

17.871 Requirements

Spring 2013

Big picture



Final Project

Big picture



Statistics



Final Project

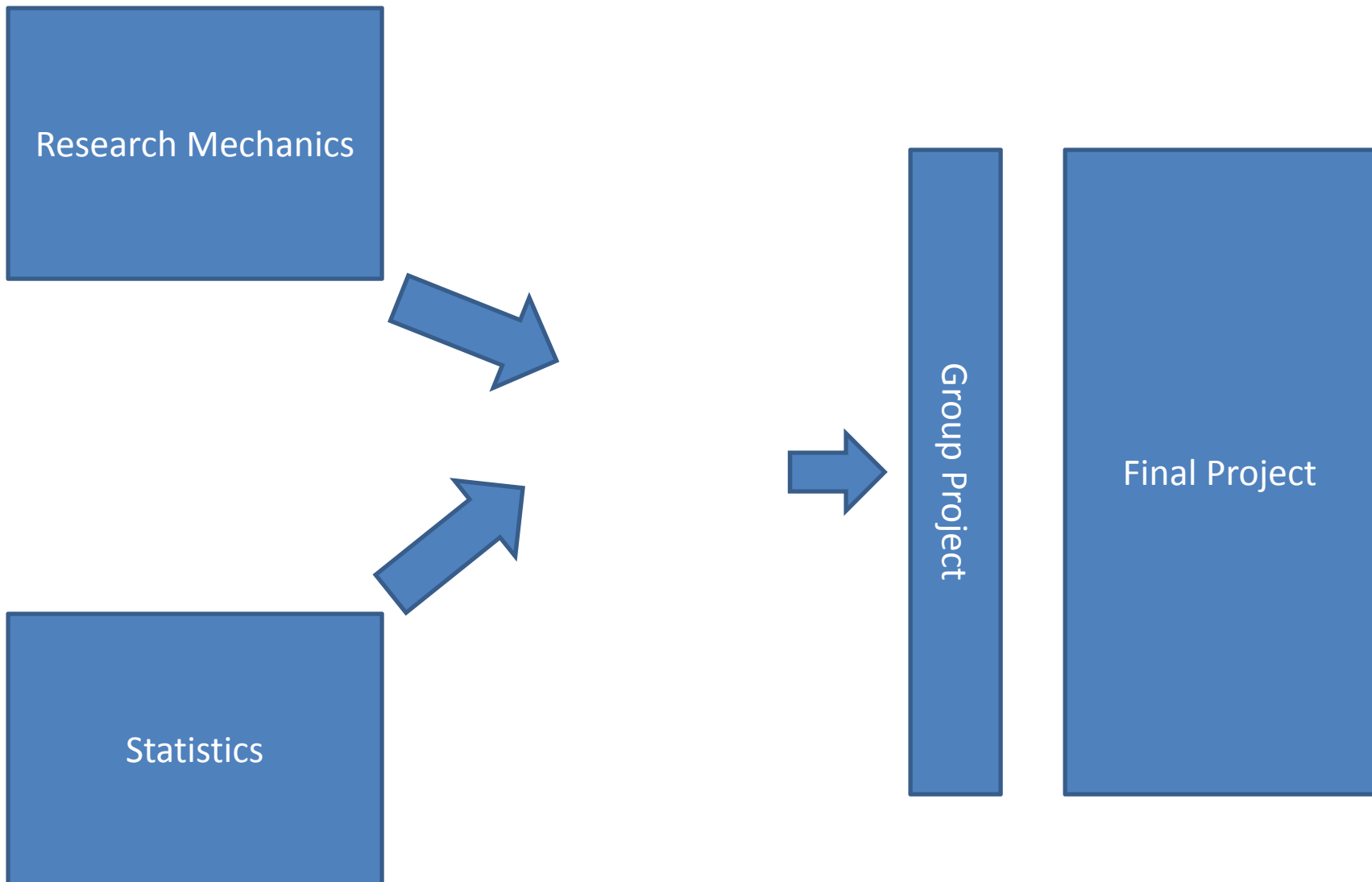
Big picture

Research Mechanics

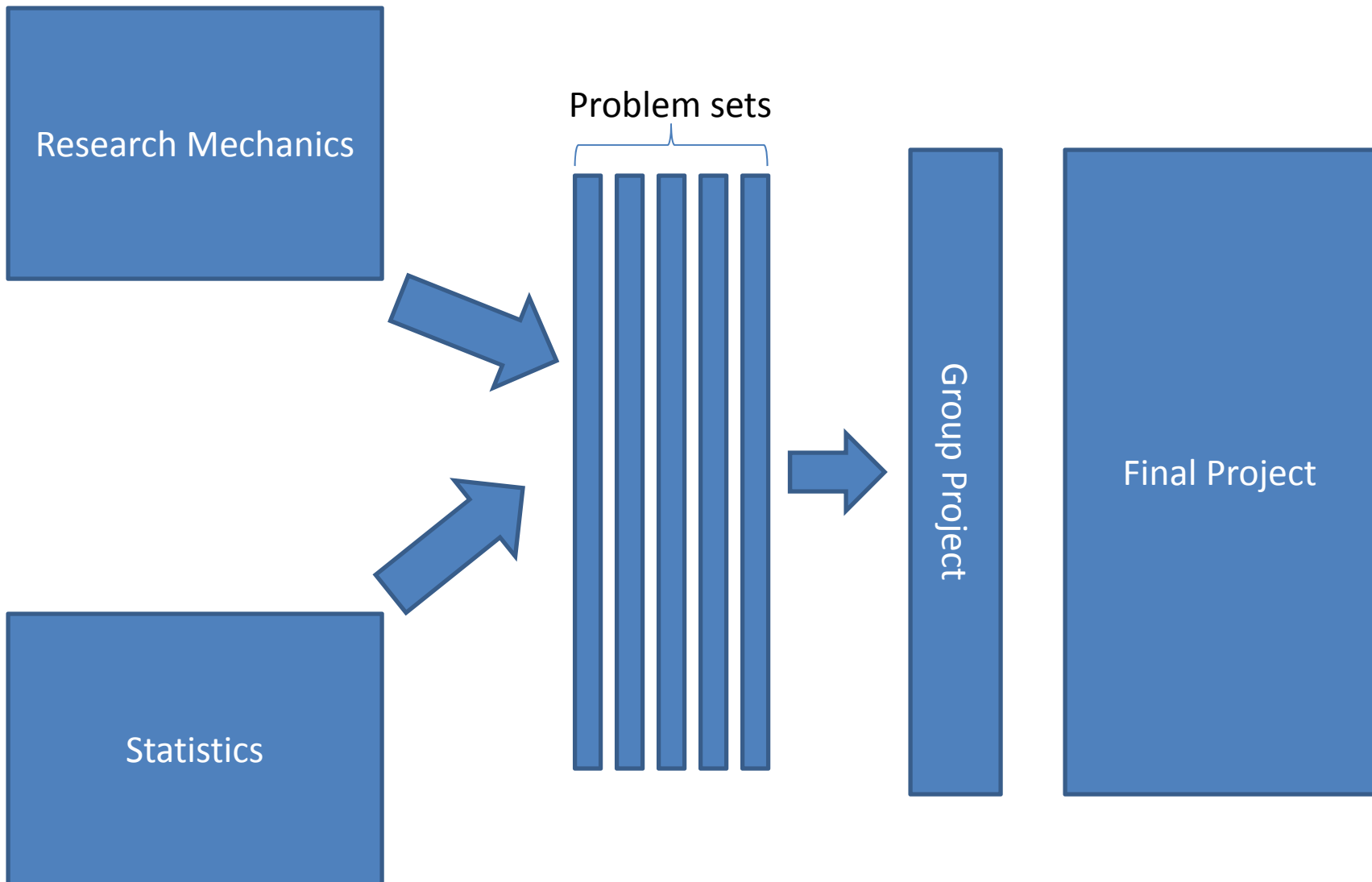
Statistics

Final Project

Big picture



Big picture



Subject organization

	Mon.		Wed.	
Feb.			Introduction and research design	6
	Introduction to Stata I	11	Introduction to Stata II	13
	Class meets Tuesday Data Resources and Library Research	19	Descriptive statistics I	20
	Descriptive statistics II	25	Bivariate relationships I	27
Mar.	Bivariate relationships II	4	Bivariate relationships III	6
	Multivariate analysis I	11	Multivariate analysis II	13
	Individual meetings	18	Individual meetings	20
	Spring break	25	Spring break	27
	Sampling and inference I	1	Group presentations	3
Apr.	Sampling and inference II	8	Make-up/special topics	10
	Patriots' Day	15	Preliminary project presentation I	17
	Preliminary project presentations II	22	Preliminary project presentations III	24
	Exam	29	Workshop	1
May	Workshop	6	Final presentations I	8
	Final presentations II	13	Final presentations III	15



Mostly class

Mostly project

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1. Attend every class

The Hard-Nosed Empiricist

- Purpose: Identify and evaluate causal claims
- Assignment
 - Find an article that evaluates a causal claim you find interesting (e.g., Romney lost because he was seen as out-of-touch with regular people)
 - Describe and evaluate this article
 - What is the causal claim?
 - What have researchers found about this?
 - Were the studies experimental or observational?
 - Are there obvious problems with the article?

