Party
Mark Critz	http://www.critzforcongress.com/home	Democrat

Video Number	Video Name	Video Type
1	Always	Standard Ad
2	Directly From Me	Standard Ad
3	Johnstown	Negative Ad
4	Memory	Negative Ad
5	Steel Mill	Standard Ad
6	The Difference	Negative Ad
7	Voice	Standard Ad
8	Joyce Murtha	Endorsement
9	The Guys	Standard Ad
10	President Clinton Campaigns with Mark Critz	Endorsement
11	Mark Critz Thanks Supporters	Thank You Message
12	Temp Office	Standard Ad

Candidate Name	Candidate Website	Party
Chaka Fattah	http://chakafattah.com/	Democrat

Video Number	Video Name	Video Type
1	Educating Our Children	Standard Ad
2	Shaping Our World	Standard Ad
3	Rising to Leadership	Standard Ad
4	Energy Independence	Congress Floor

Candidate Name	Candidate Website	Party
Tim Burns	http://www.timburnsforcongress.com/index.php	Republican

Video Number	Video Name	Video Type
1	Tim Burns for Congress: Witness	Negative Ad
2	Tim Burns for Congress: Simply Put	Standard Ad
3	Mark Critz "I don't support repeal"	Negative Ad
4	Tim Burns for Congress: The Clear Choice	Negative Ad
5	Cap and Trade Bad for Pennsylvania	Negative Ad
6	Tim Burns for Congress - Why?	Negative Ad
7	First TV Message: Hometown Candidate	Standard Ad
8	Tim Burns Speaking at the Johnstown PA Tea Party	Public Speech

Video Number	Views	Issue Presented?	Appeal Used?
1	110	None	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Mark Critz	House 12	12	4

Video Number	Views	Issue Presented?	Appeal Used?
1	3045	Economy	None
2	1167	Healthcare, Jobs	None
3	1287	Jobs, Taxes	None
4	1405	None	None
5	2741	Trade, Energy, Taxes	None
6	2231	Healthcare, Jobs	None
7	3831	Healthcare, Jobs	None
8	136	None	None
9	291	Taxes, Economy	None
10	1862	None	None
11	818	None	None
12	749	Jobs	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Chaka Fattah	House 2	4	4

Video Number	Views	Issue Presented?	Appeal Used?
1	126	Education	None
2	85	al Security, Patients Right	None
3	14	None	None
4	28	Energy	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Tim Burns	House 12	11	3

Video Number	Views	Issue Presented?	Appeal Used?
1	5531	None	None
2	10894*	onomy, Taxes, Cap and Tra	Altruism
3	7783	Healthcare	Moral Appeal
4	3949	Jobs, Taxes	None
5	3124	p and Trade (Environmer	Promise
6	3902	Jobs	Moral Appeal
7	7660*	Jobs	Moral Appeal
8	2481	vernment Spending, Taxe	Moral Appeal

Video Number	Video Run Time	Seconds
1	0:32	32

Candidate Name	Facebook?	Twitter?	Blog?	YouTube?
Mark Critz	y	y	n	y

Video Number	Video Run Time	Seconds
1	0:32	32
2	0:32	32
3	0:32	32
4	0:32	32
5	0:32	32
6	0:32	32
7	0:32	32
8	0:42	42
9	0:33	33
10	2:22	144
11	0:19	19
12	0:31	31

Candidate Name	Facebook?	Twitter?	Blog?	YouTube?
Chaka Fattah	y	y	n	y

Video Number	Video Run Time	Seconds
1	4:34	274
2	4:52	292
3	4:47	287
4	0:20	20

Candidate Name	Facebook?	Twitter?	Blog?	YouTube?
Tim Burns	y	y	n	y

Video Number	Video Run Time	Seconds
1	0:31	31
2	0:30	30
3	0:31	31
4	0:33	33
5	0:32	32
6	0:30	30
7	0:31	31
8	9:23	563

9	Indiana Tea Party (http://www.youtube.com/watch	Public Speech
10	Critz and Pelosi	Negative Ad
11	Burns Loud Silence	Negative Ad

Candidate Name	Candidate Website	Party
Jason Altmire	http://www.jasonaltmire.com/index.asp	Democrat
Video Number	Video Name	Video Type
1	Congressman Altmire's Second Campaign Commercial	Standard Ad
2	First Campaign Commercial	Standard Ad
3	Injured Vets not Receiving Bonuses: Rep Altmire W	Interview

