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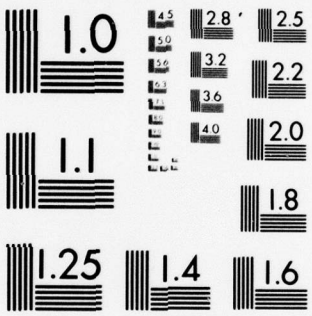

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Content Analysis of Mass Media COVERAGE OF CONCORDE May 1976 - February 1977

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16. Abstract

Data were produced from observation of 16 broadcast and print media outlets representing areas both affected and unaffected by flights of the Concorde airplane. All monitored stories concerning the Concorde were coded on two major classes or variables: Prominence and Assertions. A third variable, Strength-Direction, was derived from these two. Statistical analyses of the resulting data indicated that Concorde coverage involved both a local issue orientation and a national issue one. The media monitored presented significantly more prominent negative assertions about Concorde than positive assertions. Unaffected area newspapers were significantly negative while affected area newspapers were not.

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CONTENT ANALYSIS of MASS MEDIA

COVERAGE of CONCORDE

May 1976 - February 1977

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DDC Buff Section
UNANNOUNCED
JUSTIFICATION Per form 50 on file
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INTRODUCTION AND SUMMARY

This study was initiated to monitor the quantity and quality of information about the Concorde trial period available to the public through the mass media. The potential uses of this information are diverse, and include an indirect assessment of public reaction to the Concorde trial period, a determination of the role of the mass media in leading, creating, modifying, or perhaps simply reflecting public opinion; and determination of the time-varying nature of the Concorde controversy, i.e. whether the trials produce only a short flurry of media interest, or a longer-term public discussion.

Most of these questions cannot be answered definitively from the data presented in this interim report. What is presented here is primarily descriptive and summary in nature. However, analysts desiring to answer the above questions should be able to use the data presented herein in conjunction with other indicators of public reaction to find answers to these questions.

Procedure

Data was gathered from 16 media outlets representing areas both affected and unaffected by the Concorde trials. Local and national television newscasts were monitored, as were national magazines. The following media outlets were monitored:

Washington Post	Business Week
New York Times	Aviation Week
Chicago Tribune	Newsweek
Los Angeles Times	Time
ABC network news	US News & World Report
CBS network news	Readers Digest
NBC network news	New Times
WABC-TV (New York),news	
WTOP-TV (Washington),news	

All media outlets with the exceptions of WTOP and WABC were monitored continuously. Coverage on these two local stations was sampled for three week intervals six times during the year.

All stories concerning the Concorde were recorded on videotape or obtained on microfilm or photocopy. Each story was then coded on two major classes of variables: prominence and assertions. (see the PROCEDURE section of this report for a detailed descripton of these variables).

Prominence is an implicit measure of the importance of the story as assigned by the mass media organization presenting the message, and also of how likely an audience is to be exposed to the story. Prominence variables are essentially content-free presentational variables including the size (or time duration) of the story, use of accompanying graphics or film, location in the newspaper or the news film, etc. For example, a long news story on the front page using large headlines and a picture would receive a much higher prominence score than a short item in middle of the newspaper. It is reasonable to assume that the newspaper editors who placed one story on the front page with headlines and graphics and the other in the rear of the paper considered the first to be more important. Likewise, it is reasonable to assume that more people will read the front page

story than the small back page item. The prominence scores will reflect both these assumptions.

Assertions measurements are concerned with the direction of evaluation about an issue expressed in a message. Each news story is broken down into individual assertions by trained coders. Each of these assertions corresponds to a simple declarative sentence. Each assertion is then coded as being either positive, neutral, or negative with reference to the Concorde trial period. For the Concorde content analysis, 38 categories were developed and all assertions were coded according to this scheme.

Strength-Direction measures were computed from the prominence and assertions measurements. The Strength-Direction Index is basically the overall direction (positive or negative) of the assertions made in a story weighted by the story's prominence. Thus a positive long story at the rear of the newspaper might receive the same strength-direction index score as a positive short item on the front page. Likewise, a long mildly negative story would be the same as a short, highly negative story. This index might be viewed as a potential effects index. If public opinion is led or modified by mass media coverage (the direct effects model) then the strength-direction index should predict the direction of public opinion change.

The data generated by monitoring the 16 media outlets were analyzed both by plotting the variables over time and by

aggregating them in summary statistic form for the project duration. Analyses of combinations of data were also carried out, in addition to analyses of the individual media outlets. These additional analyses include affected area (Washington and New York) versus unaffected area (Chicago and Los Angeles) coverage in newspapers, all television coverage, all national television coverage, all newspaper coverage, and all media coverage.

Results.

The analyses indicated that Concorde coverage involved both a local-issue orientation and a national-issue one. All media covered dramatic events such as the first Concorde landing more prominently than other Concorde stories, leading to the conclusion that one component of Concorde coverage was an event-orientation by media outlets, although consistent coverage in print over the year indicated issue-orientation, also. Television exhibited event-oriented coverage more than print media, although it too covered Concorde as an issue. Unaffected area (Los Angeles and Chicago) newspapers covered Concorde stories almost as prominently as did affected area (Washington and New York). However, the unaffected area newspapers carried fewer Concorde stories, pointing out the local-issue component of coverage. The national-issue component is represented in the smaller, but still reasonably large number of stories carried by the unaffected local newspapers.

An analysis of the assertions made in the stories indicated that negative assertions were more frequent than positive assertions in most categories, and in both affected and unaffected areas and in both television and print. Local television was the least negative of the media combinations, while unaffected area newspapers were the most strongly negative, even though they carried fewer stories. Initial Concorde reporting produced somewhat more negative assertions than did later reporting, although negative assertions in some categories appear to have increased recently, possibly due to legal and protest events in New York.

When assertions were weighted by the prominence of the story in which they appeared, to produce the strength-direction index, this overall negative picture remained. However, it was moderated somewhat, possibly because some predominantly negative stories were not presented prominently. Print media in general showed more balance after assertions were weighted. The Washington Post in particular went from a negative assertions balance to a positive strength-direction score when stories were weighted. In fact, both Washington media outlets (the Post and WTOP) presented slightly positive information although it was not significantly different from a balanced presentation.

PROCEDURE

Data Collection

Print Data

Newspaper stories were located by consulting library indexes for the particular newspapers. The stories were then cross-referenced by date to microfilm copies of the specific newspaper issues. Since the indexes are typically issued three months behind current coverage, the newspaper data reported here are essentially for the first nine months of the Concorde trial period. Magazine stories were also located via periodical literature indexes.

Television Data

Network television newscasts were videotaped at the University of Connecticut. Stories which were missed because of equipment breakdown and unavailability, poor reception, scheduling difficulties, etc. were obtained from the Television Archives at Vanderbilt University. A complete set of all network news stories concerning the Concorde was obtained.

Two part-time assistants, one in New York and one in College Park, Maryland were employed to videotape local newscasts on the top-rated news stations in New York and Washington, WABC and WTOP respectively. It was not economical to continuously record the local news programs, so six three-week

sampled monitoring blocks were chosen, and all stories about Concorde in these periods were recorded. The local television monitoring dates were:

1. May 17 to June 6, 1976
2. August 2 to 21, 1976
3. October 4 to 24, 1976
4. November 29 to December 19, 1976
5. January 31 to February 20, 1977
6. April 4 to 24, 1977

Variables and Measurement

Two major classes of variables and methods for their measurement were developed. The variables were prominence, or presentation variables, and assertions, or evaluation variables. A combination index called strength-direction was also developed.

Prominence

Since the prominence of a story is tied to its method of presentation, different measurement procedures had to be developed for television and print. A number of alternative operational definitions for both print prominence and television prominence were developed. These were first tested for face validity by coding a sample of stories according to each operational procedure. The scores obtained were then ranked and then compared to the subjective rankings by two persons of the news stories in the sample on their perceived prominence. The operational procedures for computing prominence were then modified until a satisfactory (from a face validity viewpoint) equation for a prominence index was developed.

The individual weights used in the operational definitions for prominence were arbitrarily chosen. In a sense, they are numerical representations of conventional wisdom about news presentation. For example, in the television prominence computation, still graphics were given half the weight of film or videotape. This decision reflects the notion that film or videotape are used on more important or more prominent stories. The actual weights used here were definitional in nature, however, and so were not subject to individual tests for validity.

But the weights were not simply arbitrarily assigned. Each affects the overall prominence index, which, as was just discussed, was subjected to face validity tests. Several dozen alternatives which included both equations of different form (different representation of conventional news wisdom) and equations which differed only in the arbitrary constants chosen were tested. Face validity checks indicated that the equation chosen gave the objective numerical representation of prominence which best corresponded to subjective ratings of prominence. Since there is no existing standard for story prominence to use as a comparison to verify the validity of the prominence equations, this face validity check is the only check which can be carried out. Further, since the primary use of the prominence indices is to compare one medium with another or one time period with another, the actual numerical units generated by the arbitrary constants in the equations are less important than the general validity of the indices.

Television Prominence

The formula for television prominence is:

PROM=((TPT-TNS) / TPT) + (DS/150) + (TSG*.5 / DS) + (TFV / DS)

Where TPT is total news program time
TNS is time from beginning of newscast to start of Concorde story
DS is the duration in seconds of the Concorde story
TSG is the time of appearance of stills and graphics during the story
TFV is the time of appearance of film and videotape during the story

Stories near the beginning or lead position of the newscast score higher, as do longer stories, stories which use still graphic aids, and stories which use film or videotape.

The 150 divider for the duration term represents an arbitrary estimate for the duration in seconds of an average news story. Stories of less than 2.5 minutes receive scores on the duration term of less than 1.0, while longer stories receive scores greater than unity.

The .5 weight for stills and graphics is an arbitrary weight reflecting the lesser visual impact of still presentations, as compared to film or videotape. Of course, a story which used no graphics would score lowest, one which used graphics would score somewhat higher, one which used videotapes would score higher yet, and one which used both graphics and videotape would score the highest, assuming equal time for the graphics and videotapes.

Note that the prominence score is dimensionless, and is meaningful only as a comparison score.

Print Prominence

The formula for print prominence is:

$$PPROM = .1 * SW * ((CW * CI) + (2 * G)) * e^{-\frac{(PG-1)+(NS-1)}{10}}$$

Where SW is the Section Weight (for newspapers, the front section is given a weight of 1.5, other sections 1.0; for magazines a cover story is given a weight of 1.5, and all other stories 1.0)
CW is column width, in inches
CI is the length of the story in column inches
G is the area of graphics, cartoons, and headlines, in square inches
PG is the page number for newspapers, 1 for magazines
NS is the number of sections in the particular issue of a newspaper, and is 1.0 for magazines.

This formula represents a number of common sense decisions about the nature of a prominent story in the print medium, i.e.:

1) A story in the front section is more prominent than a story in later sections. Also, a cover story in a magazine is more prominent than any other story in a magazine.

2) The more text, as measured by the square area devoted to the text (column inches times comumn width), the more prominent the story is.

3) The more square area devoted to graphics, the more prominent the story is. The graphics serve as an attention getting device, and so make the story more prominent to the reader.

4) The further back in a section a story appears, the less prominent it is in a newspaper. This does not hold for magazines, in which position does not indicate the importance

of the story. Magazine stories are given a page number of one and are considered to have just one section. This makes the exponential decay term zero for magazines, making that multiplier term always 1.0 for magazines, and thus effectively removing the effects of the story position from the prominence computation for magazines.

5) The more sections a newspaper has, the less prominent is any story appearing near the front of any single section. For example, a story appearing near the front of a section in a newspaper which has three sections is more prominent to the reader than the same story appearing near the front of a section of a newspaper which has seven sections. Magazines are assumed to have only a single section.

6) The prominence of a story decreases more rapidly as it goes from the front page of a section to the second page than from the second to third page. But the second to third page decrease in prominence is greater than the third to fourth page change, etc. This is the reason for the exponential decay term in the prominence formula.

7) The front page of a section in a newspaper with a small number of sections is a more prominent position than the front page of a section in a newspaper with a large number of sections, as there is less competition for attention by front page stories in a newspaper with fewer sections. Likewise, a story which appears on the second page of a section in a newspaper with few sections is more prominent than the same

story on the second page of a section of a newspaper with many competing sections. The adjustment for the number of sections in a newspaper in the exponential decay term reflects this assumption.

The .1 weight appearing at the left of the equation is a scale factor which makes the print prominence scores comparable in magnitude to the television prominence scores. The mean of all Concorde newspaper story prominences analyzed in this study was virtually identical to the mean prominence for all television stories after this scale factor was applied. Scaling the prominences into similar values permitted adding television to print prominence in analyses which combined all media.

Assertions

An assertion is defined as a simple declaration of fact or opinion. Any sentence may contain many assertions, if it is grammatically complex, or it may contain no assertions relevant to the topic.

Assertions Coding Scheme Development

To develop the assertions measure for this project, the first month's national television stories were examined and categories which were appropriate to the assertions found in these stories were created. These categories were then used to code other stories. They were broken down and combined to make

a set of categories which was as nearly exhaustive of the kind of assertions found in stories about the Concorde as possible. The categories were constructed to be as nearly mutually exclusive as possible, so that there would be a minimum of ambiguity in selecting the proper category into which to code each assertion.

The 38 categories produced by this process of creation and elimination were then tested for intercoder reliability. Approximately 30 minutes of local television stories were coded by two coders. Overall, there was 91% agreement on the number of assertions in the stories (a validation of the ability of coders to detect the basic unit of analysis), and there was 92% agreement on the number of positive assertions, 88% agreement on the number of neutral assertions, and 89% agreement on the number of negative assertions. Agreement was defined as follows:

$$\% \text{ AGREE} = 1.0 - \text{ABS VALUE}(\text{FREQ}_1 - \text{FREQ}_{mean}) / \text{FREQ}_{mean}$$

Where FREQ_1 is the category frequency reported by coder 1.

FREQ_{mean} is the mean frequency for the category from both coders.

Although this agreement was considered very good for a categorical coding scheme requiring subjective judgments (anything above 80% is normally considered adequate), the reliability figures for individual categories which had more than four assertions ranged from 40% to 100%. This variance in reliability may have been due to the relatively small number of assertions coded into any single category, or may have reflected actual unreliability in some categories.

Assertions Coding

To eliminate unreliability as much as possible from individual categories, a redundant coding procedure was developed and used for all assertions analysis. Each Concorde story was coded by a minimum of four and a maximum of ten different trained coders. The assertions in each category were then computed as the mean positive, neutral, and negative assertions obtained from all coders for a particular story.

Coders were undergraduate students enrolled in a research practicum course. Each coder received academic credit for participation in the project, with their grade dependent on the quality of their work. The coders were thus motivated to do acceptable work. Since all stories were redundantly coded, each coder's work could be monitored to determine his/her reliability. This knowledge also added to coders' motivation.

All coders were trained by the research assistant assigned to the Concorde project. Coders were familiarized with the idea of an assertion as a fundamental unit, and with each of the assertions categories, although no attempt was made to formally define each category. Coders were instructed to determine what assertions were made in a sample story and to determine whether the assertion was positive, neutral, or negative to the Concorde. No instructions were given for determining the direction of assertions. It was felt that the coders represented a surrogate audience and as such would give more valid codings if left to freely evaluate the assertions in

terms of the labeled categories. Coders practiced under the instruction of the research assistant until they achieved approximately 90% agreement with him on coding.

Of course this procedure is subject to idiosyncratic responses from individual coders. But since five or more coders were used for each story, the individual differences in interpretation of the categories and responses to story assertions should tend to cancel in the final averaged figures for any one story. However, any bias in coding which is systematic across all coders will appear in the averaged figures. The possibility of this kind of bias is present since all the coders are from a fairly homogeneous population characterized by youth, high education levels, generally middle-class background, a tendency toward moderate to liberal politics, etc. The factors minimizing the possibility of this kind of bias in this project are the specificity of the categories, along with the almost microscopic level of analysis represented by the coding of individual assertions. Room for biased responses to single sentences which must be categorized into a fairly restricted set of categories is limited.

To further minimize bias, stories were not systematically assigned to specific coders (although strictly speaking, they were not randomly assigned as there was no procedure to assure uniformly probable story assignment). Stories were located by the research assistant, then assigned on a first-in, first-out basis to available coders. Thus any coder might by assigned

stories from local or national television, or from any of the print media. This procedure should have tended to randomize the effect of systematic bias exhibited by any single coder.

Although the intercoder reliability figures obtained during the development of the assertions category were reasonably high, the redundant coding procedure used permitted checking the reliability of the coders in the final data.

The 38 categories were aggregated into five summary major categories: General Mention of Concorde, Legal/Social issues, Safety/Environmental issues, Economics/Technology issues, and an Overall Summary Evaluation category. Since there are different numbers of individual categories in each major category, the following computation was used to normalize scores in each major category between +1 and -1:

MAJOR CAT = (NPOS - NNEG) / (NPOS+NNEUT+NNEG)

Where NPOS is the number of positive assertions in all categories making up the major one
NNEUT is the number of neutral assertions in the same categories
NNEG is the number of negative assertions

Table 1 lists the final major and individual categories. Each major category is indented with the individual categories which are included in it listed under the major heading. The Overall Summary score was computed by including all 38 individual categories in the computation.

Intercoder Reliabilities in Final Data

Table 1 also contains the results of a formal intercoder reliability test carried out with the first nine months of data. Fifty stories were chosen randomly, and the coding results of four coders for each story were selected. The mean positive, neutral, and negative assertions in each of the 38 categories for each of the 50 stories were computed by taking the mean responses of the four coders of each story.

The percent deviation of each coder from the mean of all coders for each story was computed by taking the absolute value of the difference between the number of assertions reported by a coder and the mean for that category and assertion direction, and dividing by the mean for that category and direction. By subtracting this value from 1.0 (100% agreement), an agreement figure was obtained. The mean of this figure for all coders, over all fifty stories, in each assertion direction of each category, is reported in Table 1.

As the table indicates, the reliabilities were quite high, being somewhat higher than those obtained in the development of categories process. Overall, an agreement of about 95% for all directions of all categories was obtained.

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TABLE 1

INTERCODER RELIABILITY COEFFICIENTS

CATEGORY	POSITIVE	NEUTRAL	NEGATIVE	CAT MEAN
GENERAL				
GENERAL MENTION	0.9780	0.7064	0.9649	0.8831
16 MONTH TRIAL	0.9940	0.9358	0.9720	0.9673
OPENING OF SERVICE/FIRST FLIGHT	0.9820	0.8612	0.9940	0.9457
BRITISH/FRENCH ORIGINS	0.9700	0.7813	0.9880	0.9151
SUPERSONIC	0.9940	0.8426	0.9880	0.9415
CONTROVERSIAL	0.9933	0.9472	1.0000	0.9802
APPEARANCE	0.9557	0.9258	0.9794	0.9536
GENERAL SUBJECTIVE REACTION	0.9123	0.9540	0.9467	0.9377
EFFECT ON US-FOREIGN RELATIONS	0.9533	0.9587	0.9833	0.9651
LEGAL/SOCIAL				
GENERAL LEGAL/SOCIAL MENTION	0.9700	0.8561	0.9700	0.9320
ORGANIZED OPPOSITION--GENERAL	0.9873	0.9050	0.9520	0.9481
ORGANIZED OPPOSITION--LOCAL GOVERNMENT	0.9900	0.9016	0.9451	0.9456
ORGANIZED OPPOSITION-ENVIRONMENTAL GROUP	0.9940	0.9429	0.9813	0.9727
ORGANIZED PROPONENTS	0.9820	0.9573	1.0000	0.9798
COURT PROCEEDINGS	0.9441	0.8991	0.9781	0.9404
FAA PROCEEDINGS	0.9880	0.9055	0.9593	0.9509
DOT PROCEEDINGS	0.9820	0.9319	0.9780	0.9640
SAFETY/ENVIRONMENT				
GENERAL SAFETY/ENVIRONMENT MENTION	0.9753	0.8368	0.9233	0.9118
NOISE-GENERAL MENTION	0.9307	0.8216	0.8188	0.8570
NOISE-PHYSIOLOGICAL EFFECTS	0.9813	0.9760	0.9728	0.9767
NOISE MEASUREMENT-GENERAL MENTION	0.9900	0.9150	0.9222	0.9424
NOISE MEASUREMENT-FAA	0.9940	0.9053	0.9310	0.9434
NOISE MEASUREMENT-OTHER GROUPS	1.0000	0.9880	0.9770	0.9883
NOISE-SUBJECTIVE REACTIONS	0.9164	0.8993	0.8503	0.8887
NOISE--COMPARISON TO OTHER PLANES	0.9364	0.9188	0.8819	0.9123
EFFECTS ON ATMOSPHERE	0.9753	0.9335	0.9487	0.9525
SECURITY MEASURES	0.9940	0.9880	0.9900	0.9907
SONIC BOOM	0.9840	0.9593	0.9725	0.9719
FUEL SAFETY	0.9940	0.9820	0.9820	0.9860
ECONOMICS/TECHNOLOGY				
GENERAL ECONOMIC/TECHNOLOGY MENTION	0.9553	0.8445	0.9823	0.9274
FUEL/LOAD/PASSENGER CAPACITY	1.0000	0.9276	0.9710	0.9662
PROFITABILITY	0.9774	0.9603	0.9424	0.9601
TICKET COST	1.0000	0.9528	0.9407	0.9645
AIRCRAFT COST	0.9900	0.9455	0.9587	0.9648
PASSENGER SERVICE/COMFORT	0.9639	0.9770	0.9522	0.9644
COMPARISON WITH OTHER PLANES	0.9688	0.9663	0.9432	0.9611
TECHNOLOGICAL ADVANTAGE/PROGRESS	0.9813	0.9524	0.9773	0.9703
SPEED	0.8546	0.8689	0.9720	0.8985
DIRECTIONAL MEANS FOR ALL CATEGORIES	0.9721	0.9140	0.9578	

OVERALL RELIABILITY COEFFICIENT FOR ALL CATEGORIES, ALL DIRECTIONS = 0.9479

Strength-Direction Index

A strength-direction index for each story was computed after the prominence and assertions coding was completed. The computational formula for this index is:

STR-DIR= (NPOS - NNEG) * PROM

Where STR-DIR is the strength-direction index for a story
NPOS is the number of positive assertions in the story
NNEG is the number of negative assertions in the story
PROM is the prominence score of the story

This index essentially weights the overall direction (positive or negative) of the story by its prominence. Since the prominence of a story can be interpreted as an indicator of the probability that an audience will see the message, the strength direction index can be interpreted as an indicator of the probability of exposure to positive or negative information. If one assumes that the media are effective in influencing public opinion, this index can also be interpreted as a potential effects index.

Data Analysis

Prominence

Concorde stories were analyzed for two kinds of prominence. First, the raw prominence scores were analyzed, broken down by media outlet and combinations of media outlets. This analysis was done both in summary form (mean and standard deviation) for the entire project period to date and in over-

time plots of raw prominence scores. These analyses provide a look at the magnitude of coverage, both in average and time-dependent form.

Stories were also analyzed in standard score form. Here, stories were compared to the average story in the same newspaper or newscast. The standard scores computed were the normal Z-scores:

SSS = (RPS - EMP) / ESD

Where SSS is the standard score for the story
RPS is the raw prominence score for the story
EMP is the estimated mean prominence for all stories in that newspaper or newscast
ESD is the estimated standard deviation for all stories in that newspaper or newscast

Here, a score of zero indicates that a story is average, while a negative score indicates less than average prominence and a positive score indicates more than average prominence. The estimated means and standard deviations for all stories in each newspaper or newscast were developed by computing these statistics for a sample of general stories from each newspaper or on each newscast.

The prominence standard score analysis was carried out for the same data breakdowns as the raw prominence score analysis, and was similarly analyzed in aggregate form and in over-time plots.

Prominence standard scores were subjected to a statistical test for significance. Since the average story in each media outlet would receive a standard score for prominence of zero, the means of prominence standard scores can be tested with a

standard t-test for significant deviation from a zero mean, i.e. from ''average'' prominence. The resulting significance level reported in the tables represents the probability that the mean prominence score deviated from zero by chance alone. For example, if the significance of a mean is .04, this means that the probability of this mean occuring by chance is 4 in 100, or that the probability that this was not a chance occurance is 25-1.

In all statistical tests made in this report, it is assumed that a probability of chance occurance of less than one in 20 (a significance level of .05 or less) must be obtained in order to confidently state that a mean is different than zero.

Assertions

Assertions were analyzed in both summary form for the entire period of the project and in over-time plots. Analyses of the major categories of assertions and of individual categories were carried out.

Means for assertion scores in the major categories were computed within the data breakdowns. Since these means will be zero when the positive and negative assertions are equal in number, a t-test for significant deviation from zero was carried out to test for non-chance differences in the positive or negative numbers of assertions. A significant positive t-value indicates probable preponderence of favorable assertions toward the Concorde trial period, while a significant negative t-value indicates the opposite.

Each of the 38 individual categories were similarly analyzed, across the same data breakdowns. Here the total number of assertions were also computed as well as the mean for assertions. The same t-test for significant deviation from balanced positive and negative assertions was carried out. Because of the voluminous nature of these analyses (38 categories by 18 data breakdowns) no plotting of individual category variation over time will be included in this report, although any such plot can be easily obtained.

The major category scores were plotted over time, however, and are included in the Results and Conclusions section of this report.

Strength-Direction Index

Analysis of this index was identical to the analysis of assertions described above. In this analysis, however, the t-tests must be interpreted somewhat differently, as the index represents the assertions weighted by the prominence of those assertions. Strength-direction means significantly different from zero indicate presentation and probable exposure of an audience to either significantly positive or significantly negative assertions about the Concorde trial period.

Computer Plotting

The prominence raw scores, prominence standard scores, major categories of assertions, and strength-direction indices

were graphed over time using a computer plotting routine (Figures 1-69). The media breakdown is printed across the top of the page, with the dependent variable on the vertical (y) axis and day number on the horizontal (x) axis. The starting date for the project (May 17, 1976) is day number 17. Other dates may be located using the following table:

Day number	Date
0	April 30, 1976
30	May 30, 1976
40	June 10, 1976
60	June 29, 1976
80	July 19, 1976
90	July 29, 1976
120	August 28, 1976
150	September 27, 1976
160	October 7, 1976
180	October 27, 1976
200	November 16, 1976
210	November 26, 1976
240	December 26, 1976
270	January 25, 1977
280	February 4, 1977
300	February 24, 1977
320	March 16, 1977
360	April 25, 1977
400	June 4, 1977

RESULTS AND CONCLUSIONS

Prominence Analysis

Table 2 contains the results of both the raw and standard score prominence summary analyses. In this table and in all other tables in the report, the standard deviation value used is the normal unbiased mean squares value given by the computational formula:

$$SD = SQRT(SUM(X^2)/N)-MEAN^2)*(N/(N-1))$$

Where SD is the standard deviation of the X scores
SQRT is the square root function
$SUM(X^2)$ is the sum of the squared scores
N is the number of observations
MEAN is the arithmetic average of the scores, i.e. SUM(X)/N

The number of observations N in Table 2 and subsequent tables is the number of stories coded in the particular data category being analyzed.

The t-tests carried out on the data are also computed from the common Student's t equation, the formula for which is:

$$t=MEAN/(SQRT((SUM(X^2)-(SUM(X)^2/N))/(N*(N-1)))$$

Significance levels are obtained from the t value. They represent the probability that the mean is different from zero by chance alone. Since the motiviation for t-tests in this project was to determine whether the means were different from zero in either the positive or negative direction, non-directional or two-tailed significance levels were used.

Table 2

Prominence Scores, Raw and Standardized

	Raw		Standard				
	Mean	s.d.	Mean	s.d.	t	signif.	(n)
All Media	2.39	3.53	0.004	1.13	.057	.95	286
All Print	2.59	4.13	-.04	1.17	-.488	.63	203
All Newspapers	2.05	3.87	-.05	1.19	-1.01	.31	180
Affected Area News-papers	1.69	3.13	-.09	0.99	-1.01	.31	126
Washington Post	2.57	3.95	0.14	1.19	.94	.35	64
New York Times	0.80	1.95	-.33	0.67	-3.88	.00	62
Unaffected Area News-papers	2.79	5.22	0.04	1.56	-.19	.85	54
Chicago Tribune	2.62	4.01	-.06	1.11	-.28	.78	27
Los Angeles Times	2.95	6.22	0.14	1.92	.379	.71	27
Magazines	6.83	6.12	0.00	1.00	.000	1.00	23
All TV	1.82	0.96	0.12	1.01	1.08	.20	83
Local TV	1.92	1.04	0.04	1.03	.230	.82	35
WABC-NY	1.59	0.97	-.29	0.86	-1.43	.17	18
WTOP-Wash., D.C.	2.26	1.10	0.39	1.10	1.46	.16	17
National TV	1.76	0.90	0.18	0.99	1.26	.21	48
ABC Network	1.62	0.80	0.04	0.86	.174	.86	14
CBS Network	1.77	0.90	0.19	0.90	0.95	.35	20
NBC Network	1.89	1.00	0.37	1.25	1.11	.28	14

Appearance of Stories

In newspapers, the simple number of stories seems to follow a pattern indicating that the Concorde trials are a local issue. Both Washington and New York newspapers carried over twice as many stories on the Concorde as did either the Chicago or Los Angeles newspapers. However, both the unaffected area newspapers carried more than a trivial number of stories, indicating that the Concorde trials are also presented as a national issue as well, even in local media serving unaffected areas.

The number of stories carried by television is consistent with the same conclusions. Both the affected area (New York and Washington) local stations carried a number of Concorde stories, as did the national networks, who serve unaffected areas as well as affected. Local television stations in the affected areas carried most stories at times when there were dramatic events, however, indicating that for these media outlets the Concorde was more of a news event than an issue.

Although both the New York and Washington newspapers have national distribution, the majority of their audience reside within the metropolitan areas they serve. Thus both can be considered local media. Television networks, on the other hand, are clearly national in scope. Consistent coverage of Concorde by the networks thus indicates that Concorde is seen as a national as well as local issue.

Magazine coverage of the Concorde was very sparse, with the exception of Aviation Week. In the period analyzed, there were 23 magazine stories, of which 20 appeared in Aviation Week, with one story each in Time, Newsweek, and US News and World Report. The Readers' Digest and New Times carried no Concorde stories. Therefore, magazine analyses in this report primarily reflect Aviation Week coverage.

Apparently the Concorde issue was perceived by magazine editors as either a local issue not worthy of much coverage in the national magazines analyzed, or as a time-dependent event which could not be covered adequately because of the long publication time lag normal in magazine publishing. Or the editors may simply have not considered the Concorde an issue of enough importance to warrant much scarce magazine space. Newspapers, with their ability to publish much more information, would not have been limited as severely in this respect.

Raw Prominence Analysis

Aggregate Results

The mean prominence of stories presented in unaffected area newspapers versus those presented in affected area newspapers indicates that there was very little difference in the prominence of presentation of Concorde stories. In fact, the mean prominence for unaffected area newspapers is greater

than for affected area newspapers, indicating that Concorde stories in Los Angeles and Chicago were given somewhat greater play than those in New York and Washington. However, this difference is not statistically significant. Looking at the individual newspaper mean prominence scores, it is evident that the Washington, Los Angeles, and Chicago newspapers gave very similar play to Concorde stories, while the New York newspapers gave much less prominence to these stories. This seems to indicate that both the unaffected areas and the directly affected Washington area newspapers considered the stories they chose to carry as similarly important; however, the unaffected area newspapers simply chose to carry fewer stories. The New York newspaper chose to carry as many stories as the Washington paper, but gave them less prominence.

This difference in the number of stories carried would be expected if one assumes that the Concorde is less of an issue in areas not immediately confronted with Concorde landings. The consistency in prominence in both affected and unaffected areas is somewhat unexpected, however, as one would assume that Concorde would be less interesting to those not immediately involved with its operations and hence stories about it would be less prominently presented. The difference may be due to a local issue orientation by the affected area newspapers. The unaffected area newspapers may be carrying the Concorde events just as often and just as prominently as the affected area newspapers (the national event and national issue components),

but less often carrying the issue-related stories related to local issues. But again this is a matter of degree. Even the unaffected area newspapers carried stories not related to dramatic events, indicating some issue orientation by them, also.

Local and national television outlets carried very similar numbers of stories and gave the stories similar prominence. The directly affected local station in Washington presented Concorde stories with the greatest prominence, indicating a local importance associated with the Concorde, but the difference in prominence between this local station and other television outlets did not reach statistical significance, indicating that this difference could have occured by chance.

Raw Prominence Over Time

The raw prominence scores for the various data breakdowns are plotted in Figures 1 through 18. In these and all other plots, several days are summarized in a single plot position. All scores for all stories on days in the same plot position are summed. For this reason, the range of individual variables is higher in the plots than the range in single stories.

The one feature common to all data breakdowns is the extremely high prominence given Concorde stories during the initial landings and several days after. This early prominence clearly shows that coverage was oriented around a single series of dramatic events. After the first month of the trial period,

prominence in all media settled down, and was fairly constant at a much lower prominence level for the remainder of the analyzed period. This would indicate recurrent issue-oriented coverage after the initial burst of event-oriented stories.

Affected area newspapers, particularly the Washington Post, gave very high prominence to the initial landings, then carried a fairly large number of moderate to low prominence stories. Unaffected area newspapers gave somewhat lower initial prominence to Concorde and then carried fewer Concorde stories. But the stories subsequently carried were similar in magnitude to those carried in the affected area newspapers. This pattern of prominence seems to indicate that Concorde trials have both a local issue component and a national issue component. Consistent with this is the fact that the Washington coverage was more prominent initially than the less affected New York area coverage.

Television coverage paralleled newspaper coverage, and the same conclusions can be drawn. Local television can be seen to be exhibiting very event-oriented and local-oriented coverage. The initial landing in Washington prompted much more prominent coverage in Washington than in New York, while the current legal proceedings and organized protests in New York are receiving much more prominent coverage in New York than in Washington. National television exhibits less local- and event-oriented coverage with prominence more evenly distributed among a fairly sparse set of stories, although the lack of stories

near the middle of the project period indicates even less issue-orientation than exhibited by the unaffected area newspapers.

FIGURE 1

DATA FOR ALL MEDIA

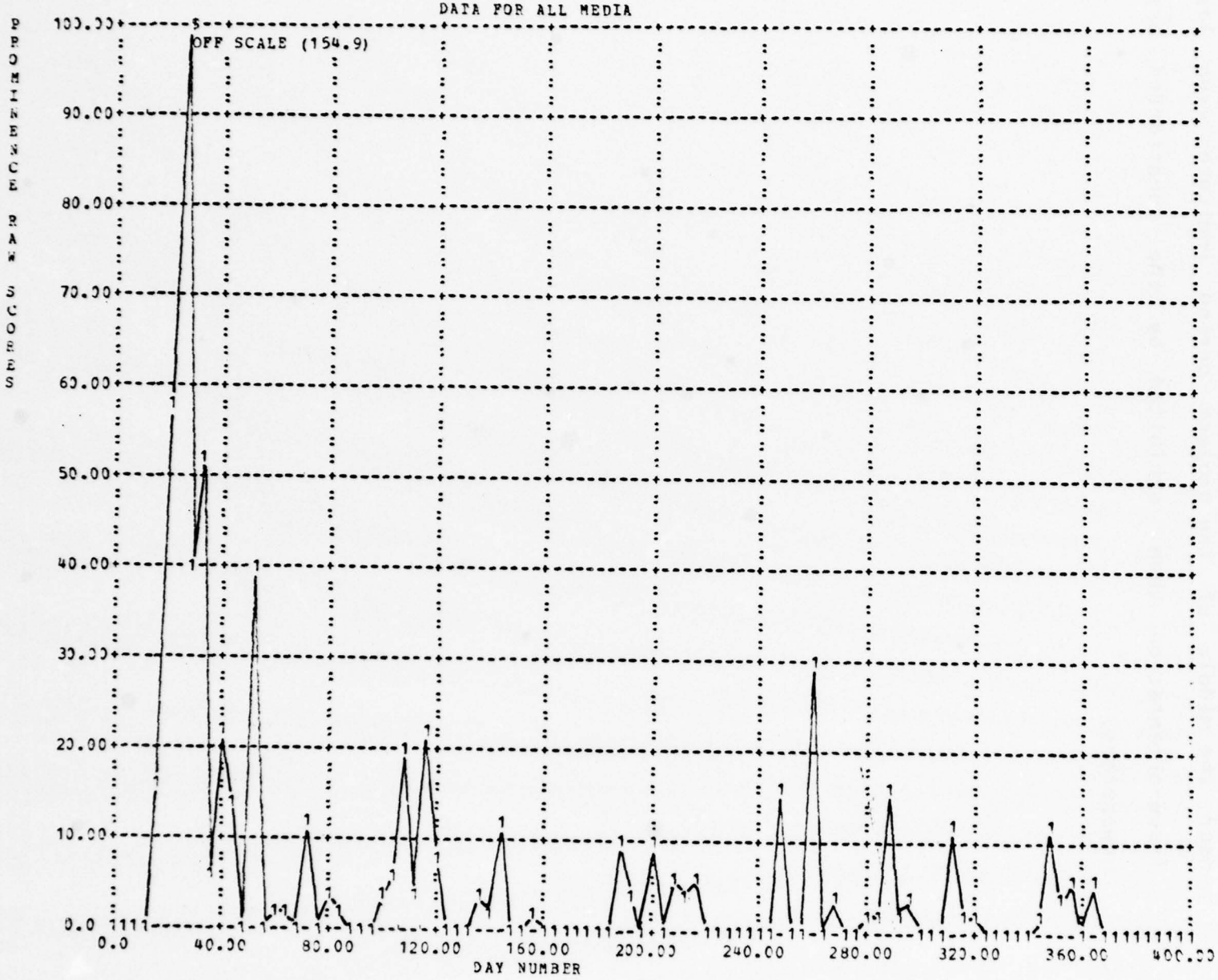


FIGURE 2

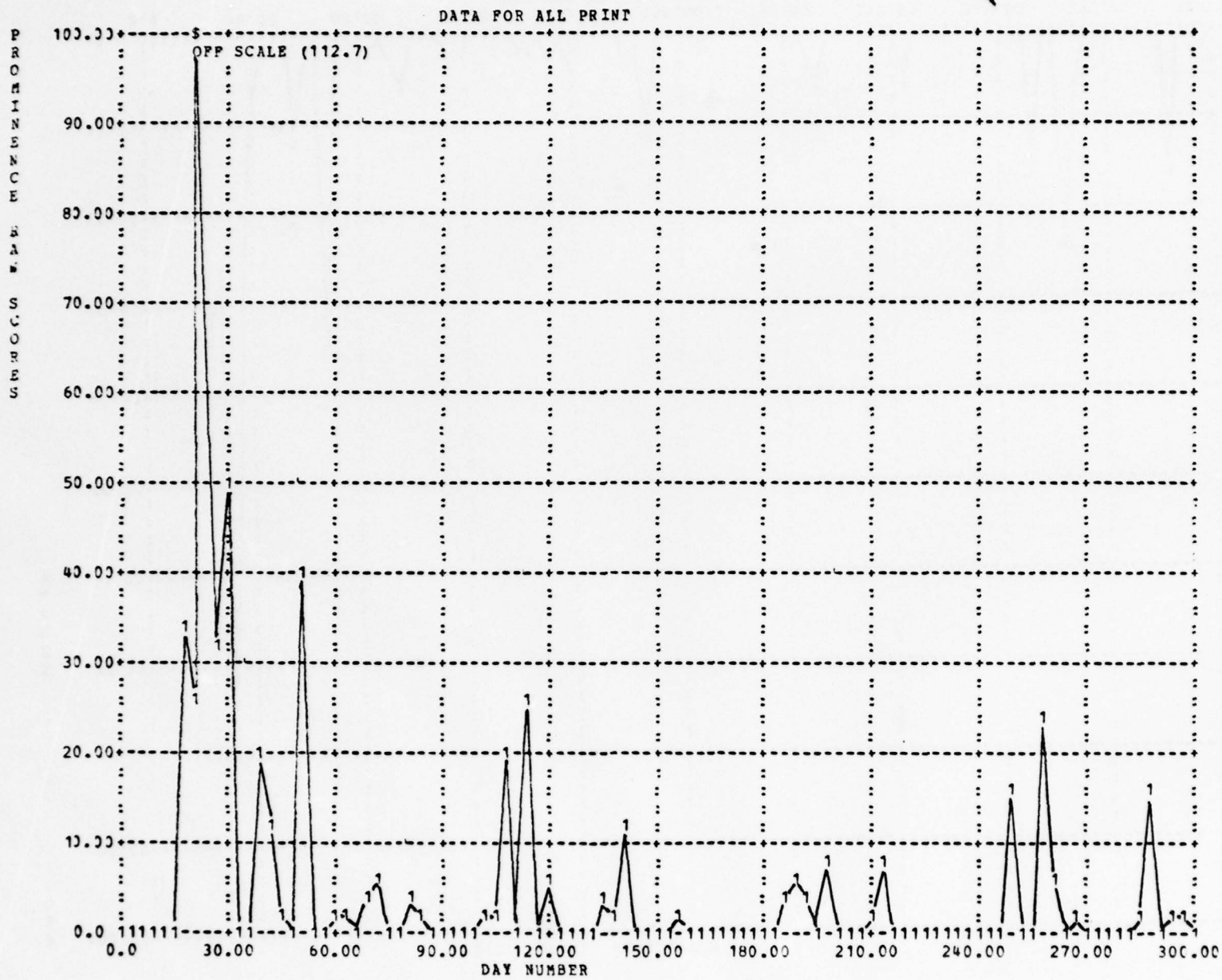

DATA FOR ALL PRINT
PROMINENCE RAW SCORES
OFF SCALE (112.7)
100.00
90.00
80.00
70.00
60.00
50.00
40.00
30.00
20.00
10.00
0.0
0.0
30.00
60.00
90.00
120.00
150.00
180.00
210.00
240.00
270.00
300.00
DAY NUMBER

