The data provided for you is a selection of variables taken from the **ANES (American National Election Studies) 2020 Social Media Study** conducted by Stanford University & the University of Michigan.

You will select two qualitative variables to look for an association between that variable and social media usage using chi-square analysis. There are many variables to choose from. Try to select a pair that has not been used by your classmates. Use the following guidelines for selecting your variables:

1. Select one variable from the list of **news** **or social media usage** variables below.
2. Select one qualitative **profile** variable from the list below.

The provided Excel spreadsheet contains the responses to survey questions by selected respondents. The variable names are listed in the first row of the spreadsheet. The variable definitions are as follows:

**Profile Variables**:

“gender”✝ 1=male, 2=female

✝We acknowledge that there are other genders with which an individual might identify beyond the two recorded in this study. A binary

gender representation is simply what researchers selected for their purposes at the time of this study.

“age” continuous age til 80, then recorded as “80+”

“raceethnicity” 1=White, non‐Hispanic; 2=Black, non‐Hispanic; 3=Other, non‐Hispanic; 4=Hispanic

“education” 1=Less than HS; 2=HS graduate or equivalent; 3=Vocational/tech school/some college/ associates; 4=Bachelor's degree; 5=Post grad study/professional degree

“marital” 1=Married; 2=Widowed; 3=Divorced; 4=Separated; 5=Never married; 6=Living with partner

“employment” 1=Working ‐ as a paid employee; 2=Working ‐ self‐employed; 3=Not working ‐ on temporary layoff from a job; 4=Not working ‐ looking for work; 5=Not working ‐ retired; 6=Not working ‐ disabled; 7=Not working ‐ other

“region” 1=Northeast; 2=Midwest; 3=South; 4=West

“internet” 0=non-internet household; 1=internet household

“housing” 1=Owned or being bought by you or someone in your household; 2=Rented for cash; 3=Occupied without payment of cash rent

“hometype” 1=A one‐family house detached from any other house; 2=A one‐family house attached to one or more houses; 3=A building with 2 or more apartments; 4=A mobile home or trailer, Boat, RV, van, etc.

“phoneservice” 1=Landline telephone only; 2=Have a landline, but mostly use cellphone; 3=Have cellphone, but mostly use landline; 4=Cellphone only; 5=No telephone service

“genhealth” Question: Would you say that in general your health is Excellent, Very Good, Good, Fair, or Poor? Responses: 1=Excellent; 2=Very Good; 3=Good; 4=Fair; 5=Poor

“veteran” Question: Have you ever served on active duty in the U.S. Armed Forces, military Reserves, etc? Responses: 1=Yes; 2=No

“lgbt” Question: Which of the following best represents how you think of yourself? Responses: 1=Gay, Lesbian or gay; 2=Straight, that is not gay; 3=Straight, that is, not lesbian or gay; 3=Bisexual; 4=Something else; 5=I don't know the answer

“religion” Question: What is your present religion, if any? Responses: 1=Protestant (Baptist, Lutheran, Methodist, non‐denominational, etc.; 2=Roman Catholic; 9=Atheist (do not believe in God); 10=Agnostic (not sure if there is a god); 11=Nothing in particular; 12=Just Christian; 14=Other (Eastern Orthodox, Hindu, Jewish, Mormon, Muslim, etc.)

“bornagain” Question: Would you describe yourself as a 'born‐again' or evangelical Christian, or not? Responses: 1=Yes; 2=No

**News/Social Media Variables**:

“newstv” Question: Do you happen to watch any TV news program regularly? Responses: 1=Yes; 2=No

“newsradio” Question: Do you listen to news on the radio regularly? Responses: 1=Yes; 2=No

“newsonline” Question: Did you get any news online yesterday? Responses: 1=Yes; 2=No

“newsmobile” Question: Did you get any news on a smartphone, cell phone, tablet or other mobile handheld device? Responses: 1=Yes; 2=No

“newskeepup” Question: How much do you enjoy keeping up with the news? Is that A lot, Some, Not much or not at all? Responses: 1=A lot; 2=Some; 3=Not much; 4=Not at all

“everusedtwitter” Question: Have you ever used Twitter? Responses: 1=Yes; 2=No

“everusedfacebook” Question: Have you ever used Facebook? Responses: 1=Yes; 2=No

“everusedinstagram” Question: Have you ever used Instagram? Responses: 1=Yes; 2=No

“everusedsnapchat” Question: Have you ever used Snapchat? Responses: 1=Yes; 2=No

“currenttwitter” Question: Do you currently use Twitter? Responses: Responses: 1=Yes; 2=No

“currentfacebook” Question: Do you currently use Facebook? Responses: Responses: 1=Yes; 2=No

“currentinstagram” Question: Do you currently use Instagram? Responses: Responses: 1=Yes; 2=No

“currentsnapchat” Question: Do you currently use Snapchat? Responses: Responses: 1=Yes; 2=No

*2020 Social Media Study*. (2021, August 17). ANES | American National Election Studies. https://electionstudies.org/data-center/2020-social-media-study/