Candidate Name	Candidate Website	Party
Jim Gerlach	http://www.jimgerlachforcongress.com/splash	Republican
Video Number	Video Name	Video Type
1	Gerlach for Congress	Negative Ad
2	Gerlach, Sestak Debate Healthcare Changes	Debate
3	Gerlach Talks About Waste in Stimulus Bill	Interview
4	Jim Gerlach on President Obama's Visit to Glenside	Interview
5	Trivedi in his Own Words on His Left-Wing Fringe Po	Negative Ad
6	Veterans for Gerlach	Standard Ad
7	New Gerlach Ad October 2010	Negative Ad

Candidate Name	Candidate Website	Party
Joe Pitts	http://www.joepittsforcongress.com/	Republican
Video Number	Video Name	Video Type
1	Against More Taxes	Public Address
2	Joe Pitts For Congress	Standard Ad
3	Balanced Budgets	Talk About Issues
4	Conservation	Talk About Issues
5	Creating Jobs	Talk About Issues
6	Fiscal Responsibility	Interview
7	Prosperity	Public Address
8	Unemployment	Public Address
9	Pitts vs. Herr on the Issues	Negative Ad

Candidate Name	Candidate Website	Party
John Callahan	http://www.callahanforcongress.com/ShowPage.as	Democrat

9	756	Government Spending, Health	Moral Appeal
10	498	Healthcare, Taxes	None
11	846	Taxes	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Jason Altmire	House 4	3	3
Video Number	Views	Issue Presented?	Appeal Used?
1	787	Economy, Healthcare, Jobs	None
2	8078	Healthcare, Economy, Veterans,	None
3	63	Veteran Benefits	Moral Appeal

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Jim Gerlach	House 6	7	3
Video Number	Views	Issue Presented?	Appeal Used?
1	466	Jobs, Taxes	None
2	151	Healthcare	None
3	192	Economy	None
4	539	Healthcare	None
5	528	Healthcare, Immigration, Econ	None
6	773	Veterans	None
7	46	Taxes, Energy, Healthcare	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Joe Pitts	House 16	9	5
Video Number	Views	Issue Presented?	Appeal Used?
1	38	Taxes	None
2	27	Economy	None
3	15	Budget	None
4	44	Conservation	None
5	148	Jobs	None
6	62	Budget	Moral Appeal
7	33	Economy	None
8	93	Unemployment	None
9	71	Economy, Healthcare	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
John Callahan	House 15	11	3

9	7:54	474
10	0:30	30
11	0:30	30

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>
Jason Altmire	y	n	n	y

Video Number	Video Run Time	Seconds
1	0:30	30
2	0:30	30
3	1:48	108

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>
Jim Gerlach	y	y	n	y

Video Number	Video Run Time	Seconds
1	0:34	34
2	4:26	266
3	3:58	238
4	4:29	269
5	1:24	84
6	2:16	136
7	0:34	34

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>
Joe Pitts	y	y	y	y

Video Number	Video Run Time	Seconds
1	1:53	113
2	0:32	32
3	1:52	112
4	2:27	147
5	1:31	91
6	1:53	113
7	1:57	117
8	1:48	108
9	1:55	115

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>
John Callahan	y	y	n	y

Video Number	Video Name	Video Type
1	Joe Trippi Tells Fox News How Important	News
2	Charlie Dent Doesn't Have Our Veterans	Negative Ad
3	Charlie Dent's Lehigh Valley Energy Tax	Negative Ad
4	Congressman Charlie Dent - Rewarding	Negative Ad
5	Dent on Ethics - Short Version	Public Address
6	Congressman Charlie Dent and Leader	Negative Ad
7	Main Street vs. Wall Street	Standard Ad
8	WFMZ Covers the Callahan Jobs Plan	News
9	Teachers for Callahan on WFMZ	Endorsement
10	A Dent in Your Pocket	Negative Ad
11	Congressman Charlie Dent - Flipper	Negative Ad

Candidate Name	Candidate Website	Party
Kathy Dahlkemper	http://kathydahlkemperforcongress.com/	Democrat