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	Introduction to Stata I	11	Introduction to Stata II P-set 1	13
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	Descriptive statistics II P-set 2	25	Bivariate relationships I	27
Mar.	Bivariate relationships II	4	Bivariate relationships III P-set 3	6
	Multivariate analysis I	11	Multivariate analysis II P-set 4	13
	Individual meetings	18	Individual meetings	20
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1. Attend every class
2. Exam & p-sets

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1. Attend every class
2. Exam & p-sets
3. Group project

Group Project Possibilities

- Women in State Legislatures
- Democracy and Foreign Direct Investment
- The Effect of Hurricane Sandy on Turnout
- Support for Medical Marijuana in Massachusetts

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1. Attend every class
2. Exam & p-sets
3. Group project
4. Final project

The final project

- Empirical research paper
 - At least 30 cases/observations
 - At least three independent variables
- Must be a topic in the social sciences (not medicine or sports)
- Best: a major portion of your undergraduate thesis

Examples of successful final projects

- The use of public diplomacy by the U.S. (predicting participation in county-to-country exchanges)
- Abortion opinion and the court (predicting approval of the Supreme Court)
- The effect of weather on voter turnout
- The effect of immigration on native employment

Marks of an unsuccessful project

- No one has ever done the study before
- The data are hard to get
- You have a strong prior attitude about what you will find

Estimating how long it will take to gather your data

$$\frac{\textit{Actual time}}{2} = (\textit{The time you initial estimate}) \times 2^{2^2}$$

Final Requirement

The 17.869 pre-requisite will be strictly enforced

The Hard-Nosed Empiricist

Purpose

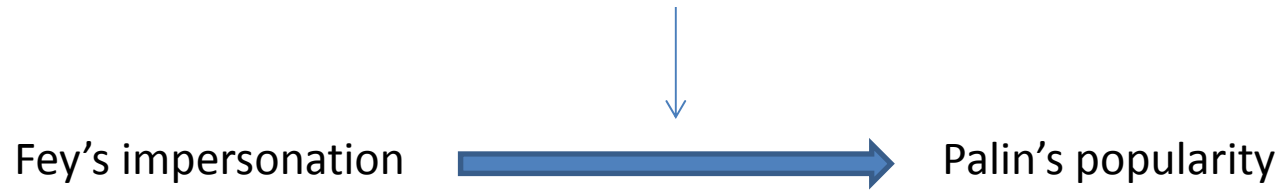
- Read the newspaper with an eye toward identifying causal claims about the world
- Find studies that inform our understanding of that causal claim
- Scrutinize those studies, with reference to research design and generalizability

Example

Claim: Tina Fey's depiction of Sarah Palin undermined Palin's appeal as a candidate



What is the causal claim?



What has research found?

The screenshot shows a Mozilla Firefox browser window with a Google Scholar search for "sarah palin tina fey". The search results page displays several articles, with filters on the left side. The search results are as follows:

Scholar About 387 results (0.03 sec)

Articles

Legal documents

Any time
Since 2013
Since 2012
Since 2009
Custom range...

Sort by relevance
Sort by date

include patents
 include citations

Create alert

[CITATION] Saturday Night Live Premiere TV Ratings: Way Down vs. 2008 With No **Sarah Palin/Tina Fey**
[B Gorman - TV By The, 2009](#)
Cited by 3 [Related articles](#) [Cite](#)

[Have you come a long way, baby? Hillary Clinton, **Sarah Palin**, and sexism in 2008 campaign coverage](#) [PDF] from [kean.edu](#)
[DB Carlin, KL Winfrey - Communication Studies, 2009 - Taylor & Francis](#)
Full text - [MIT Libraries](#)
... Hillary Clinton put 18 million cracks in the glass ceiling and **Sarah Palin** contributed to over 58 million ... In Clinton and **Palin**, American voters saw two very different women candidates. When they came together—on "Saturday Night Live" in the forms of **Tina Fey** as **Palin** and Amy ...
Cited by 33 [Related articles](#) [All 3 versions](#) [Cite](#)

[BOOK] [Entertaining politics: Satiric television and political engagement](#)
[JP Jones - 2010 - books.google.com](#)
... the same time, little-known Alaska governor and Republican vice-presidential hopeful **Sarah Palin** gave her first ... such as network and cable talk shows debated the merits of **Palin's** inter-views from their predictable partisan positions, it was comedian **Tina Fey's** spot-on ...
Cited by 48 [Related articles](#) [All 2 versions](#) [Cite](#) [More](#)