FIGURE 3

DATA FOR ALL NEWSPAPERS

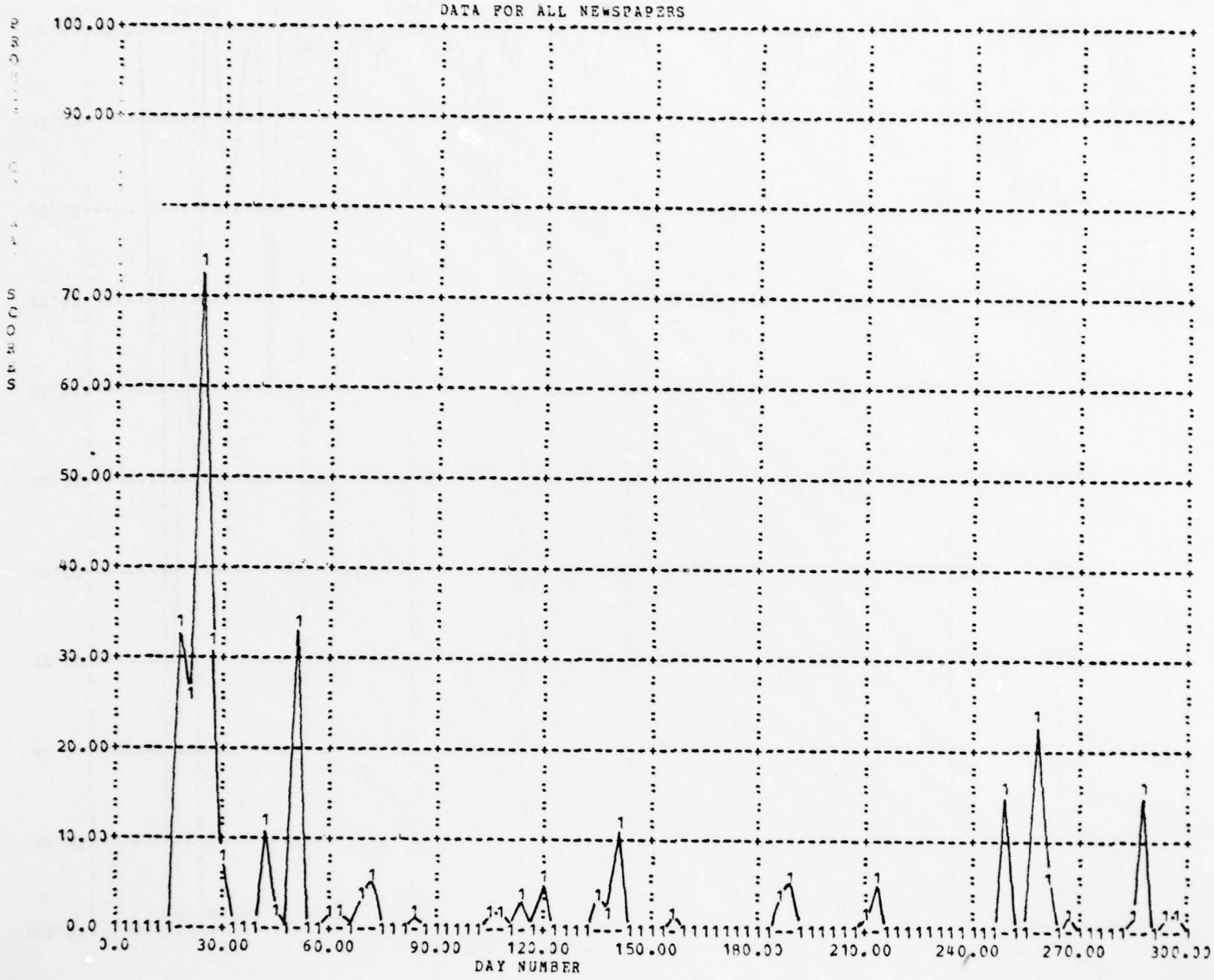


FIGURE 4

DATA FOR AFFECTED AREA (NY & WASH) NEWSPAPERS

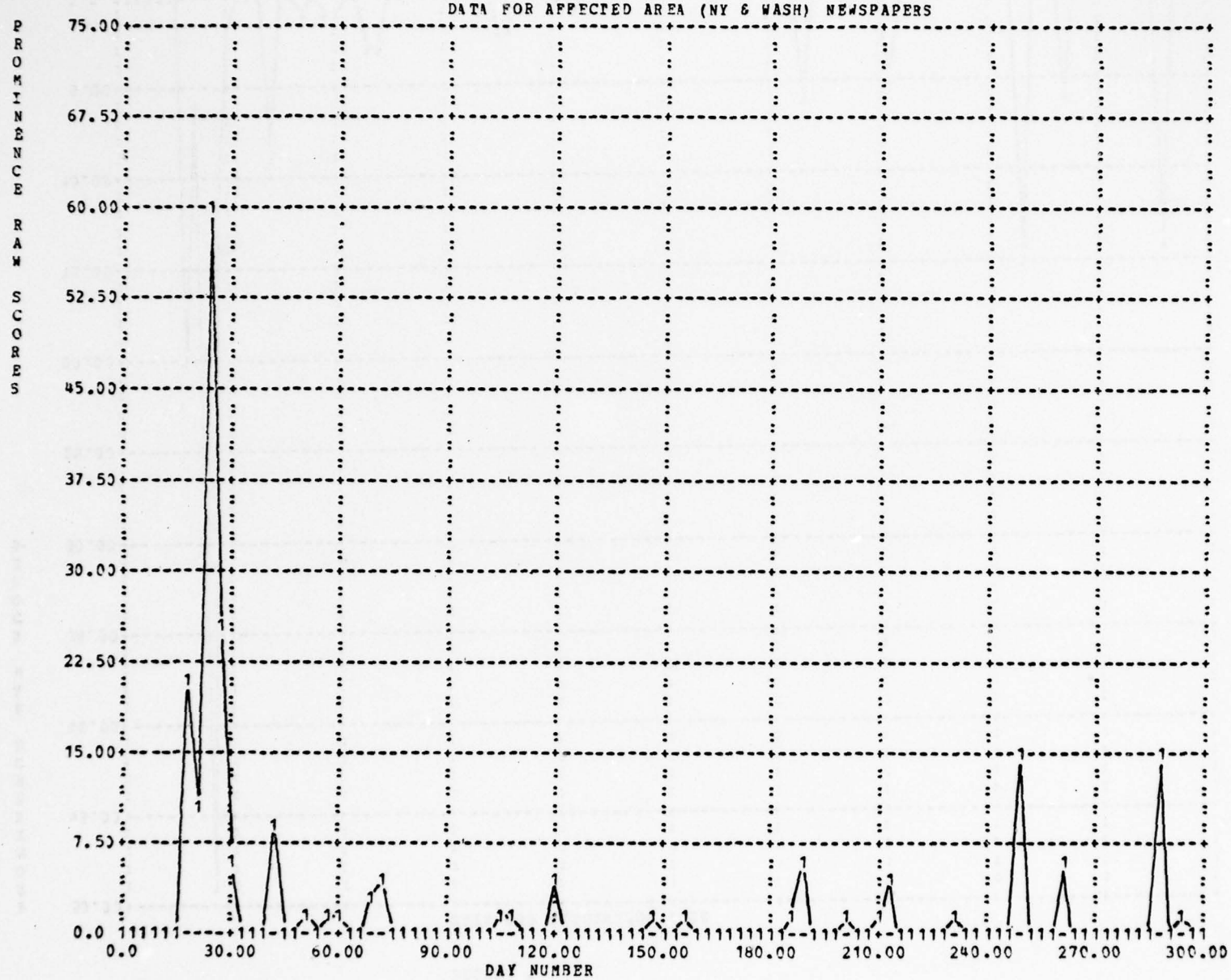


FIGURE 5

DATA FOR WASHINGTON POST

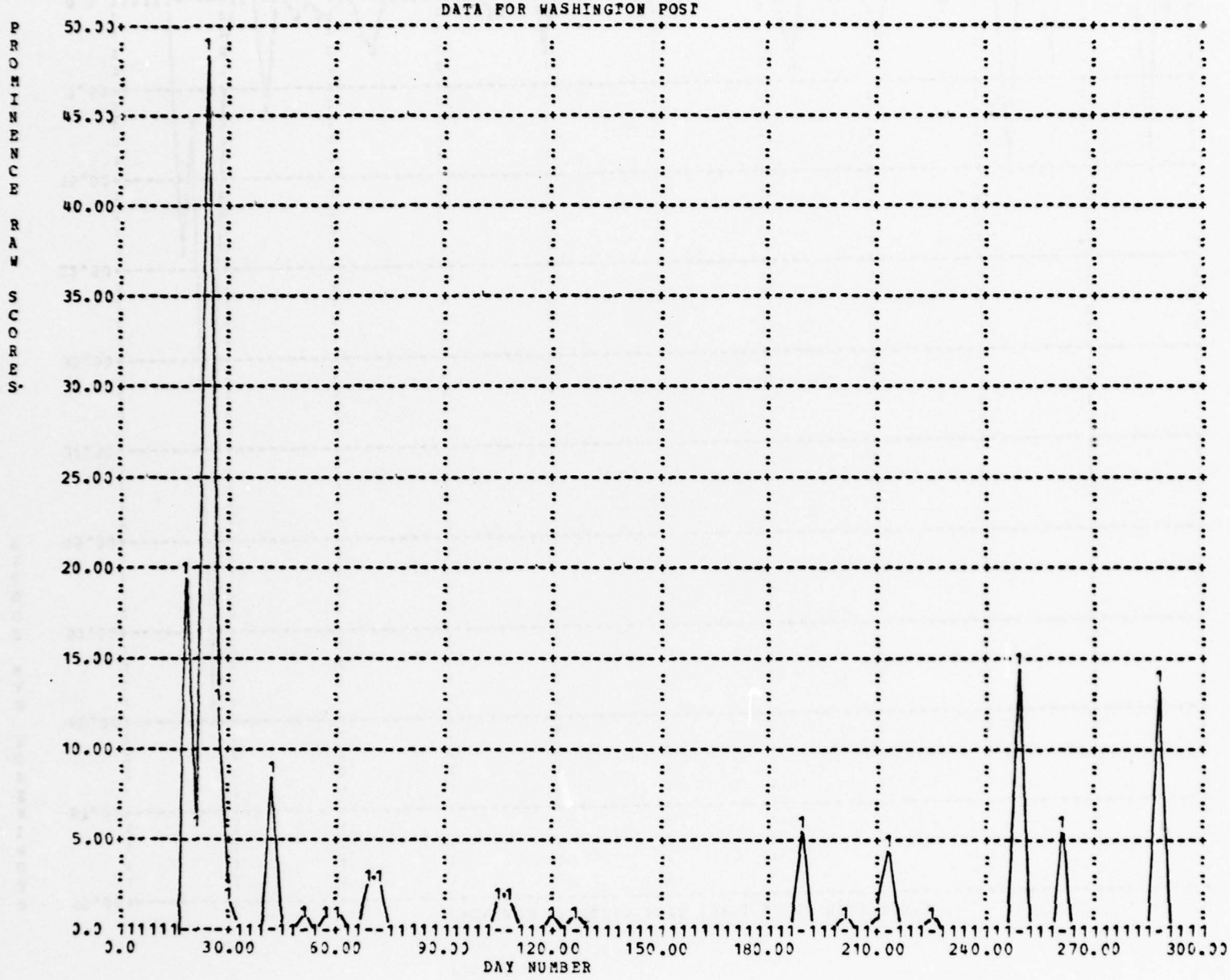


FIGURE 6

DATA FOR NEW YORK TIMES

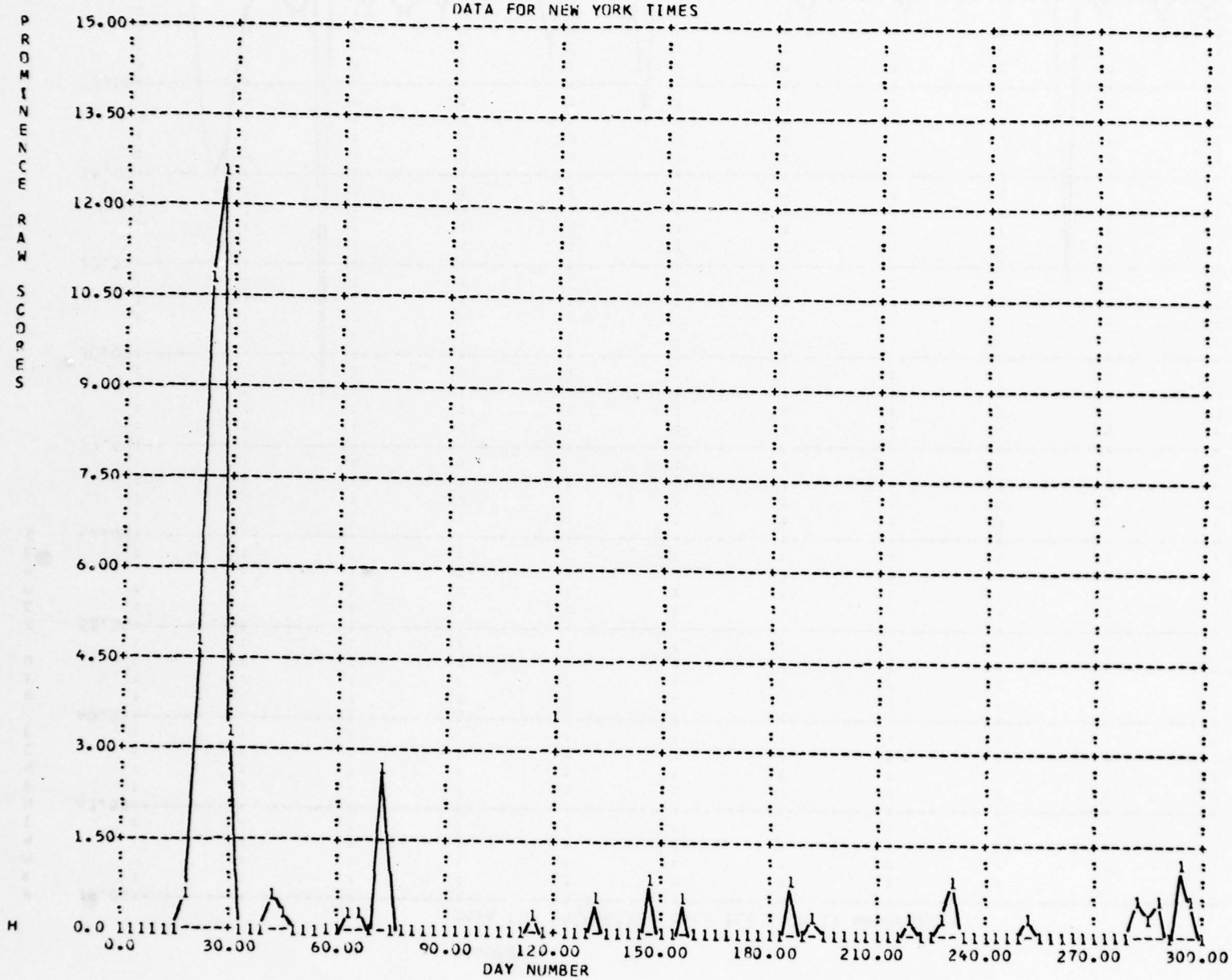


FIGURE 7

DATA FOR UNAFFECTED AREA (LA & CHIC) NEWSPAPERS

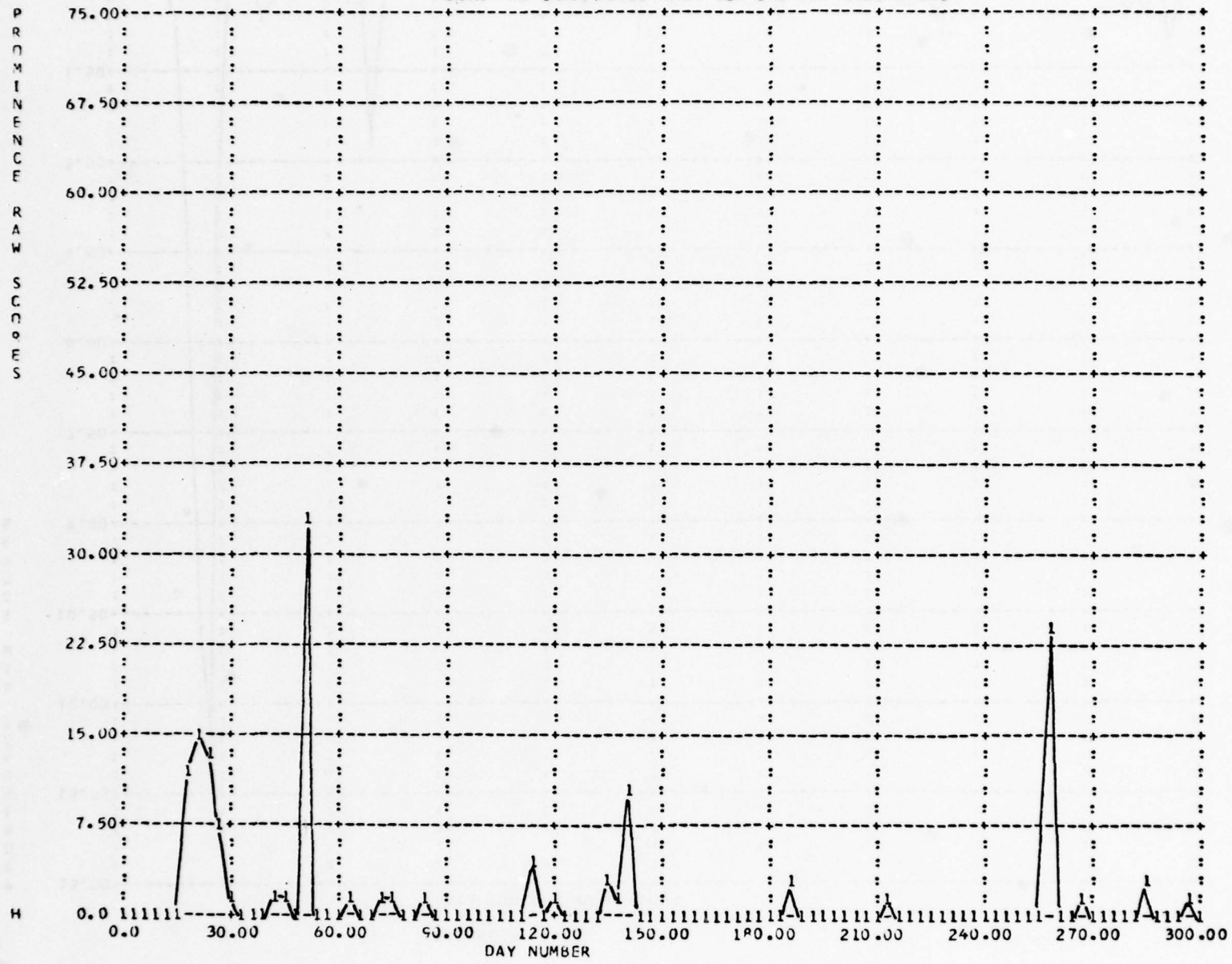


FIGURE 8

DATA FOR CHICAGO TRIBUNE

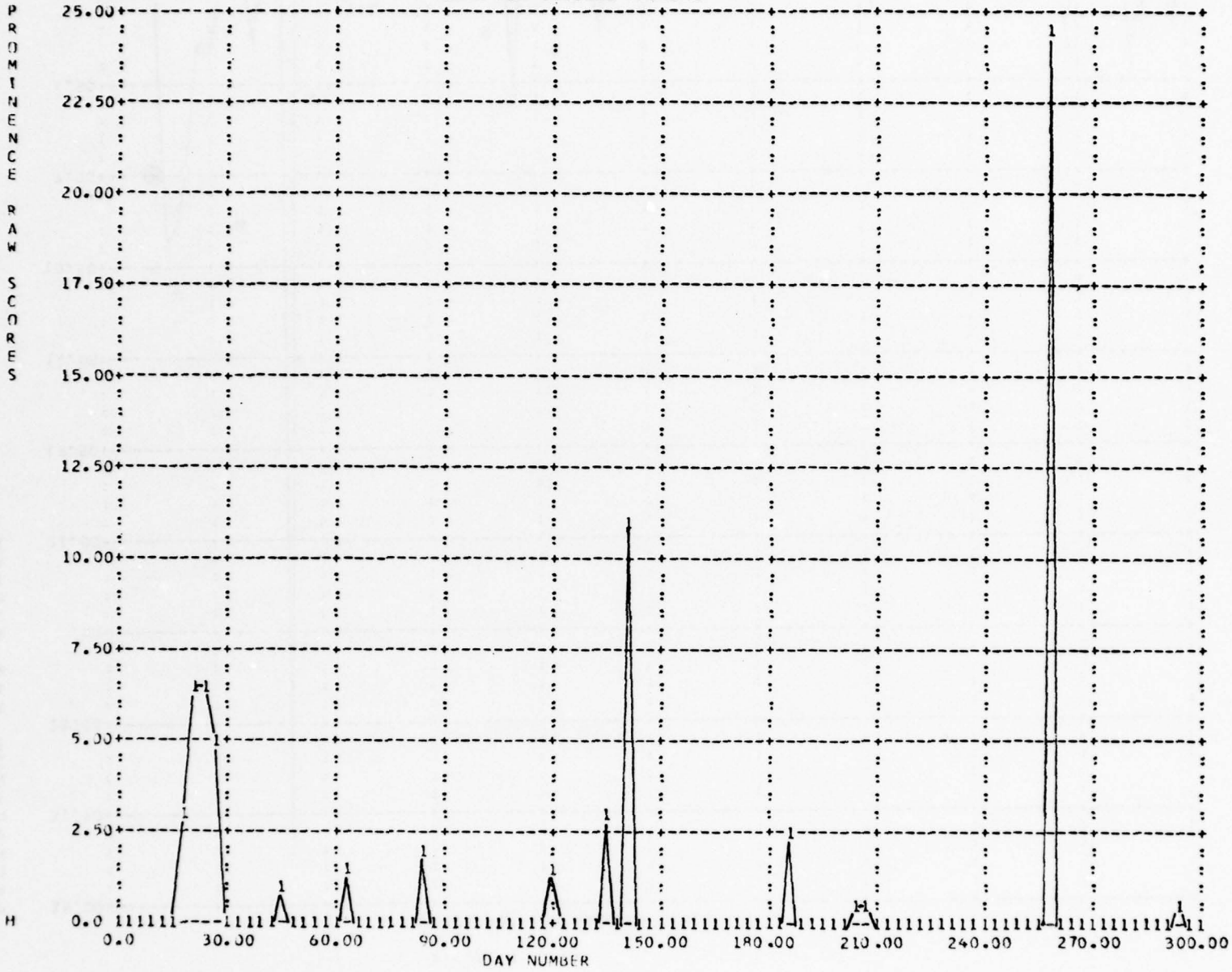


FIGURE 9

DATA FOR LOS ANGELES TIMES

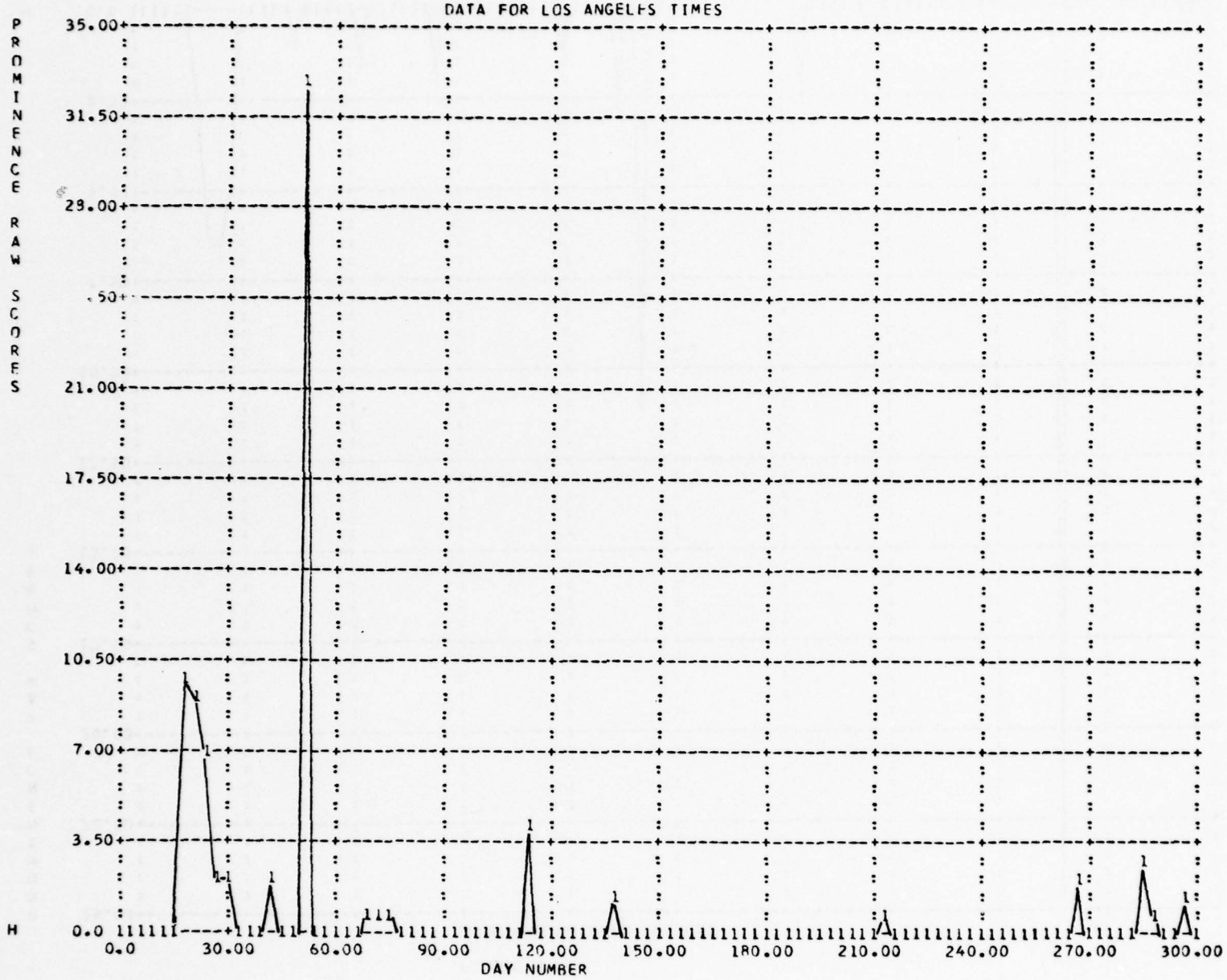


FIGURE 10

DATA FOR AVIATION WEEK

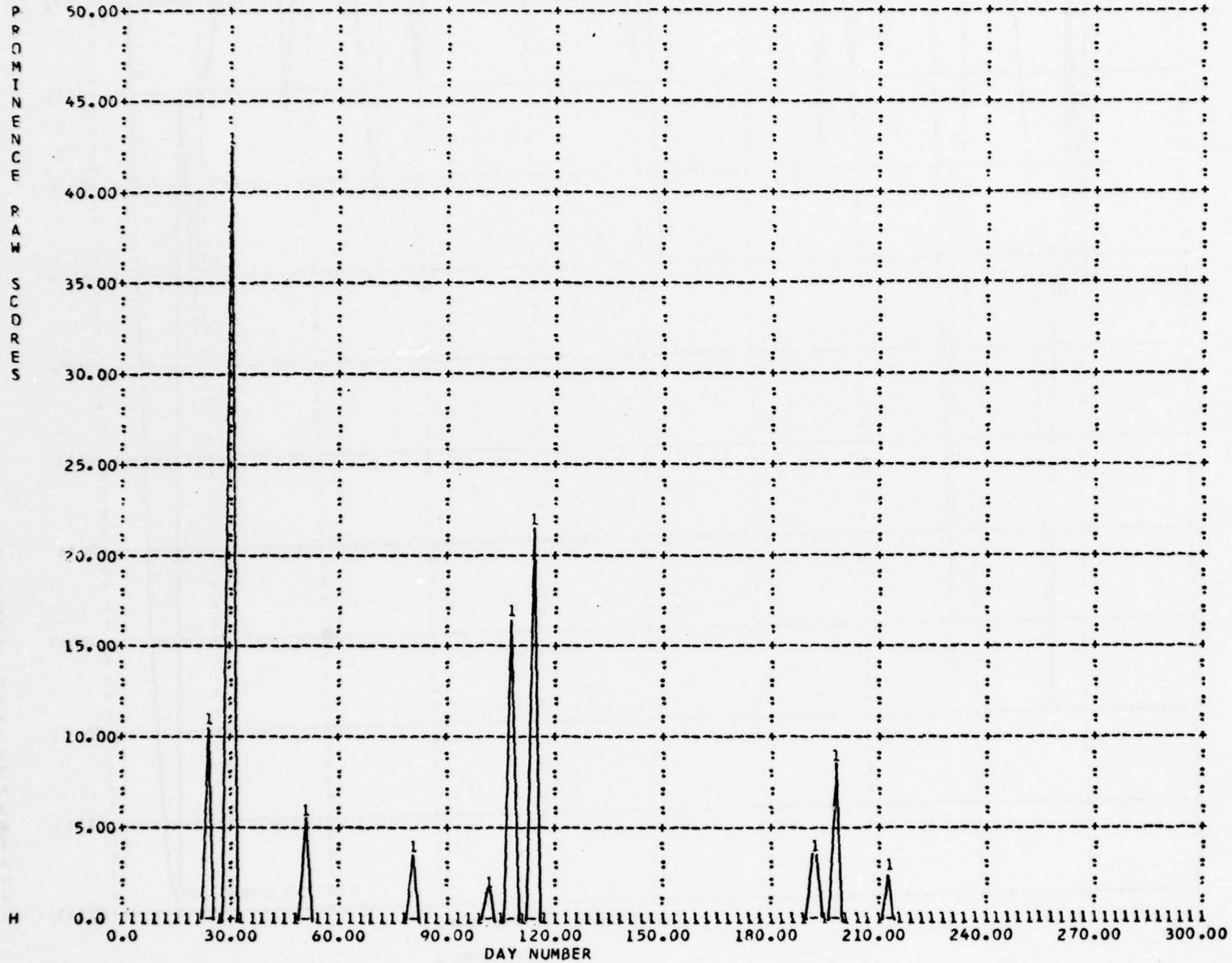


FIGURE 11

DATA FOR ALL TELEVISION

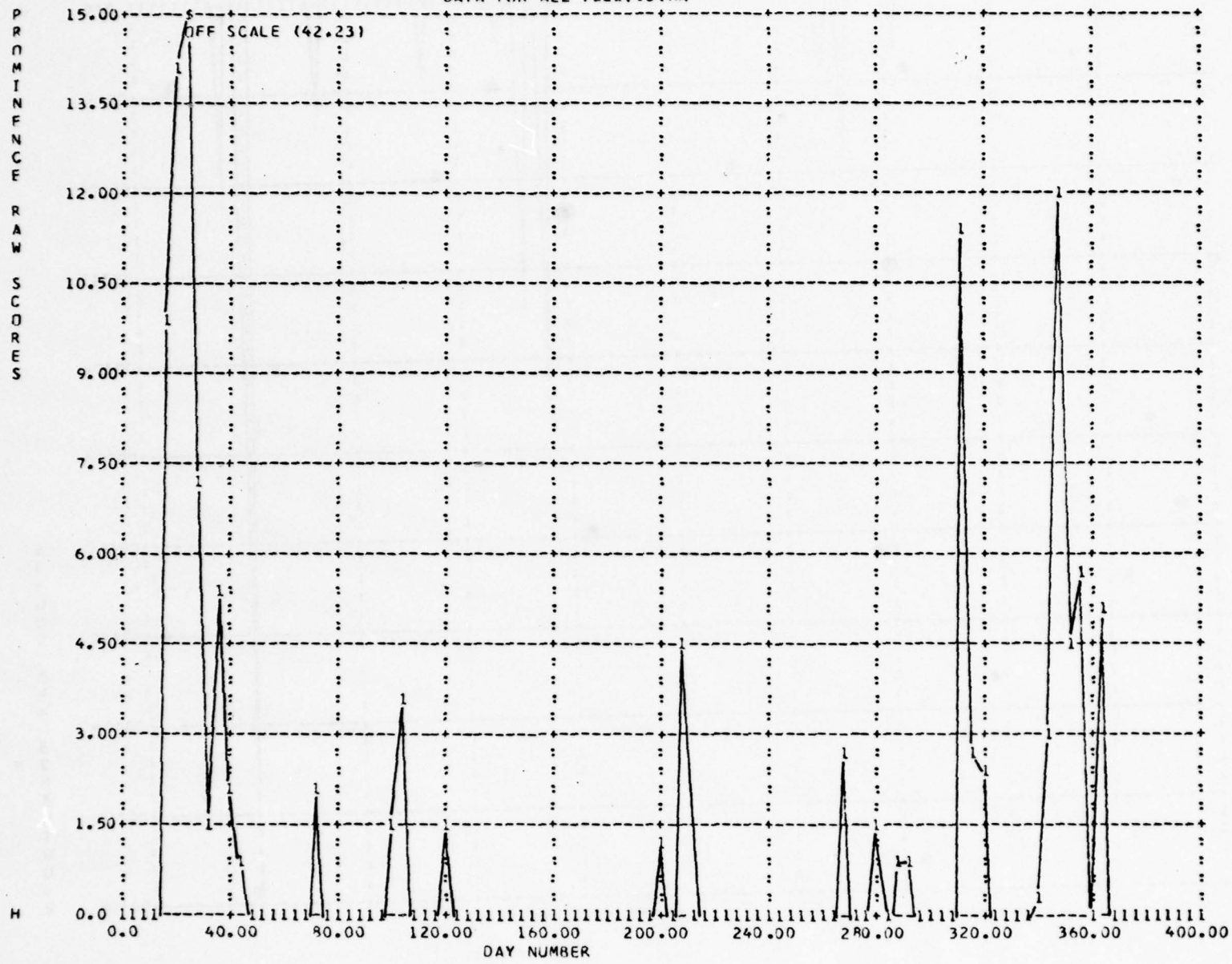


FIGURE 12

DATA FOR LOCAL TELEVISION (WABC & WTOP)

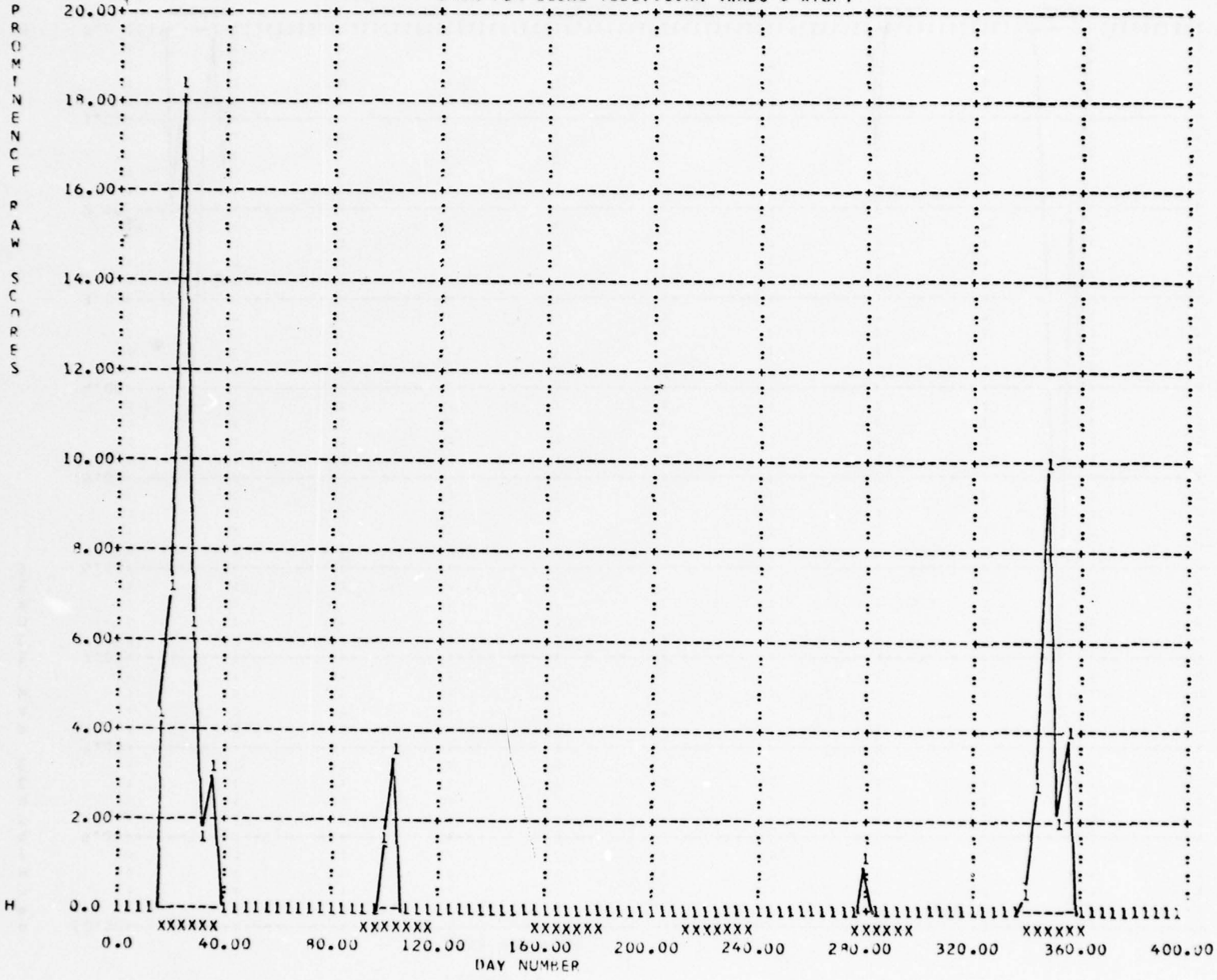


FIGURE 13

DATA FOR WABC

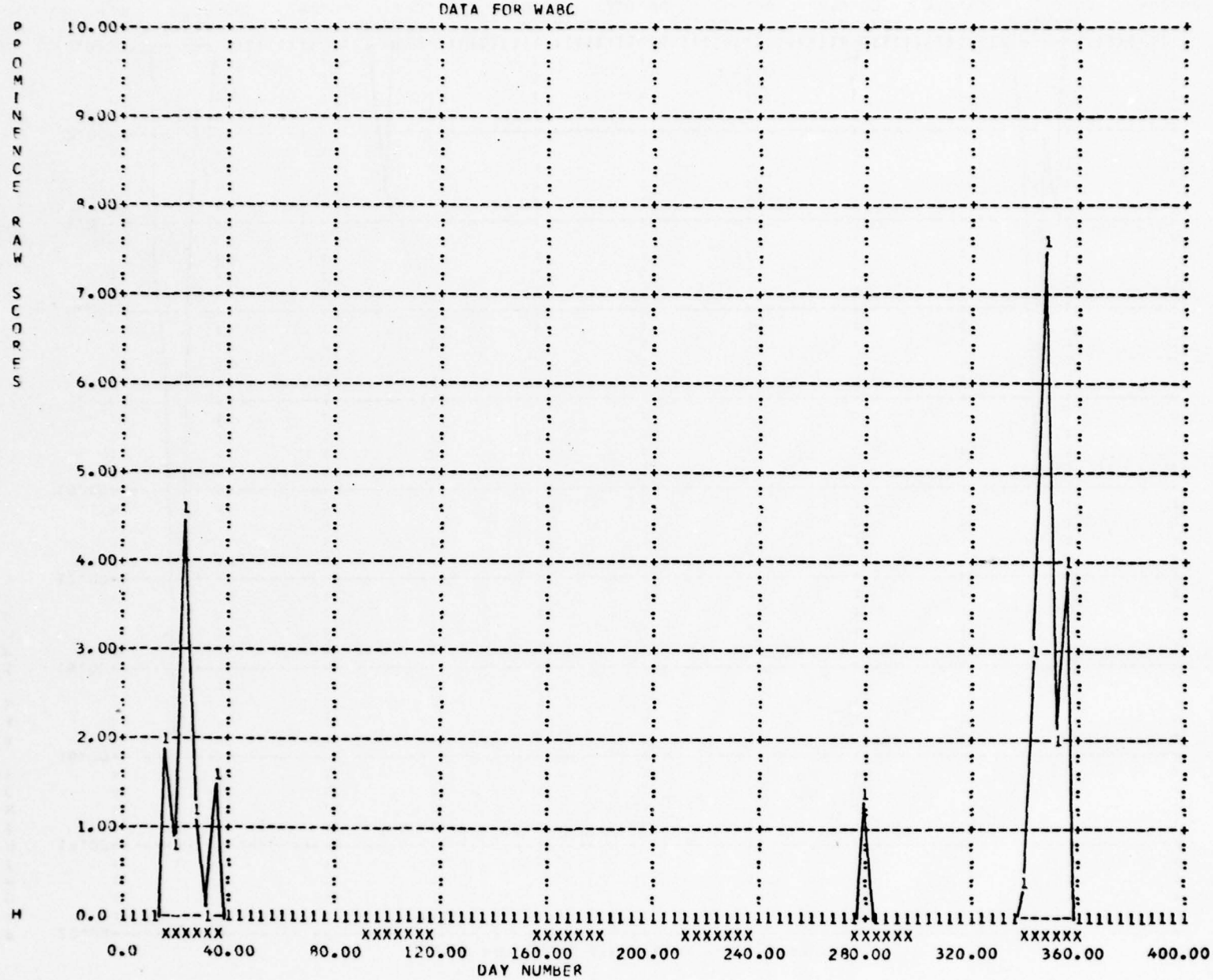
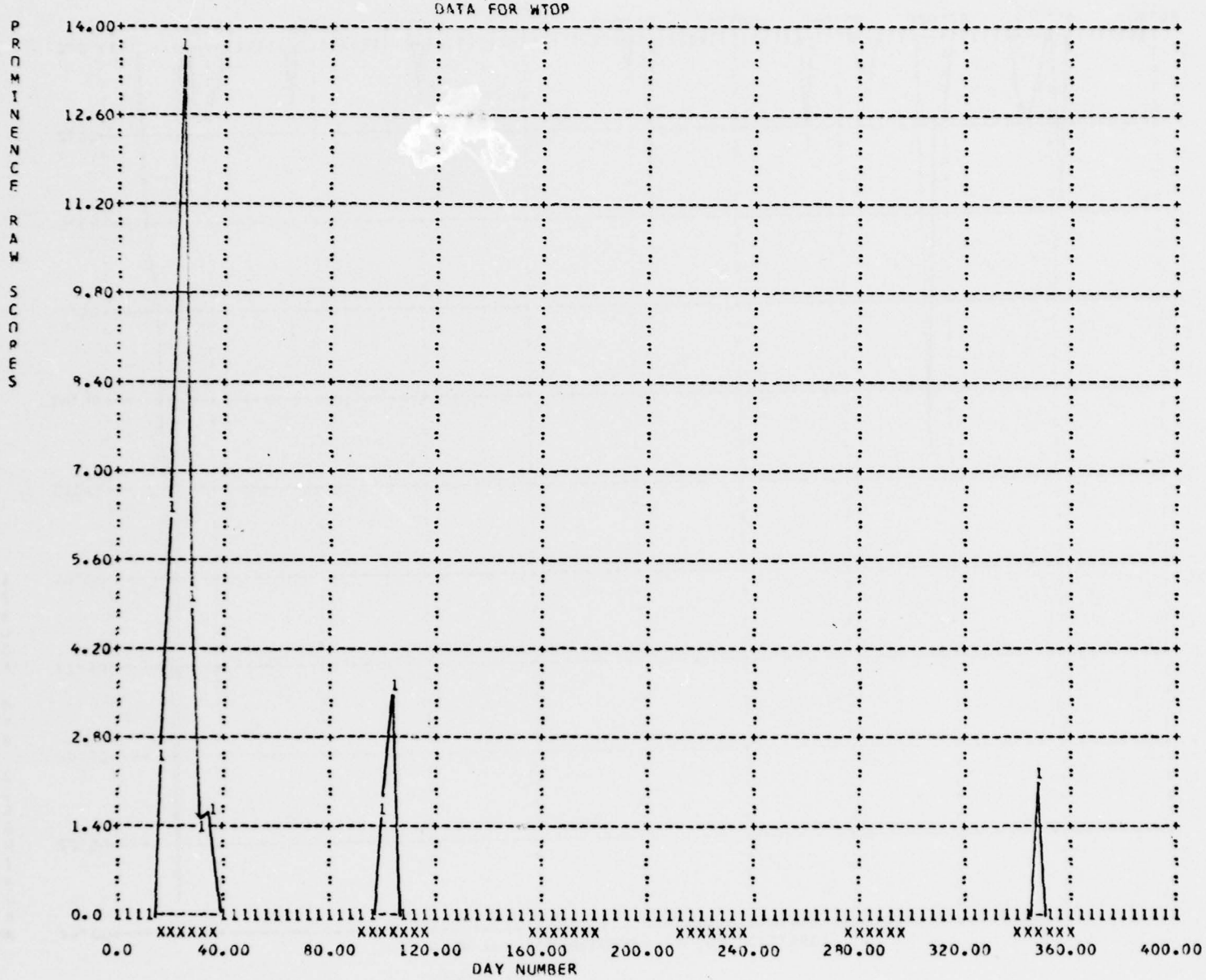


FIGURE 14

DATA FOR WTOP



XXXXXX = LOCAL MONITORING PERIOD

FIGURE 15

DATA FOR ALL NATIONAL TV (NBC,CBS,ABC)

