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Title: Entertainment Television Items on 1995 Pilot Study

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Dataset(s): 1995 Pilot Study

Abstract

Bartels evaluates the performance of the 1995 Pilot Study items designed to measure exposure to and reception of mainstream entertainment television. These items were included in the Pilot to provide an indirect measure of exposure to and reception of political advertising in a campaign context. While the performance of the items in measuring exposure to advertising could not be measured in the 1995 Pilot Study, Bartels finds that the entertainment knowledge items relate to the television exposure items in the expected manner. Bartels concludes that the general strategy behind the Pilot items seems to work and recommends carrying the entertainment items forward to the 1996 NES.