

**Author(s):** Erbring, Lutz and Arthur H. Miller

**Title:** Media Monitoring and Political Cognitions: A Feasibility Study Report

**Date:** Undated

**Dataset(s):** None

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### **Abstract**

Lutz and Miller discuss how varying media exposure and interpersonal communication patterns might influence the transmission of information from the media to citizens. The authors detail a content analysis data collection scheme that would allow researchers to focus on the connection between media content and (1) agenda setting (2) perceptions of candidate qualities and (3) interpersonal communications. The paper also provides a preliminary assessment of the authors' machine content analysis coding system, based on its performance in analyzing network news coverage of the 1976 presidential debate. Lutz and Miller find that the machine output is very similar to the hand coded content analysis performed by Center for Political Studies staff. The authors therefore suggest using the machine coding system to monitor the media during the 1980 presidential campaign.