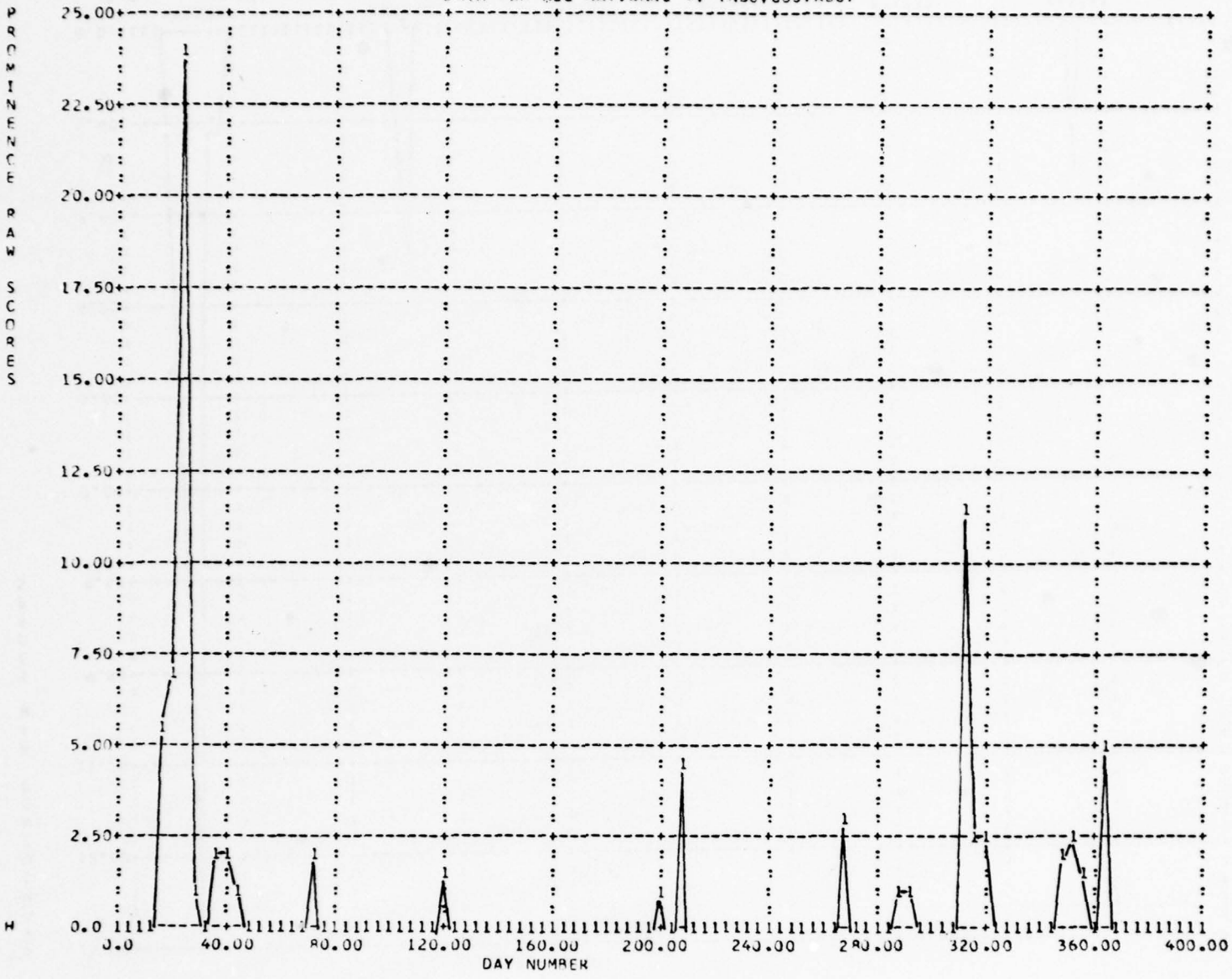


FIGURE 16

DATA FOR ABC

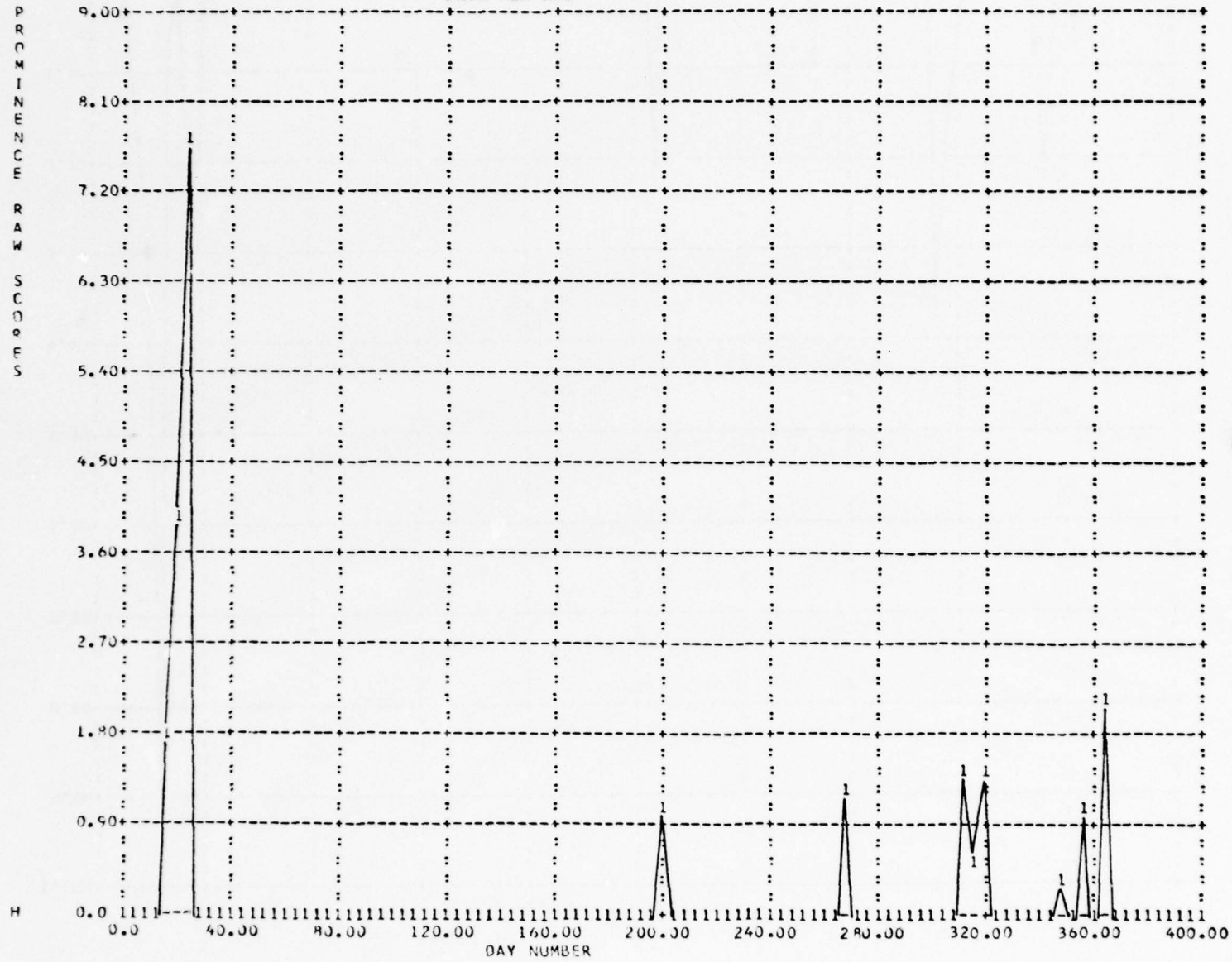


FIGURE 17

DATA FOR CBS

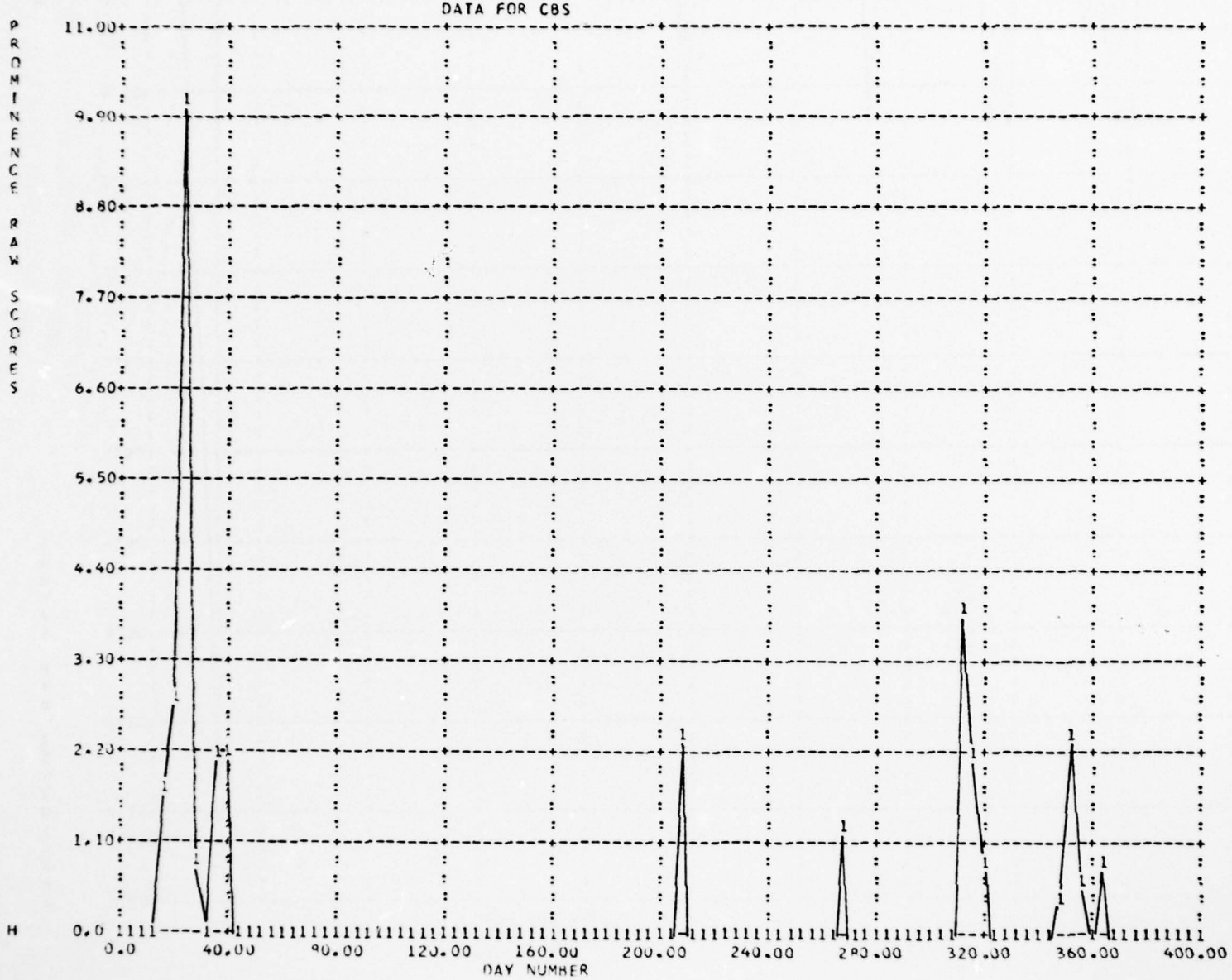
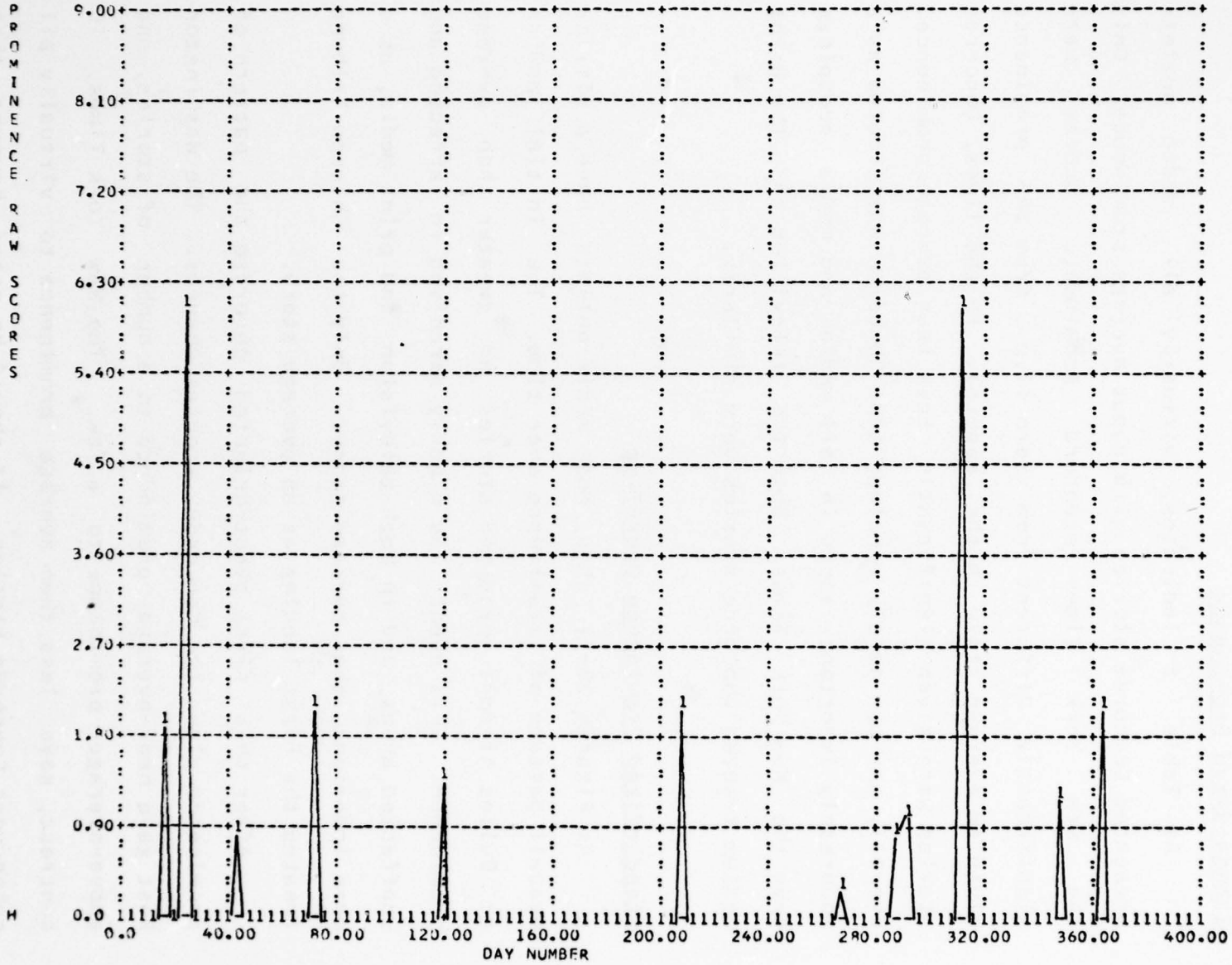


FIGURE 18

DATA FOR NBC



Standardized Prominence

As Table 2 indicates, virtually all media outlets presented Concorde stories with about average prominence. Only the New York Times standard prominence scores were significantly different from zero (i.e. from the prominence given an average story in the papers). In the Times, Concorde stories were given significantly less than average prominence. Overall, one can safely conclude that Concorde was treated as a moderately important story in all media and media groupings save the New York Times. Both the television and the print medium treated Concorde stories very similarly.

Standardized Prominence Over-Time

As Figures 19-27 show, most media outlets have a similar overall pattern of prominence over time. The initial landing at Dulles Airport produced stories of greater than average prominence. This event was clearly perceived in affected and unaffected areas, and in both television and print media, as a more important than average story. Only the Chicago Tribune treated the first landing as an average story.

After this first event-oriented coverage the pattern of prominence given the Concorde stories changes. The Washington Post gave near-average prominence to a number of stories, and above-average prominence to a few. The New York Times, in contrast, gave less than average prominence to virtually all subsequent Concorde stories. It should be noted, however, that

the period of analysis for newspapers runs only through February, 1977, so subsequent events in New York which may change this pattern of coverage are missing from this plot.

This finding of lesser prominence of Concorde stories in New York may have been caused by the difference in the degree of involvement with Concorde in New York and Washington. Since the Concorde was not actually landing in New York, it may be that the editors of the New York Times considered the story to be less relevant to their readers than did the editors of the Washington Post, whose readers were more directly affected by Concorde. This difference would then reflect the local issue component of the controversy.

The fewer stories carried in the Chicago Tribune and Los Angeles Times show a somewhat more variant prominence pattern, but they are in general of less than average prominence.

Local television clearly perceived the Concorde trial period as an event-related story. The Washington station, WTOP, covered the first few days of flights with very prominent stories. Subsequent monitoring periods produced only a few additional stories of about average prominence. Three of the monitoring periods produced no Concorde stories at all. The New York local station, WABC, covered the first flights with much less prominent stories, and then did not produce any Concorde stories for over six months. Recent events in New York concerning organized opponents of the Concorde produced a number of more prominent than average stories. Network

coverage over time is different than either newspaper coverage or local television coverage. Although the events surrounding the first landing produced very prominent stories, all networks presented subsequent Concorde stories of near and occasionally greater than average prominence. This indicates a more issue-oriented coverage than the local television stations provided, but the smaller number of stories seems to show a smaller issue-orientation by networks than by local newspapers.

Prominence Analysis Summary

The prominence given Concorde stories would indicate event-oriented coverage by all media, based on events like the first landings and demonstrations by organized opposition groups. The Concorde trial was treated as both a local and a national story, with somewhat more prominence given to local stories. As a general news story the Concorde trial is a nearly average one over a long time period, with more prominent coverage during dramatic events and less than average prominence between events. Local television was the most event-oriented medium, followed by national television, then by newspapers. Newspapers carried the bulk of the Concorde stories, and did so much more in areas affected or likely to be affected by Concorde flights than in unaffected areas.

FIGURE 19

DATA FOR WASHINGTON POST

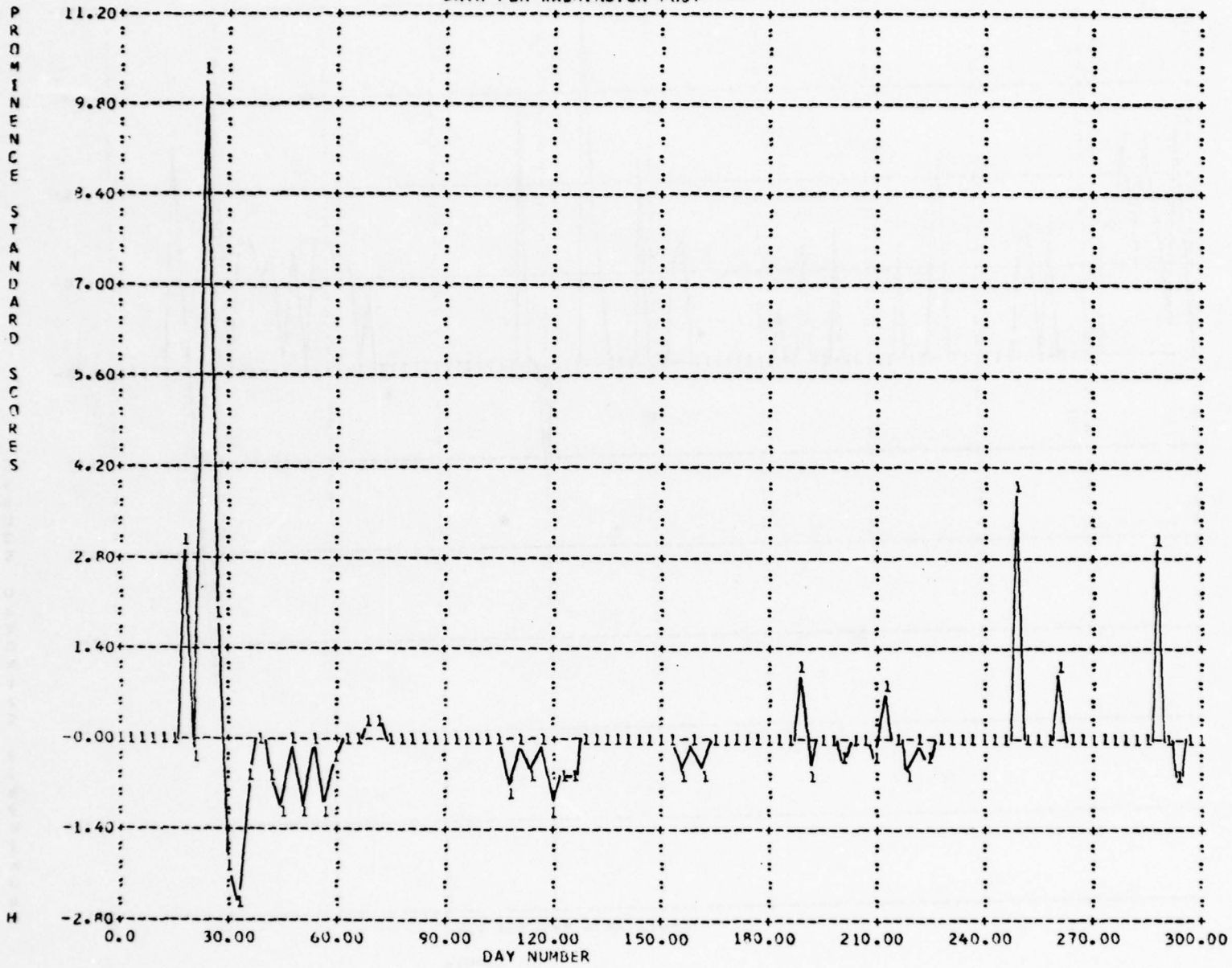


FIGURE 20

DATA FOR NEW YORK TIMES

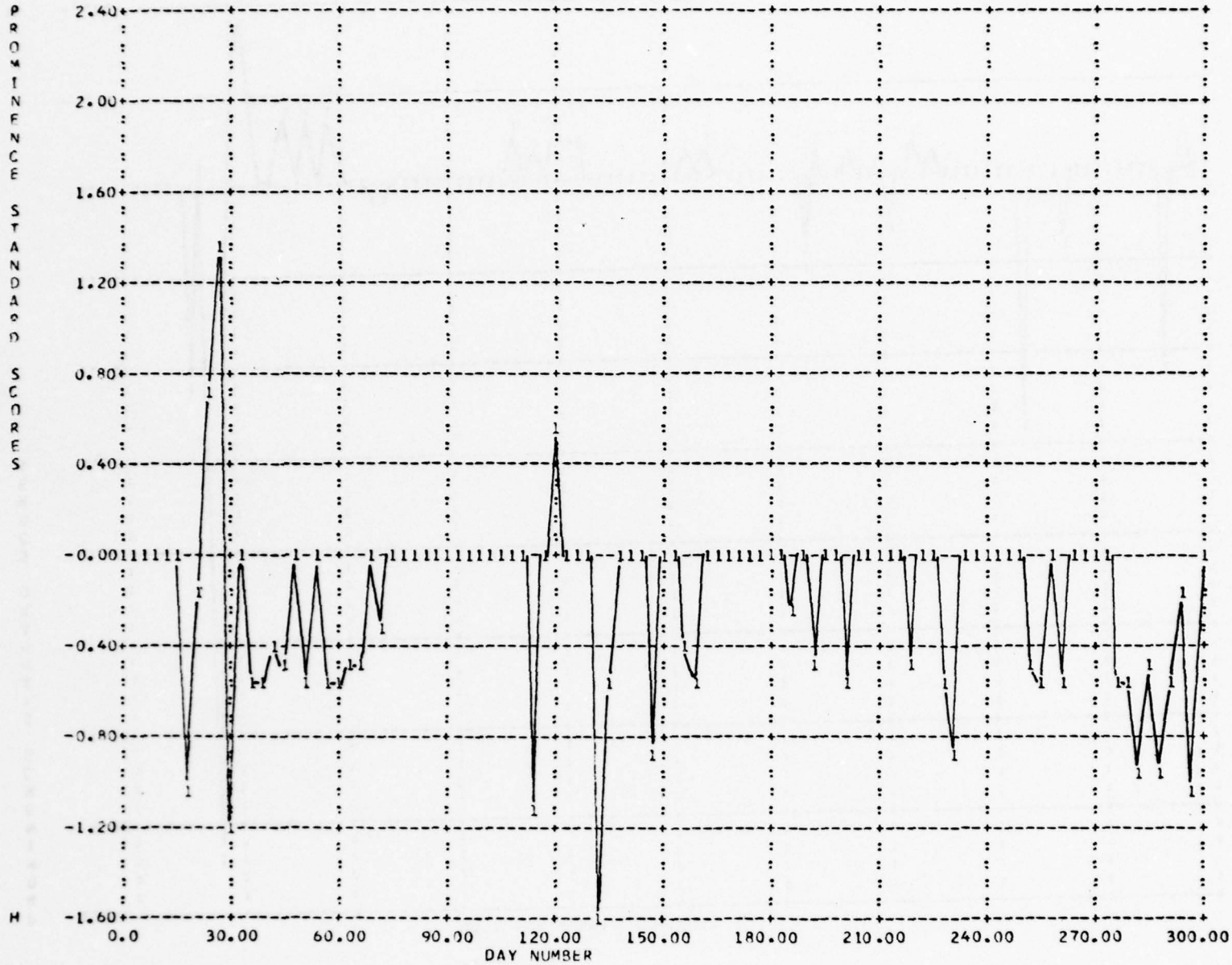


FIGURE 21

DATA FOR CHICAGO TRIBUNE

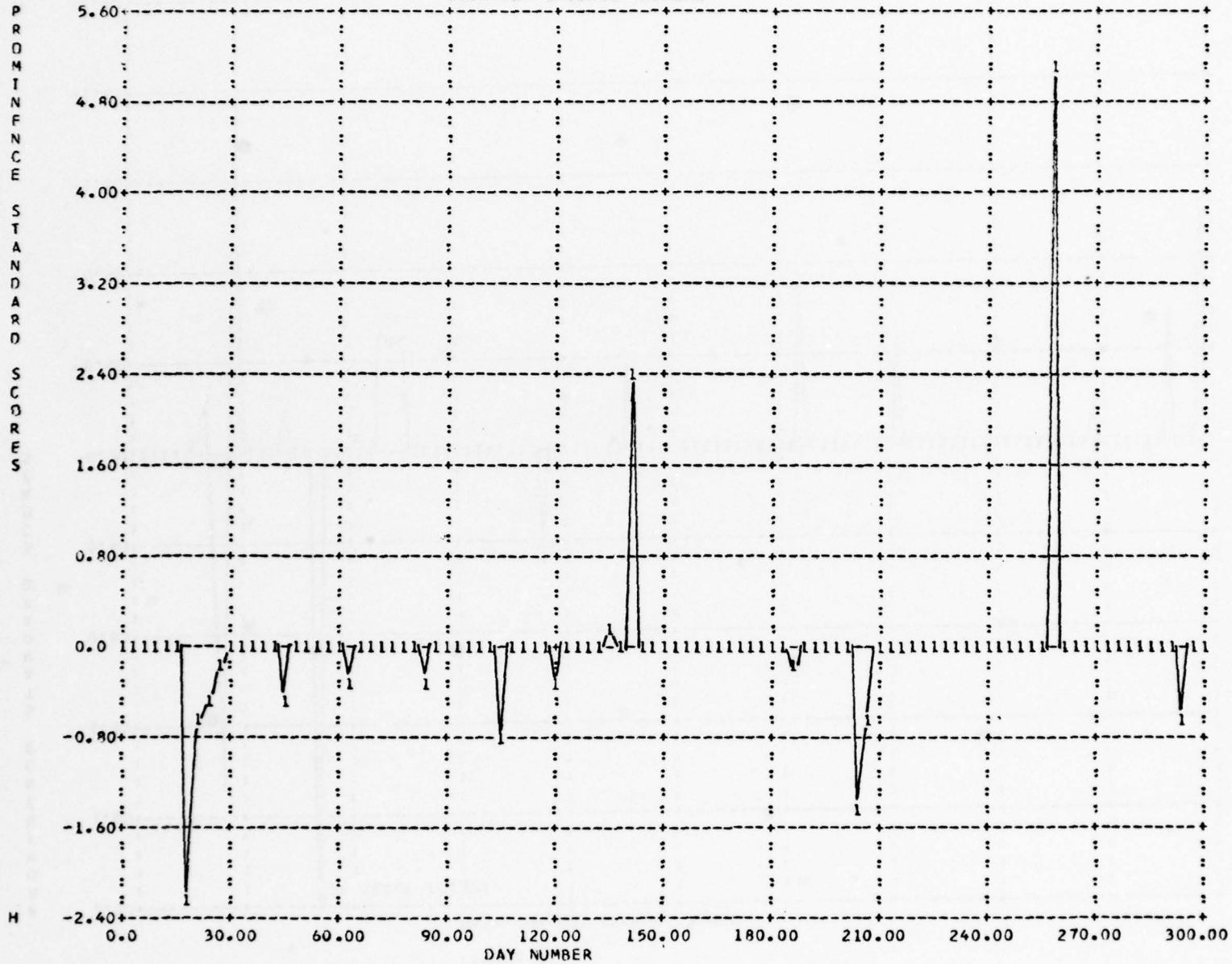


FIGURE 22

DATA FOR LOS ANGELES TIMES

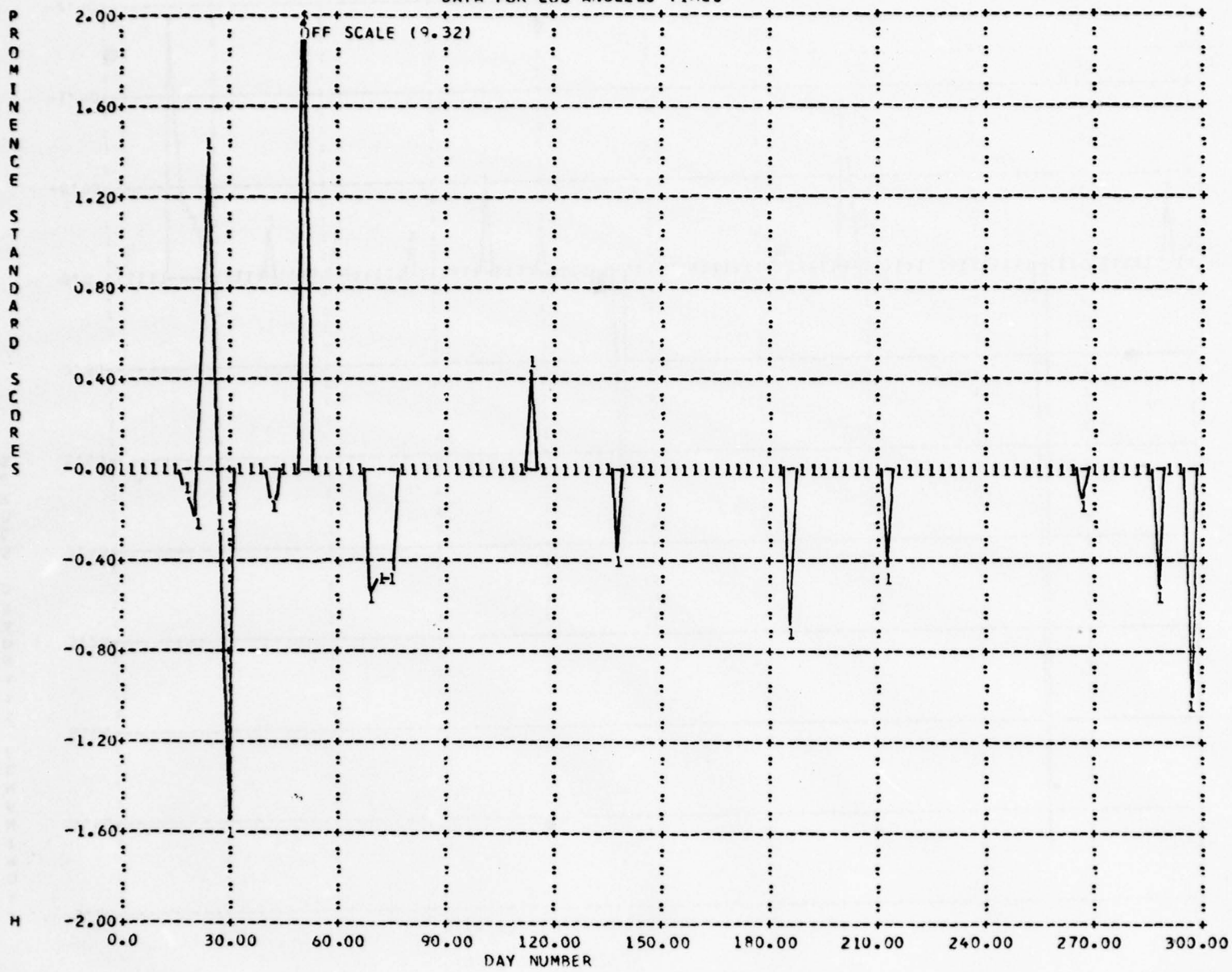
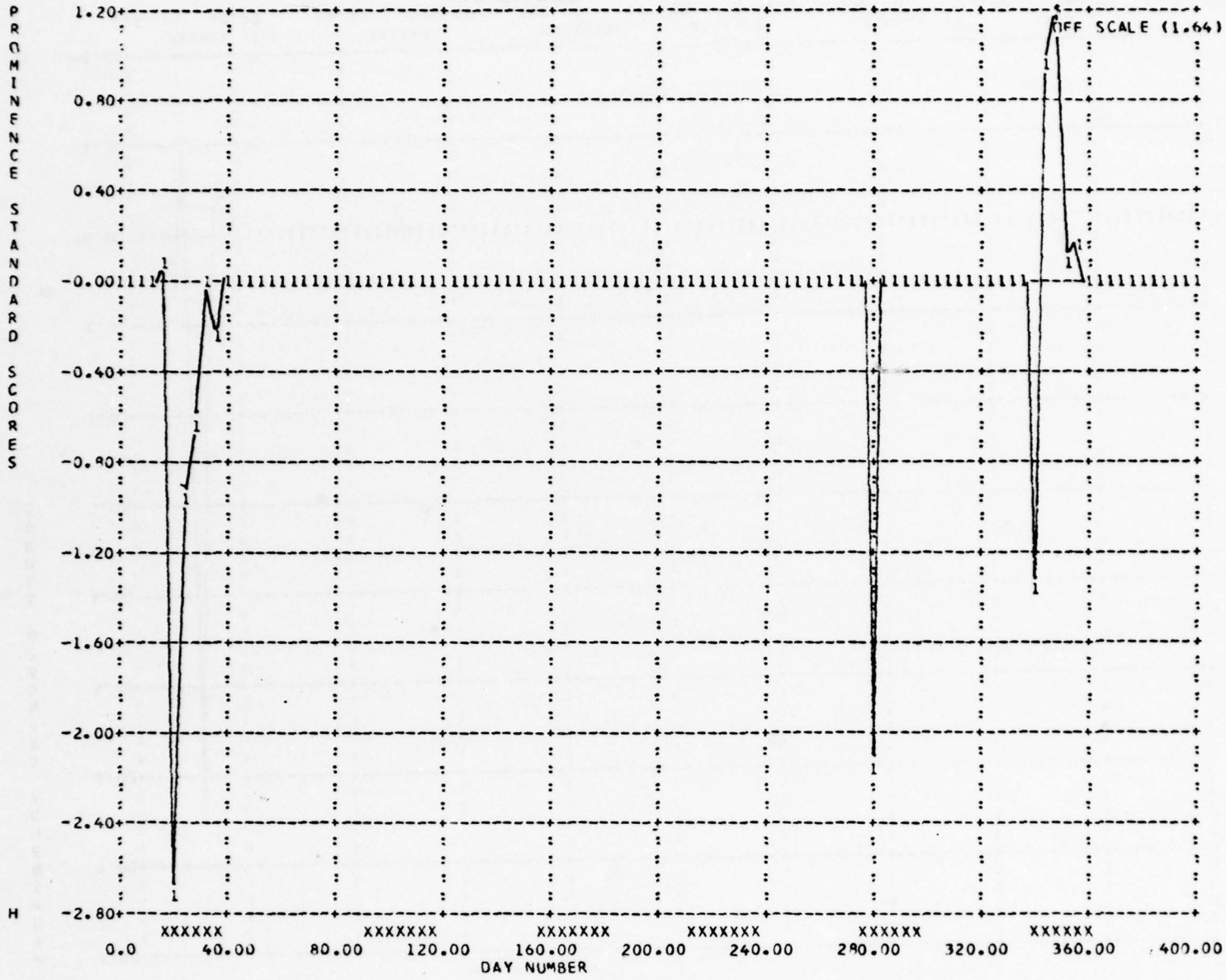


FIGURE 23

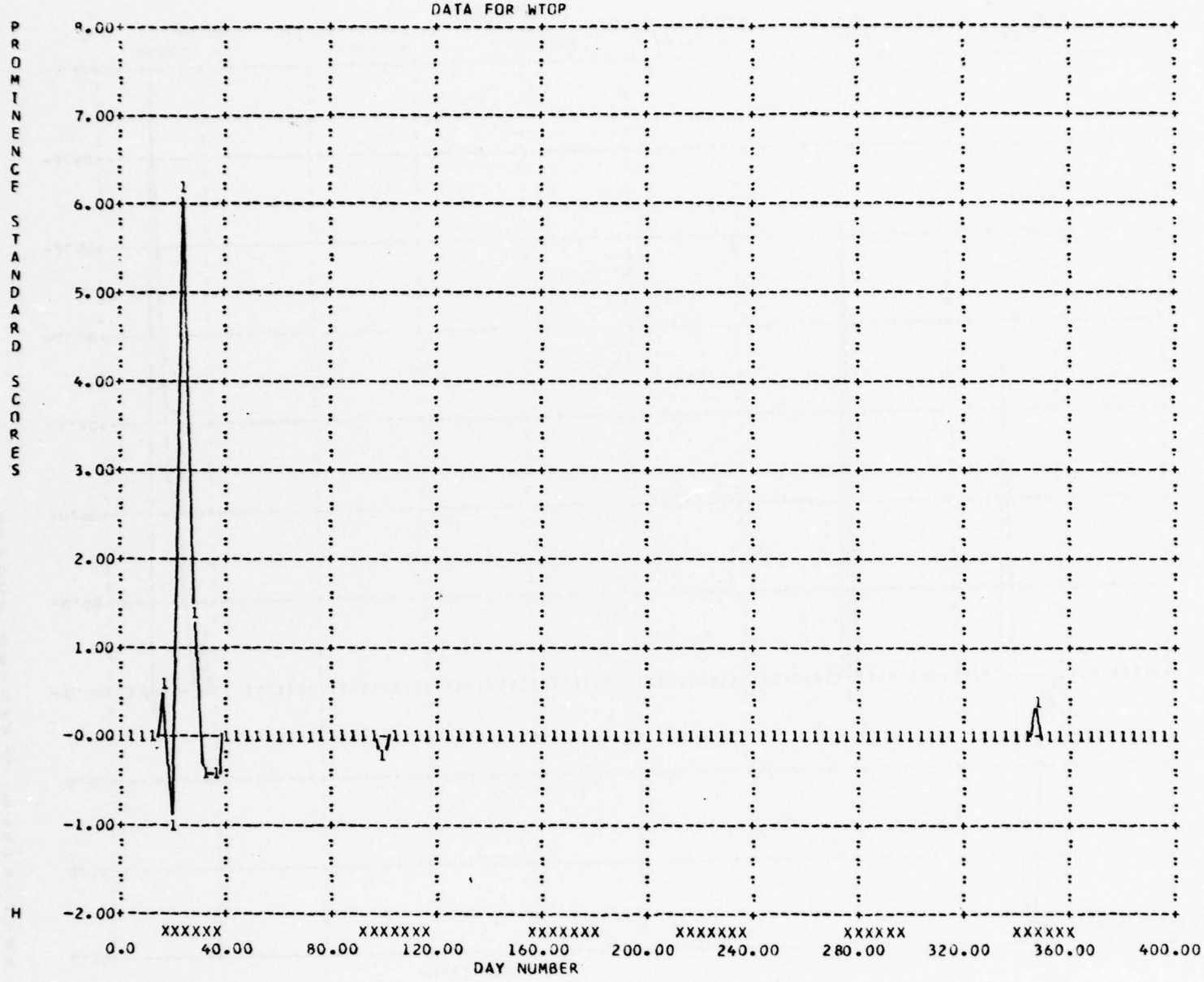
DATA FOR WABC



XXXXXX = LOCAL MONITORING PERIOD

FIGURE 24

DATA FOR WTOP



XXXXXX = LOCAL MONITORING PERIOD

FIGURE 25

DATA FOR ABC

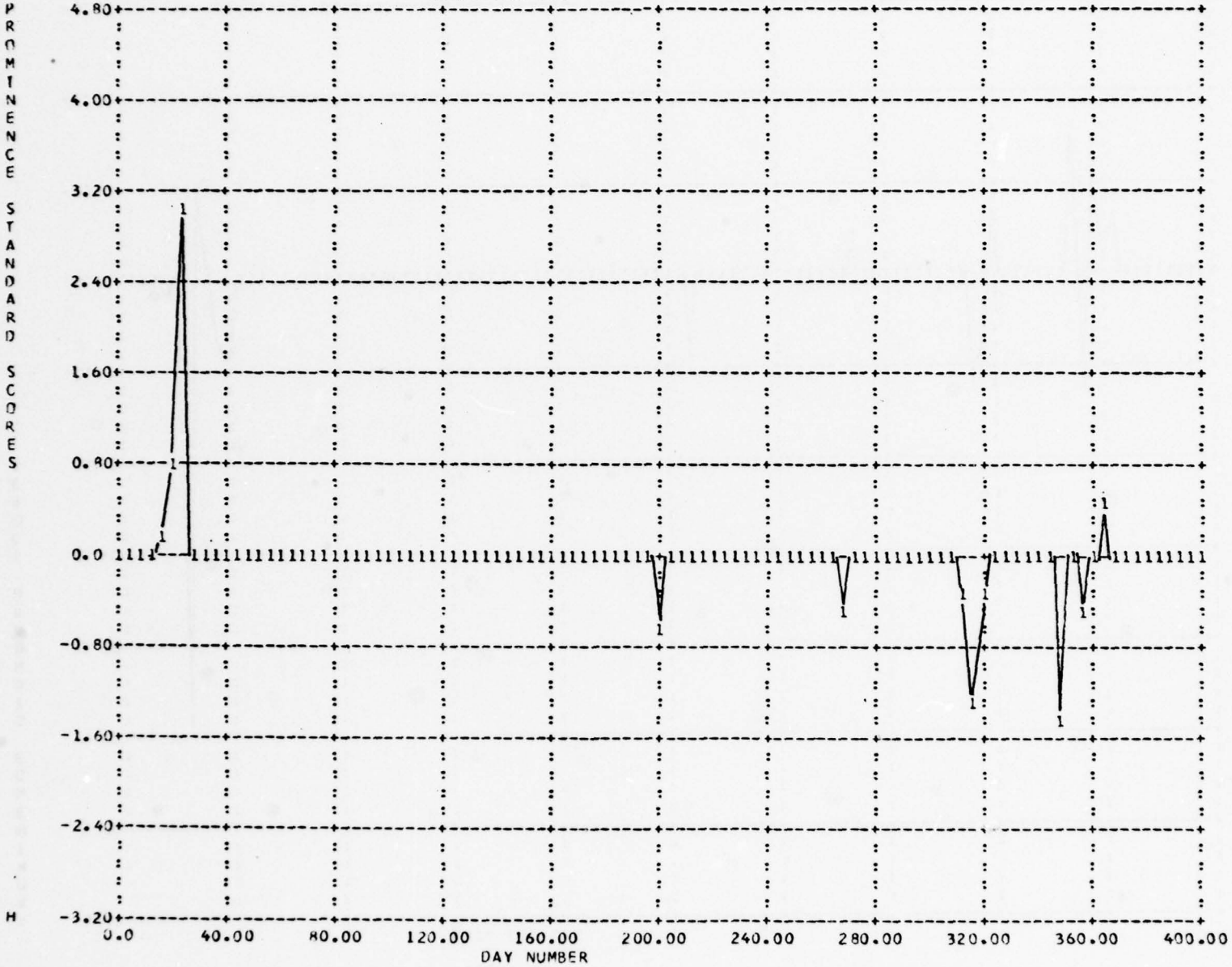


FIGURE 26

DATA FOR CBS

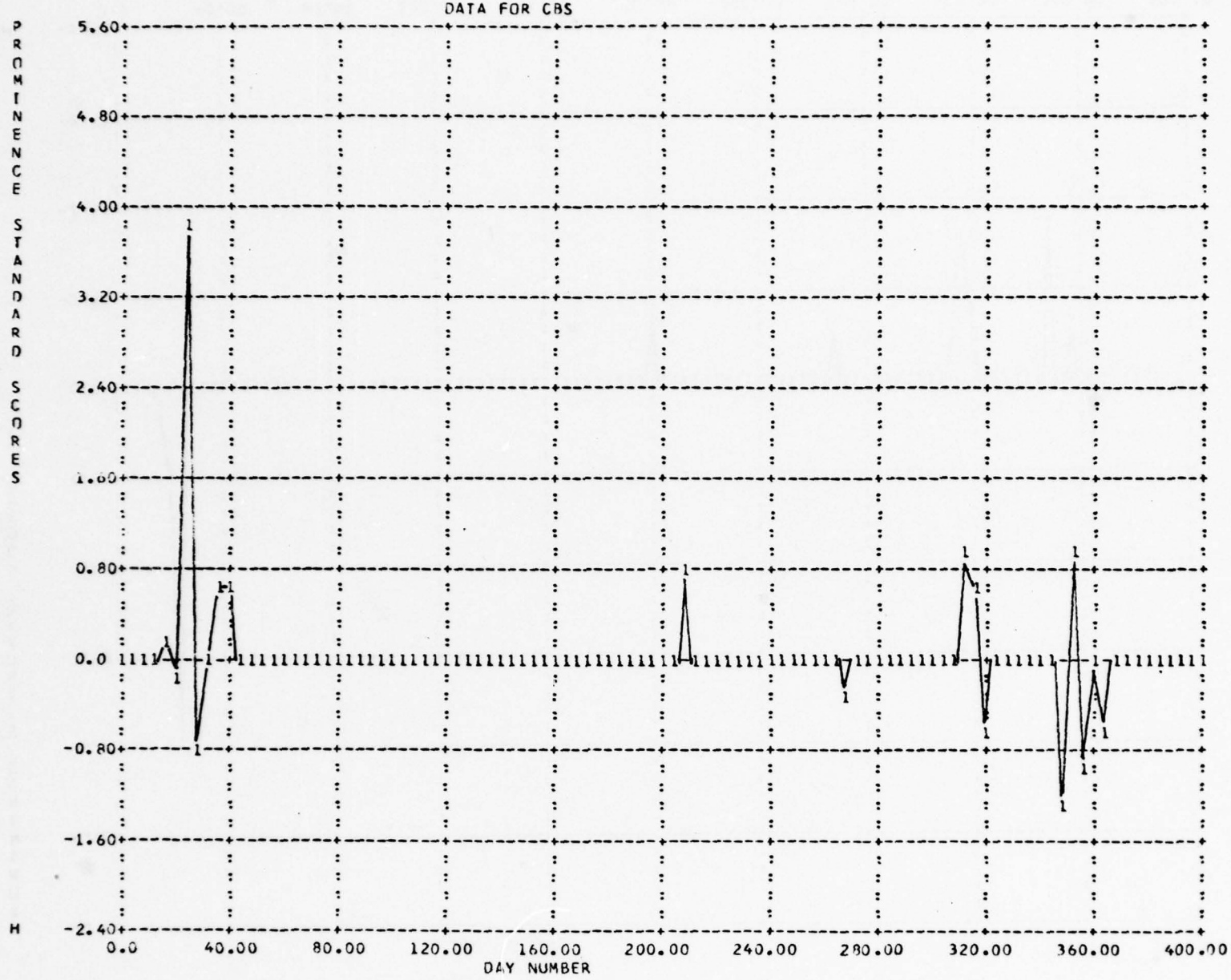
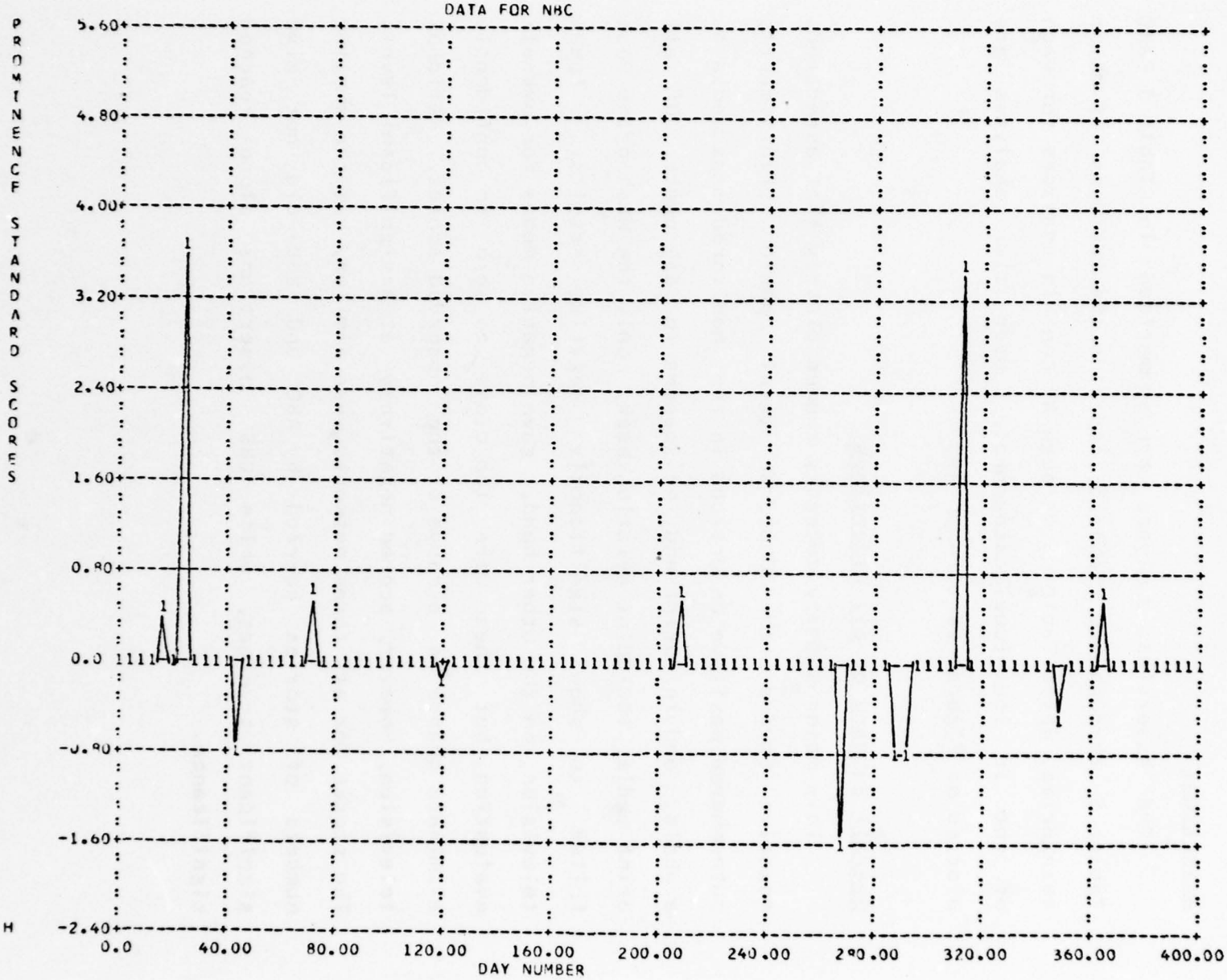


FIGURE 27

DATA FOR NBC



Assertions

The assertions analyses are summarized in Table 3 and Tables 5 through 42. Table 3 contains the analyses of major categories, while Tables 5 through 42 contain analyses for each of the 38 individual categories. Over time analyses are plotted on Figures 28 through 48.