Video Number	Video Name	Video Type
1	Kathy Strikes Back	Response Ad
2	Kathy for Life	Standard Ad
3	Pro Life Radio Spot	Radio Ad
4	Truth	Negative Ad
5	Kathy on Jobs 2	Standard Ad
6	Kathy's Bio	Standard Ad
7	BP Oil Spill and Energy	Issues
8	Social Security	Issues
9	Jobs	Issues
10	Agriculture	Issues
11	Healthcare: Cost and Access	Issues
12	Healthcare Pro Life	Issues
13	Tax Cuts	Issues
14	Debt and Deficit	Issues
15	Iraq	Issues
16	Kathy on Healthcare: What it Means to You	Issues
17	Kathy's Pledge	Negative Ad
18	I'm in it for the People	Standard Ad
19	Erie-Times News Endorses Kathy	Endorsement

Candidate Name	Candidate Website	Party
Keith Rothfus	http://www.keithpa4.com/	Republican

Video Number	Video Name	Video Type
1	Survivor	Negative Ad
2	Allowance	Standard Ad

Video Number	Views	Issue Presented?	Appeal Used?
1	35	Jobs	None
2	43	Veterans	None
3	332	Energy	None
4	796	Jobs, Economy	None
5	72	None	None
6	1723	None	None
7	1333	Economy	Promise
8	54	Jobs	None
9	44	Education	None
10	423	Economy	None
11	1330	None	None

Candidate Name Kathy Dahlkemper	Seeking House 3	Number of Videos 15	Number of Social Networks 3
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Video Number	Views	Issue Presented?	Appeal Used?
1	303	None	None
2	428	Pro-Life	None
3	205	Pro-Life	None
4	237	None	None
5	529	Jobs	Promise
6	764	None	None
7	160	Energy	None
8	51	Social Security	None
9	102	Jobs	None
10	40	Agriculture	None
11	87	Healthcare	None
12	261	Pro-Life	None
13	128	Taxes	None
14	80	Economy	Moral Appeal
15	72	Iraq	None
16	62	Healthcare	None
17	140	Jobs	Promise
18	345	None	Moral Appeal
19	3	None	None

Candidate Name Keith Rothfus	Seeking House 4	Number of Videos 3	Number of Social Networks 5
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Video Number	Views	Issue Presented?	Appeal Used?
1	229	Healthcare	None
2	1386	Economy (Budget)	None

Video Number	Video Run Time	Seconds
1	0:45	45
2	0:30	30
3	0:32	32
4	0:30	30
5	0:46	46
6	1:21	81
7	0:30	30
8	0:45	45
9	0:47	47
10	0:59	59
11	1:00	60

Candidate Name	Facebook?	Twitter?	Blog?	YouTube?
Kathy Dahlkemper	y	n	n	y

Video Number	Video Run Time	Seconds
1	0:30	30
2	0:30	30
3	1:00	60
4	0:29	29
5	0:30	30
6	1:02	62
7	3:01	181
8	1:36	96
9	4:44	284
10	4:02	242
11	4:46	286
12	2:46	166
13	1:03	63
14	4:18	258
15	2:49	169
16	2:25	145
17	0:30	30
18	1:40	100
19	0:30	30

Candidate Name	Facebook?	Twitter?	Blog?	YouTube?
Keith Rothfus	y	y	y	y

Video Number	Video Run Time	Seconds
1	0:31	31
2	0:31	31

Candidate Name	Candidate Website	Party
Lois Herr	http://www.herr2010.com/	Democrat
Video Number	Video Name	Video Type
1	The Empty Chair	Negative Ad
2	Meet Lois Herr	Standard Ad

Candidate Name	Candidate Website	Party
Louis Barletta	http://loubarletta.com/	Republican
Video Number	Video Name	Video Type
1	A Proven Leader	Standard Ad
2	Change is on the Way!	Standard Ad
3	Responds to Negative Attacks and Offers Hope	Response Ad
4	Credit Crisis	Issues
5	Speaks About What He Stands For	Standard Ad
6	Stands For You	Standard Ad
7	Energy Independence	Issues
8	Healthcare	Issues
9	Illegal Immigration	Issues
10	Social Security	Issues
11	Economy	Issues
12	Wants to Protect Legal Workers	Standard Ad
13	Let's Choose Leadership	Standard Ad
14	The Man Who Started It All	Standard Ad
15	Announcement Video	Misc
16	Welcome to the Website	Misc
17	MSNBC - Lou Barletta Will Win	Press
18	Remember When - Remember in November	Negative Ad
19	Responds to Negative Attacks	Response Ad
20	Paul Kanjorski - It's Been Too Long	Negative Ad
21	26 Years of Paul Kanjorski	Negative Ad
22	Against Privatizing Social Security	Public Address
23	Hazelton Mayor Lou Barletta Announces Campaign	Misc