[The Influence of Parodies on Political Schemas: Exploring the **Tina Fey-Sarah Palin** Phenomenon](#) [TXT] from [udel.edu](#)
[S Esralew - 2009 - dspace.udel.edu](#)
During the 2008 presidential campaign season, **Tina Fey's** timely impersonations of **Sarah Palin** on Saturday Night Live attracted overwhelming attention, generating buzz of a possible "**Fey Effect**" to explain the inverse SNL rating surge and **Palin** rating plummet. ...
Cited by 2 [Related articles](#) [All 2 versions](#) [Cite](#)

[The **Fey** Effect Young Adults, Political Humor, and Perceptions of **Sarah Palin** in the 2008 Presidential Election Campaign](#)

[\[PDF\]](#) from [ecu.edu](#)
[Full text - MIT Libraries](#)

[JC Baumgartner](#), [JS Morris](#), [NL Walth](#) - [Public opinion quarterly](#), 2012 - [AAPOR](#)

... "The Influence of Parodies on Political Schemas: Exploring the **Tina Fey–Sarah Palin** Phenomenon.". 2009. University of Delaware. ... "**Tina Fey** Reprises **Sarah Palin** Role on NBC's Saturday Night Live for First Time Since 2008.". [Daily News](#) 2011. April 11. ...

[Cited by 2](#) [Related articles](#) [All 6 versions](#) [Cite](#)

THE FEY EFFECT YOUNG ADULTS, POLITICAL HUMOR, AND PERCEPTIONS OF SARAH PALIN IN THE 2008 PRESIDENTIAL ELECTION CAMPAIGN

JODY C BAUMGARTNER*
JONATHAN S. MORRIS
NATASHA L. WALTH

Abstract Using panel data of young adults, we find evidence that exposure to Tina Fey's impersonation of Sarah Palin's performance in the 2008 vice-presidential debate on *Saturday Night Live* is associated with changes in attitudes toward her selection as VP candidate and presidential vote intentions. These effects are most pronounced among self-identified Independents and Republicans.

Recent studies show that late-night comedy exposure is significantly associated with multiple aspects of political attitudes (Baumgartner and Morris 2006; Moy, Xenos, and Hess 2006; Young 2004). Using panel data of young adults surveyed in the late stages of the 2008 presidential campaign, we find that those who saw Tina Fey's impersonation of Sarah Palin on *Saturday Night Live*'s (*SNL*) skit of the vice-presidential debate displayed steeper declines in approval for Palin than those who saw debate coverage through other means. Interestingly, this "Fey Effect" spilled over into vote intention, and was most pronounced among self-identified Republicans.

This research is important because it serves as a corrective to the mostly post-hoc and correlational evidence regarding the effect of comedic portrayals of Palin on public opinion. Interestingly, most of the published empirical research on the effect of humor on attitudes ignores sketch comedy and focuses on late-night talk shows. This is surprising, given that *SNL* has been doing parodies of presidential candidates since its inaugural season in 1975. The analysis also provides a telling

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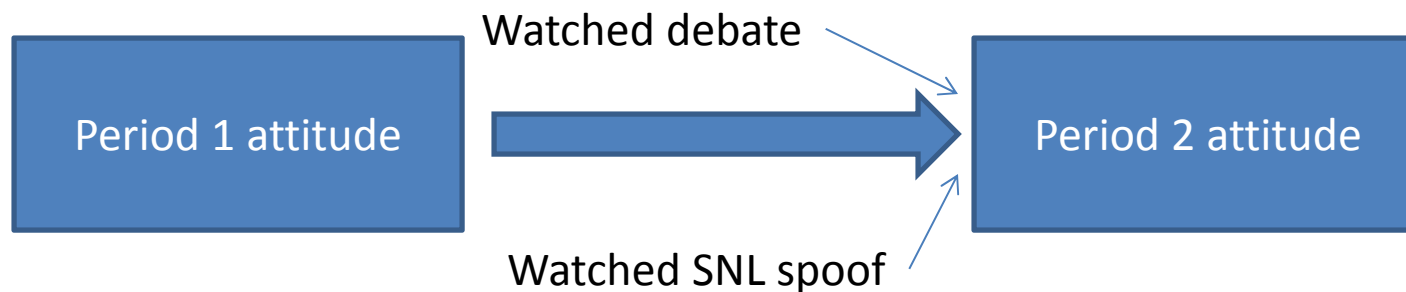
doi: 10.1093/poq/nfr060

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Highlights of study

- Sample drawn from student directories in ten states (e-mail addresses)
- Sample formed a panel across all of 2008



- Watching the spoof lowered approval of Palin and likelihood of voting for McCain *especially* among independents and republicans

Limitations of study

- Not a random sample
- College sample \neq sample of young adults
- Selection bias of watching SNL?
- No control for actually watching the debate