Overall Summary of all Assertions

This major summary category showed clearly that assertions negative toward the Concorde trial period significantly outnumbered positive assertions in the monitored mass media as a whole, and in print and newspapers in aggregate. Of all print media, including Aviation Week, only the Washington Post failed to show significantly negative results. Local television, on the other hand, gave negative means for overall evaluation, but these were too close to zero to confidently eliminate chance as a cause of the observed scores. National television, however, scored negatively at a significant level. The scores for all three networks were similar, but the smaller numbers of stories carried by ABC and NBC did not give significant t-values, while CBS assertions alone reached significance.

TABLE 3

ASSERTIONS: MAJOR CATEGORIES

Medium	(Number of Stories)	Category: Concorde: General			Legal and Social			Safety and Enviroment			Economics and Technology			Overall		
		Mean	t	sig.	Mean	t	sig.	Mean	t	sig.	Mean	t	sig.	Mean	t	sig.
All Media	(286)	-.01	-0.53	.30	-.08	-4.76	.00	-.18	-7.46	.00	-.03	-1.26	.10	-.10	-5.82	.00
All Print	(203)	+.01	+ .35	.73	-.08	-4.44	.00	-.18	-6.21	.00	-.05	-1.89	.06	-.10	-5.15	.00
All Newspapers	(180)	+.01	+ .32	.75	-.09	-4.60	.00	-.19	-5.91	.00	-.05	-1.77	.08	-.11	-4.69	.00
Affected Area Newspapers	(126)	+.03	+1.39	.17	-.08	-3.50	.00	-.18	-4.55	.00	-.04	-0.97	.33	-.08	-2.79	.01
Washington Post	(64)	+.04	+1.43	.15	-.09	-2.25	.03	-.23	-4.20	.00	-.00	-0.06	.95	-.07	-1.60	.11
New York Times	(62)	+.02	+0.60	.55	-.08	-2.82	.01	-.14	-2.33	.02	-.07	-1.31	.20	-.10	-2.40	.02
Unaffected Area Newspapers	(54)	-.05	-1.71	.09	-.11	-2.95	.00	-.21	-3.66	.00	-.09	-1.90	.11	-.17	-4.83	.00
Chicago Tribune	(27)	-.08	-1.41	.17	-.12	-2.11	.04	-.24	-3.20	.00	-.16	-2.11	.04	-.24	-4.23	.00
Los Angeles Times	(27)	-.03	-1.00	.33	-.10	-2.06	.05	-.17	-2.05	.05	-.02	-0.39	.70	-.10	-2.54	.02
All Magazines	(23)	+.01	+0.45	.66	+.01	+0.34	.74	-.11	-2.73	.01	-.05	-0.75	.46	-.07	2.51	
All Television	(83)	-.04	-1.48	.14	-.08	-2.00	.05	-.18	-3.91	.00	+.03	+0.67	.50	-.09	-3.14	.00
Local Television	(35)	-.01	-0.27	.79	-.08	-1.30	.20	-.17	-2.73	.01	+.01	+0.12	.91	-.06	-1.49	.15
WABC, New York	(18)	-.07	-1.03	.32	-.05	-0.42	.68	-.28	-2.62	.02	-.01	-0.06	.95	-.08	-1.14	.27
WTOP, Washington	(17)	+.05	+0.94	.36	-.12	-2.03	.06	-.06	-1.06	.30	+.02	+0.23	.82	-.04	-1.00	.33
National Television	(48)	-.07	-1.69	.10	-.08	-1.53	.13	-.18	-2.89	.01	+.04	+0.73	.47	-.11	-2.79	.01
ABC	(14)	-.01	-0.08	.94	-.00	-0.04	.97	-.21	-1.41	.18	+.07	+0.80	.44	-.09	-1.09	.30
CBS	(20)	-.11	-1.89	.07	-.11	-1.10	.29	-.24	-2.40	.03	+.05	+0.53	.60	-.13	-2.43	.03
NBC	(14)	-.07	-1.00	.34	-.12	-1.52	.15	-.07	-0.93	.37	+.01	+0.08	.94	-.10	-1.29	.22

General Concorde Assertions

For the most part, the major category of general assertions about the Concorde produced non-significant deviations from a balanced positive-negative situation. The Chicago Tribune combined with the Los Angeles Times and CBS had significantly more negative assertions in this category, producing an overall negative assertions situation for unaffected area newspapers and national TV. Affected area newspapers actually had more positive than negative assertions in this category, although this may have been due to chance variation. Lumping all media together, this category gave virtually equal numbers of positive and negative assertions.

Legal/Social Assertions

Over all media, assertions in this category were significantly negative. All print media with the exception of magazines (primarily Aviation Week) had significantly more negative assertions than positive. Unaffected area newspapers were somewhat more negative than affected area newspapers. National and local television had negative values similar to those found for all print media, but because of fewer numbers of stories carried, it is not possible to state with confidence that this figure is significantly different from zero for specific television news outlets in this category. However, when all television stories are combined, assertions in this category can also confidently be said to be negative.

Safety/Environment Assertions

The results in this major category virtually duplicate those of the Legal/Social category for print. All individual print media outlets (including magazines) as well as combinations of print media show significantly negative assertions about safety and environment. The assertions were particularly negative in the Washington Post and the Chicago Tribune. Unlike the Legal/Social category, however, individual television outlets produced significantly negative scores in this major category. WABC and CBS both scored strongly negatively in assertions. ABC also scored negatively, but carried too few stories to produce significance. But when combined with the CBS score, the aggregated national TV data breakdown was significantly negative in the Safety/Environment category. WTOP showed more negative than positive assertions in this category, but the assertions were much more balanced than those on WABC. However, when combined with WABC assertions in this category, the resulting local television category also showed significantly negative results.

Economics/Technology Assertions

Assertions in this major category were quite balanced, with only one media outlet showing a statistically significant difference from zero. The Chicago Tribune presented significantly negative assertions in this category. Other print media were also somewhat negative but not significantly

so. In contrast, positive assertions outnumbered negative ones in all the television data breakdowns save one, but again not so much as to be statistically significant.

Over-Time Trends in Assertions

Figures 28 through 32 show the plot of the major assertions categories for all media combined. The Overall Summary category appears to show a curvilinear trend with the initially fairly negative summary scores approaching zero (or a balance of positive and negative assertions) near the middle of the plot (November 1976), then decreasing again in early 1977.

A test for curvilinearity of this graph was made by multiple regression. A least-squares straight line fitted through the data points revealed a significantly positive trend of small magnitude in assertions over time. The fitted line equation was:

OVSASS = .002*DAYNO - .61

Where OVSASS is Overall Summary of Assertions Score
DAYNO is the day number

This equation gave a correlation coefficient of .28, which represented a significance level of less than .001.

The slope of the line is very slightly positive, however, indicating that while assertions become more positive on the average, the increase was not very dramatic.

The possibility of curvilinearity was then introduced into the equation by adding a quadratic squared term as a predictor

variable. This curvilinear least-squares curve had the equation:

$$OVSASS = .007*DAYNO - .000017*DAYNO^2 - .86$$

The time of year showed somewhat better ability to predict the assertions score in this equation (Multiple Correlation = .34 as opposed to .28 for the linear curve alone). But the increase in predictive ability due to the introduction of the curvilinear term was not statistically significant, so it must be concluded that although there is some downturn in assertions scores at the later dates, the best description of the data is a straight line which rises slightly over time.

Concorde General Assertions show no apparent systematic changes over time, as the score for this major category bounced above and below the zero axis with no consistent pattern. Legal and Social Assertions were very negative in the initial landing stories, but have been stable over time since these stories. Safety and Environment Assertions seem to show the same possibly curvilinear trend as the Overall Summary category, with increasingly less negative assertions scores until the region around November, 1976 followed by increasingly more negative assertions after that date. Economics and Technology Assertions for all media show no clear pattern of changes over time.

Figures 33 through 48 are plots of the major category values found in each of the data breakdowns. All five major categories are plotted on the same graph for these breakdowns.

There appear to be no noticeable differences between newspapers in affected areas and newspapers in unaffected areas, nor between local and national television, nor between television and print media. In most plots, there are a number of fairly negative points at the left of the graph, reflecting the coverage of the initial landing stories.

Assertions Analysis Summary

A negative balance of assertions was found in most major categories and for most data breakdowns. There was no combination of media outlet and category which produced a significantly positive balance of assertions. It appears that assertions negative to the Concorde were dominant in both local and national reporting, although local television produced more balance than any other media grouping. It can be tentatively concluded from the visual evidence that the initial stories were generally more negative in all major categories except Economics/Technology then most later stories. This tendency appears more strongly in the print media than in television.

It must be stressed, however, that this finding of a negative balance of assertions does not necessarily imply a bias in reporting Concorde related stories. The events reported may simply be perceived by an audience as negative (in this case y a surrogate audience of several assertions coders) without any systematic attempt to present only negative

assertions being made by the news media. The assertions may be negative simply because the information about Concorde was inherently negative. However, the possibility remains that information likely to be perceived as negative by an audience was chosen over positive information. There is no evidence either pro or con to illuminate this speculation provided by this research.

FIGURE 2R

DATA FOR ALL MEDIA

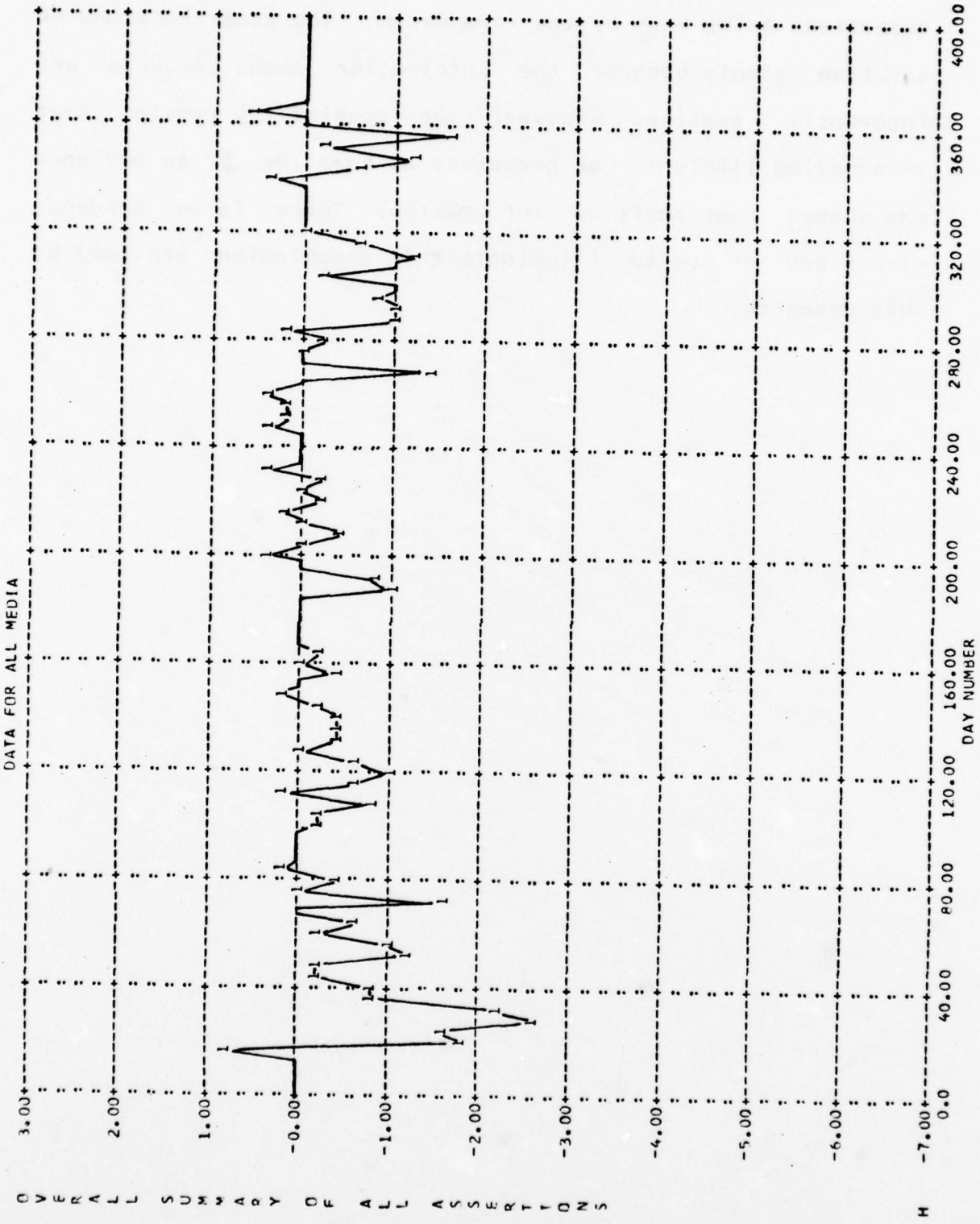


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FIGURE 29

DATA FOR ALL MEDIA

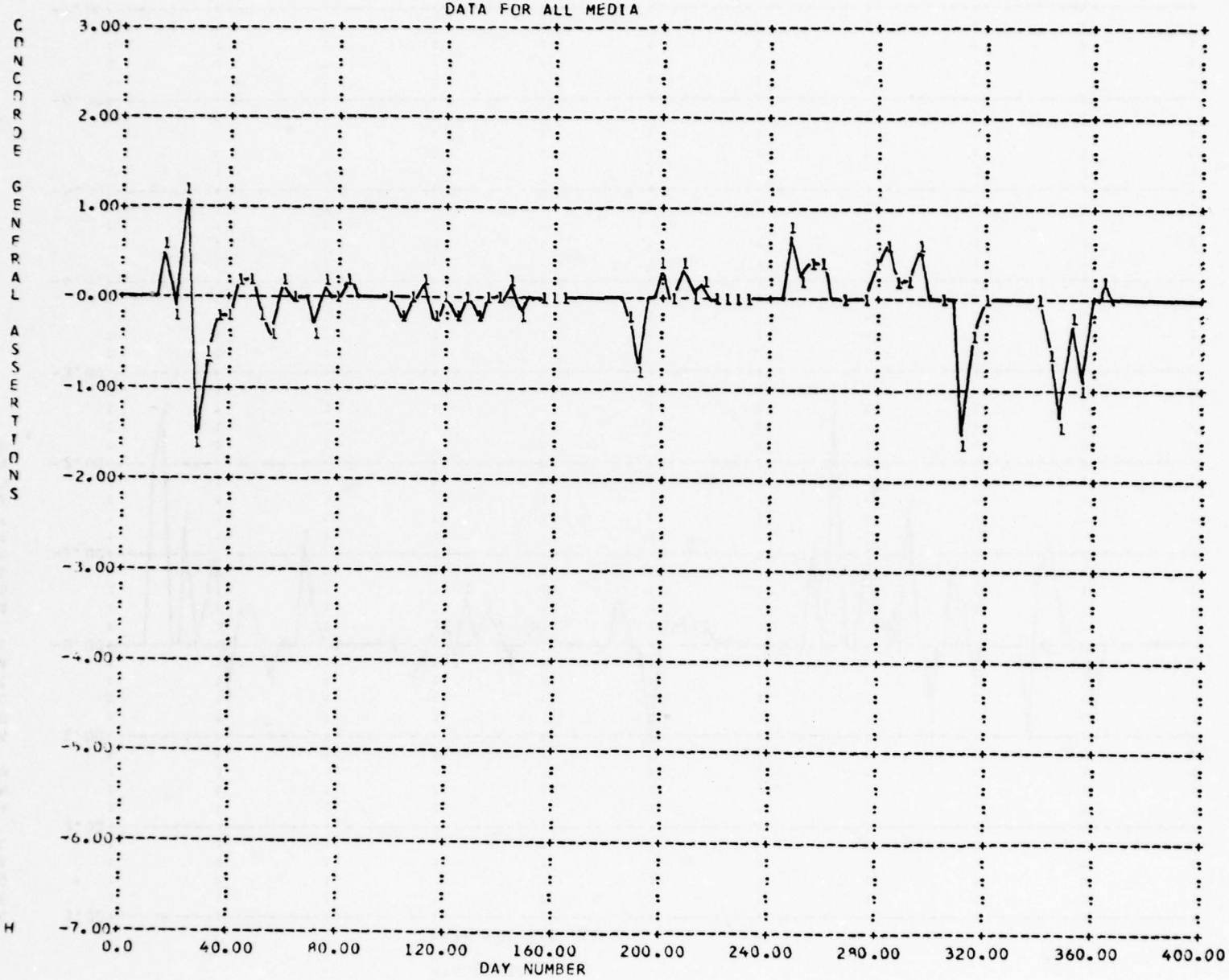

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FIGURE 30

DATA FOR ALL MEDIA

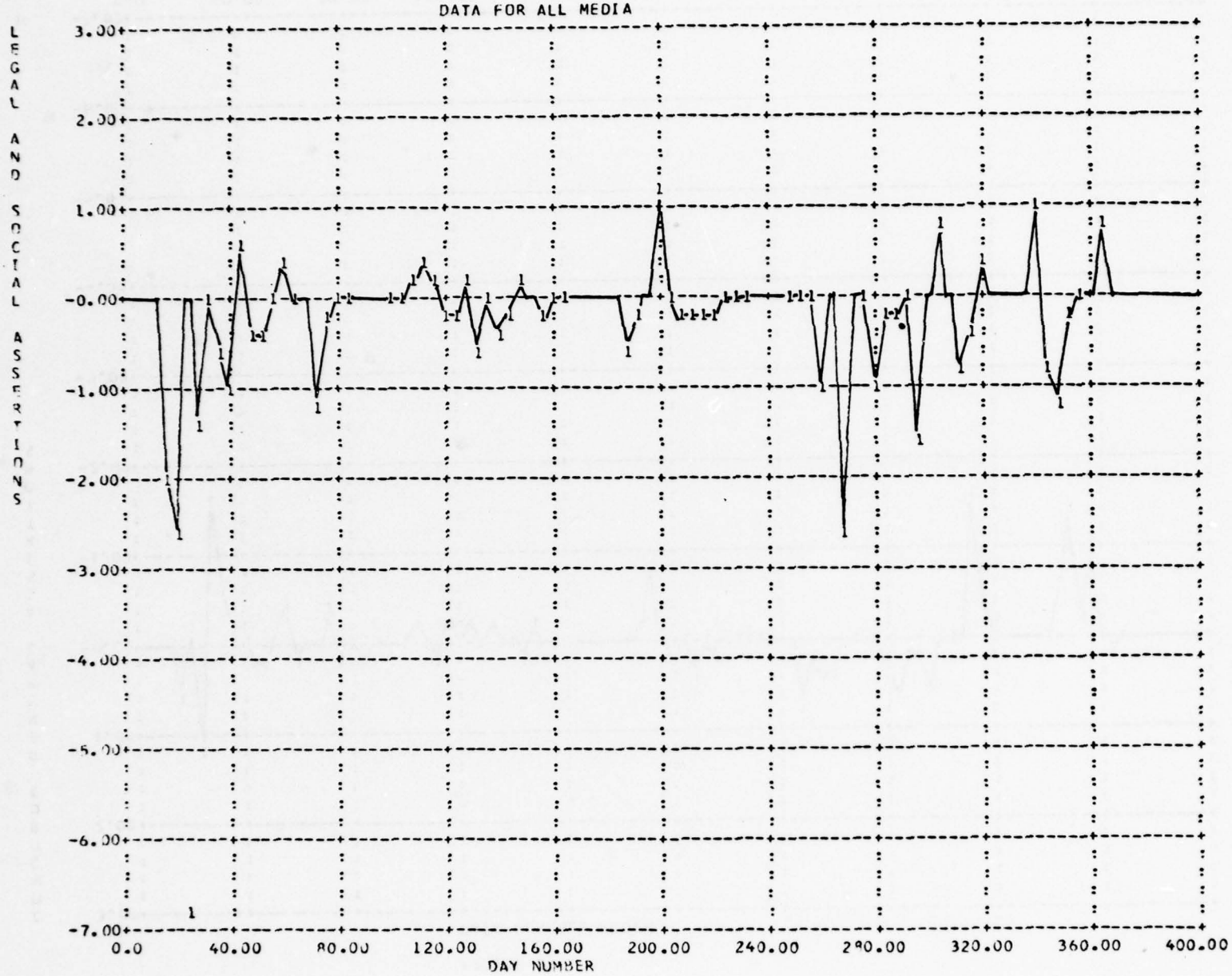

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FIGURE 31

DATA FOR ALL MEDIA

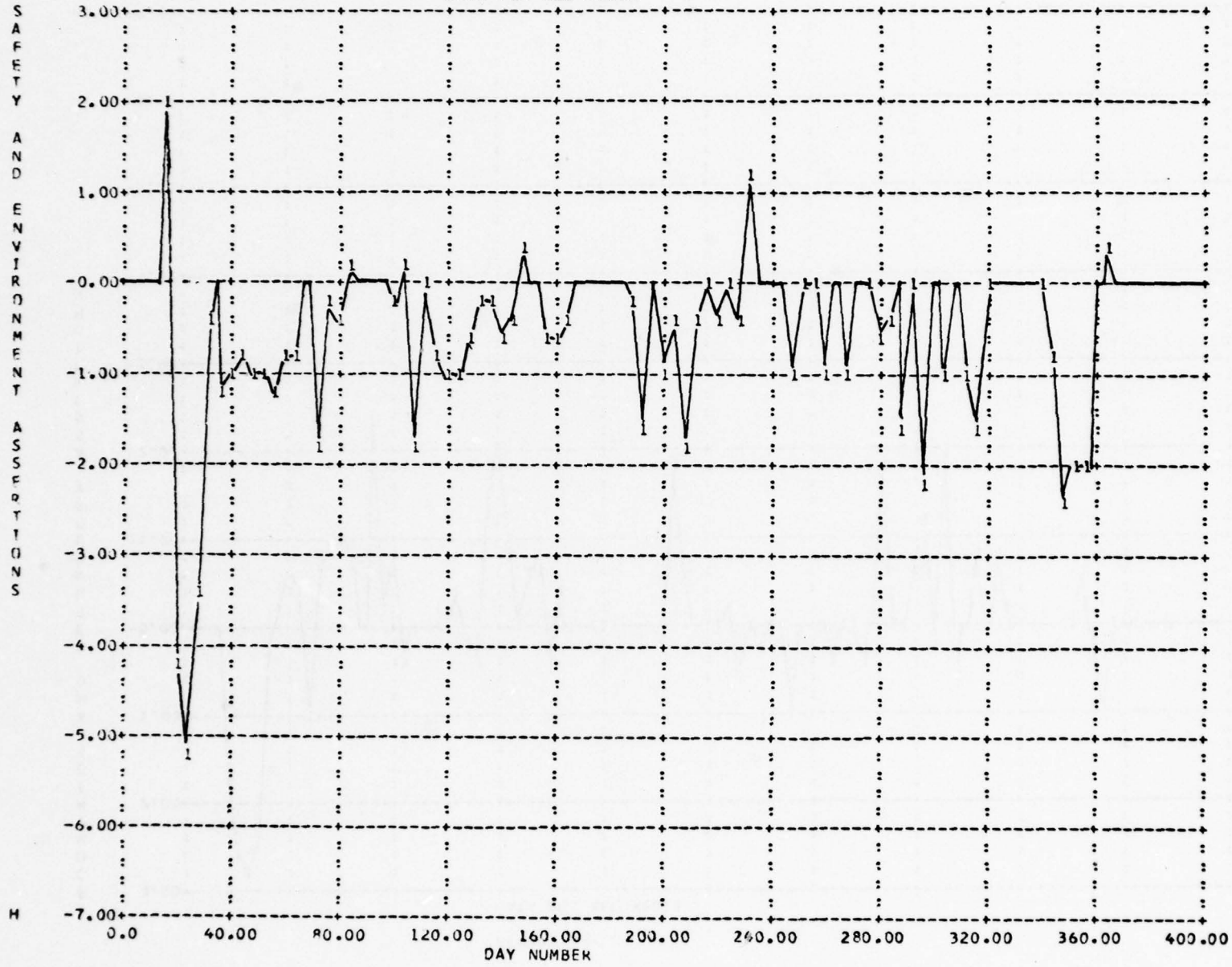

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FIGURE 32

DATA FOR ALL MEDIA

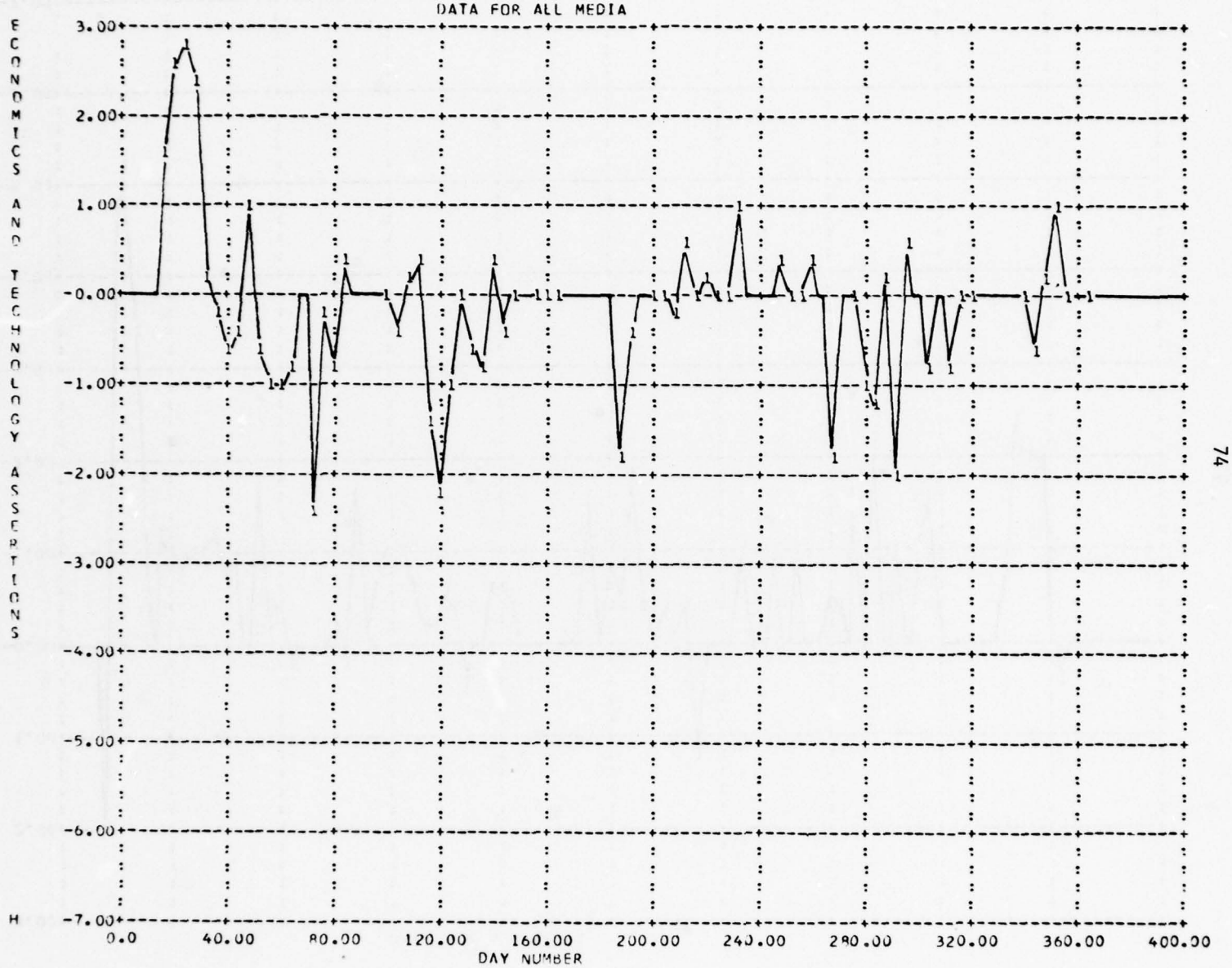

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FIGURE 33

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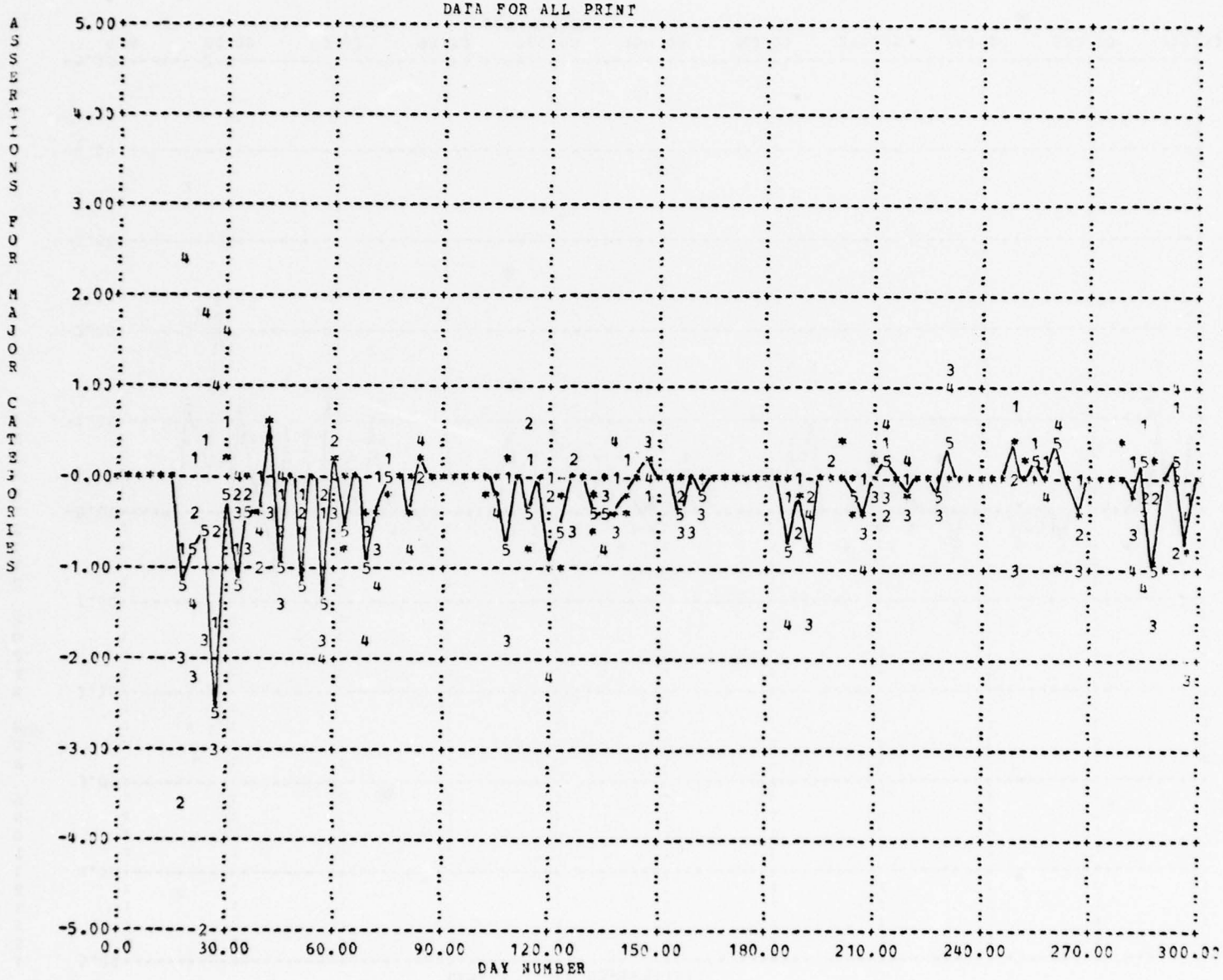