Candidate Name	Candidate Website	Party
Melissa Haluszczak	http://www.melissaforcongress.com/	Republican

3	765	Economy (Jobs)	None
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Candidate Name	Seeking	Number of Videos	Number of Social Networks
Lois Herr	Houses 16	2	3

Video Number	Views	Issue Presented?	Appeal Used?
1	392	None	None
2	460	None	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Louis Barletta	House 11	23	3

Video Number	Views	Issue Presented?	Appeal Used?
1	1824	None	None
2	2642	None	None
3	1665	None	None
4	466	Economy (Housing Crisis)	Promise
5	768	Security, Immigration, Eco	Altruism
6	1192	Immigration	None
7	362	Energy	None
8	307	Healthcare	None
9	1557	Immigration	None
10	441	Social Security	None
11	361	Economy	None
12	379	Immigration	None
13	608	ing Crisis, Healthcare, En	None
14	1968	Immigration	None
15	2530	ing Crisis, Healthcare, En	Moral Appeal
16	2232	None	None
17	719	None	None
18	126	None	None
19	456	None	None
20	692	None	None
21	445	None	None
22	474	Social Security	Promise
23	2509	ing Crisis, Healthcare, En	Promise

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Melissa Haluszczak	House 14	0	2

3	0:30	30
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Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>
Lois Herr	y	y	n	y

Video Number	Video Run Time	Seconds
1	0:30	30
2	0:30	30

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>
Louis Barletta	y	y	n	y

Video Number	Video Run Time	Seconds
1	0:29	29
2	0:29	29
3	0:29	29
4	1:11	71
5	0:29	29
6	0:41	41
7	1:06	66
8	0:50	50
9	0:42	42
10	1:25	85
11	0:49	49
12	0:40	40
13	0:59	59
14	0:36	36
15	5:29	329
16	1:19	79
17	0:39	39
18	1:20	80
19	0:29	29
20	0:30	30
21	1:01	61
22	8:47	527
23	9:35	575

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>
Melissa Haluszczak	y	y	n	n

Candidate Name	Candidate Website	Party
Mike Doyle	http://mikedoyleforcongress.com/	Democrat

Candidate Name	Candidate Website	Party
Mike Kelly	http://www.mikekellyforcongress.com/	Republican

Video Number	Video Name	Video Type
1	Mike Kelly - The Truth	Standard Ad
2	NFL Great Mike McCoy Endores	Endorsement
3	Stands With Us	Negative Ad
4	Mike Kelly Throws out the First Pitch at Butlet	Misc
5	A Leader and Our Best Choice	Standard Ad
6	Mike Kelly's response to Vote on Healthcare	Public Address
7	Kelly Seniors	Negative Ad
8	Kelly I Will Represent You	Standard Ad
9	Mike Kelly Updates from the Campaign Trail	Misc
10	On Campaign Trail in Sharon, PA	Misc

Candidate Name	Candidate Website	Party
Patrick Murphy	http://www.patrickmurphyforcongress.com/	Democrat

Video Number	Video Name	Video Type
1	Mike Fitzpatrick - Put Social Security in Hands of W	Negative Ad
2	Mike Fitzpatrick Raised Property Taxes Seven Times	Negative Ad
3	Mike Fitzpatrick Breaks Promise on Outsourcing	Negative Ad
4	AFL Endorses Murphy, Slams Fitzpatrick for Outsou	Endorsement
5	Domino	Negative Ad
6	Mike Fitzpatrick Only Takes Care of Himself	Negative Ad
7	Patrick Murphy - Best Choice for the 8th District	Negative Ad
8	Change (removed)	Standard Ad
9	Cutting Taxes (removed)	Standard Ad
10	Delivering (removed)	Standard Ad
11	Pinwheel (removed)	Standard Ad
12	Street (removed)	Standard Ad
13	Veterans (removed)	Standard Ad

Candidate Name	Candidate Website	Party
Paul Kanjorski	http://www.paulkanjorski.com/	Democrat

Video Number	Video Name	Video Type
1	Kanjorski Said Yes	Standard Ad
2	Lou Barletta - Failed Leadership	Negative Ad

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Mike Doyle	House 14	0	1

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Mike Kelly	House 3	10	4

Video Number	Views	Issue Presented?	Appeal Used?
1	87	Economy, Jobs	None
2	207	None	None
3	436	Economy, Jobs	Promise
4	202	None	None
5	1096	Taxes	None
6	673	Healthcare	Promise
7	54	None	None
8	45	Taxes, Economy, Social S	Promise
9	34	None	None
10	20	None	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Patrick Murphy	House 8	13	2

Video Number	Views	Issue Presented?	Appeal Used?
1	193	Social Security	None
2	609	Taxes	None
3	1083	Outsourcing	None
4	189	Jobs	Promise
5	1868	Economy	None
6	363	Veterans	None
7	423	None	Altruism
8	?	None	None
9	?	Taxes	None
10	?	Economy	None
11	?	Energy	None
12	?	Economy	None
13	?	Veterans	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Paul Kanjorski	House 11	7	3

Video Number	Views	Issue Presented?	Appeal Used?
1	384	Economy	None
2	26	None	None

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>
Mike Doyle	y	n	n	n

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>
Mike Kelly	y	y	y	y

Video Number	Video Run Time	Seconds
1	0:30	30
2	3:41	221
3	0:30	30
4	0:33	33
5	0:31	31
6	1:24	84
7	0:30	30
8	0:30	30
9	0:19	19
10	0:27	27

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>
Patrick Murphy	y	n	n	y

Video Number	Video Run Time	Seconds
1	0:31	31
2	0:30	30
3	0:30	30
4	4:09	249
5	0:30	30
6	0:30	30
7	0:30	30
8	0:58	58
9	0:30	30
10	0:30	30
11	0:30	30
12	0:30	30
13	0:30	30

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>
Paul Kanjorski	y	y	n	y

Video Number	Video Run Time	Seconds
1	0:31	31
2	0:30	30

3	Lou Barletta - Bad Mayor - Worse Congressman	Negative Ad
4	Say Yes to Paul Kanjorski	Negative Ad
5	Paul Kanjorsky - Social Security	Negative Ad
6	Say No Again to Barletta	Negative Ad
7	Paul Kanjorsky Stands up for Veterans	Standard Ad

Candidate Name	Candidate Website	Party
Mike Pipe	http://www.pipeforcongress.com/	Democrat

Video Number	Video Name	Video Type
1	AARP Debate Part 1	Debate
2	Pipe for Congress Radio Ad 1	Standard Ad
3	First Debate (Part 2 of 2)	Debate
4	First Debate (Part 1 of 2)	Debate
5	Moving America Forward	Speech
6	Paradise Gardens and Farm Visit	Misc
7	Punxsy Town Hall	Town Hall
8	Clarion Town Hall	Town Hall
9	Pipe for Congress Town Hall Meetings	Town Hall
10	The First Few Months of Michael's Campaign	Misc
11	Canvassing for Signatures	Misc
12	Michael's Announcement	Misc
13	Pipe for Congress	Standard Ad

Candidate Name	Candidate Website	Party
Rick Hellberg	http://rickhellberg.mypoliticalsite.com/	Republican

Candidate Name	Candidate Website	Party
Bob Brady	http://bobbrady.us/	Democrat

Candidate Name	Candidate Website	Party
Ryan Sanders	http://www.ryansanders.com/index.html	Democrat

Video Number	Video Name	Video Type
1	Tech Quest TV	Misc

Candidate Name	Candidate Website	Party
Dave Argall	http://www.argallforcongress.com/	Republican

3	1	None	None
4	384	None	None
5	120	Social Security	None
6	368	None	None
7	163	Veterans	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Mike Pipe	House 5	7	3

Video Number	Views	Issue Presented?	Appeal Used?
1	11	None	None
2	114	None	None
3	170	None	None
4	207	None	None
5	130	None	None
6	143	None	None
7	61	Economy	None
8	86	None	None
9	146	None	None
10	344	None	None
11	239	None	None
12	271	None	None
13	615	None	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Rick Hellberg	House 2	0	4

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Bob Brady	House 1	0	0

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Ryan Sanders	House 19	1	1

Video Number	Views	Issue Presented?	Appeal Used?
1	91	None	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Dave Argall	House 17	2	4