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FIGURE 34

DATA FOR ALL NEWSPAPERS

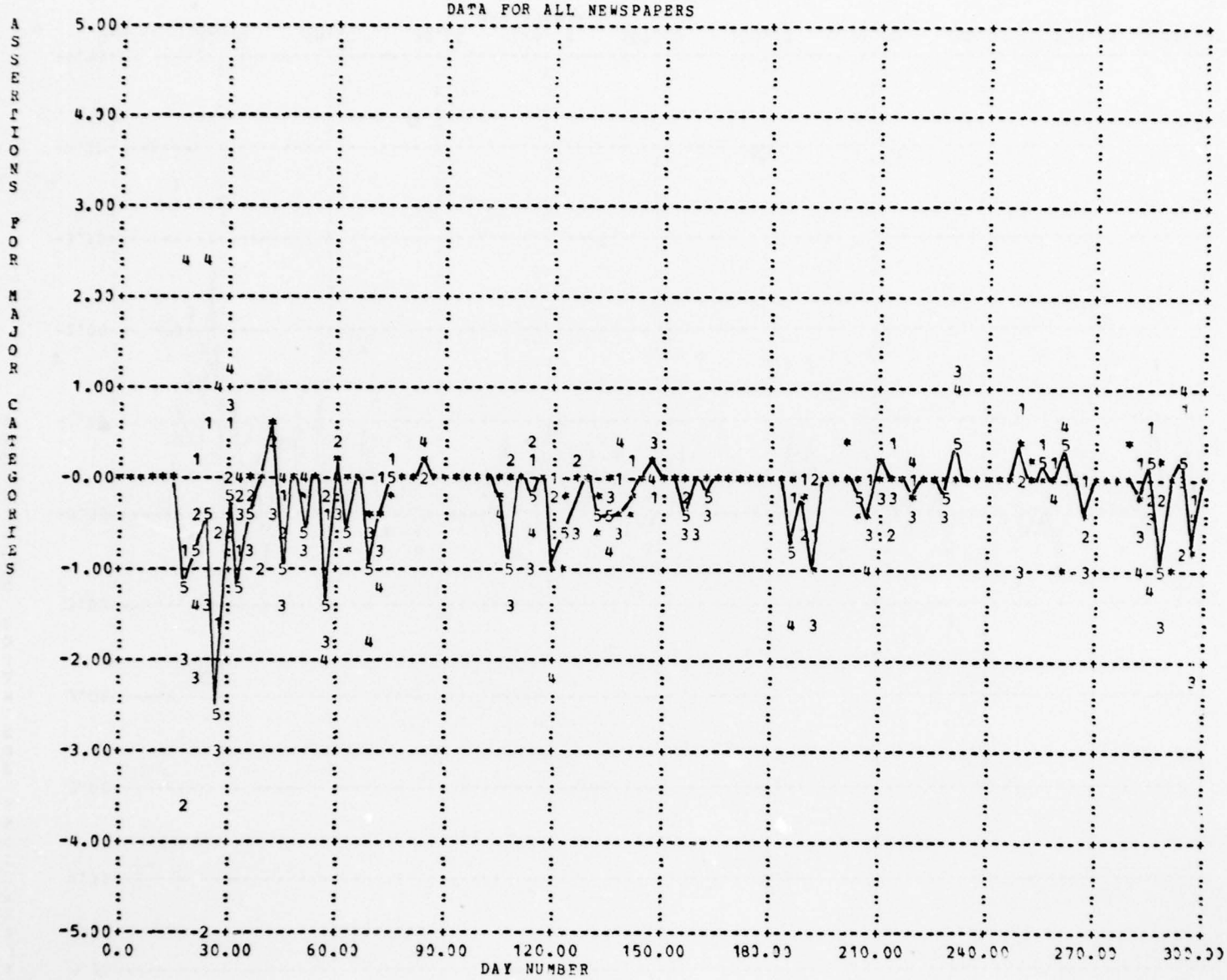

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FIGURE 35

DATA FOR AFFECTED AREA (NY & WASH) NEWSPAPERS

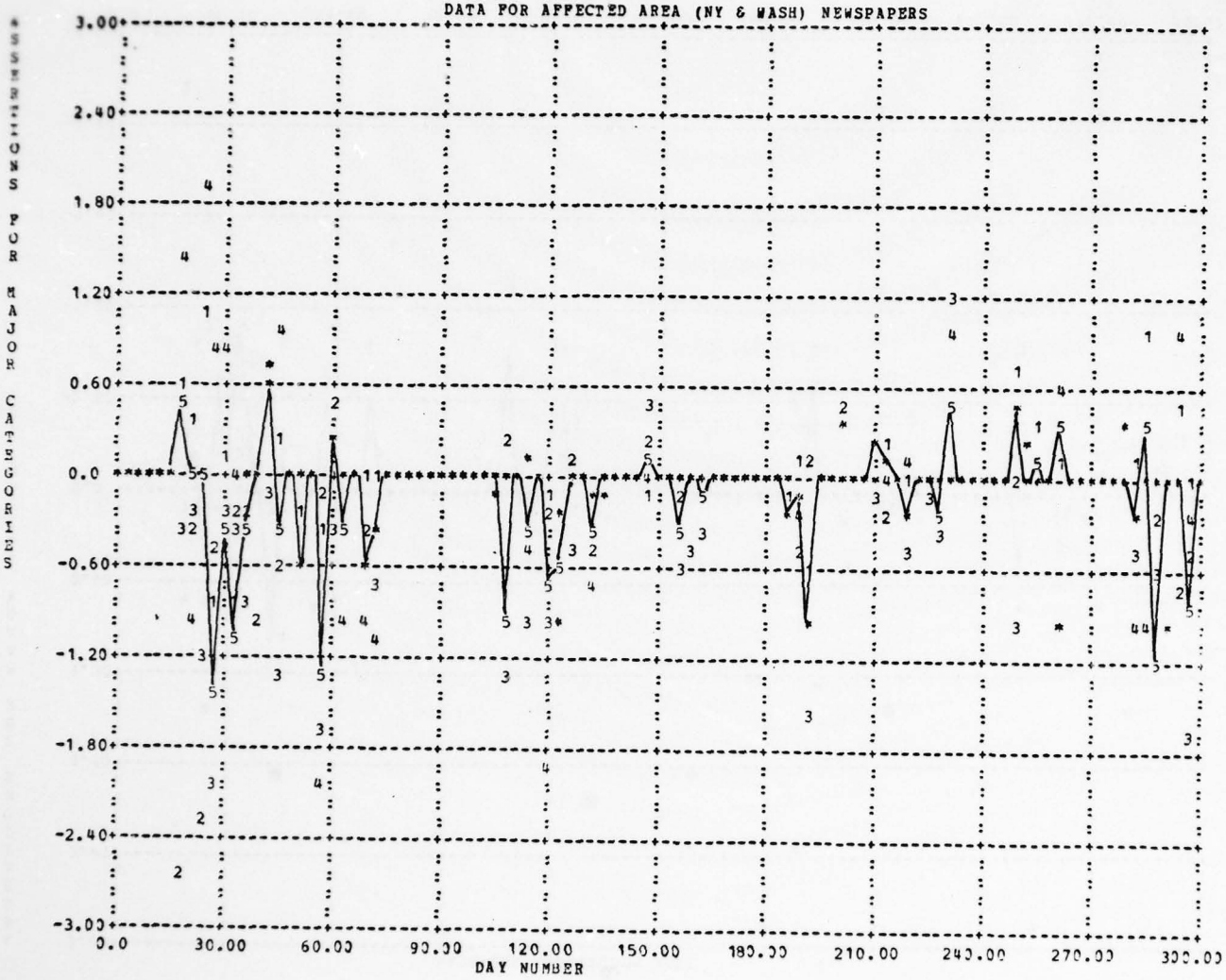

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FIGURE 36

DATA FOR WASHINGTON POST

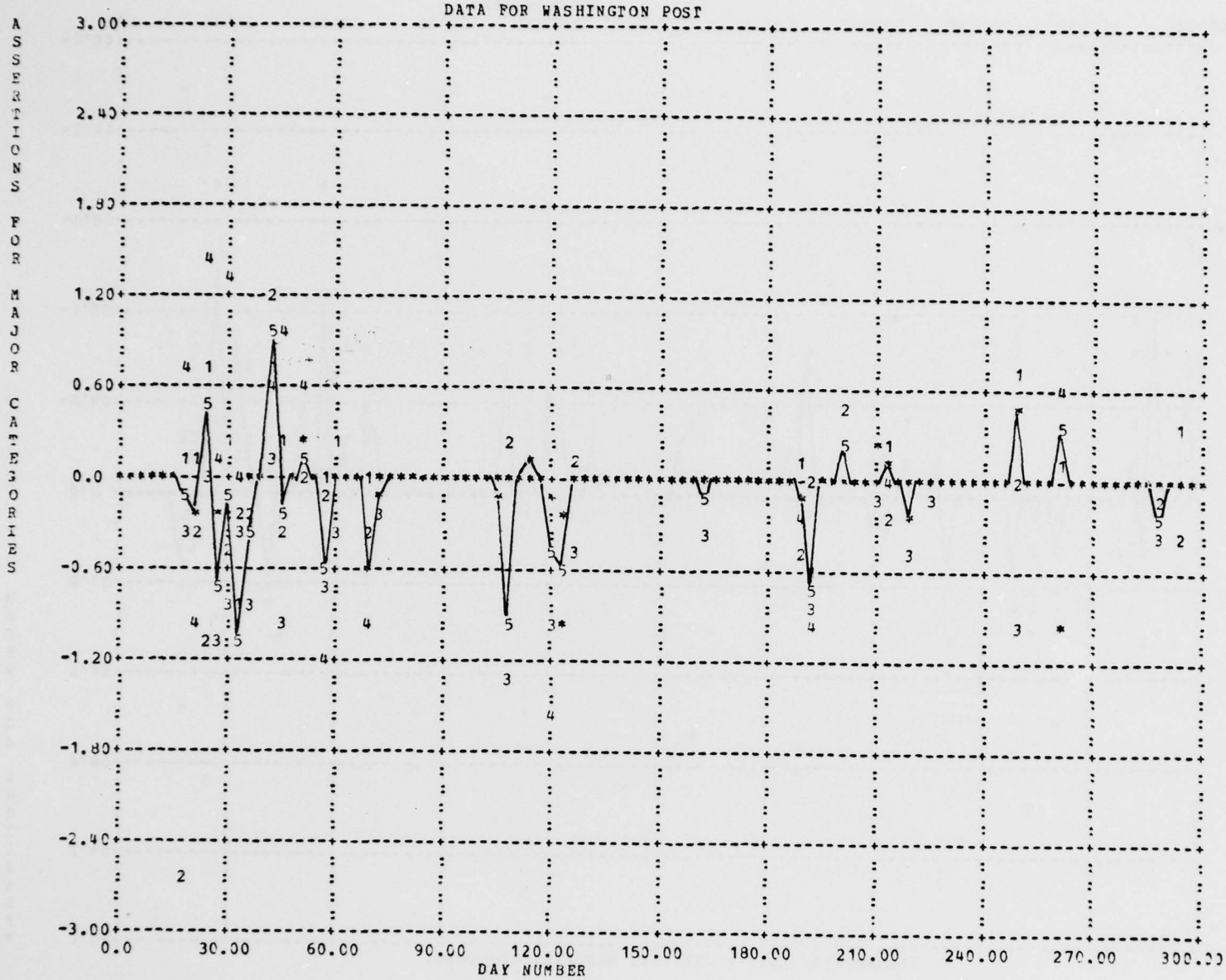

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FIGURE 37

DATA FOR NEW YORK TIMES

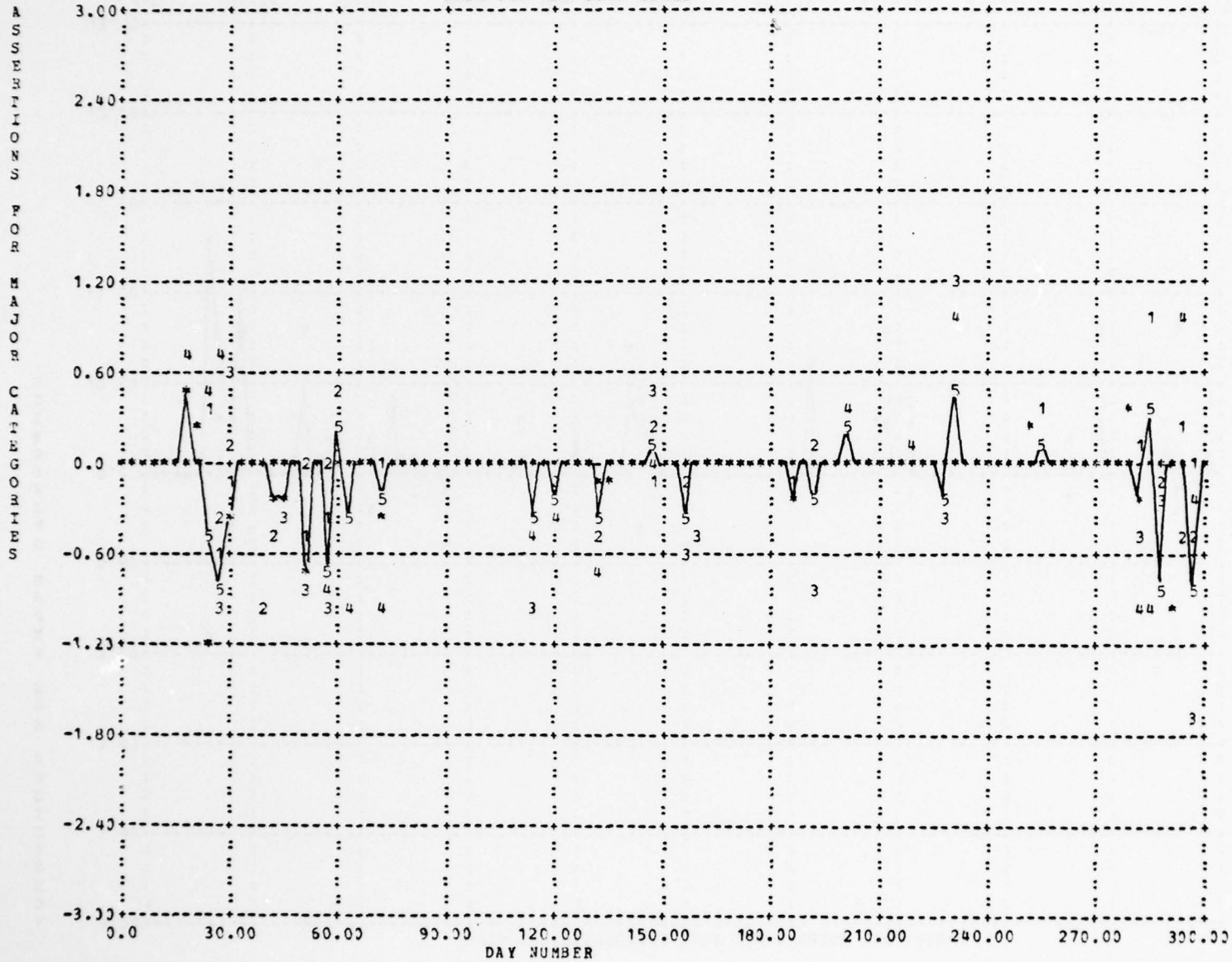

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FIGURE 38

DATA FOR UNAFFECTED AREA (LA & CHIC) NEWSPAPERS

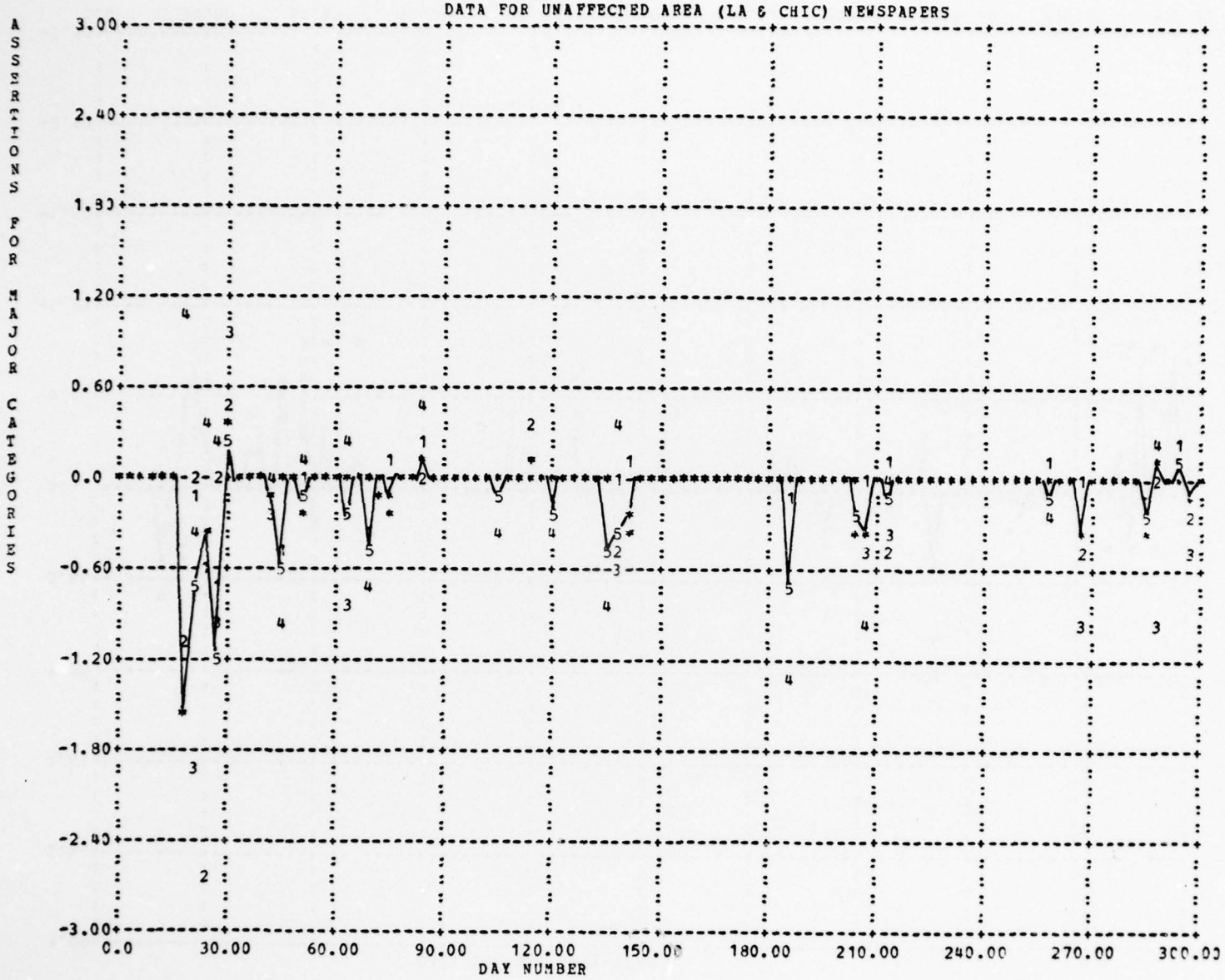

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FIGURE 39

DATA FOR CHICAGO TRIBUNE

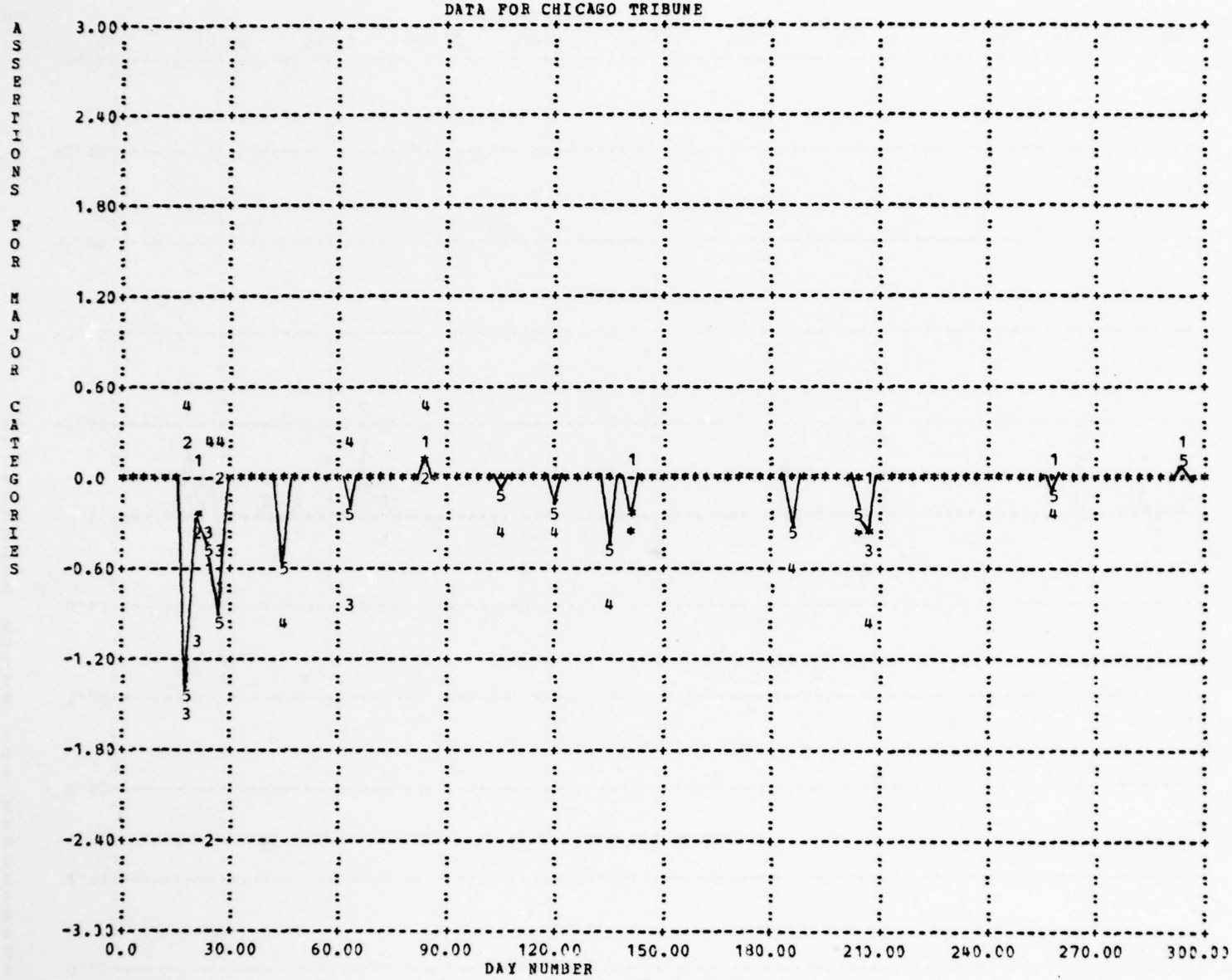

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FIGURE 40

DATA FOR LOS ANGELES TIMES

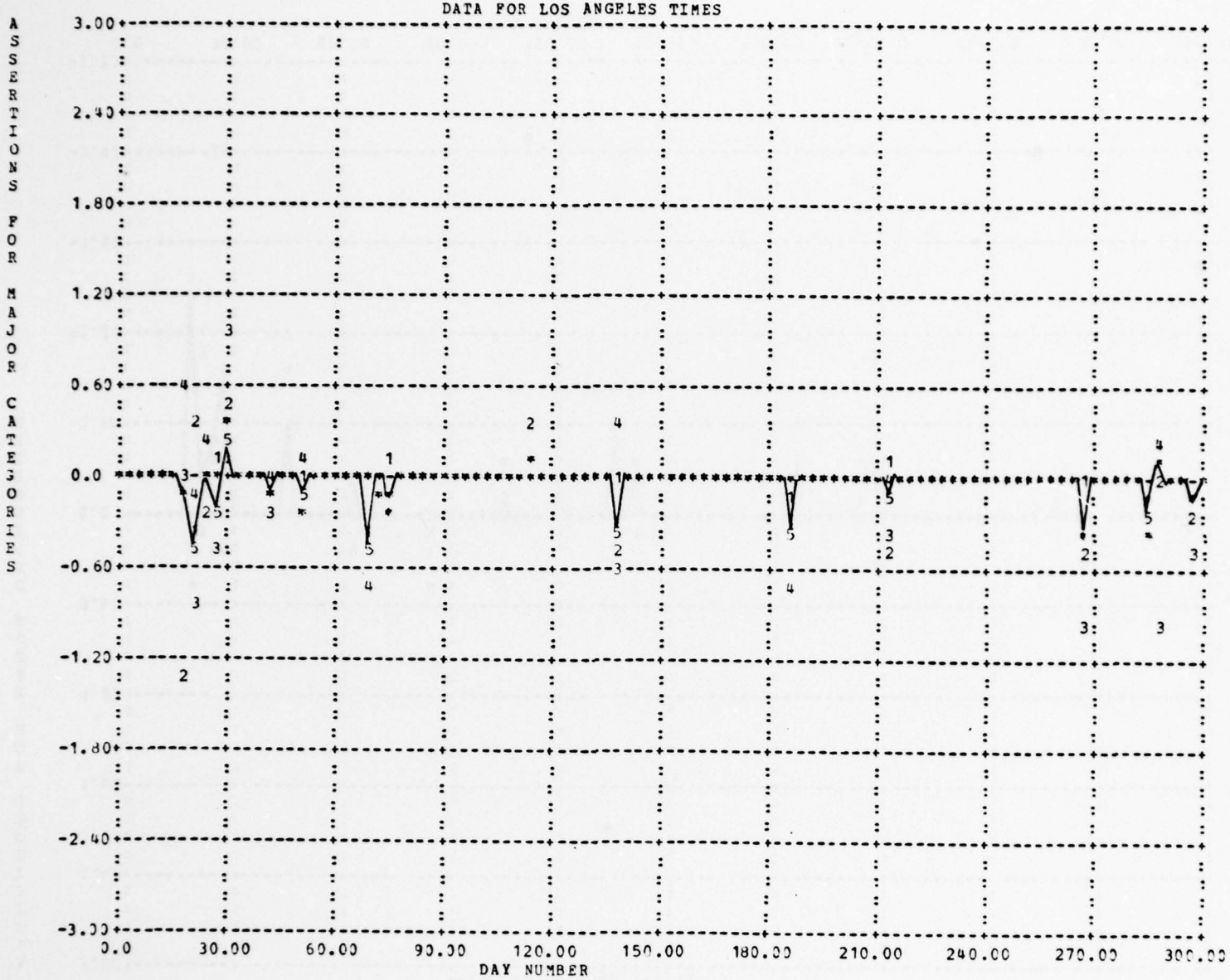

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FIGURE 41

DATA FOR ALL TELEVISION

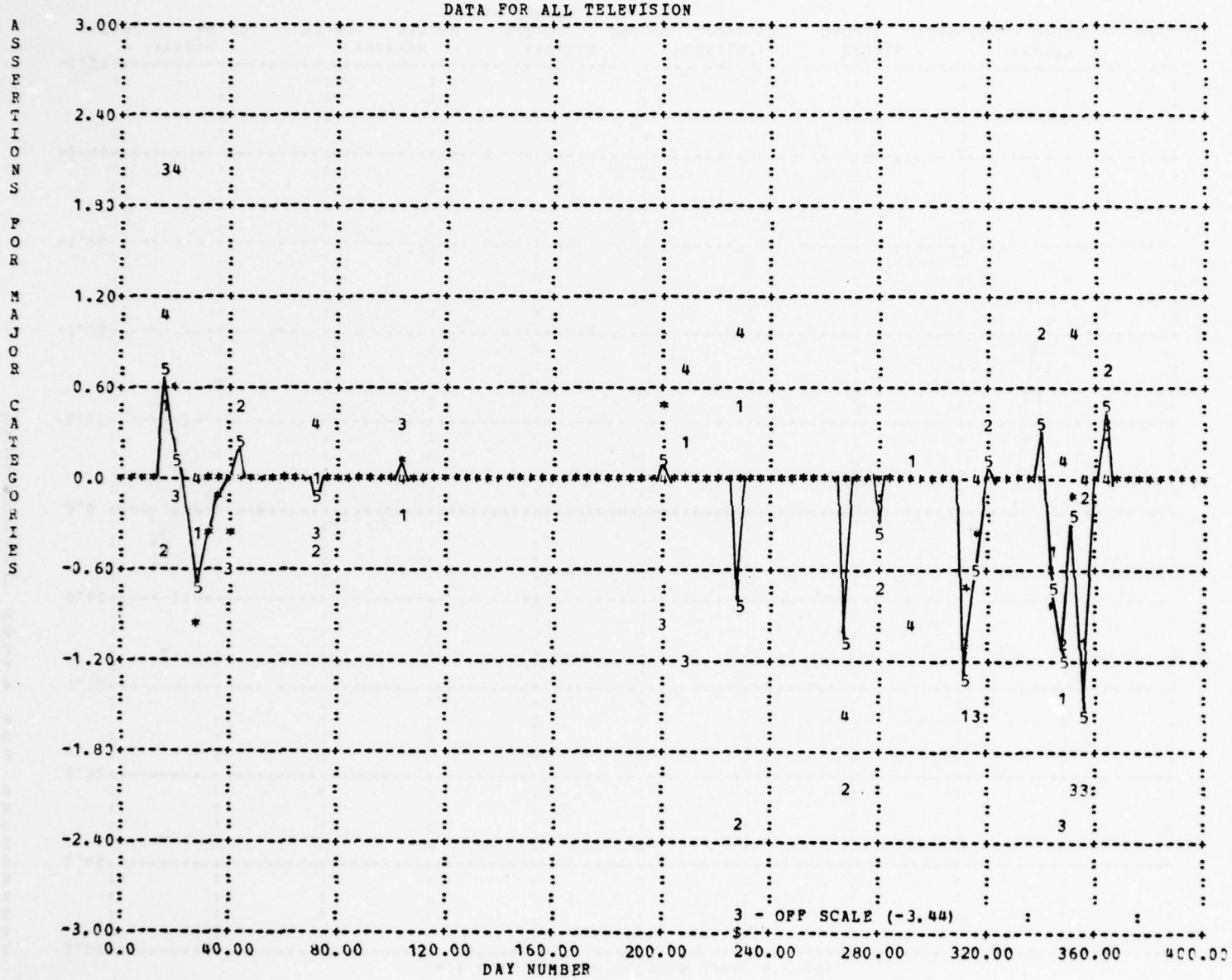

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FIGURE 42

DATA FOR LOCAL TELEVISION (WABC & WTOP)

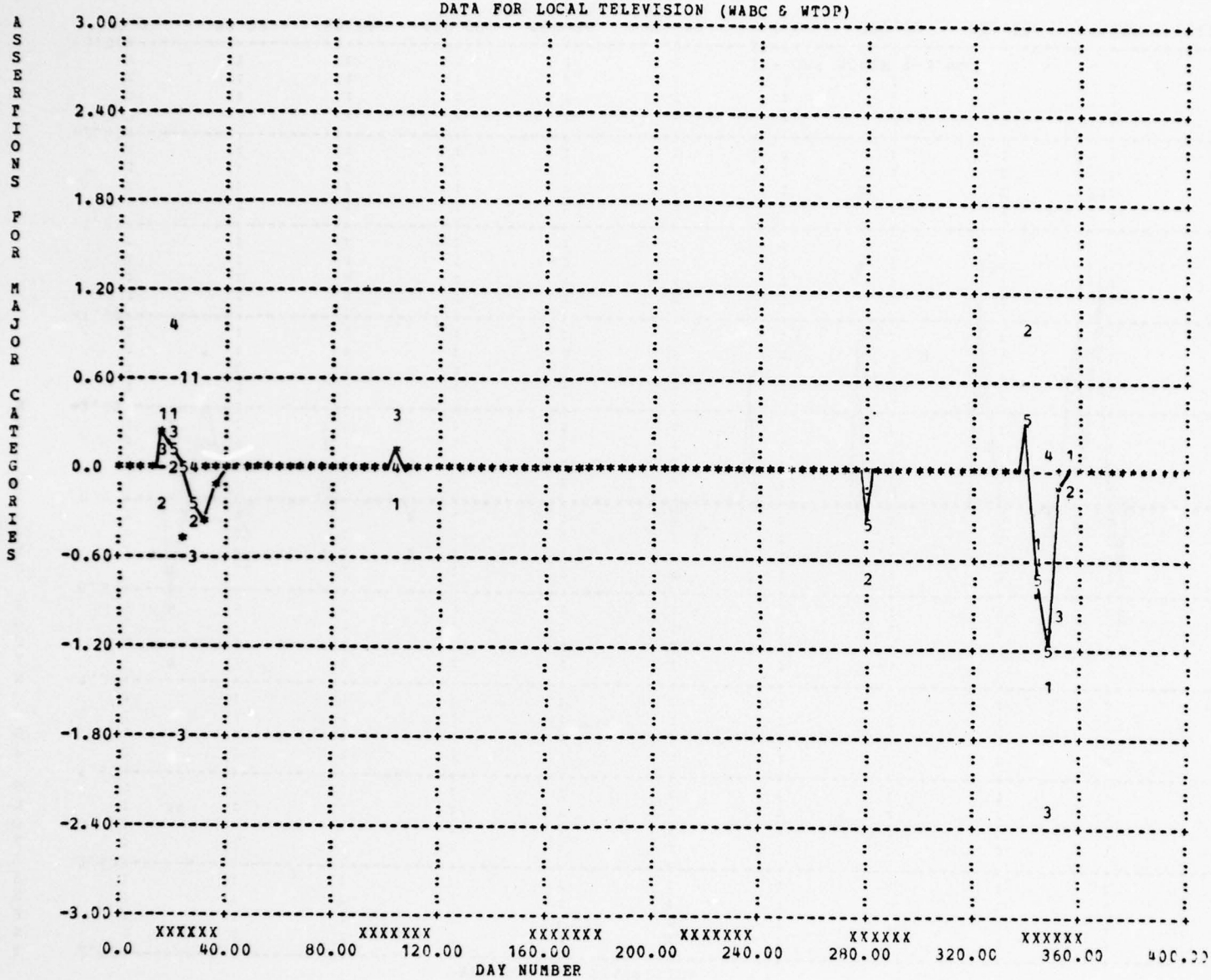

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FIGURE 43

DATA FOR WABC

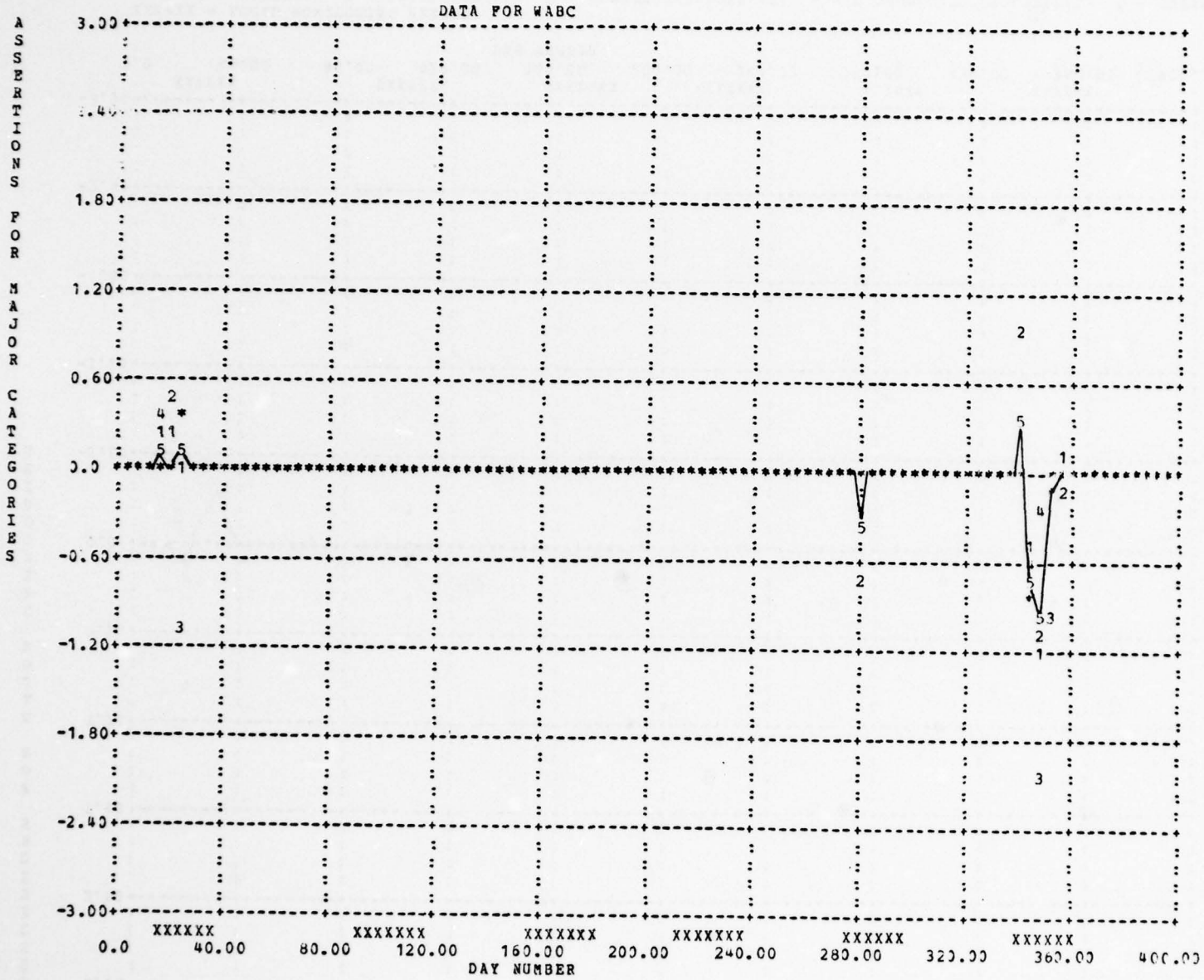

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FIGURE 44

DATA FOR WTOP

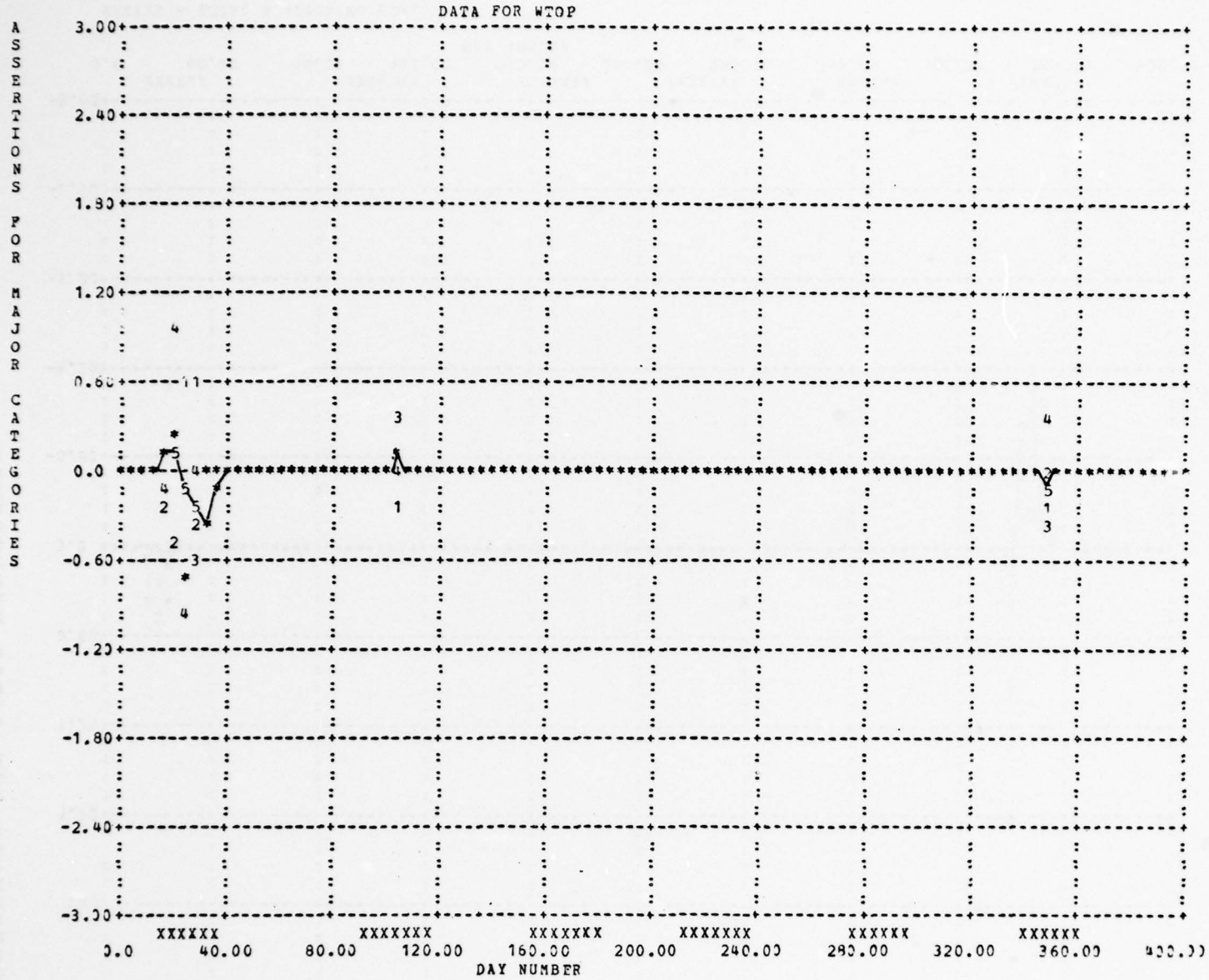

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FIGURE 45

DATA FOR ALL NATIONAL TV (NBC,CBS,ABC)

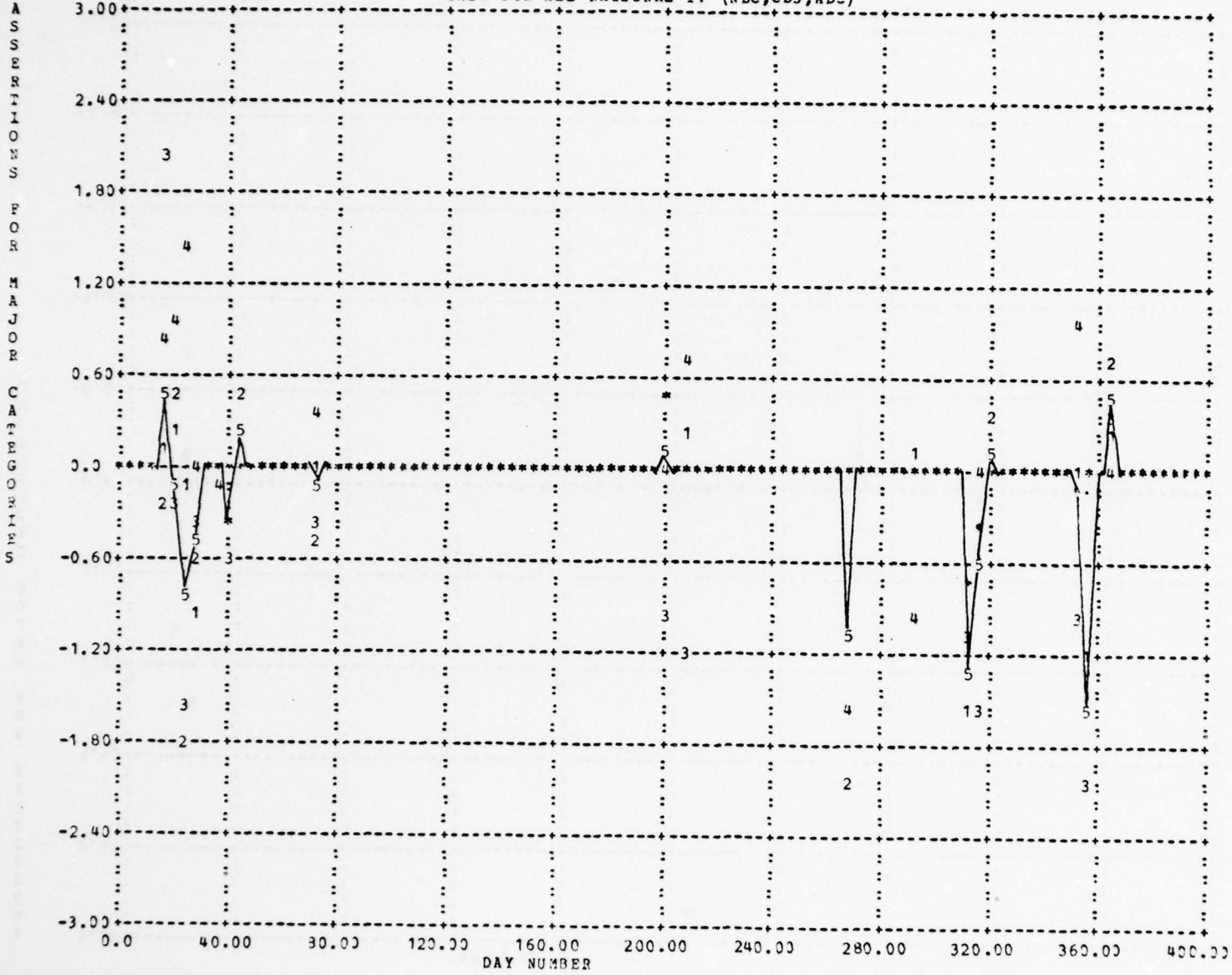

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FIGURE 46

DATA FOR ABC

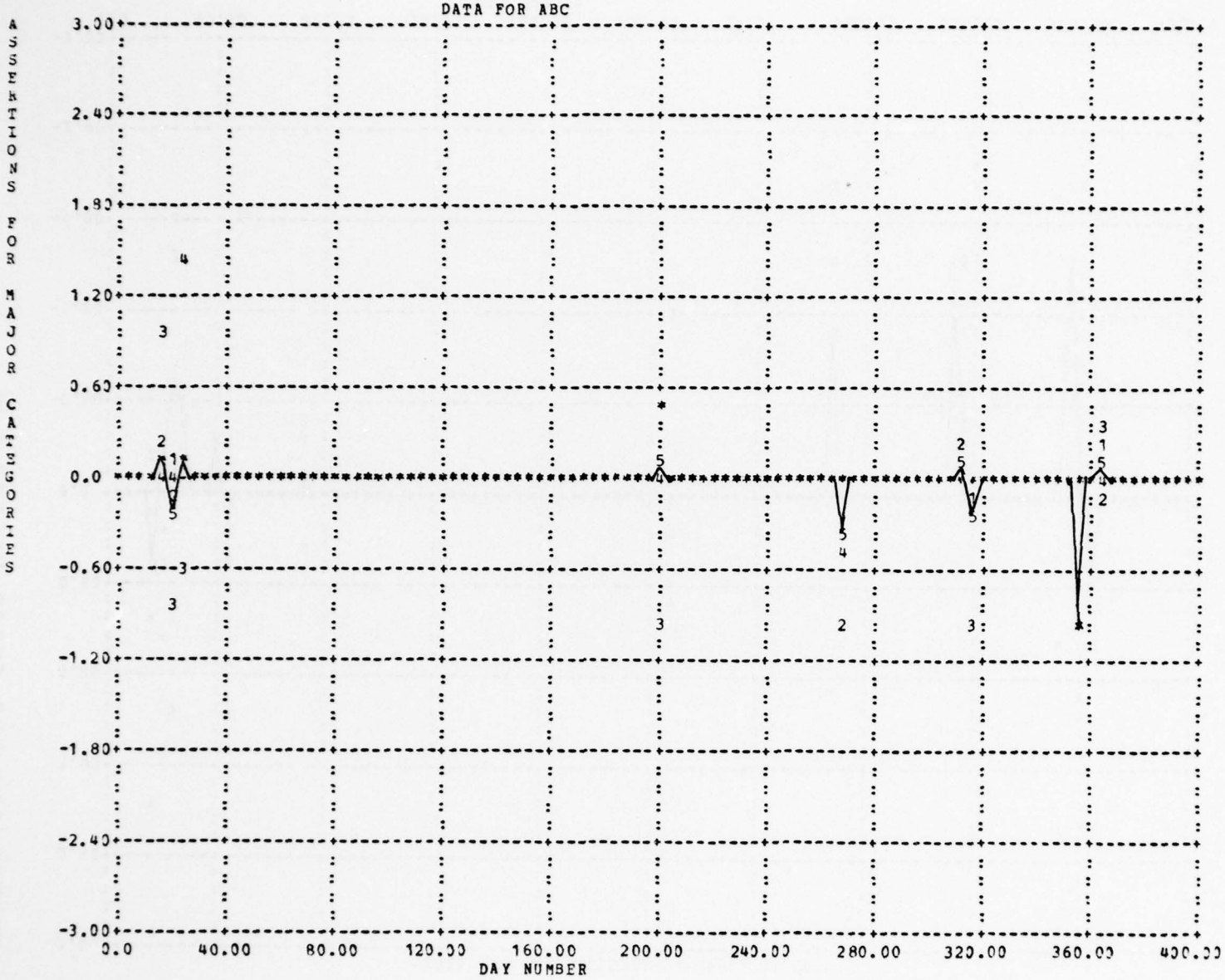

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FIGURE 47

DATA FOR CBS

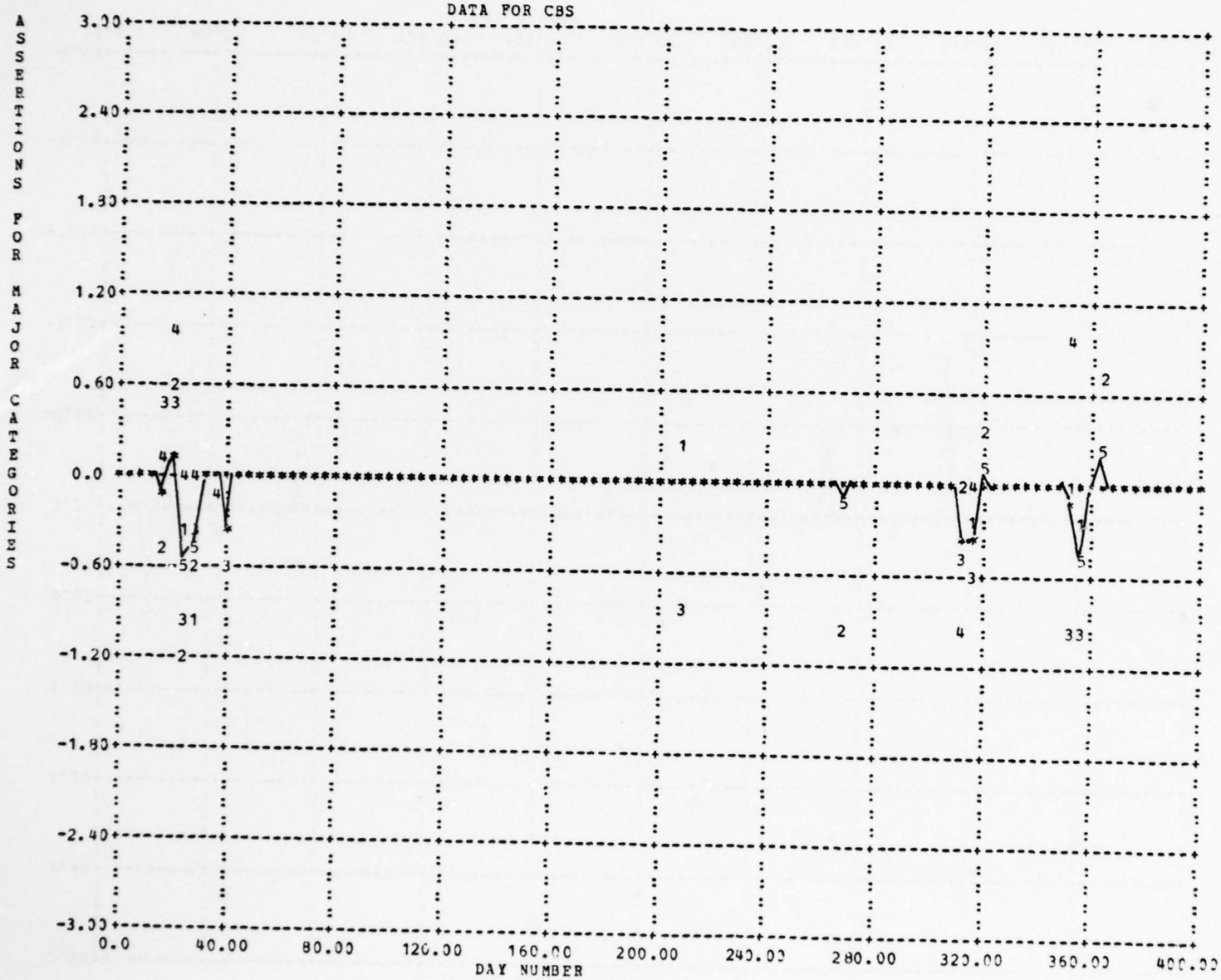

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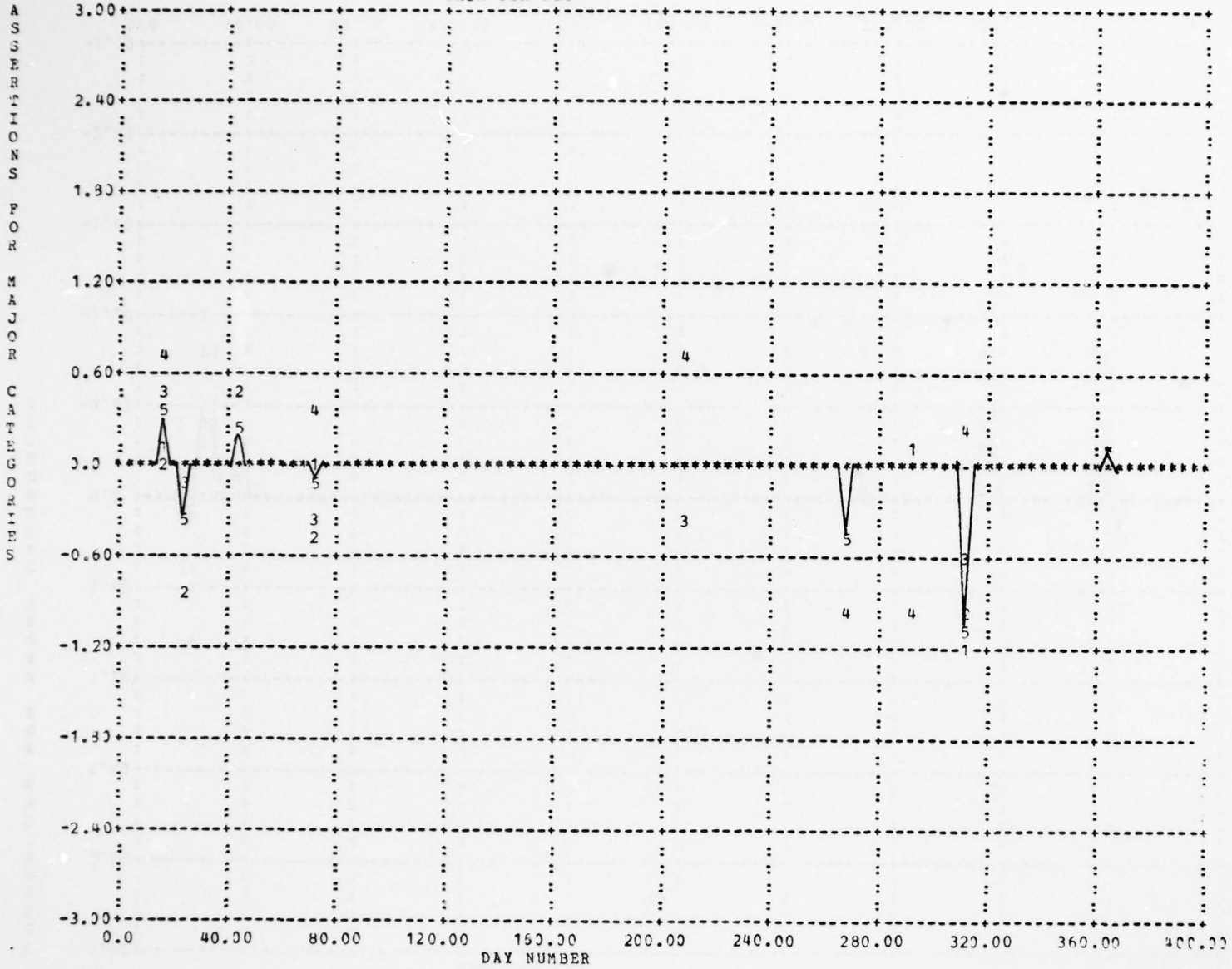
FIGURE 48

DATA FOR NBC



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AD-A066 529 CONNECTICUT UNIV STORRS DEPT OF SPEECH F/G 1/2
CONTENT ANALYSIS OF MASS MEDIA COVERAGE OF CONCORDE MAY 1976 - --ETC(U)
DEC 77 DOT-FA76WA-3820

UNCLASSIFIED FAA-AEQ-77-15 NL

2 OF 2
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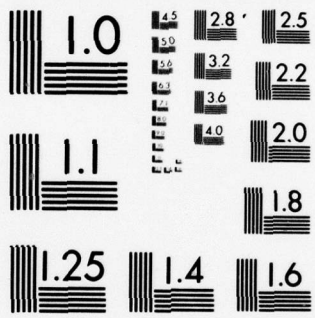

MICROCOPY RESOLUTION TEST CHART
NATIONAL BUREAU OF STANDARDS-1963-A

Strength-Direction Index

Table 4 summarizes the strength-direction major category analyses, while individual category summaries can be found in Tables 5 through 42. Figures 49 through 69 contain the over-time plots.