3	0:31	31
4	0:31	31
5	0:32	32
6	0:36	36
7	0:32	32

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>
Mike Pipe	y	y	n	y

Video Number	Video Run Time	Seconds
1	10:00	600
2	0:30	30
3	12:38	758
4	11:53	713
5	5:29	329
6	8:27	507
7	6:36	396
8	8:03	483
9	1:15	75
10	2:40	160
11	2:10	130
12	7:30	450
13	2:15	135

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>
Rick Hellberg	y	y	n	y

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>
Bob Brady	n	n	n	n

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>
Ryan Sanders	y	n	n	n

Video Number	Video Run Time	Seconds
1	9:13	553

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>
Dave Argall	y	y	y	y

Video Number	Video Name	Video Type
1	SendTimPacking.com Holden's Traveled on our Dim	Negative Ad
2	Holden has Forgotten Us, Time for a New Leader	Negative Ad

Candidate Name	Candidate Website	Party
Tim Holden	http://www.timholden.com/	Democrat

Video Number	Video Name	Video Type
1	ATM	Negative Ad
2	Promise	Standard Ad
3	Pay Raise	Negative Ad

Candidate Name	Candidate Website	Party
Tim Murphy	http://www.electtimmurphy.com/	Republican

Video Number	Video Name	Video Type
1	Congressman Murphy and National	Issues
2	Dr. Tim	Standard Ad
3	Dr. Sam	Negative Ad
4	Murphy for Congress Radio Ad - PTSD	Standard Ad
5	Murphy for Congress Radio Ad - Education	Standard Ad
6	Congressman Murphy (pa - 18) on Fox News to Disc	Interview
7	Tim Murphy... Making a Difference	Standard Ad
8	Restoring America's Greatness	Standard Ad
9	Tim Murphy Dragnet Video	Standard Ad
10	Tim Murphy on Jobs and Economy	Issues
11	Tim Murphy on Energy	Issues
12	Tim Murphy on the Energy Petition	Issues
13	Tim Murphy on Healthcare	Issues
14	Tim Murphy on Taxes	Issues
15	Tim Murphy on Veterans	Issues
16	Tim Murphy Second Amendment	Issues
17	Tim Murphy on Border Security	Issues
18	Tim Murphy on Education	Issues
19	Tim Murphy on Late Night with Conan	Misc

Candidate Name	Candidate Website	Party
Todd Platts	http://www.peopleforplatts.com/	Republican

Video Number	Views	Issue Presented?	Appeal Used?
1	660	None	None
2	665	None	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Tim Holden	House 17	3	3

Video Number	Views	Issue Presented?	Appeal Used?
1	22	None	None
2	490	Veterans	Promise
3	591	None	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Tim Murphy	House 18	19	5

Video Number	Views	Issue Presented?	Appeal Used?
1	18	Energy, Jobs	None
2	38	Healthcare	Promise
3	77	Healthcare	None
4	105	Veterans	None
5	47	Education	None
6	351	Healthcare	None
7	160	None	None
8	96	Economy	Promise
9	109	Energy	None
10	116	Jobs, Economy	None
11	88	Energy	None
12	132	Energy	None
13	111	Healthcare	None
14	165	Taxes	None
15	75	Veterans	None
16	73	2nd Amendment	None
17	108	Immigration	None
18	43	Education	None
19	1297	None	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Todd Platts	House 18	0	0

Video Number	Video Run Time	Seconds
1	1:44	104
2	0:30	30

Candidate Name	Facebook?	Twitter?	Blog?	YouTube?
Tim Holden	y	y	n	y

Video Number	Video Run Time	Seconds
1	0:32	32
2	0:31	31
3	0:30	30

Candidate Name	Facebook?	Twitter?	Blog?	YouTube?
Tim Murphy	y	y	y	y

Video Number	Video Run Time	Seconds
1	0:45	45
2	0:57	57
3	1:01	61
4	1:00	60
5	1:00	60
6	4:02	242
7	1:00	60
8	0:30	30
9	0:30	30
10	0:23	23
11	0:24	24
12	0:24	24
13	0:23	23
14	0:20	23
15	0:21	21
16	0:18	18
17	0:18	18
18	0:20	20
19	0:16	16

Candidate Name	Facebook?	Twitter?	Blog?	YouTube?
Todd Platts	n	n	n	n

Candidate Name	Candidate Website	Party
Thomas Marino	http://www.marinoforuscongress.com/	Republican

Candidate Name	Candidate Website	Party
Manan Trivedi	http://www.trivediforcongress.com/	Democrat

Video Number	Video Name	Video Type
1	Why I'm Running for Congress	Public Address
2	Courage to Speak the Truth	Public Address
3	Manan Trivedi - Flag in Ceremony	Public Address
4	Veterans for Trivedi	Endorsement
5	BerksDemsOct17 2010	Public Address
6	Did More	Standard Ad
7	Serve	Standard Ad
8	Golf	Misc
9	Any Day	Negative Ad
10	Down	Negative Ad
11	Listening	Negative Ad
12	Trivadi... Manan Trivadi	Standard Ad

Candidate Name	Candidate Website	Party
Patrick Meehan	http://www.meehanforcongress.com/	Republican

Video Number	Video Name	Video Type
1	Meehan for Congress Announcement	Candidacy Announcement
2	Gov. Ridge Endorses Pat Meehan 3 30 10	Endorsement
3	Pat's Remarks at the Gov. Tom Ridge	Endorsement
4	Tax Freedom Day	Public Speech
5	Pat's Speech at the Primary Day	Public Speech
6	BonusGate Bryan	Negative Ad
7	The Pelosi Circus is Coming to Town	Negative Ad
8	Fox 5 on the Pelosi Visit	News
9	Lentz Dodges Fox 29 Questions	News
10	Sean Hannity on PA 7	News
11	Pat Meehan Tackles Corruption	Issues
12	Pat Meehan on Good Day Philadelphia	Interview
13	Lentz - Ticket to Ride	Negative Ad
14	Pat Meehan "Look"	Negative Ad

Candidate Name	Candidate Website	Party
John Connors	None	Democrat

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Thomas Marino	House 10	0	3

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Manan Trivedi	House 6	12	4

Video Number	Views	Issue Presented?	Appeal Used?
1	3674	eterans, Healthcare, Jobs	Promise
2	790	War	None
3	727	War, Veterans	None
4	2006	Veterans	None
5	158	hcare, Equality, Education	None
6	1422	War, Economy, Jobs	None
7	925	Jobs, Taxes	None
8	667	None	None
9	1987	War, Jobs, Economy	None
10	1117	acial Interests, Taxes, Job	None
11	523	Jobs, Taxes	None
12	256	None	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Patrick Meehan	House 7	14	5

Video Number	Views	Issue Presented?	Appeal Used?
1	1140	Economy, Healthcare	Moral Appeal
2	142	None	Moral Appeal
3	324	conomy, Healthcare, Natic	Moral Appeal
4	163	omy, Jobs, Social Security,	None
5	384	Economy	None
6	344	None	None
7	760	Taxes, Healthcare, Jobs	None
8	24	None	None
9	57	None	None
10	56	None	None
11	489	Corruption	None
12	506	ixes, Social Security, Educ	None
13	23	Economy, Taxes	None
14	62	Taxes, Economy, Jobs	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
John Connors	House 9	0	0

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>
Thomas Marino	y	y	n	n

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>
Manan Trivedi	y	y	n	y

Video Number	Video Run Time	Seconds
1	0:48	48
2	2:00	120
3	2:25	145
4	1:51	111
5	6:59	419
6	0:30	30
7	0:29	29
8	0:44	44
9	0:30	30
10	0:30	30
11	0:31	31
12	0:30	30

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>
Patrick Meehan	y	y	y	y

Video Number	Video Run Time	Seconds
1	6:13	373
2	3:57	237
3	9:50	650
4	3:14	194
5	1:30	90
6	0:25	25
7	1:00	60
8	5:08	308
9	3:41	221
10	0:42	42
11	3:30	210
12	6:31	391
13	0:36	36
14	0:36	36

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>
John Connors	n	n	n	n

Candidate Name	Candidate Website	Party
Charlie Dent	http://www.dentforcongress.com/	Republican

Video Number	Video Name	Video Type
1	The Real Siobhan "Sam" Bennett	Negative Ad
2	Sam Bennett "Very Tight Game"	Negative Ad
3	Sam Bennett "What?"	Negative Ad
4	Sam Bennett "Broken Promises"	Negative Ad
5	Sam Bennett "The Job"	Negative Ad
6	Charlie Dent - Compare	Negative Ad
7	Sam Bennett Unprecedented	Negative Ad