General Concorde Strength-Direction

Over all media, the prominence-weighted assertions in this major category were significantly positive, indicating that general mentions of Concorde presented to the public in all monitored media were predominantly positive. As the Table 4 means show, this finding is primarily due to the large positive means in this category in the Washington Post and Chicago Tribune, although the latter does not reach statistical significance because of the fewer number of stories carried in it. Each print medium outlet shows a positive mean in this category, even though only the Washington Post individually achieves significance. When the individually non-significant means are combined in the all newspapers and all print categories, they produce significantly positive means, however.

Television stories, on the other hand, produced individual strength-direction means fairly close to zero (or balanced positive and negative weighted assertions). There is clearly a difference between the prominence of print assertions in the General Concorde Mention category and the prominence of similar assertions in the television medium.

TABLE 4

STRENGTH-DIRECTION INDEX: MAJOR CATEGORIES

Medium	(Number of Stories)	Category: Concorde: General			Legal and Social			Safety and Enviroment			Economics and Technology			Overall		
		Mean	t	sig	Mean	t	sig.	Mean	t	sig.	Mean	t	sig.	Mean	t	sig.
All Media	(286)	+5.96	+2.76	.01	-5.76	-3.53	.00	-19.9	-3.95	.00	-3.40	-0.43	.67	-2[illegible]	[illegible]	[illegible]
All Print	(203)	+8.72	+2.90	.00	-7.69	-3.36	.00	-27.5	-3.90	.00	-4.89	-0.43	.67	-31.4	-2.15	.03
All Newspapers	(180)	+9.04	+2.70	.01	-8.62	-3.47	.00	-25.2	-3.30	.00	+3.97	+0.44	.66	-20.8	[illegible]	[illegible]
Affected Area Newspapers	(126)	+11.0	+2.60	.01	-6.78	-3.95	.00	-22.5	-3.25	.00	+16.0	+1.66	.10	-2.27	-0.17	.87
Washington Post	(64)	+18.9	+2.40	.02	-9.82	-3.31	.00	-35.0	-2.88	.01	+33.5	+1.78	.08	+7.61	+0.31	.76
New York Times	(62)	+2.83	+1.13	.23	-3.65	-2.25	.03	-9.59	-1.55	.13	-2.06	-1.30	.20	-12.5	-1.98	.05
Unaffected Area Newspapers	(54)	+4.48	+0.67	.51	-12.9	-1.78	.08	-31.5	-1.60	.12	-24.1	-1.24	.22	-64.8	-2.19	.03
Chicago Tribune	(27)	+11.9	+1.21	.24	-5.44	-1.61	.12	-12.5	-0.81	.43	-55.2	-1.54	.14	-61.2	-1.39	.17
Los Angeles Times	(27)	-2.90	-0.93	.36	-20.4	-1.44	.16	-50.6	-1.38	.18	+6.95	+0.49	.63	-66.9	-1.70	.10
All Magazines	(23)	+6.26	+1.35	.19	-0.38	-0.08	.94	-45.8	-2.64	.02	-73.9	-1.07	.30	-114.	-1.41	.17
All Television	(83)	-0.81	-1.19	.24	-1.06	-3.09	.00	-1.34	-3.08	.00	+0.13	+0.41	.72	-3.09	-2.42	.02
Local Television	(35)	+0.26	+0.38	.71	-1.42	-2.29	.03	-1.12	-1.78	.08	+0.12	+0.24	.81	-2.16	-1.10	.28
WABC, New York	(18)	-0.73	-0.81	.43	-2.08	-1.84	.08	-1.46	-1.47	.16	+0.01	+0.01	.99	-4.25	-1.19	.25
WTOP, Washington	(17)	+1.30	+1.35	.20	-0.71	-1.70	.11	-0.75	-0.98	.34	+0.23	+1.16	.26	+0.06	+0.04	.97
National Television	(48)	-1.59	-1.49	.14	-0.81	-2.07	.04	-1.50	-2.50	.02	+0.14	+0.33	.74	-3.76	-2.23	.03
ABC	(14)	+0.46	+1.41	.18	-0.03	-0.09	.93	-0.66	-1.32	.21	+0.54	+0.91	.38	+0.31	+0.37	.72
CBS	(20)	-1.56	-1.21	.24	-0.76	-1.99	.06	-2.10	-1.96	.07	-0.60	-0.73	.47	-5.03	-1.90	.07
NBC	(14)	-3.68	-1.17	.26	-1.66	-1.40	.18	-1.49	-1.13	.28	+0.80	+1.51	.16	-6.03	-1.42	.18

Legal/Social Strength-Direction

All strength-direction means were negative in this major category, since all assertions means from the assertions analysis were also negative. However, the pattern of significance levels differs. As in the assertions analysis, the strength-direction index for all media, print, and newspapers shows presentation of significantly negative results. But the unaffected area newspapers do not show a strength-direction index significantly different from zero. Apparently stories which contained significant numbers of negative legal/social assertions were given less prominence in unaffected areas than in affected areas.

Both local and national television score negatively at a significant level, in this major category. No single television outlet scores sufficiently negatively to reach significance itself, but when they are combined, it can be confidently stated that the national networks, in aggregate, and the local stations in New York and Washington present predominantly negatively weighted assertions in this category.

Safety and Environment Strength-Direction

The results in this major category are similar to those in the Legal/Social category. Again all media, print, newspapers, and affected area newspapers produced significant negative strength-direction index means. The New York Times index individually did not reach significance, but the Washington

Post did. National television in aggregate produced a significantly negative mean, but none of the networks individually produced statistically significant scores. In contrast with the Legal and Social category, however, local television did not show any significant difference from a balance of prominent positive and prominent negative assertions in the Safety and Environment major category. This may indicate that legal and social issues are more local in nature, while safety and environment considerations are seen as more national issues, at least in television coverage.

Economics and Technology Strength-Direction

No media outlet or combination of media outlets gave mean strength-direction index scores which deviated significantly from zero in this major category. Apparently assertions about economics and technology were less prominantly presented, and thus the combined index did not reach significance as did the means computed simply on assertions alone.

Overall Summary of Strength-Direction

The single most important summary statistic of this project is the entry in Table 4 for all media. This entry contains all the assertions made in all Concorde stories, weighted by the prominence of all these stories. As the table entry indicates, this value is significantly negative, leading to the conclusion that the media monitored presented more

prominent negative assertions about the Concorde trial than prominent positive assertions, and that there are only 3 chances in 100 that this result was a product of chance. There are other very interesting summary statistics. National television overall was significantly negative, while local television was not. In fact, WTOP was slightly positive overall, while WABC was somewhat negative.

Unaffected area newspapers were significantly negative while affected area newspapers were not. This result seems to be due to a fairly large difference in coverage by the Washington Post and the New York Times. The Post was positive while the Times was significantly negative, although the Post mean did not reach statistical significance. In the unaffected area newspapers, however, both the Chicago Tribune and the Los Angeles Times were fairly negative, with the means approaching significance. There was a distinct geographic difference in this summary category. Both Washington media outlets were slightly positive, while both New York outlets were negative, one significantly so. Chicago and Los Angeles newspapers were even more negative in the fewer stories they carried.

Over-Time Trends in Strength-Direction Index

Figures 49-69 show the plots of the strength-direction index for major categories over time. The major categories for the all media aggregate are plotted separately, while the categories for other data breakdowns are all plotted on the same sheet.

The Overall Summary for all media appears to have been more negative initially, with more stable but somewhat negative strength-direction values after the first several months of the Concorde trial.

This summary trace was tested for trend and curvilinearity in a manner similar to the way the assertions overall summary trace was tested. No curvilinearity was found, but a signficantly positive linear trend in the Overall Summary for strength-direction was found (Multiple R = .30, Significance < .001). The least-squares equation for this trend line is:

OVSSD = .006*DAYNO - 1.25

Where OVSSD is the Overall Summary for strength direction index
DAYNO is the day number

This trend is small, but the positive slope indicates that Concorde assertions, when weighted for prominence, became increasingly more positive over the period of data gathering. But the plot itself seems to indicate that most of this improvement occurred near the beginning of the data gathering period.

The Concorde General category deviates only slightly over time and except for an initial positive peak appears to be stable. Legal and Social strength-direction values were initially very negative, but quickly stabilized around a somewhat negative mean value after the first weeks of the trial. Safety and Environment values are more consistently and strongly negative, but seem to show less systematic differences

over time than those observed in the Legal and Social category. The Economics and Technology category shows a number of negative and positive transitions with no real pattern over time. The mean values in this category are reasonably descriptive.

Print media, both individual and aggregates, show less time variation in the strength-direction index than in the analysis of the assertions alone. The first weeks of Concorde flights still appear to produce a more negative situation than later weeks, but the difference is moderate. Television, on the other hand, shows two strong negative transitions. One is after the first landings and another corresponds to the legal and protest activities in New York. This event-oriented situation was noted in the assertions analysis and the prominence analysis, so it is no surprise that it appears in the combined index. The strength with which it appears is significant, however, especially when contrasted with print medium.

Strength-Direction Analysis Summary

Overall, the media presented more prominent negative than prominent positive assertions. However, the negative nature of the assertions made were moderated by the prominence given these assertions. There were fewer significantly negative deviations from balanced presentation in the strength-direction analysis than in the assertions analysis. Apparently a number

of negative assertions appeared in lower prominence stories. This was particularly true of the print medium. The findings for the television medium were much closer to those of the assertions analysis. Weighting stories by their prominence did not modify the pattern of coverage as much for television as it did for print. Another interesting result was the finding that both Washington media outlets monitored presented slightly more prominent positive than negative weighted assertions.

Analysis of Individual Categories:

Assertions and Strength-Direction Index

Tables 5 through 42 list the total number of positive, neutral, and negative assertions found in each of the 38 categories for each of the media outlets and combinations. The overall mean and the t-test for significance of difference from zero of this mean were also tabulated.

Each table also lists the corresponding strength-direction index totals for positive, neutral, and negative categories, and a similar mean and t-test for significant difference from zero.

Interpretation of these tables is straightforward and a verbal summary of results will not be included here, as it would be redundant.

FIGURE 49

DATA FOR ALL MEDIA

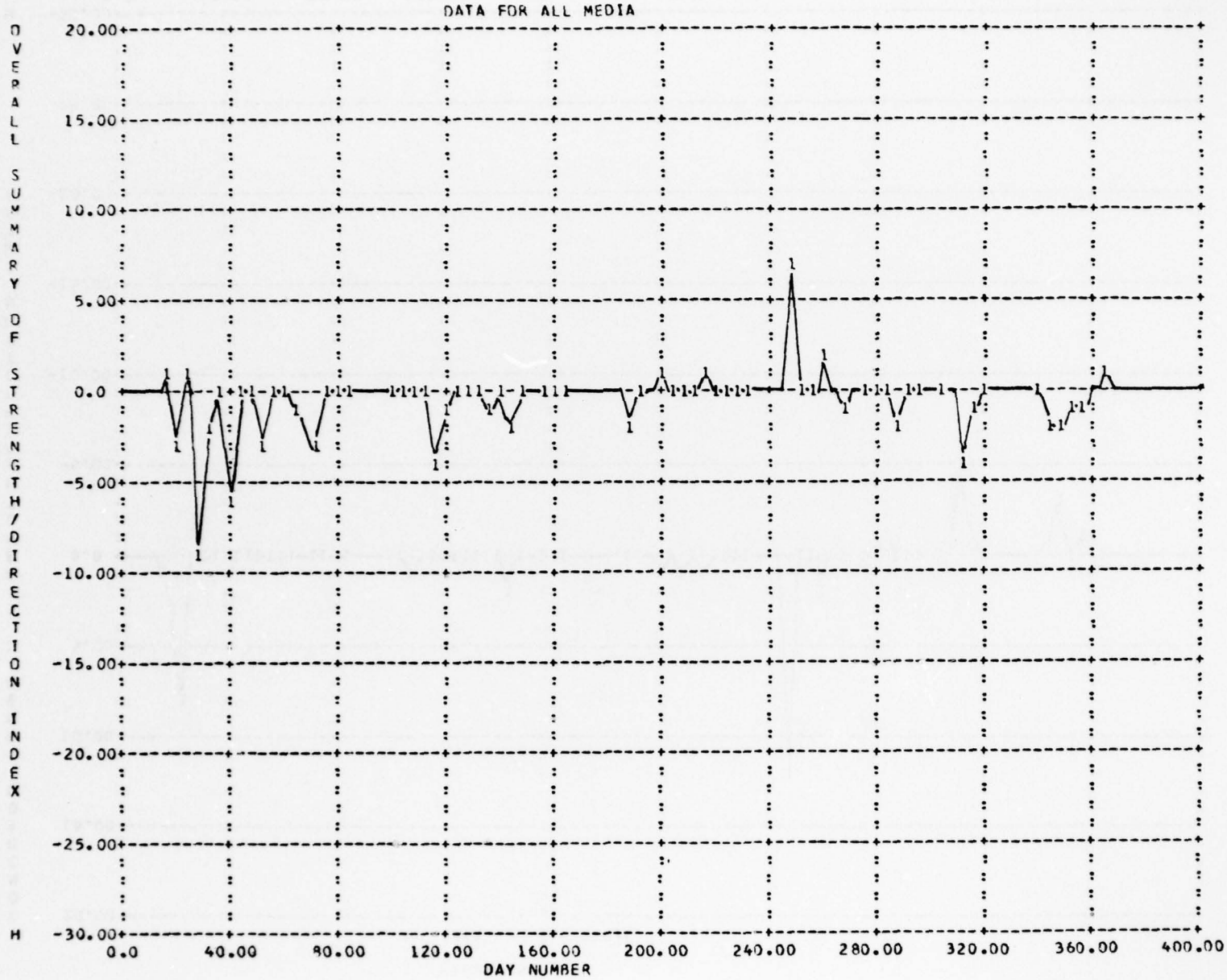

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FIGURE 50

DATA FOR ALL MEDIA

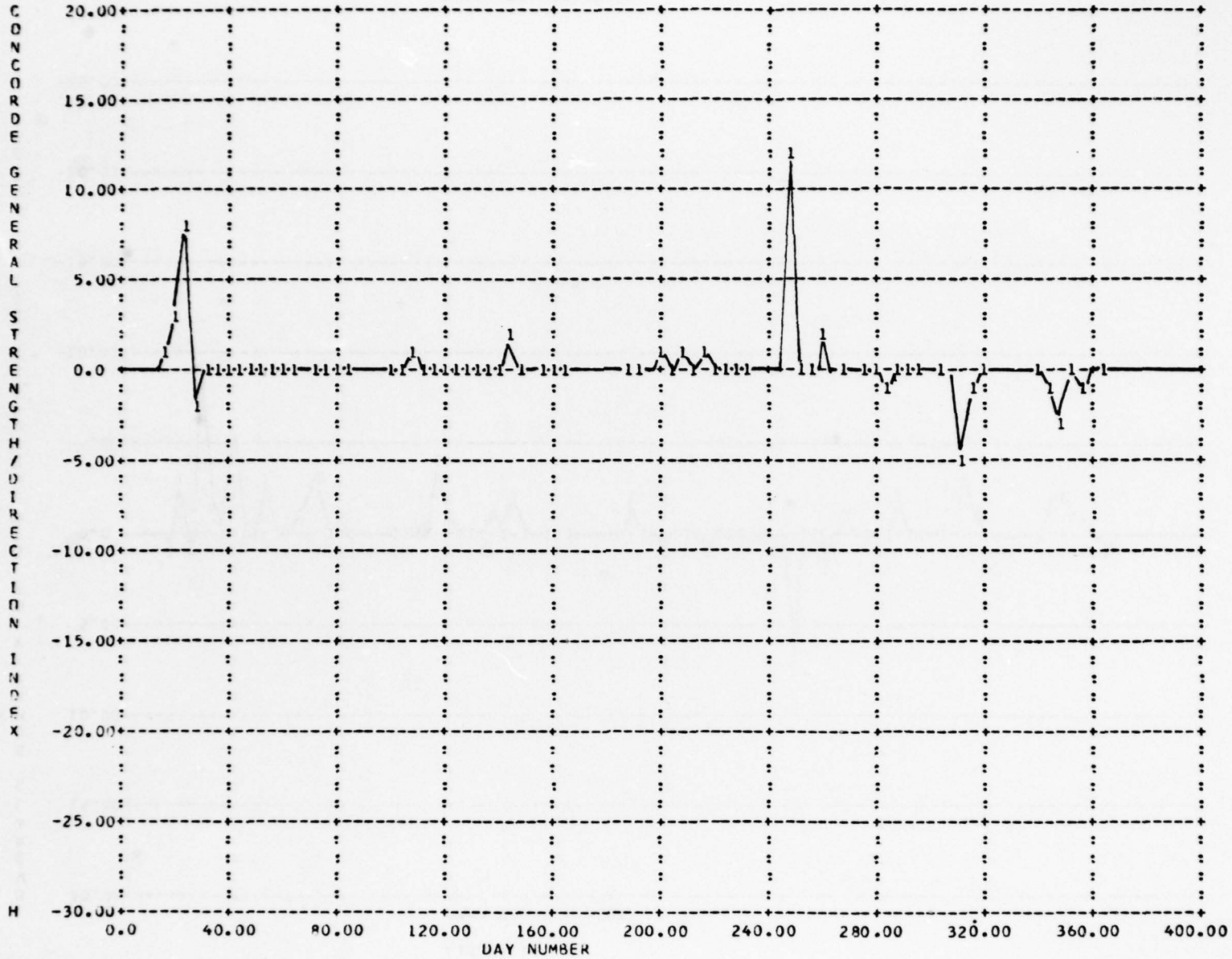

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FIGURE 51

DATA FOR ALL MEDIA

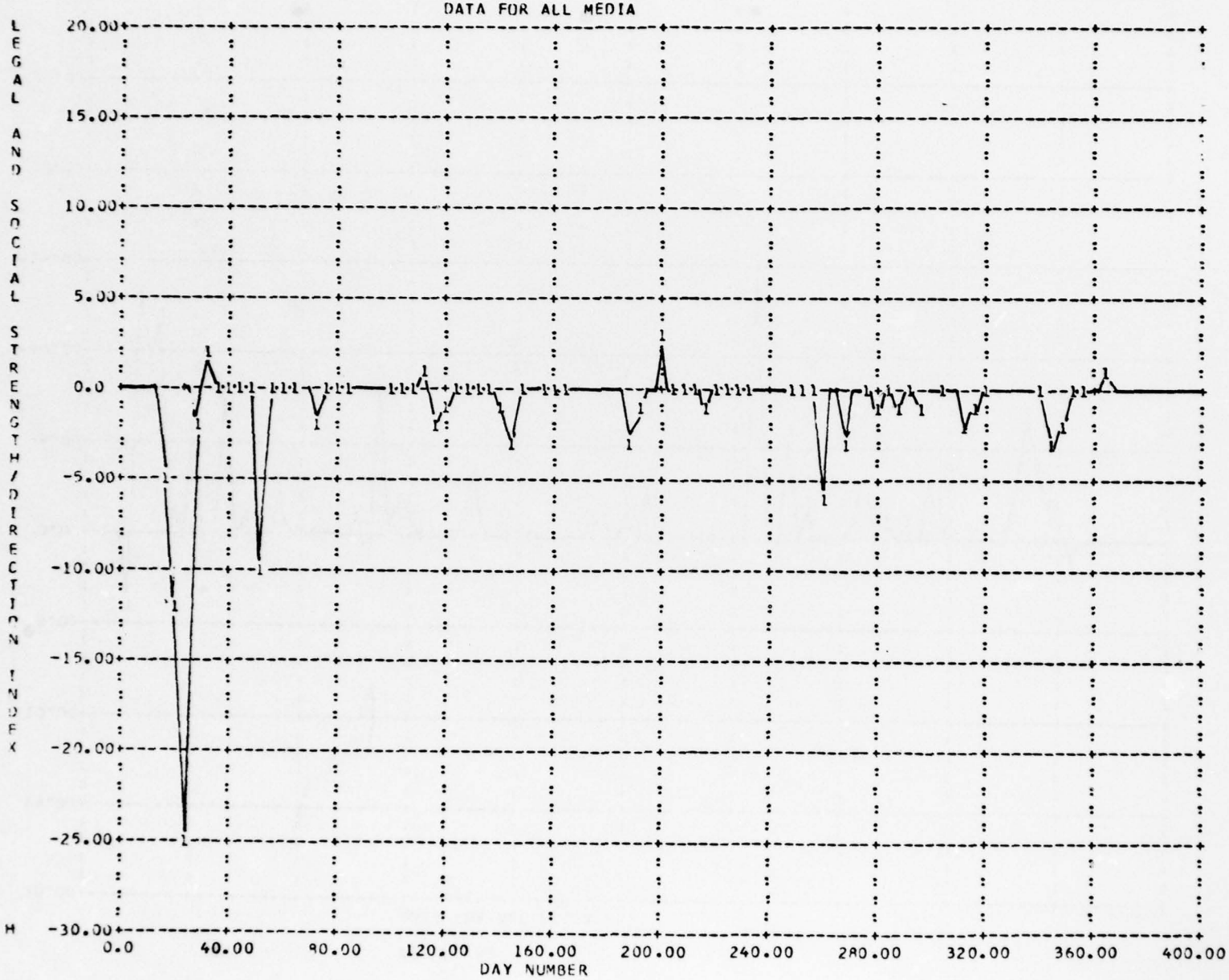

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FIGURE 52

DATA FOR ALL MEDIA

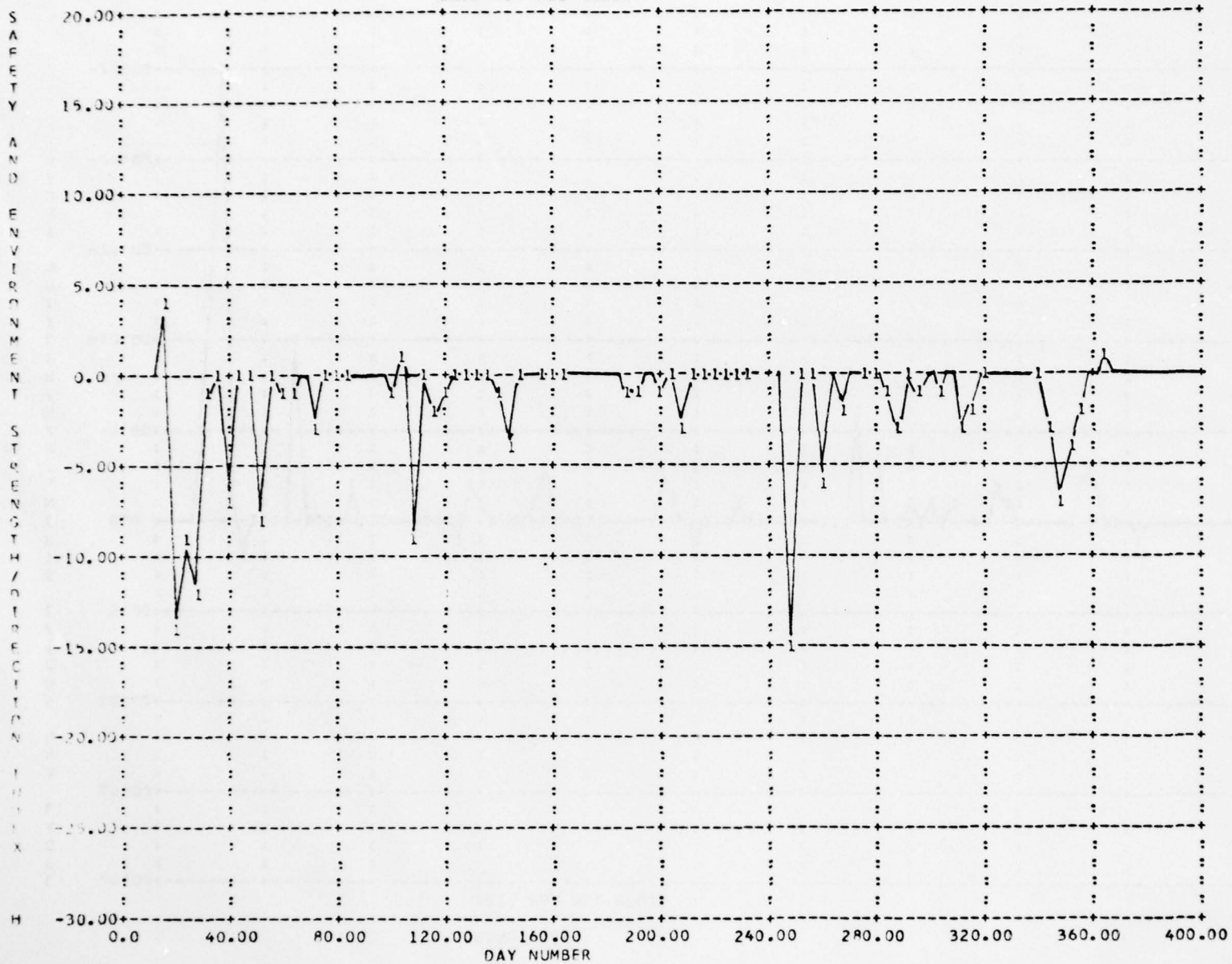

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FIGURE 53

DATA FOR ALL MEDIA

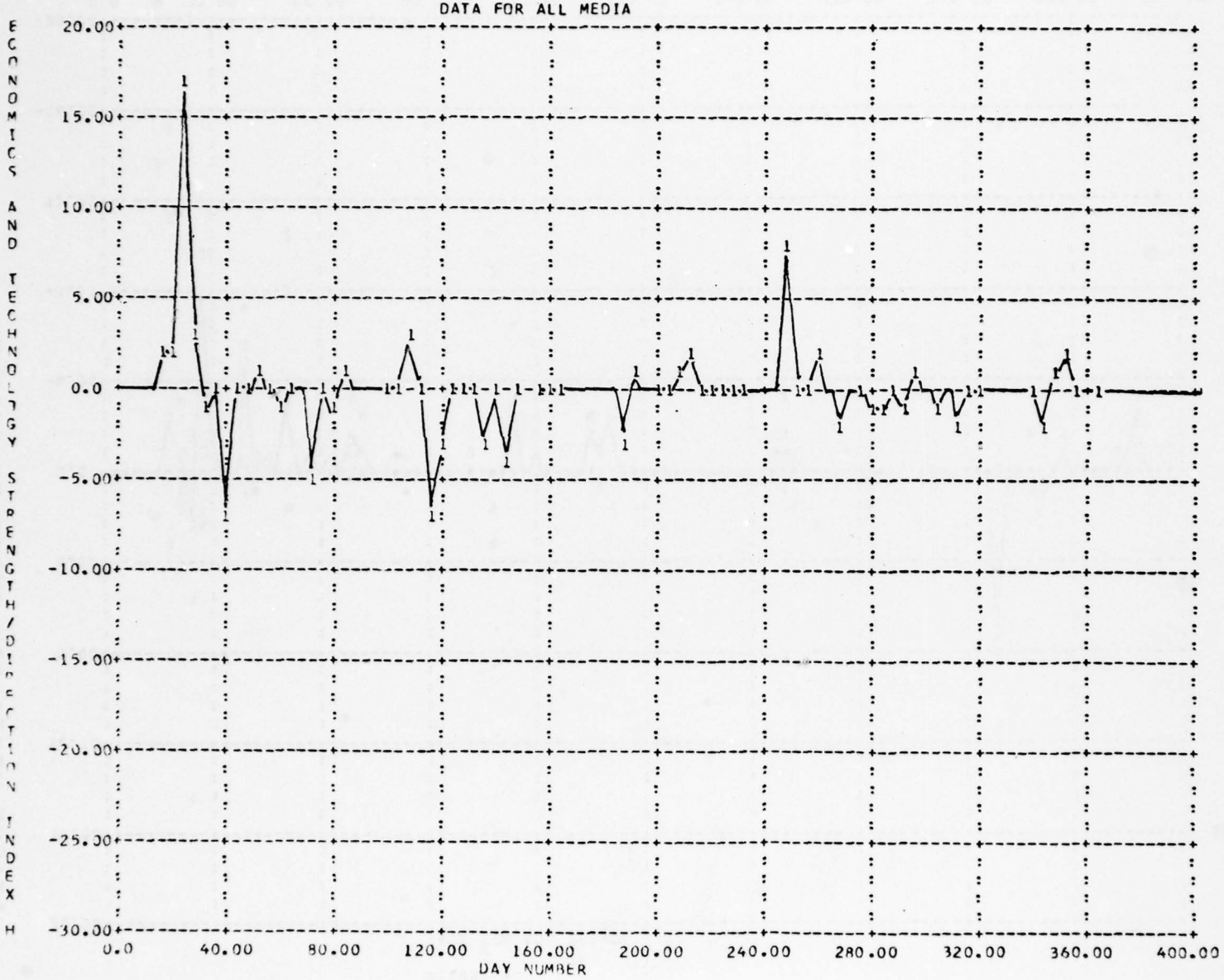

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FIGURE 54

DATA FOR ALL PRINT

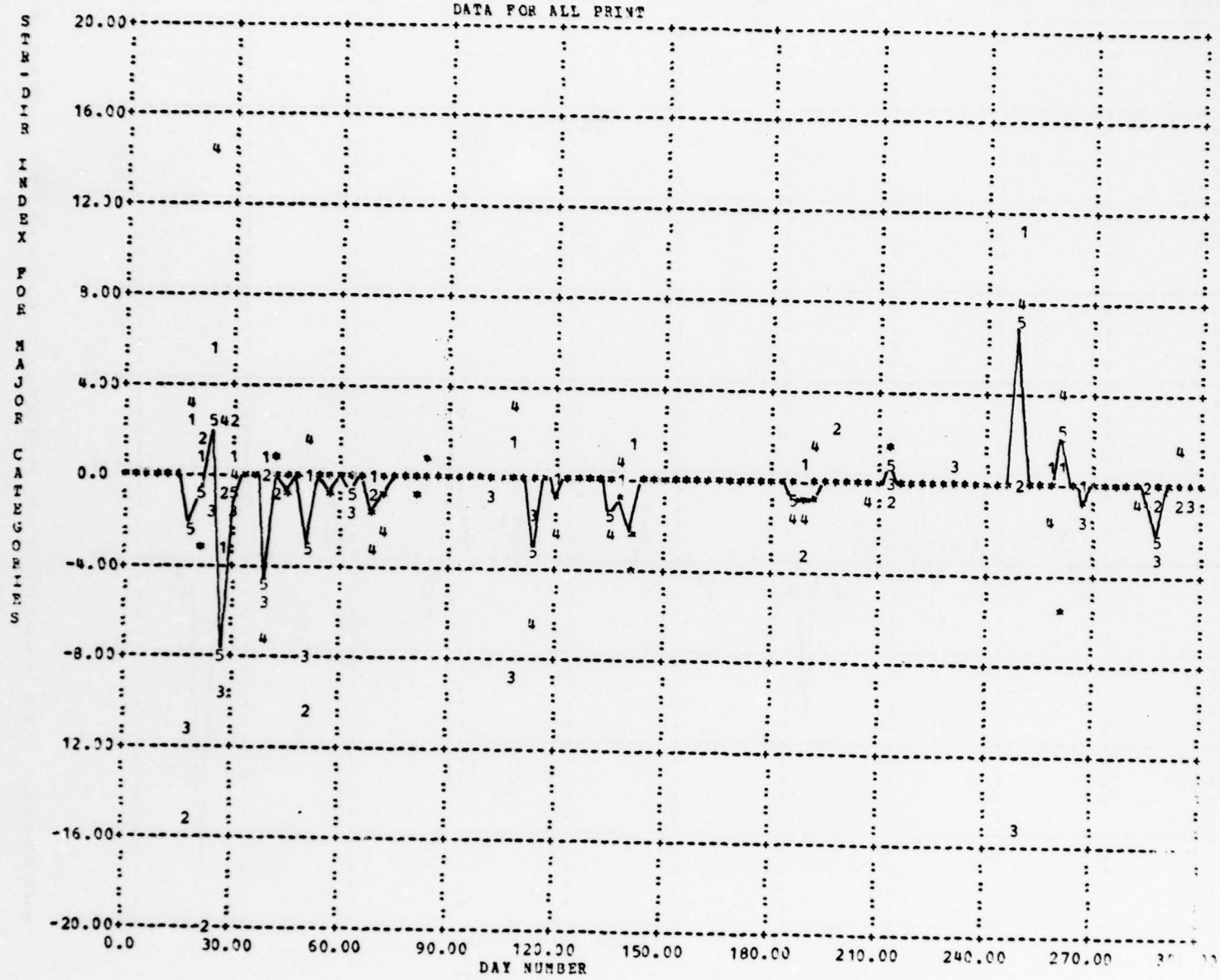

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FIGURE 55

DATA FOR ALL NEWSPAPERS

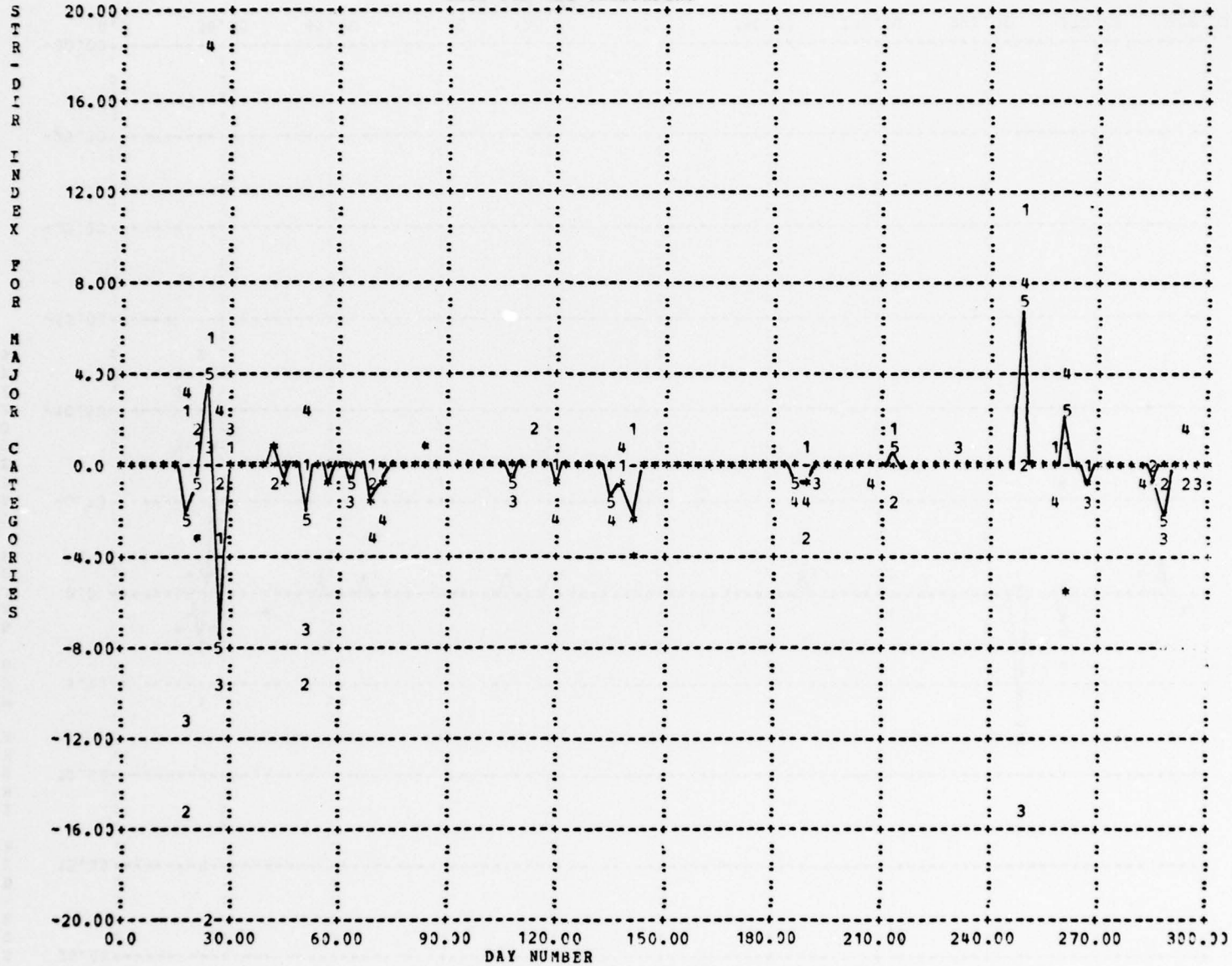

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FIGURE 56

DATA FOR AFFECTED AREA (NY & WASH) NEWSPAPERS

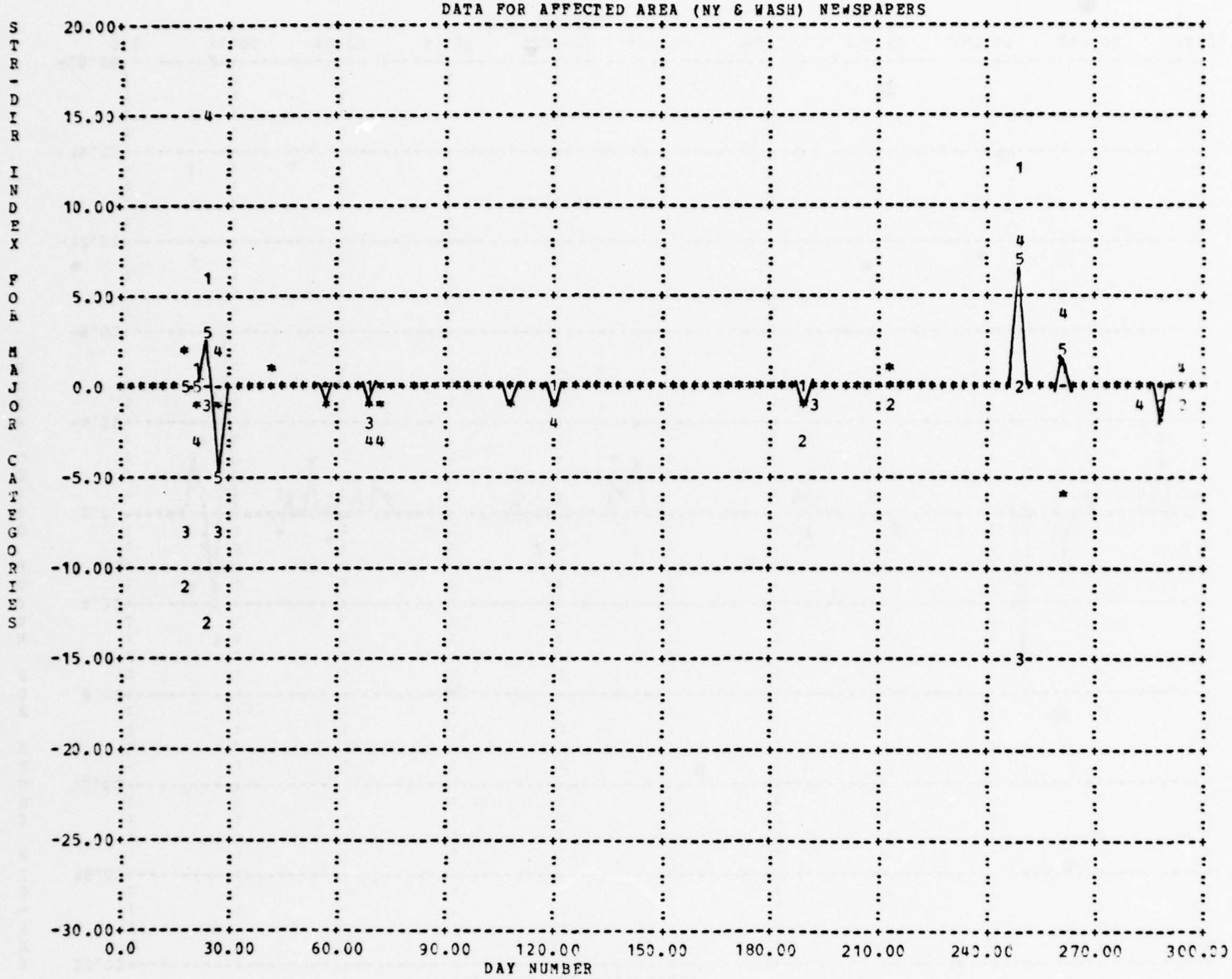

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FIGURE 57

DATA FOR WASHINGTON POST

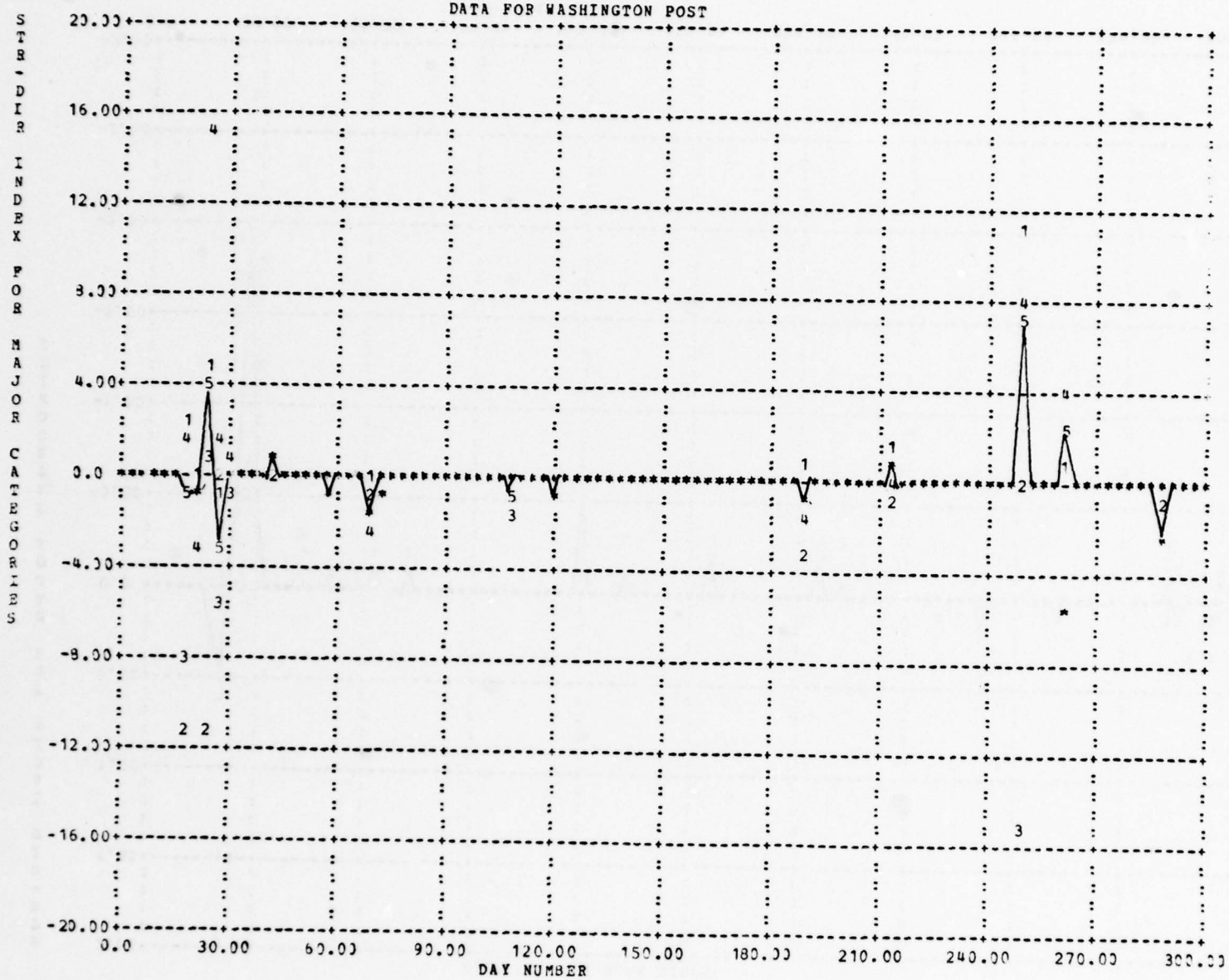

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FIGURE 58

DATA FOR NEW YORK TIMES

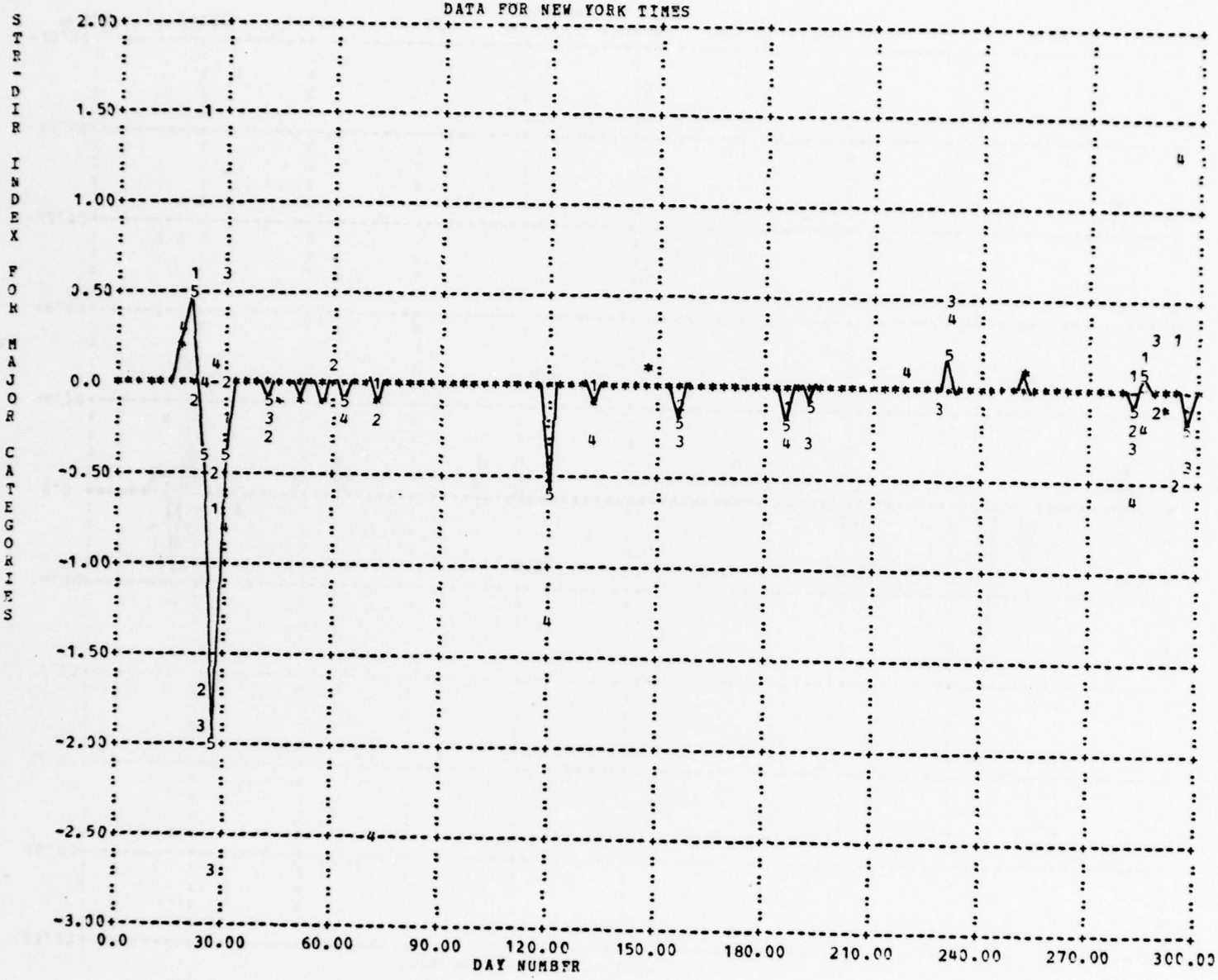

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FIGURE 59

DATA FOR UNAFFECTED AREA (LA & CHIC) NEWSPAPERS

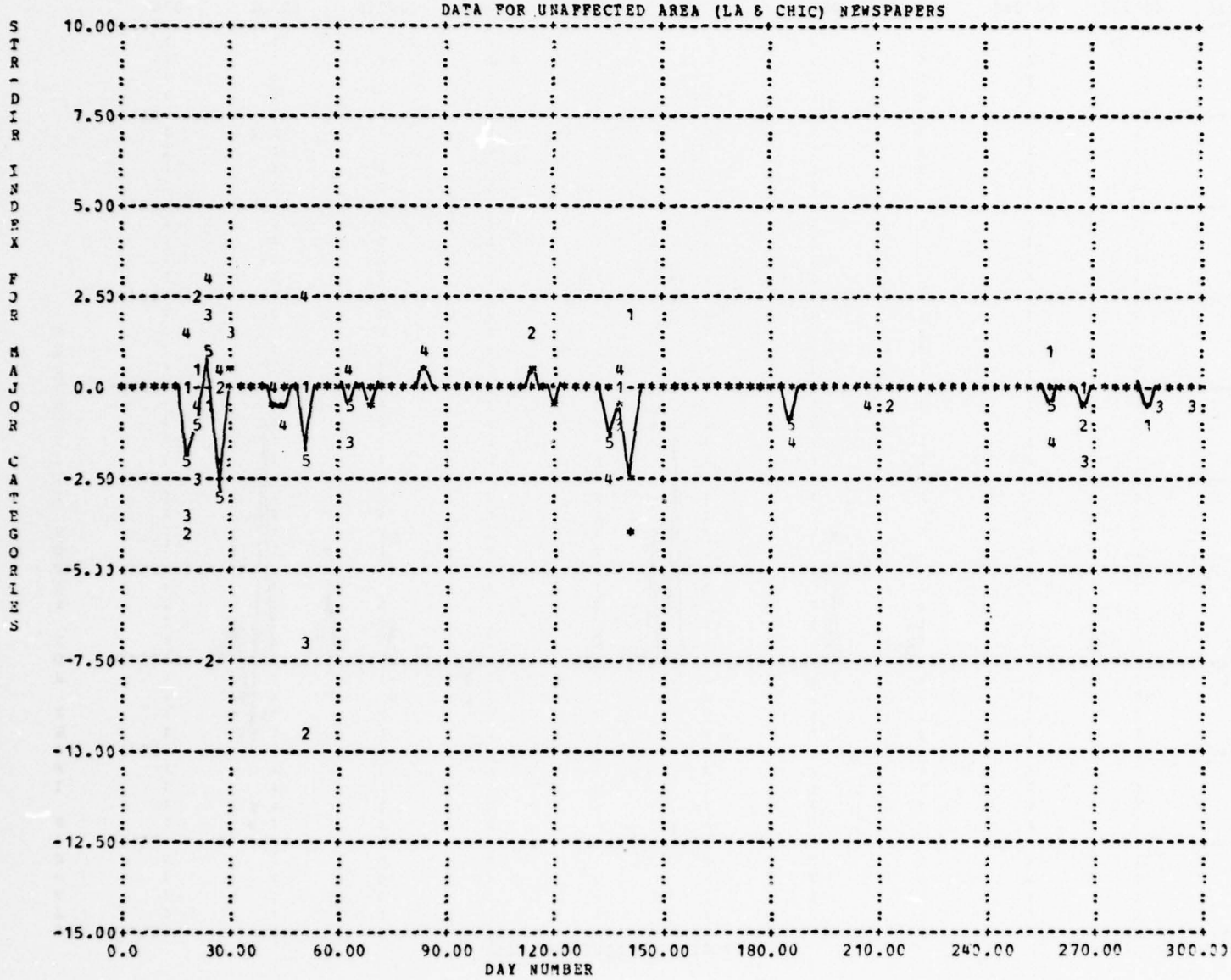

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FIGURE 60

DATA FOR CHICAGO TRIBUNE

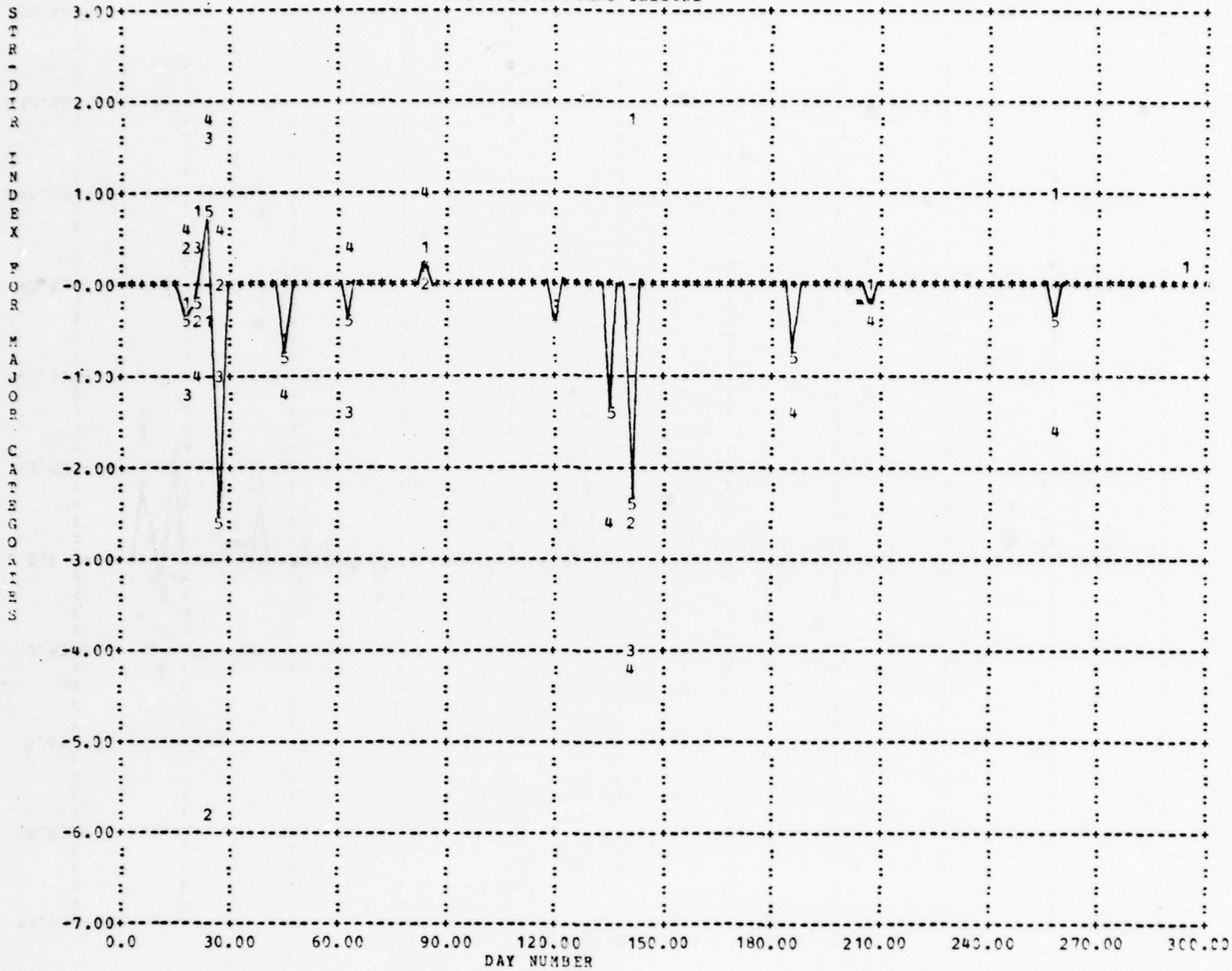

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FIGURE 61

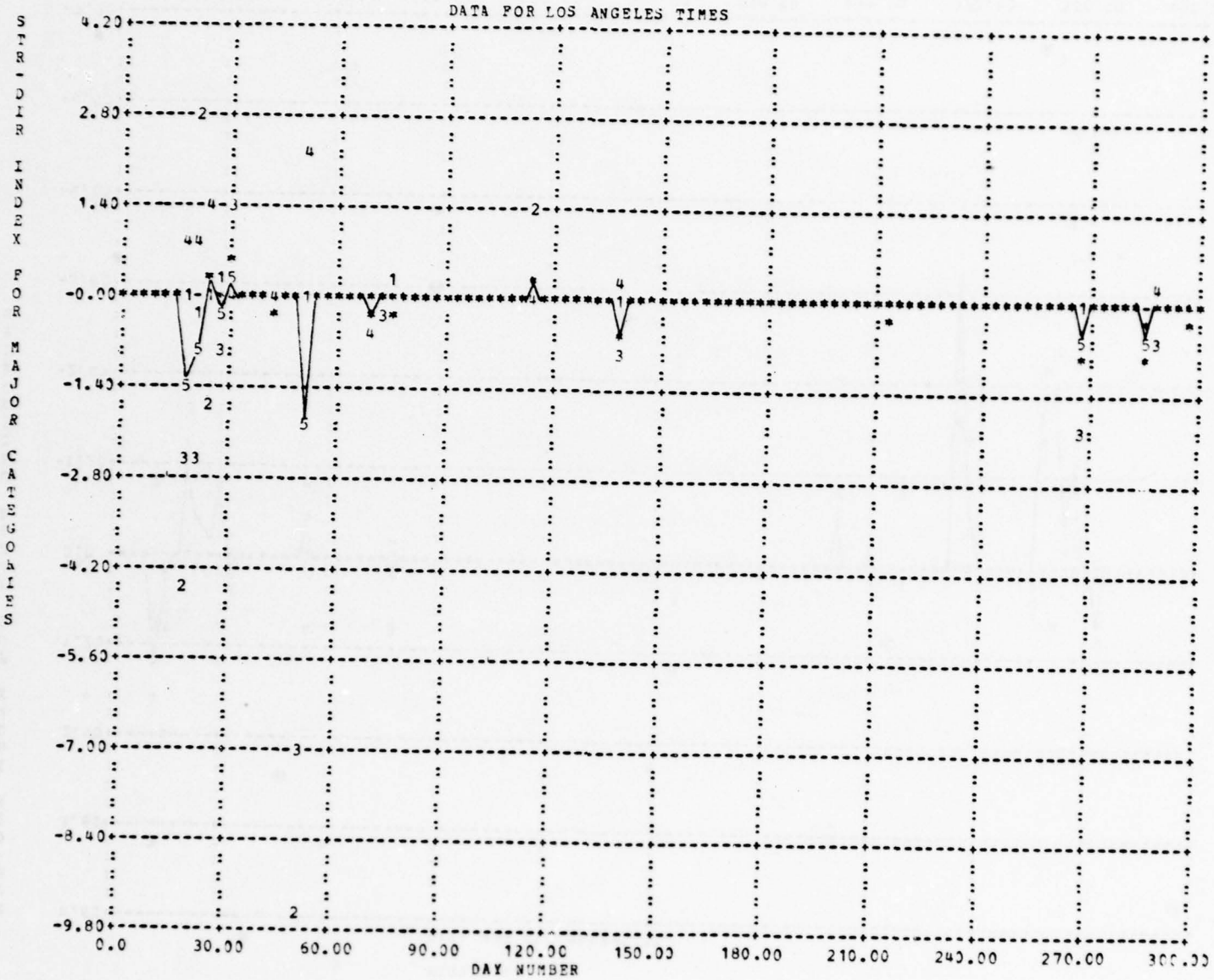

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FIGURE 62

DATA FOR ALL TELEVISION

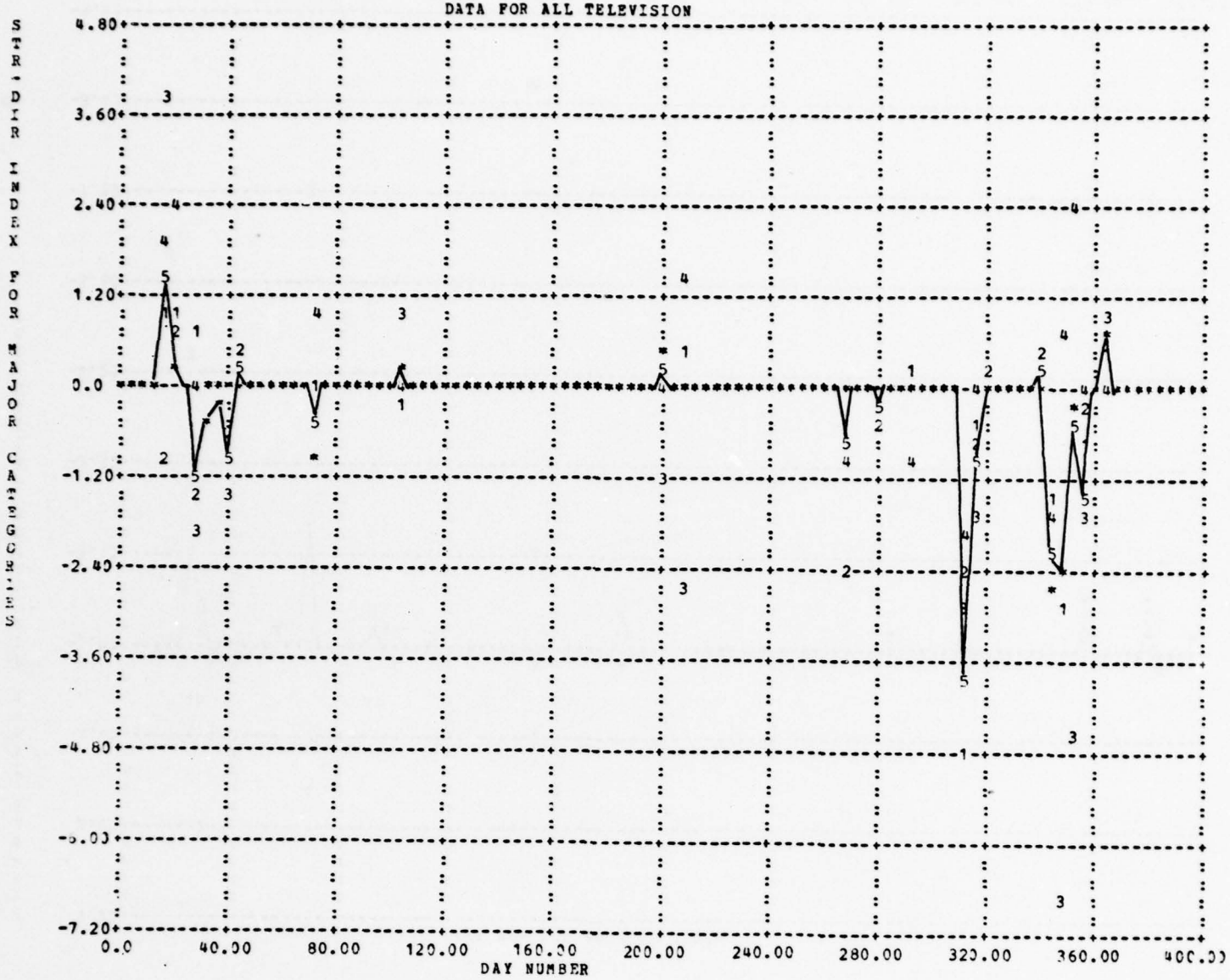

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FIGURE 63

DATA FOR LOCAL TELEVISION (WABC & WTOP)

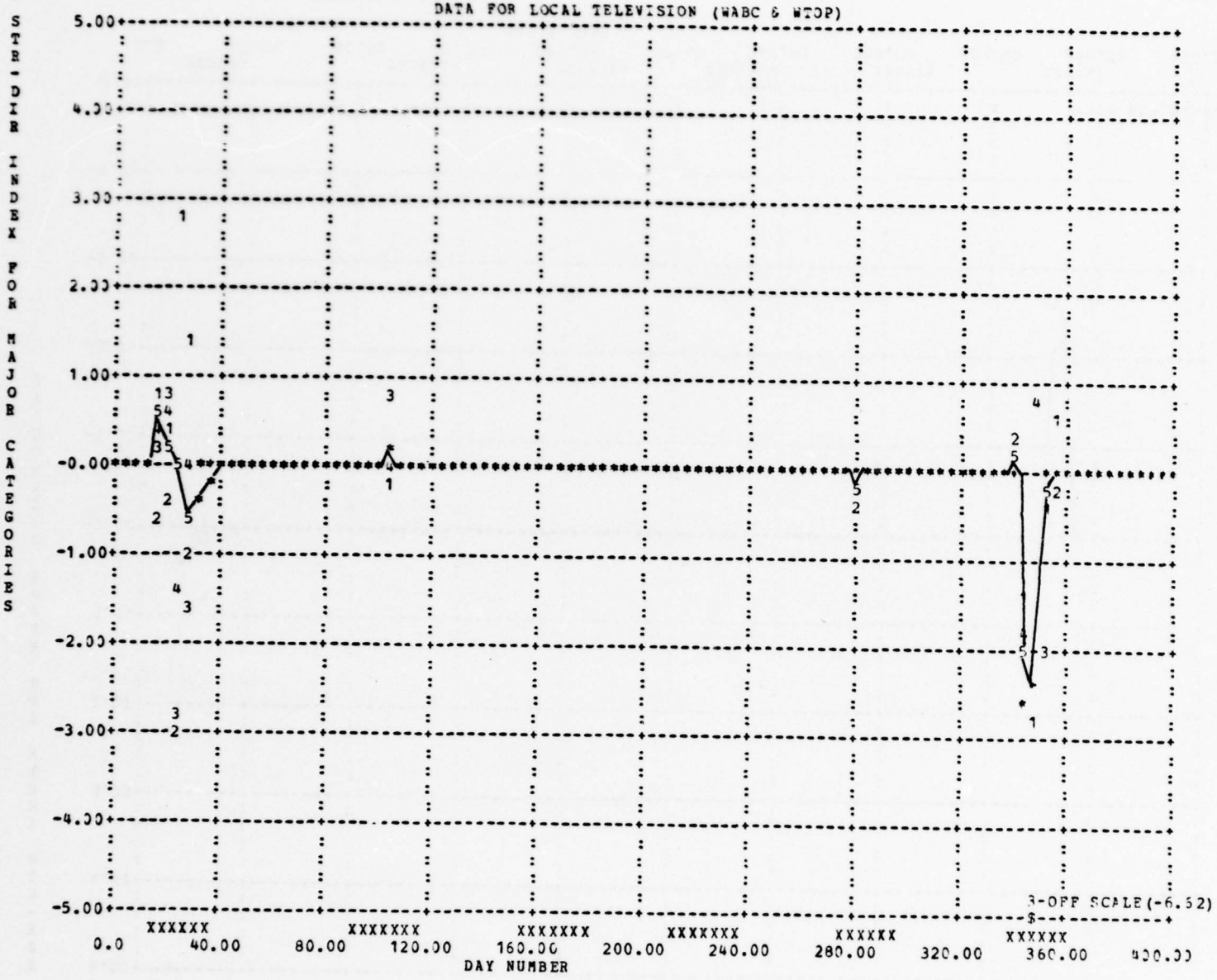

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FIGURE 64

DATA FOR WABC

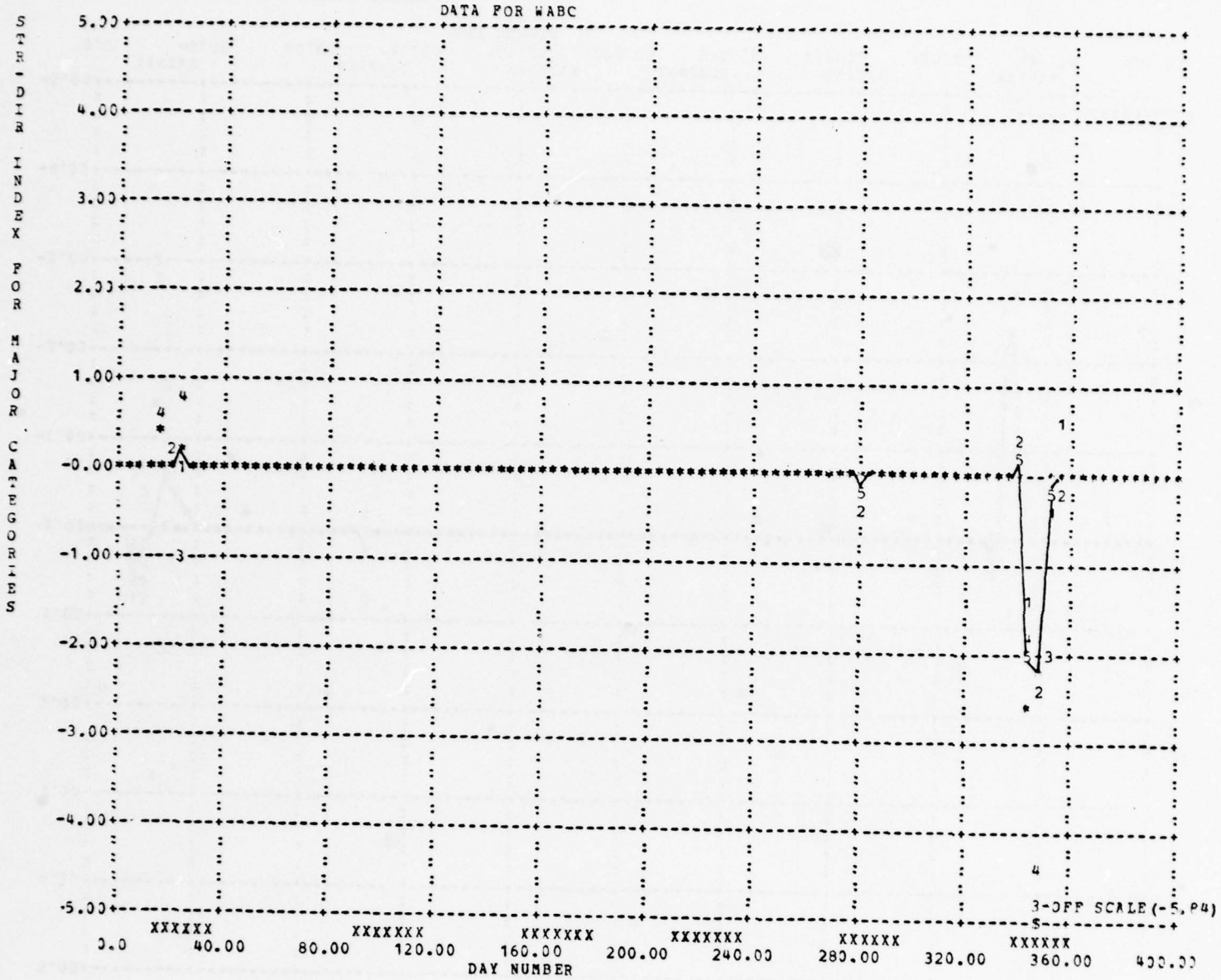

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FIGURE 65

DATA FOR WTOP

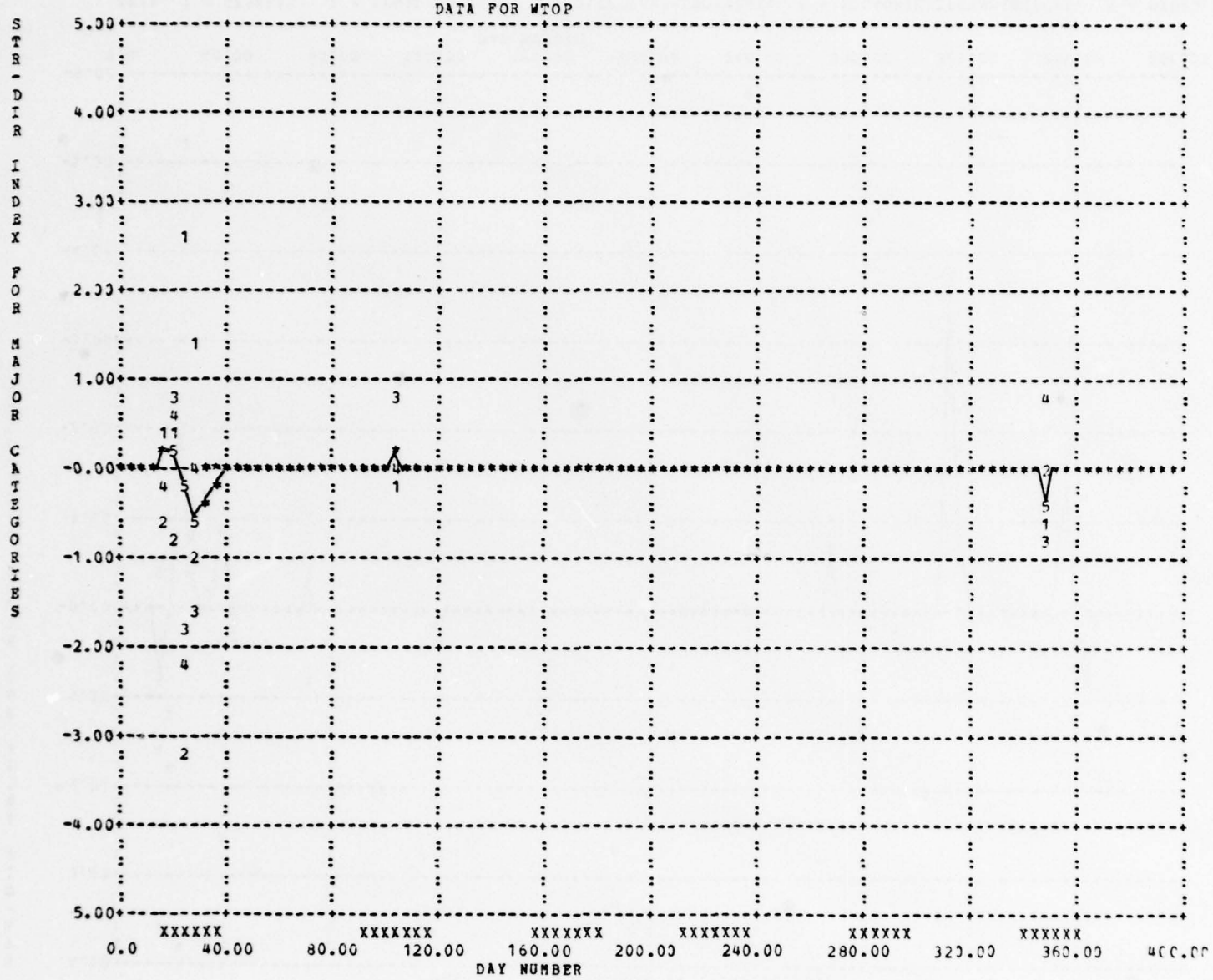

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FIGURE 66

DATA FOR ALL NATIONAL TV (NBC,CBS,ABC)

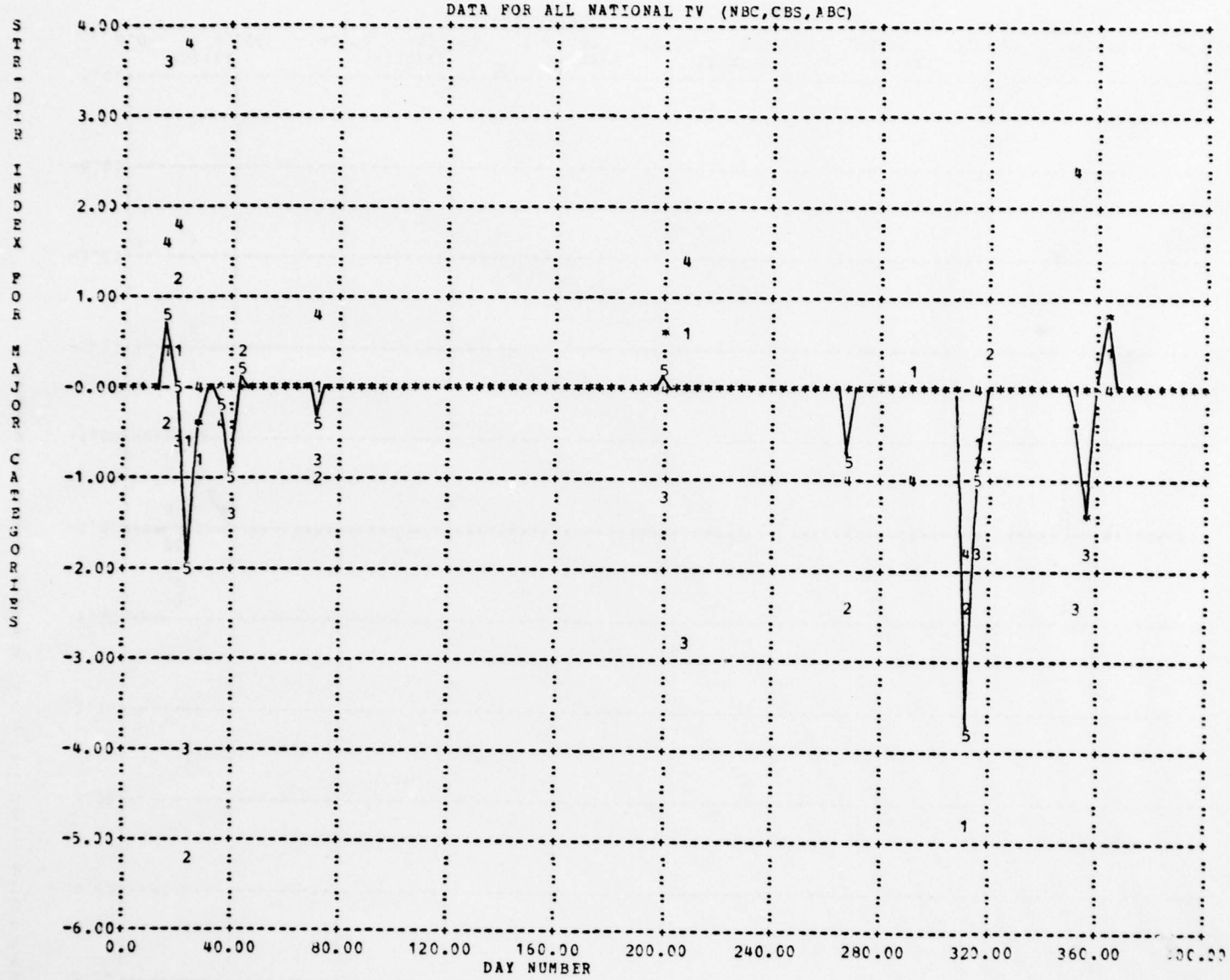

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FIGURE 67

DATA FOR ABC

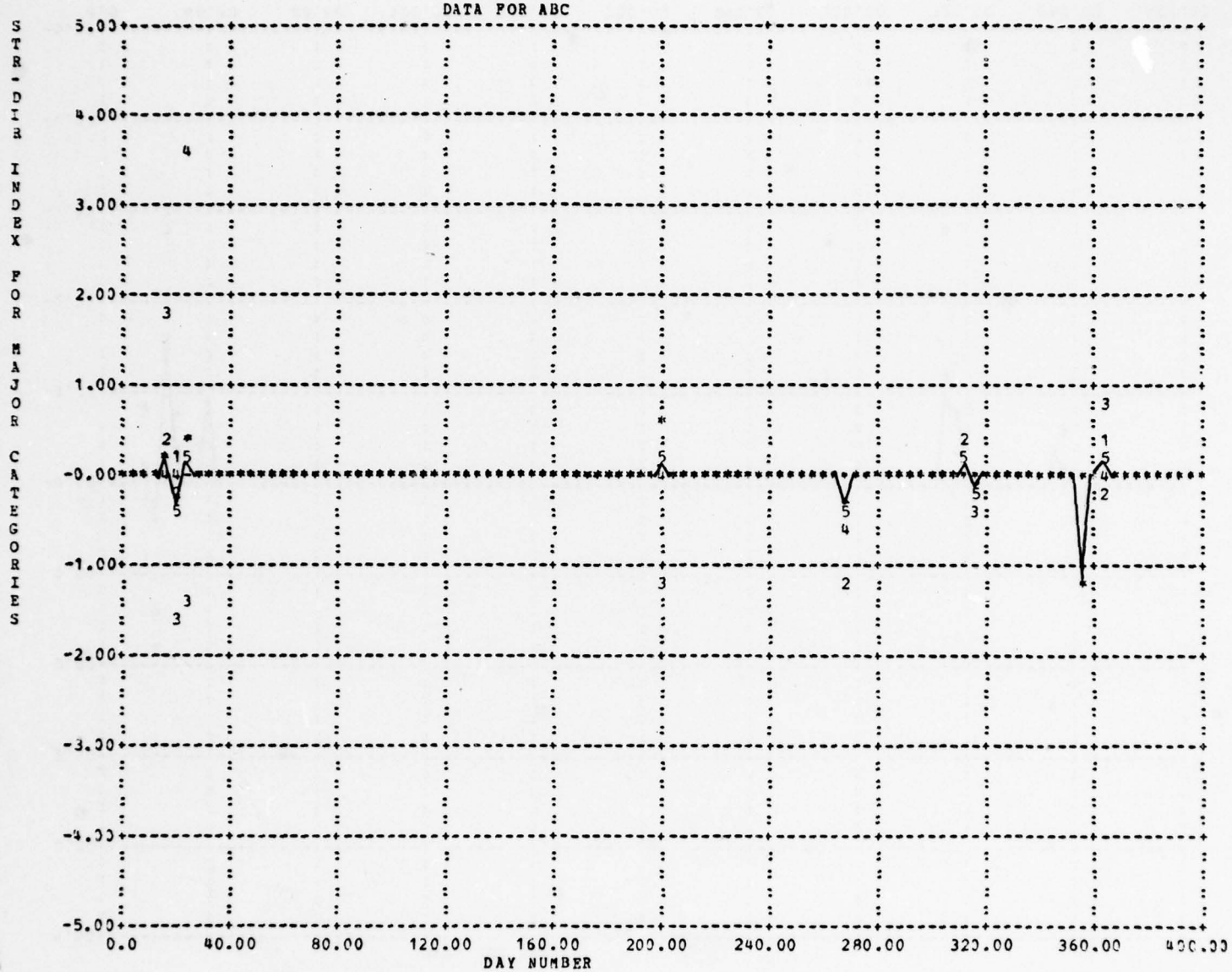

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FIGURE 68

DATA FOR CBS

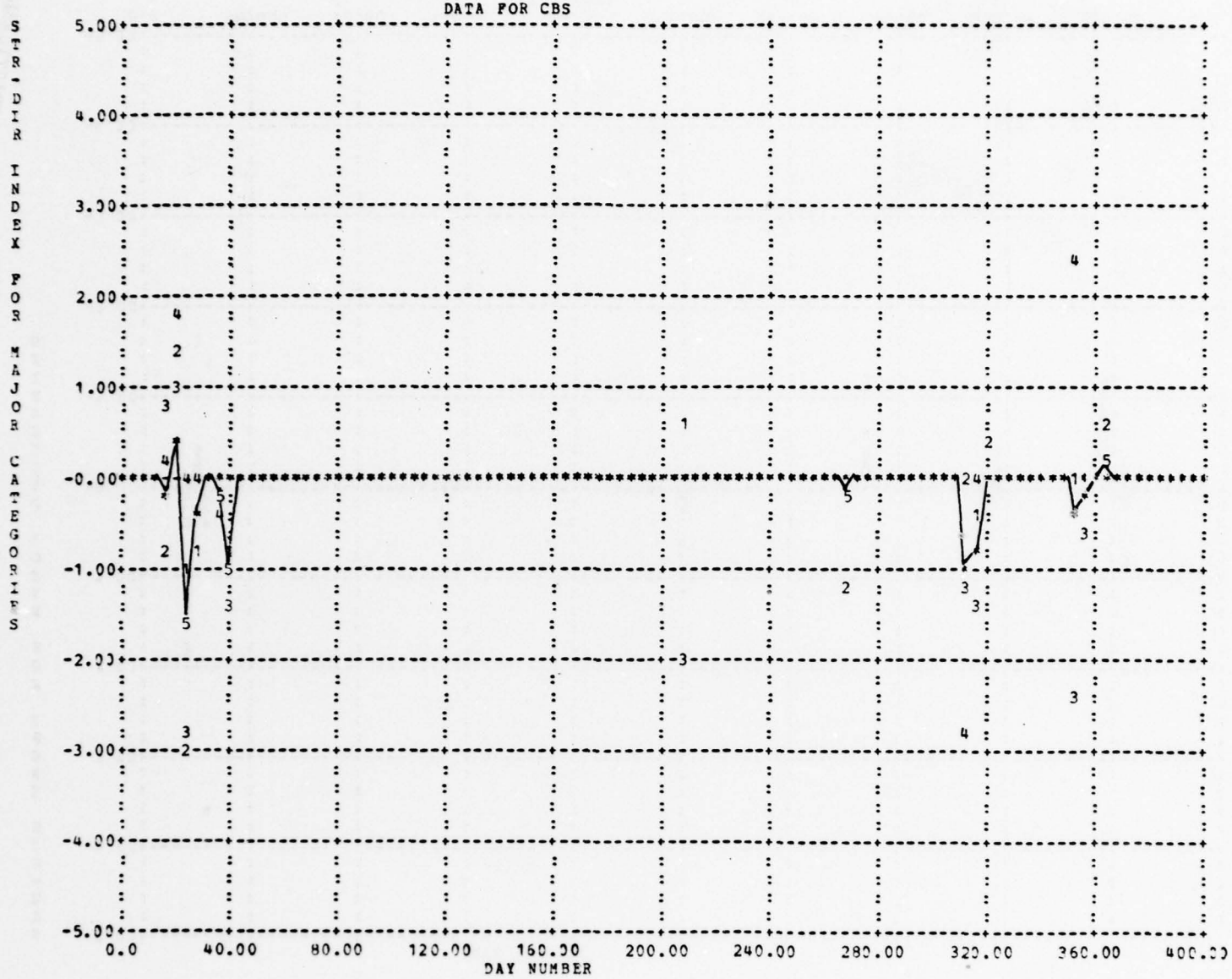

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FIGURE 69

DATA FOR NBC

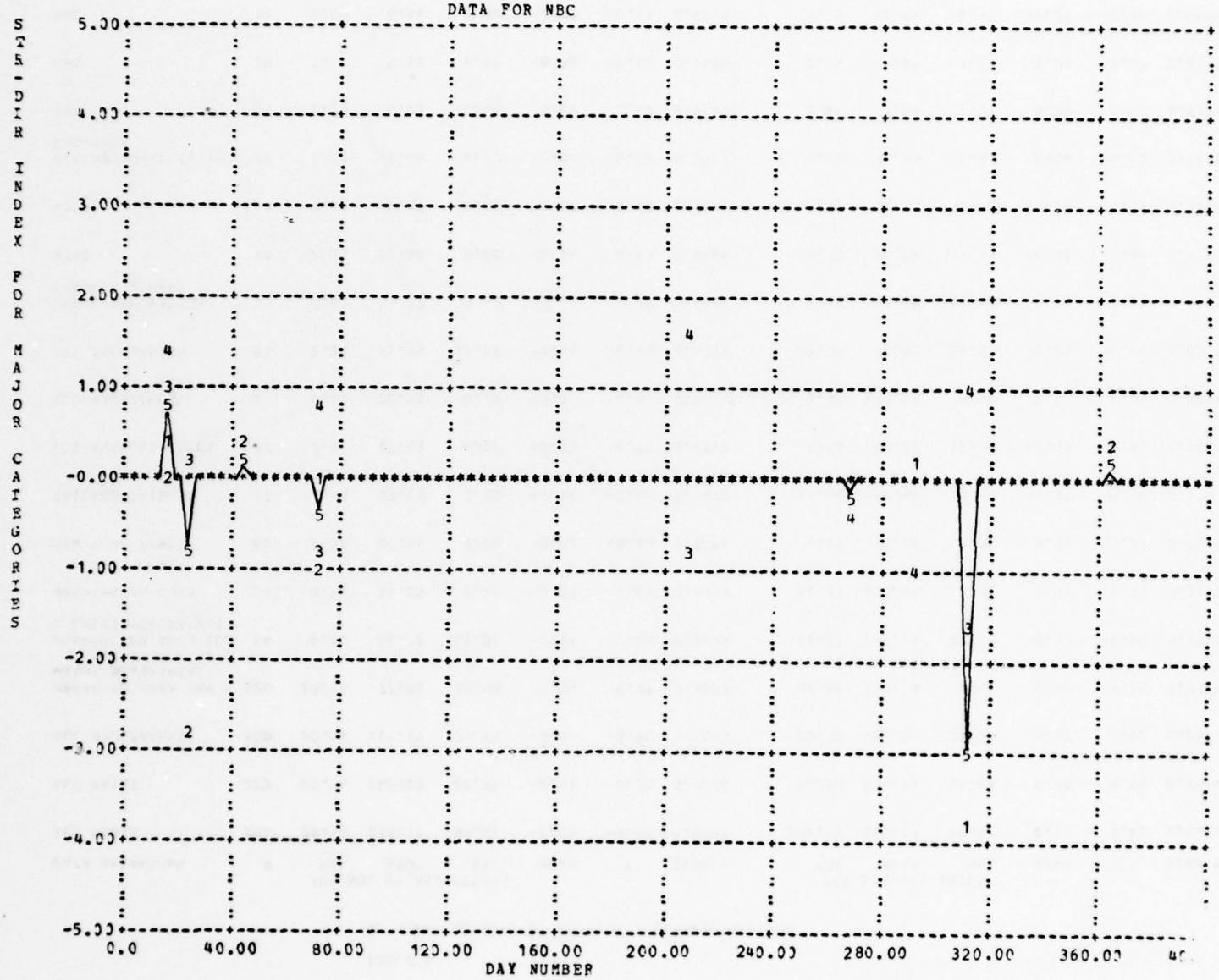

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TABLE 5

DETAILED SUMMARY OF CATEGORY: GENERAL MENTION

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	28.94	174.07	34.32	-0.02	-0.67	0.5037	100.15	646.77	59.91	0.14	0.81	0.4182
ALL PRINT	203	20.74	140.12	22.75	-0.01	-0.30	0.7676	80.76	574.86	35.86	0.22	0.93	0.3554
ALL NEWSPAPERS	180	20.54	119.59	22.55	-0.01	-0.30	0.7675	80.38	401.70	35.77	0.25	0.92	0.3587
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	15.78	72.81	10.48	0.04	0.97	0.3322	65.61	153.16	6.64	0.47	1.25	0.2125
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	4.76	46.78	12.07	-0.14	-1.86	0.0692	14.77	248.54	29.13	-0.27	-1.30	0.1992
WASHINGTON POST	64	8.70	34.15	2.28	0.10	1.65	0.1039	61.32	117.06	2.81	0.91	1.25	0.2173
NEW YORK TIMES	62	7.08	38.66	8.20	-0.02	-0.30	0.7681	4.29	36.11	3.82	0.01	0.37	0.7159
CHICAGO TRIBUNE	27	2.35	29.15	7.10	-0.18	-2.06	0.0493	12.84	150.45	16.83	-0.15	-0.48	0.6387
LOS ANGELES TIMES	27	2.41	17.63	4.97	-0.09	-0.79	0.4352	1.93	99.09	12.30	-0.38	-1.42	0.1666
ALL MAGAZINES	23	0.20	20.53	0.20	0.0	0.0	0.9999	0.38	173.16	0.09	0.0	0.0	0.9999
ALL TELEVISION	83	8.20	33.95	11.57	-0.04	-0.78	0.4368	19.39	71.91	24.05	-0.06	-0.44	0.6620
LOCAL TELEVISION (WABC & WTOP)	35	3.00	14.27	5.40	-0.07	-0.78	0.4427	9.88	32.95	12.71	-0.08	-0.31	0.7556
WABC	18	2.20	10.00	5.00	-0.16	-0.93	0.3666	6.70	18.96	12.29	-0.31	-0.66	0.5180
WTOP	17	0.80	4.27	0.40	0.02	0.62	0.5434	3.18	13.99	0.42	0.16	0.89	0.3872
ALL NATIONAL TV (NBC CBS,ABC)	48	5.20	19.68	6.17	-0.02	-0.32	0.7511	9.51	38.96	11.35	-0.04	-0.32	0.7523
ABC	14	2.20	4.21	1.00	0.09	0.67	0.5117	3.89	7.05	1.17	0.19	0.97	0.3512
CBS	20	1.00	9.13	2.17	-0.06	-1.16	0.2590	2.49	19.08	3.21	-0.04	-1.22	0.2388
NBC	14	2.00	6.34	3.00	-0.07	-0.43	0.6714	3.13	12.84	6.97	-0.27	-0.76	0.4599