Candidate Name	Candidate Website	Party
Bryan Lentz	http://votelentz.com/	Democrat

Video Number	Video Name	Video Type
1	Meehan says he Didn't OK Payments	Debate
2	Lt. Col. Mark Busbee Speaks at Bryan's	Endorsement
3	Dr. Parker Intro and Bryan4	Public Speech/Issues
4	Jennifer Lentz Speaks at Bryan's Campaign	Misc
5	Open Sky Energy	Public Speech
6	Bryan Lentz at Providence Friends	Public Speech
7	Bryan Lentz For Seniors	Negative Ad
8	Gen. Paul Eaton Endorses Bryan Lentz	Endorsement
9	Bryan and Maj Leader Hoyer	Public Speech
10	Pennsylvania 7th House District	CSPAN Coverage
11	Pat Meehan Agrees to Debate	Misc
12	Lentz to Meehan/Corbett: Who	Public Speech/Issues
13	Bryan Lentz: The Clear Choice	Standard Ad
14	Debate Excerpt 1: Israel and the Middle	Debate
15	Bryan Lentz/Dan Onorato Joint Press	News Conference
16	Young Professionals for Bryan Lentz	Endorsement
17	Greg Vitali Endorses Bryan Lentz for	Endorsement
18	Patrick Meehan/Bryan Lentz News Conference 1 of	News Conference
19	Patrick Meehan/Bryan Lentz News Conference 3 of	News Conference
20	Debate Excerpt 2: Closing Statements	Debate
21	Jim Gaffigan Endorsement	Endorsement
22	Patrick Meehan/Bryan Lentz News Conference 2 of	News Conference
23	Bryan's Announcement	Announcement
24	Joe Sestak Endorses Bryan Lentz	Endorsement
25	Bryan Lentz is on Our Side	Negative Ad
26	Meehan Capitol Collapse	Negative Ad
27	Bryan Lentz Stands With Us	Standard Ad
28	A Priceless Performance	Negative Ad

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Charlie Dent	House 15	7	3

Video Number	Views	Issue Presented?	Appeal Used?
1	1106	None	None
2	191	None	None
3	772	None	None
4	1193	None	None
5	669	None	None
6	452	Energy, Immigration	None
7	578	None	None

Candidate Name	Seeking	Number of Videos	Number of Social Networks
Bryan Lentz	House 7	28	4

Video Number	Views	Issue Presented?	Appeal Used?
1	47	None	None
2	29	None	None
3	46	Jobs, Energy	None
4	49	None	None
5	53	Energy	None
6	56	, Economy, Healthcare, V	Altruism
7	73	Security, Economy, Med	None
8	86	None	Promise
9	101	Jobs, Economy, Energy	None
10	112	None	None
11	131	None	None
12	122	Jobs	None
13	186	ces, Immigration, Econo	None
14	129	Mideast Peace	None
15	140	2nd Amendment	None
16	172	omy, Energy, Transporta	Self Feeling (+)/Altruism
17	172	Energy, Environment	None
18	178	None	None
19	192	None	None
20	212	, Jobs, Education, Health	Promise
21	211	None	None
22	328	None	None
23	431	, Education, Healthcare, I	Promise
24	524	None	None
25	649	Taxes, Economy	None
26	987	None	None
27	1286	Veterans	Promise
28	5489	None	Promise

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>
Charlie Dent	y	y	n	y

Video Number	Video Run Time	Seconds
1	0:55	55
2	0:05	5
3	0:07	7
4	0:31	31
5	0:30	30
6	0:30	30
7	0:31	31

Candidate Name	<i>Facebook?</i>	<i>Twitter?</i>	<i>Blog?</i>	<i>YouTube?</i>
Bryan Lentz	y	y	y	y

Video Number	Video Run Time	Seconds
1	0:30	30
2	5:50	350
3	5:34	534
4	5:49	349
5	2:21	141
6	6:57	417
7	0:31	31
8	1:12	72
9	10:15	615
10	6:19	379
11	0:15	15
12	2:15	135
13	0:31	31
14	2:38	158
15	9:57	597
16	5:36	336
17	3:31	211
18	8:49	529
19	9:44	584
20	6:32	392
21	1:34	94
22	9:18	558
23	7:51	471
24	6:08	328
25	0:31	31
26	1:39	99
27	0:30	30
28	1:34	94