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TABLE 6

DETAILED SUMMARY OF CATEGORY: 16 MONTH TRIAL

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	19.69	117.77	6.27	0.05	2.83	0.0051	25.42	347.41	8.18	0.06	2.10	0.0370
ALL PRINT	203	15.13	82.10	3.70	0.06	2.95	0.0036	17.15	278.08	3.20	0.07	2.24	0.0264
ALL NEWSPAPERS	180	15.13	71.13	3.70	0.06	2.96	0.0035	17.15	193.57	3.20	0.08	2.24	0.0263
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	11.75	50.41	2.50	0.07	2.58	0.0111	14.26	121.04	2.68	0.09	1.91	0.0582
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	3.38	20.72	1.20	0.04	1.51	0.1364	2.89	72.53	0.52	0.04	1.62	0.1111
WASHINGTON POST	64	2.75	23.91	0.25	0.04	1.64	0.1052	9.51	81.35	0.10	0.15	1.60	0.1156
NEW YORK TIMES	62	9.00	26.50	2.25	0.11	2.08	0.0414	4.75	39.69	2.59	0.03	1.62	0.1100
CHICAGO TRIBUNE	27	2.25	6.11	1.20	0.04	1.00	0.3265	2.09	17.47	0.52	0.06	1.17	0.2524
LOS ANGELES TIMES	27	1.13	14.61	0.0	0.04	1.12	0.2723	0.81	55.07	0.0	0.03	1.30	0.2036
ALL MAGAZINES	23	0.0	10.97	0.0	0.0	0.0	0.9999	0.0	84.51	0.0	0.0	0.0	0.9999
ALL TELEVISION	83	4.57	35.67	2.57	0.02	0.72	0.4708	8.26	69.33	4.98	0.04	0.61	0.5439
LOCAL TELEVISION (WABC & WTOP)	35	1.40	5.45	0.33	0.03	0.95	0.3496	2.52	7.34	0.49	0.06	0.84	0.4077
WABC	18	0.40	3.05	0.0	0.02	1.00	0.3313	0.17	2.77	0.0	0.01	1.00	0.3313
WTOP	17	1.00	2.40	0.33	0.04	0.62	0.5410	2.35	4.57	0.49	0.11	0.76	0.4567
ALL NATIONAL TV (NBC CBS,ABC)	48	3.17	30.22	2.24	0.02	0.37	0.7153	5.74	61.99	4.49	0.03	0.26	0.7966
ABC	14	3.00	6.80	0.0	0.21	1.38	0.1894	5.36	11.86	0.0	0.38	1.25	0.2331
CBS	20	0.17	17.08	1.24	-0.05	-2.09	0.0502	0.38	35.59	3.47	-0.15	-1.97	0.0640
NBC	14	0.0	6.34	1.00	-0.07	-1.00	0.3356	0.0	14.54	1.02	-0.07	-1.00	0.3356

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TABLE 7

DETAILED SUMMARY OF CATEGORY: OPENING OF SERVICE/FIRST FLIGHT

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	296	2.61	88.34	1.28	0.00	0.95	0.3454	9.17	255.55	1.28	0.03	1.34	0.1825
ALL PRINT	203	1.96	60.34	1.03	0.00	0.70	0.4865	8.24	202.17	0.72	0.04	1.29	0.1993
ALL NEWSPAPERS	180	1.96	53.40	1.03	0.01	0.70	0.4866	8.24	160.53	0.72	0.04	1.29	0.1994
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	1.83	39.40	0.83	0.01	0.76	0.4477	8.17	102.76	0.46	0.06	1.32	0.1879
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	0.13	14.00	0.20	-0.00	-0.29	0.7722	0.07	57.77	0.26	-0.00	-0.71	0.4793
WASHINGTON POST	64	1.83	20.97	0.83	0.02	0.76	0.4498	8.17	79.03	0.46	0.12	1.33	0.1889
NEW YORK TIMES	62	0.0	18.43	0.0	0.0	0.0	0.9999	0.0	23.73	0.0	0.0	0.0	0.9999
CHICAGO TRIBUNE	27	0.0	7.03	0.20	-0.01	-1.00	0.3265	0.0	21.19	0.26	-0.01	-1.00	0.3265
LOS ANGELES TIMES	27	0.13	6.97	0.0	0.00	1.00	0.3265	0.07	36.58	0.0	0.00	1.00	0.3265
ALL MAGAZINES	23	0.0	6.94	0.0	0.0	0.0	0.9999	0.0	41.64	0.0	0.0	0.0	0.9999
ALL TELEVISION	83	0.65	28.00	0.25	0.00	0.88	0.3802	0.93	53.38	0.56	0.00	0.44	0.6618
LOCAL TELEVISION (WABC & WTOP)	35	0.40	15.17	0.0	0.01	1.44	0.1603	0.46	25.36	0.0	0.01	1.20	0.2367
WABC	18	0.40	5.40	0.0	0.02	1.46	0.1631	0.46	6.14	0.0	0.03	1.21	0.2419
WTOP	17	0.0	9.77	0.0	0.0	0.0	0.9999	0.0	19.22	0.0	0.0	0.0	0.9999
ALL NATIONAL TV (NBC CBS,ABC)	48	0.25	12.83	0.25	0.0	0.0	0.9999	0.46	28.02	0.56	0.0	0.0	0.9999
ABC	14	0.0	3.80	0.0	0.0	0.0	0.9999	0.0	8.98	0.0	0.0	0.0	0.9999
CBS	20	0.25	8.53	0.25	0.0	0.0	0.9999	0.46	17.10	0.56	0.0	0.0	0.9999
NBC	14	0.0	0.50	0.0	0.0	0.0	0.9999	0.0	1.04	0.0	0.0	0.0	0.9999

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TABLE 8

DETAILED SUMMARY OF CATEGORY: BRITISH/FRENCH ORIGINS

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	2.40	270.48	4.22	-0.01	-1.20	0.2295	3.98	825.26	10.25	-0.02	-1.67	0.0969
ALL PRINT	203	1.36	197.56	1.55	-0.00	-0.22	0.8247	1.67	678.74	2.76	-0.01	-0.76	0.4489
ALL NEWSPAPERS	180	1.11	164.77	1.55	-0.00	-0.54	0.5917	1.55	435.50	2.76	-0.01	-0.84	0.4024
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	1.11	119.98	0.70	0.00	0.64	0.5217	1.55	327.65	1.42	0.00	0.12	0.9014
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	0.0	44.79	0.85	-0.02	-1.69	0.0975	0.0	107.86	1.34	-0.02	-1.38	0.1731
WASHINGTON POST	64	0.78	70.91	0.70	0.00	0.15	0.8845	1.41	250.88	1.42	-0.00	-0.02	0.9873
NEW YORK TIMES	62	0.33	49.07	0.0	0.01	1.00	0.3213	0.15	76.77	0.0	0.00	1.00	0.3213
CHICAGO TRIBUNE	27	0.0	17.89	0.60	-0.02	-1.36	0.1846	0.0	53.23	1.33	-0.05	-1.38	0.1791
LOS ANGELES TIMES	27	0.0	26.90	0.25	-0.01	-1.00	0.3265	0.0	54.63	0.01	-0.00	-1.00	0.3265
ALL MAGAZINES	23	0.25	32.79	0.0	0.01	1.00	0.3282	0.11	243.24	0.0	0.00	1.00	0.3282
ALL TELEVISION	83	1.04	72.92	2.67	-0.02	-1.31	0.1932	2.31	146.52	7.48	-0.06	-1.49	0.1390
LOCAL TELEVISION (WABC & WTOP)	35	0.0	29.73	1.80	-0.05	-1.66	0.1069	0.0	70.29	4.73	-0.14	-1.50	0.1434
WABC	18	0.0	14.40	1.00	-0.06	-1.00	0.3313	0.0	24.63	2.98	-0.17	-1.00	0.3313
WTOP	17	0.0	15.33	0.80	-0.05	-1.73	0.1037	0.0	45.66	1.75	-0.10	-1.51	0.1505
ALL NATIONAL TV (NBC CBS, ABC)	48	1.04	43.19	0.87	0.00	0.30	0.7663	2.31	76.23	2.75	-0.01	-0.32	0.7485
ABC	14	0.0	11.13	0.0	0.0	0.0	0.9999	0.0	17.28	0.0	0.0	0.0	0.9999
CBS	20	0.50	18.32	0.54	-0.00	-0.08	0.9350	0.90	34.26	1.47	-0.03	-0.52	0.6066
NBC	14	0.54	13.74	0.33	0.02	0.67	0.5149	1.41	24.69	1.28	0.01	0.16	0.8780

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TABLE 9

DETAILED SUMMARY OF CATEGORY: SUPERSONIC

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	3.30	225.19	2.26	0.00	0.49	0.6261	7.42	653.17	7.81	-0.00	-0.06	0.9521
ALL PRINT	203	2.20	179.53	1.53	0.00	0.32	0.7499	4.15	568.67	6.27	-0.01	-0.33	0.7441
ALL NEWSPAPERS	180	2.20	148.69	1.53	0.00	0.32	0.7500	4.15	351.34	6.27	-0.01	-0.33	0.7442
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	2.20	103.09	0.75	0.01	0.70	0.4829	4.15	174.22	0.12	0.03	1.10	0.2728
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	0.0	45.60	0.78	-0.01	-2.02	0.0480	0.0	177.12	6.15	-0.11	-1.16	0.2496
WASHINGTON POST	64	2.20	50.05	0.25	0.03	0.96	0.3396	4.15	130.85	0.04	0.06	1.12	0.2655
NEW YORK TIMES	62	0.0	53.04	0.50	-0.01	-1.43	0.1590	0.0	43.36	0.08	-0.00	-1.02	0.3132
CHICAGO TRIBUNE	27	0.0	21.02	0.20	-0.01	-1.00	0.3265	0.0	39.97	0.96	-0.03	-1.00	0.3265
LOS ANGELES TIMES	27	0.0	24.58	0.58	-0.02	-1.76	0.0901	0.0	137.15	5.29	-0.20	-1.01	0.3207
ALL MAGAZINES	23	0.0	30.84	0.0	0.0	0.0	0.9999	0.0	217.33	0.0	0.0	0.0	0.9999
ALL TELEVISION	83	1.10	45.66	0.73	0.00	0.96	0.3407	3.26	84.51	1.55	0.02	1.47	0.1465
LOCAL TELEVISION (WABC & WTOP)	35	0.20	11.26	0.20	0.0	0.0	0.9999	1.02	22.35	0.11	0.0	0.0	0.9999
WABC	18	0.0	7.40	0.0	0.0	0.0	0.9999	0.0	13.46	0.0	0.0	0.0	0.[illegible]
WTOP	17	0.20	3.86	0.20	0.0	0.0	0.9999	1.02	8.89	0.11	0.0	0.0	0.999[illegible]
ALL NATIONAL TV (NBC CBS,ABC)	48	0.90	34.40	0.53	0.01	1.42	0.1609	2.24	62.16	1.44	0.02	1.40	0.1672
ABC	14	0.33	8.46	0.16	0.01	1.00	0.3356	0.63	13.61	0.30	0.02	1.00	0.3356
CBS	20	0.40	14.43	0.20	0.01	1.00	0.3299	0.95	24.90	0.48	0.02	1.00	0.3299
NBC	14	0.17	11.51	0.17	0.0	0.0	0.9999	0.66	23.64	0.66	0.0	0.0	0.9999

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TABLE 10

DETAILED SUMMARY OF CATEGORY: CONTROVERSIAL

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	0.40	50.00	1.40	-0.00	-1.71	0.0877	0.58	269.84	2.44	-0.01	-1.65	0.0992
ALL PRINT	203	0.0	28.09	0.62	-0.00	-1.72	0.0872	0.0	223.99	0.56	-0.00	-1.55	0.1237
ALL NEWSPAPERS	180	0.0	21.23	0.62	-0.00	-1.72	0.0872	0.0	85.09	0.56	-0.00	-1.55	0.1237
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	0.0	11.63	0.25	-0.00	-1.00	0.3192	0.0	34.68	0.26	-0.00	-1.00	0.3192
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	0.0	9.60	0.37	-0.01	-1.42	0.1606	0.0	50.40	0.30	-0.01	-1.18	0.2414
WASHINGTON POST	64	0.0	6.88	0.0	0.0	0.0	0.9999	0.0	27.98	0.0	0.0	0.0	0.9999
NEW YORK TIMES	62	0.0	4.75	0.25	-0.00	-1.00	0.3213	0.0	6.70	0.26	-0.00	-1.00	0.3213
CHICAGO TRIBUNE	27	0.0	4.35	0.0	0.0	0.0	0.9999	0.0	20.45	0.0	0.0	0.0	0.9999
LOS ANGELES TIMES	27	0.0	5.25	0.37	-0.01	-1.44	0.1626	0.0	29.95	0.30	-0.01	-1.19	0.2450
ALL MAGAZINES	23	0.0	6.86	0.0	0.0	0.0	0.9999	0.0	138.90	0.0	0.0	0.0	0.9999
ALL TELEVISION	83	0.40	21.91	0.78	-0.00	-0.82	0.4118	0.58	45.85	1.88	-0.02	-1.22	0.2256
LOCAL TELEVISION (WABC & WTOP)	35	0.20	8.30	0.0	0.01	1.00	0.3244	0.11	21.59	0.0	0.00	1.00	0.3244
WABC	18	0.0	3.80	0.0	0.0	0.0	0.9999	0.0	9.25	0.0	0.0	0.0	0.9999
WTOP	17	0.20	4.50	0.0	0.01	1.00	0.3322	0.11	12.34	0.0	0.01	1.00	0.3322
ALL NATIONAL TV (NBC CBS, ABC)	48	0.20	13.61	0.78	-0.01	-1.42	0.1635	0.48	24.26	1.88	-0.03	-1.33	0.1886
ABC	14	0.0	3.96	0.0	0.0	0.0	0.9999	0.0	6.87	0.0	0.0	0.0	0.9999
CBS	20	0.20	6.98	0.78	-0.03	-1.44	0.1667	0.48	11.56	1.88	-0.07	-1.35	0.1928
NBC	14	0.0	2.67	0.0	0.0	0.0	0.9999	0.0	5.83	0.0	0.0	0.0	0.9999

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TABLE 11

DETAILED SUMMARY OF CATEGORY: APPEARANCE

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	27.14	25.65	8.91	0.06	3.46	0.0006	124.23	157.63	57.30	0.23	1.91	0.0572
ALL PRINT	203	17.34	22.44	6.34	0.05	2.41	0.0167	96.46	151.44	51.88	0.22	1.31	0.1916
ALL NEWSPAPERS	180	15.34	20.64	6.34	0.05	2.06	0.0412	78.38	133.22	51.88	0.15	0.82	0.4150
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	10.13	10.46	0.85	0.07	2.50	0.0136	44.89	54.69	0.84	0.35	1.95	0.05[illegible]
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	5.21	10.18	5.49	-0.01	-0.12	0.9052	33.48	78.53	51.03	-0.33	-0.76	0.4494
WASHINGTON POST	64	6.88	7.55	0.60	0.10	2.00	0.0496	26.83	41.65	0.59	0.41	1.87	0.0663
NEW YORK TIMES	62	3.25	2.91	0.25	0.05	1.51	0.1359	18.06	13.04	0.26	0.29	1.00	0.3227
CHICAGO TRIBUNE	27	1.80	3.50	2.75	-0.04	-0.52	0.6066	6.28	20.09	4.99	0.05	0.20	0.8466
LOS ANGELES TIMES	27	3.41	6.68	2.74	0.02	0.48	0.6384	27.20	58.44	46.04	-0.70	-0.85	0.4021
ALL MAGAZINES	23	2.00	1.80	0.0	0.09	1.55	0.1347	18.09	19.23	0.0	0.79	1.79	0.0874
ALL TELEVISION	83	9.80	3.21	2.47	0.09	2.70	0.0084	27.77	6.18	5.42	0.27	2.61	0.0106
LOCAL TELEVISION (WABC & WTOP)	35	7.00	1.30	1.00	0.17	2.50	0.0176	21.15	3.01	1.98	0.55	2.41	0.0217
WABC	18	2.00	0.0	1.00	0.06	1.00	0.3313	4.96	0.0	1.98	0.17	1.00	0.3313
WTOP	17	5.00	1.30	0.0	0.29	2.38	0.0304	16.19	3.01	0.0	0.95	2.27	0.0374
ALL NATIONAL TV (NBC CBS,ABC)	48	2.80	1.91	1.47	0.03	1.18	0.2455	6.62	3.17	3.44	0.07	1.31	0.1981
ABC	14	0.20	1.40	0.0	0.01	1.00	0.3356	0.49	1.75	0.0	0.03	1.00	0.3356
CBS	20	2.43	0.17	1.30	0.06	1.01	0.3244	5.47	0.38	2.78	0.13	1.13	0.2740
NBC	14	0.17	0.34	0.17	0.0	0.0	0.9999	0.66	1.05	0.66	0.0	0.0	0.9999

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TABLE 12

DETAILED SUMMARY OF CATEGORY: GENERAL SUBJECTIVE REACTION

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	32.31	11.35	27.25	0.02	0.74	0.4600	174.44	87.53	90.23	0.29	2.00	0.0462
ALL PRINT	203	23.51	9.74	17.12	0.03	1.10	0.2727	148.94	82.98	64.92	0.41	2.05	0.0413
ALL NEWSPAPERS	180	23.51	8.21	16.67	0.04	1.18	0.2396	148.94	71.78	62.93	0.48	2.11	0.0365
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	13.10	4.15	8.28	0.04	1.16	0.2481	58.03	13.57	29.55	0.23	2.04	0.0433
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	10.41	4.06	8.39	0.04	0.50	0.6225	90.90	58.21	33.38	1.07	1.50	0.1388
WASHINGTON POST	64	11.18	3.32	6.00	0.08	1.34	0.1846	56.97	13.23	24.62	0.51	2.46	0.0167
NEW YORK TIMES	62	1.92	0.83	2.28	-0.01	-0.24	0.8107	1.07	0.34	4.93	-0.06	-1.07	0.2867
CHICAGO TRIBUNE	27	8.20	1.65	5.55	0.10	0.72	0.4772	44.36	6.99	16.54	1.03	1.38	0.1790
LOS ANGELES TIMES	27	2.21	2.41	2.84	-0.02	-0.36	0.7244	46.55	51.22	16.84	1.10	0.90	0.3759
ALL MAGAZINES	23	0.0	1.53	0.45	-0.02	-1.44	0.1646	0.0	11.20	1.99	-0.09	-1.39	0.1794
ALL TELEVISION	83	8.80	1.61	10.13	-0.02	-0.37	0.7131	25.50	4.55	25.31	0.00	0.02	0.9841
LOCAL TELEVISION (WABC & WTOP)	35	7.67	0.87	8.26	-0.02	-0.17	0.8627	22.15	2.46	21.17	0.03	0.11	0.9134
WABC	18	2.00	0.0	2.00	0.0	0.0	0.9999	6.44	0.0	6.44	0.0	0.0	0.9999
WTOP	17	5.67	0.87	6.26	-0.03	-0.17	0.8659	15.71	2.46	14.73	0.06	0.11	0.9155
ALL NATIONAL TV (NBC CBS,ABC)	48	1.13	0.74	1.87	-0.02	-0.56	0.5775	3.35	2.09	4.14	-0.02	-0.27	0.7889
ABC	14	0.20	0.40	0.0	0.01	1.00	0.3356	0.64	0.82	0.0	0.05	1.00	0.3356
CBS	20	0.60	0.17	1.50	-0.04	-0.70	0.4923	1.43	0.62	3.06	-0.08	-0.58	0.5674
NBC	14	0.33	0.17	0.37	-0.00	-0.15	0.8826	1.28	0.66	1.09	0.01	0.25	0.8066

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TABLE 13

DETAILED SUMMARY OF CATEGORY: EFFECT ON US-FOREIGN RELATIONS

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	18.30	31.19	42.96	-0.09	-1.45	0.1478	25.70	82.15	123.97	-0.34	-1.81	0.0719
ALL PRINT	203	15.83	21.22	12.96	0.01	0.42	0.6748	21.24	53.72	35.40	-0.07	-0.76	0.4455
ALL NEWSPAPERS	180	15.33	18.72	12.07	0.02	0.48	0.6334	18.68	33.22	30.74	-0.07	-0.65	0.5137
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	11.58	11.03	8.16	0.03	0.57	0.5713	9.60	16.12	25.85	-0.13	-0.95	0.3453
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	3.75	7.69	3.91	-0.00	-0.05	0.9607	9.08	17.11	4.88	0.08	0.63	0.5330
WASHINGTON POST	64	1.75	4.33	4.41	-0.04	-0.83	0.4125	2.52	5.87	19.93	-0.27	-1.07	0.2907
NEW YORK TIMES	62	9.83	6.70	3.75	0.10	1.20	0.2339	7.08	10.25	5.92	0.02	0.22	0.8242
CHICAGO TRIBUNE	27	3.50	1.30	0.20	0.12	1.46	0.1549	8.64	1.65	0.86	0.29	1.25	0.2207
LOS ANGELES TIMES	27	0.25	6.39	3.71	-0.13	-1.60	0.1222	0.44	15.46	4.02	-0.13	-1.66	0.1083
ALL MAGAZINES	23	0.50	2.50	0.89	-0.02	-1.29	0.2106	2.56	20.50	4.66	-0.09	-1.05	0.3070
ALL TELEVISION	83	2.47	9.97	30.00	-0.33	-1.79	0.0775	4.45	28.42	88.57	-1.01	-1.65	0.1019
LOCAL TELEVISION (WABC & WTOP)	35	0.60	0.57	3.00	-0.07	-0.79	0.4368	1.81	0.94	8.94	-0.20	-0.78	0.4380
WABC	18	0.40	0.20	3.00	-0.14	-0.85	0.4058	0.79	0.39	8.94	-0.45	-0.90	0.3788
WTOP	17	0.20	0.37	0.0	0.01	1.00	0.3322	1.02	0.55	0.0	0.06	1.00	0.3322
ALL NATIONAL TV (NBC CBS,ABC)	48	1.87	9.40	27.00	-0.52	-1.67	0.1011	2.64	27.48	79.63	-1.60	-1.54	0.1293
ABC	14	0.45	1.40	3.00	-0.18	-1.51	0.1542	0.86	3.24	3.95	-0.22	-1.19	0.2536
CBS	20	0.25	5.00	10.00	-0.49	-1.08	0.2933	0.44	13.38	27.38	-1.35	-1.07	0.2986
NBC	14	1.17	3.00	14.00	-0.92	-1.06	0.3105	1.35	10.86	48.30	-3.35	-1.08	0.2997

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TABLE 14

DETAILED SUMMARY OF CATEGORY: GENERAL LEGAL/SOCIAL MENTION

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	14.96	76.11	28.92	-0.05	-2.31	0.0216	30.77	173.67	49.83	-0.07	-1.74	0.0823
ALL PRINT	203	10.96	61.14	23.71	-0.06	-2.41	0.0170	26.11	137.72	38.45	-0.06	-1.32	0.1885
ALL NEWSPAPERS	180	9.36	51.88	22.81	-0.07	-2.57	0.0110	20.27	77.01	34.81	-0.08	-1.62	0.1081
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	6.33	41.26	16.75	-0.08	-2.12	0.0364	17.29	56.68	27.40	-0.08	-1.21	0.2299
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	3.03	10.62	6.06	-0.06	-1.70	0.0950	2.99	20.33	7.41	-0.08	-1.33	0.1898
WASHINGTON POST	64	4.83	16.37	7.75	-0.05	-1.27	0.2076	16.95	33.78	21.16	-0.07	-0.57	0.5703
NEW YORK TIMES	62	1.50	24.89	9.00	-0.12	-1.72	0.0906	0.33	22.90	6.24	-0.10	-1.45	0.1516
CHICAGO TRIBUNE	27	1.40	2.80	1.60	-0.01	-0.57	0.5735	0.95	2.77	1.21	-0.01	-0.56	0.5804
LOS ANGELES TIMES	27	1.63	7.82	4.46	-0.10	-1.64	0.1133	2.04	17.56	6.21	-0.15	-1.27	0.2160
ALL MAGAZINES	23	1.60	9.26	0.90	0.03	1.00	0.3282	5.83	60.71	3.63	0.10	0.90	0.3794
ALL TELEVISION	83	4.00	14.97	5.21	-0.01	-0.42	0.6785	4.66	35.96	11.38	-0.08	-1.18	0.2415
LOCAL TELEVISION (WABC & WTOP)	35	0.0	9.13	2.17	-0.06	-1.55	0.1295	0.0	22.03	4.78	-0.14	-1.54	0.1335
WABC	18	0.0	8.20	2.00	-0.11	-1.46	0.1631	0.0	19.80	4.35	-0.24	-1.42	0.1724
WTOP	17	0.0	0.93	0.17	-0.01	-1.00	0.3322	0.0	2.23	0.43	-0.03	-1.00	0.3322
ALL NATIONAL TV (NBC CBS,ABC)	48	4.00	5.84	3.04	0.02	0.38	0.7074	4.66	13.93	6.61	-0.04	-0.41	0.6868
ABC	14	2.00	0.0	0.0	0.14	1.00	0.3356	2.74	0.0	0.0	0.20	1.00	0.3356
CBS	20	2.00	2.67	1.67	0.02	0.29	0.7787	1.92	7.80	1.90	0.00	0.02	0.9875
NBC	14	0.0	3.17	1.37	-0.10	-1.37	0.1953	0.0	6.13	4.71	-0.34	-1.30	0.2157

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TABLE 15

DETAILED SUMMARY OF CATEGORY: ORGANIZED OPPOSITION--GENERAL

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	5.07	57.73	34.12	-0.10	-4.16	0.0001	16.46	199.77	102.73	-0.30	-3.18	0.0017
ALL PRINT	203	1.87	38.[illegible]	14.59	-0.06	-4.28	0.0000	8.36	150.18	54.97	-0.23	-2.25	0.0257
ALL NEWSPAPERS	180	1.17	29.70	13.39	-0.07	-4.35	0.0000	1.12	70.36	51.54	-0.28	-2.60	0.0101
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	1.17	15.09	7.75	-0.05	-2.96	0.0036	1.12	26.40	23.82	-0.18	-2.31	0.0223
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	0.0	14.61	5.64	-0.10	-3.31	0.0017	0.0	43.96	27.72	-0.51	-1.66	0.1034
WASHINGTON POST	64	1.17	4.65	5.28	-0.06	-2.16	0.0350	1.12	14.27	17.43	-0.25	-1.81	0.0753
NEW YORK TIMES	62	0.0	10.44	2.47	-0.04	-2.15	0.0351	0.0	12.13	6.39	-0.10	-1.66	0.1027
CHICAGO TRIBUNE	27	0.0	4.19	3.23	-0.12	-2.11	0.0442	0.0	7.05	7.17	-0.27	-2.01	0.0553
LOS ANGELES TIMES	27	0.0	10.42	2.41	-0.09	-3.07	0.0050	0.0	36.91	20.56	-0.76	-1.25	0.2213
ALL MAGAZINES	23	0.70	8.83	1.20	-0.02	-0.51	0.6151	7.23	79.82	3.43	0.17	0.53	0.6028
ALL TELEVISION	83	3.20	19.20	19.53	-0.20	-2.61	0.0108	8.10	49.59	47.76	-0.48	-2.26	0.0263
LOCAL TELEVISION (WABC & WTOP)	35	2.20	12.80	14.80	-0.36	-2.10	0.0431	5.96	34.61	37.66	-0.91	-1.86	0.0714
WABC	18	1.20	10.40	13.40	-0.68	-2.17	0.0442	3.61	28.02	34.24	-1.70	-1.89	0.0766
WTOP	17	1.00	2.40	1.40	-0.02	-0.32	0.7498	2.35	6.59	3.42	-0.06	-0.34	0.7347
ALL NATIONAL TV (NBC CBS, ABC)	48	1.00	6.40	4.73	-0.08	-2.53	0.0148	2.14	14.97	10.10	-0.17	-2.40	0.0203
ABC	14	0.0	2.20	1.60	-0.11	-1.53	0.1503	0.0	2.99	3.35	-0.24	-1.52	0.1527
CBS	20	0.0	1.00	0.76	-0.04	-2.14	0.0460	0.0	2.18	1.37	-0.07	-2.05	0.0539
NBC	14	1.00	3.20	2.37	-0.10	-1.37	0.1953	2.14	9.81	5.38	-0.23	-1.33	0.2051

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TABLE 16

DETAILED SUMMARY OF CATEGORY: ORGANIZED OPPOSITION--LOCAL GOVERNMENT

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	9.25	49.59	34.91	-0.09	-4.16	0.0001	5.93	115.27	73.81	-0.24	-3.79	0.0002
ALL PRINT	203	9.08	31.29	20.69	-0.06	-2.47	0.0144	5.50	77.85	41.30	-0.18	-2.71	0.0072
ALL NEWSPAPERS	180	8.28	29.93	20.16	-0.07	-2.56	0.0112	3.77	62.29	33.66	-0.17	-2.66	0.0084
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	8.16	23.96	14.23	-0.05	-1.47	0.1443	3.55	36.47	16.49	-0.10	-1.97	0.0505
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	0.13	5.97	5.93	-0.11	-2.78	0.0074	0.22	25.81	17.17	-0.31	-1.87	0.0673
WASHINGTON POST	64	6.83	13.72	10.15	-0.05	-0.99	0.3283	3.38	23.87	12.66	-0.14	-1.46	0.1497
NEW YORK TIMES	62	1.33	10.24	4.08	-0.04	-1.14	0.2598	0.17	12.61	3.83	-0.06	-2.30	0.0251
CHICAGO TRIBUNE	27	0.0	0.85	2.75	-0.10	-1.67	0.1064	0.0	1.03	10.77	-0.40	-1.26	0.2199
LOS ANGELES TIMES	27	0.13	5.12	3.18	-0.11	-2.32	0.0283	0.22	24.78	6.40	-0.23	-1.94	0.0632
ALL MAGAZINES	23	0.80	1.36	0.53	0.01	0.36	0.7242	1.72	15.56	7.65	-0.26	-0.84	0.4114
ALL TELEVISION	83	0.17	18.30	14.22	-0.17	-3.59	0.0006	0.43	37.42	32.51	-0.39	-2.66	0.0095
LOCAL TELEVISION (WABC & WTOP)	35	0.17	6.03	4.13	-0.11	-2.54	0.0160	0.43	11.37	8.13	-0.22	-1.84	0.0750
WABC	18	0.0	3.10	1.40	-0.08	-1.33	0.2020	0.0	3.56	0.53	-0.03	-1.32	0.2039
WTOP	17	0.17	2.93	2.73	-0.15	-2.20	0.0427	0.43	7.80	7.61	-0.42	-1.76	0.0969
ALL NATIONAL TV (NBC CBS, ABC)	48	0.0	12.27	10.09	-0.21	-2.82	0.0070	0.0	26.05	24.37	-0.51	-2.15	0.0365
ABC	14	0.0	2.40	3.60	-0.26	-2.30	0.0386	0.0	4.30	4.96	-0.35	-2.47	0.0281
CBS	20	0.0	4.84	1.83	-0.09	-1.72	0.1023	0.0	9.25	4.10	-0.20	-1.71	0.1031
NBC	14	0.0	5.03	4.66	-0.33	-1.53	0.1511	0.0	12.50	15.32	-1.09	-1.41	0.1814

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TABLE 17

DETAILED SUMMARY OF CATEGORY: ORGANIZED OPPOSITION-ENVIRONMENTAL GROUP

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	1.75	39.77	23.56	-0.08	-4.29	0.0000	4.68	90.88	65.62	-0.21	-3.79	0.0002
ALL PRINT	203	1.50	16.44	10.45	-0.04	-3.16	0.0018	4.23	36.09	37.46	-0.16	-2.59	0.0104
ALL NEWSPAPERS	180	1.50	14.91	10.45	-0.05	-3.17	0.0018	4.23	26.50	37.46	-0.18	-2.59	0.0104
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	1.50	11.12	7.46	-0.05	-2.43	0.0166	4.23	21.54	33.79	-0.23	-2.34	0.0211
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	0.0	3.79	2.99	-0.06	-2.13	0.0380	0.0	4.96	3.67	-0.07	-1.89	0.0638
WASHINGTON POST	64	1.17	7.96	5.38	-0.07	-1.85	0.0693	0.70	16.50	22.94	-0.35	-2.13	0.0367
NEW YORK TIMES	62	0.33	3.16	2.08	-0.03	-1.92	0.0601	3.53	5.04	10.95	-0.12	-1.02	0.3103
CHICAGO TRIBUNE	27	0.0	1.00	1.40	-0.05	-1.16	0.2574	0.0	2.00	1.98	-0.07	-1.15	0.2625
LOS ANGELES TIMES	27	0.0	2.79	1.59	-0.06	-2.15	0.0414	0.0	2.96	1.69	-0.06	-1.85	0.0763
ALL MAGAZINES	23	0.0	1.53	0.0	0.0	0.0	0.9999	0.0	9.59	0.0	0.0	0.0	0.9999
ALL TELEVISION	83	0.25	23.33	13.11	-0.15	-3.09	0.0028	0.45	54.79	28.16	-0.33	-2.89	0.0050
LOCAL TELEVISION (WABC & WTOP)	35	0.0	10.97	3.57	-0.10	-2.09	0.0438	0.0	27.12	6.75	-0.19	-1.79	0.0824
WABC	18	0.0	8.40	2.00	-0.11	-1.46	0.1631	0.0	19.94	3.36	-0.19	-1.13	0.2755
WTOP	17	0.0	2.57	1.57	-0.09	-1.49	0.1555	0.0	7.18	3.39	-0.20	-1.41	0.1766
ALL NATIONAL TV (NBC CBS, ABC)	48	0.25	12.36	9.54	-0.19	-2.45	0.0183	0.45	27.67	21.41	-0.44	-2.38	0.0214
ABC	14	0.25	3.95	0.20	0.00	0.15	0.8826	0.45	8.29	0.41	0.00	0.06	0.9508
CBS	20	0.0	6.34	7.91	-0.40	-2.26	0.0359	0.0	13.82	16.51	-0.83	-2.09	0.0501
NBC	14	0.0	2.07	1.43	-0.10	-1.45	0.1707	0.0	5.56	4.50	-0.32	-1.33	0.2051

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TABLE 18

DETAILED SUMMARY OF CATEGORY: ORGANIZED PROPONENTS

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	10.27	32.82	5.66	0.02	1.08	0.2814	13.99	69.04	12.06	0.01	0.24	0.8076
ALL PRINT	203	6.32	18.28	4.66	0.01	0.44	0.6586	5.59	29.10	10.33	-0.02	-0.75	0.4564
ALL NEWSPAPERS	180	6.32	17.78	4.66	0.01	0.44	0.6587	5.59	26.82	10.33	-0.03	-0.75	0.4566
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	5.99	10.34	3.67	0.02	0.63	0.5301	5.26	13.21	6.52	-0.01	-0.22	0.8241
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	0.33	7.44	0.99	-0.01	-0.93	0.3550	0.33	13.61	3.81	-0.06	-1.18	0.2416
WASHINGTON POST	64	3.83	4.84	2.17	0.03	0.50	0.6193	0.80	9.89	5.22	-0.07	-1.07	0.2868
NEW YORK TIMES	62	2.16	5.50	1.50	0.01	0.41	0.6853	4.46	3.32	1.30	0.05	0.83	0.[illegible]5
CHICAGO TRIBUNE	27	0.20	0.40	0.85	-0.02	-0.95	0.3488	0.26	0.55	3.66	-0.13	-1.16	0.2554
LOS ANGELES TIMES	27	0.13	7.04	0.14	-0.00	-0.05	0.9595	0.07	13.06	0.15	-0.00	-0.47	0.6404
ALL MAGAZINES	23	0.0	0.50	0.0	0.0	0.0	0.9999	0.0	1.27	0.0	0.0	0.0	0.9999
ALL TELEVISION	83	3.95	14.54	1.00	0.04	1.44	0.1532	8.40	39.94	1.73	0.08	1.42	0.1607
LOCAL TELEVISION (WABC & WTOP)	35	1.00	8.40	1.00	0.0	0.0	0.9999	0.38	24.45	1.73	0.0	0.0	0.9999
WABC	18	1.00	8.00	1.00	0.0	0.0	0.9999	0.38	23.87	1.73	0.0	0.0	0.9999
WTOP	17	0.0	0.40	0.0	0.0	0.0	0.9999	0.0	0.58	0.0	0.0	0.0	0.9999
ALL NATIONAL TV (NBC CBS,ABC)	48	2.95	6.14	0.0	0.06	2.03	0.0476	8.02	15.50	0.0	0.17	1.87	0.0675
ABC	14	0.20	1.60	0.0	0.01	1.00	0.3356	0.41	2.67	0.0	0.03	1.00	0.3356
CBS	20	1.75	0.17	0.0	0.09	1.67	0.1120	3.99	0.50	0.0	0.20	1.70	0.1060
NBC	14	1.00	4.37	0.0	0.07	1.00	0.3356	3.62	12.33	0.0	0.26	1.00	0.3356

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TABLE 19

DETAILED SUMMARY OF CATEGORY: COURT PROCEEDINGS

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	24.68	78.90	11.53	0.05	2.10	0.0371	38.34	162.94	29.17	0.03	0.72	0.4699
ALL PRINT	203	11.30	48.69	8.31	0.01	0.66	0.5114	16.89	99.54	20.37	-0.02	-0.36	0.7202
ALL NEWSPAPERS	180	11.30	44.24	7.92	0.02	0.75	0.4572	16.89	70.05	18.12	-0.01	-0.13	0.8978
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	8.15	31.54	4.93	0.03	0.79	0.4306	5.62	50.50	13.17	-0.06	-1.01	0.3143
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	3.15	12.70	2.99	0.00	0.08	0.9370	11.26	19.55	4.95	0.12	1.06	0.2937
WASHINGTON POST	64	6.15	19.65	2.60	0.06	1.08	0.2863	5.22	33.90	11.30	-0.09	-0.83	0.4118
NEW YORK TIMES	62	2.00	11.89	2.33	-0.01	-0.14	0.8905	0.40	16.60	1.87	-0.02	-1.04	0.3009
CHICAGO TRIBUNE	27	2.15	5.23	1.65	0.02	0.35	0.7262	10.23	9.30	3.91	0.23	1.09	0.2856
LOS ANGELES TIMES	27	1.00	7.47	1.34	-0.01	-0.23	0.8178	1.04	10.25	1.04	-0.00	-0.00	1.0000
ALL MAGAZINES	23	0.0	4.45	0.39	-0.02	-1.39	0.1790	0.0	29.48	2.25	-0.10	-1.43	0.1659
ALL TELEVISION	83	13.38	30.21	3.22	0.12	2.38	0.0197	21.46	63.40	8.80	0.15	1.57	0.1211
LOCAL TELEVISION (WABC & WTOP)	35	5.00	19.70	1.60	0.10	1.56	0.1270	8.19	42.17	3.83	0.12	1.00	0.3223
WABC	18	2.20	13.30	0.0	0.12	1.77	0.0938	2.69	27.16	0.0	0.15	1.34	0.1972
WTOP	17	2.80	6.40	1.60	0.07	0.66	0.5189	5.50	15.01	3.83	0.10	0.43	0.6756
ALL NATIONAL TV (NBC CBS,ABC)	48	8.38	10.51	1.62	0.14	1.83	0.0739	13.27	21.23	4.97	0.17	1.21	0.2329
ABC	14	2.80	4.60	0.20	0.19	1.30	0.2163	4.01	9.68	0.41	0.26	1.52	0.1523
CBS	20	3.58	4.58	0.25	0.17	1.52	0.1448	4.98	8.13	0.28	0.23	1.57	0.1328
NBC	14	2.00	1.33	1.17	0.06	0.36	0.7258	4.28	3.42	4.28	0.00	0.00	0.9999

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TABLE 20

DETAILED SUMMARY OF CATEGORY: FAA PROCEEDINGS

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	4.16	61.12	7.94	-0.01	-1.28	0.2020	3.61	140.58	8.04	-0.02	-1.74	0.0823
ALL PRINT	203	2.59	52.38	6.47	-0.02	-1.44	0.1524	1.87	123.38	5.27	-0.02	-1.69	0.0934
ALL NEWSPAPERS	180	2.59	47.59	6.17	-0.02	-1.33	0.1842	1.87	79.90	4.00	-0.01	-1.35	0.1779
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	1.79	40.32	5.44	-0.03	-1.42	0.1582	1.29	62.34	2.40	-0.01	-0.98	0.3307
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	0.80	7.27	0.73	0.00	0.09	0.9278	0.58	17.56	1.60	-0.02	-0.93	0.3566
WASHINGTON POST	64	1.79	26.02	4.15	-0.04	-0.95	0.3474	1.29	45.21	1.03	0.00	0.38	0.7050
NEW YORK TIMES	62	0.0	14.30	1.29	-0.02	-1.95	0.0562	0.0	17.13	1.37	-0.02	-1.47	0.1454
CHICAGO TRIBUNE	27	0.80	3.21	0.0	0.03	1.28	0.2119	0.58	7.34	0.0	0.02	1.41	0.1696
LOS ANGELES TIMES	27	0.0	4.06	0.73	-0.03	-1.78	0.0860	0.0	10.22	1.60	-0.06	-1.63	0.1142
ALL MAGAZINES	23	0.0	4.79	0.30	-0.01	-1.00	0.3282	0.0	43.48	1.27	-0.06	-1.00	0.3282
ALL TELEVISION	83	1.57	8.74	1.47	0.00	0.08	0.9338	1.74	17.20	2.77	-0.01	-0.66	0.5098
LOCAL TELEVISION (WABC & WTOP)	35	0.40	4.67	0.80	-0.01	-0.81	0.4221	0.39	9.13	1.43	-0.03	-1.31	0.1996
WABC	18	0.20	0.0	0.0	0.01	1.00	0.3313	0.09	0.0	0.0	0.00	1.00	0.3313
WTOP	17	0.20	4.67	0.80	-0.04	-1.38	0.1876	0.30	9.13	1.43	-0.07	-1.46	0.1649
ALL NATIONAL TV (NBC CBS,ABC)	49	1.17	4.07	0.67	0.01	0.46	0.6505	1.35	8.07	1.33	0.00	0.01	0.9903
ABC	14	0.0	1.40	0.0	0.0	0.0	0.9999	0.0	2.19	0.0	0.0	0.0	0.9999
CBS	20	0.17	1.67	0.67	-0.02	-1.18	0.2522	0.38	3.74	1.33	-0.05	-1.07	0.2966
NBC	14	1.00	1.00	0.0	0.07	1.00	0.3356	0.97	2.14	0.0	0.07	1.00	0.3356

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TABLE 21

DETAILED SUMMARY OF CATEGORY: DOT PROCEEDINGS

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	7.74	48.99	5.33	0.01	0.85	0.3950	18.36	151.73	35.12	-0.06	-0.74	0.4585
ALL PRINT	203	6.07	42.73	3.81	0.01	0.95	0.3444	16.21	139.98	32.59	-0.08	-0.73	0.4671
ALL NEWSPAPERS	190	5.87	39.65	3.67	0.01	0.93	0.3550	12.68	107.35	31.62	-0.11	-0.85	0.3940
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	3.66	30.67	2.64	0.01	0.54	0.5876	4.10	61.69	4.33	-0.00	-0.08	0.9339
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	2.21	8.98	1.03	0.02	0.81	0.4240	8.57	45.66	27.29	-0.35	-0.85	0.3997
WASHINGTON POST	64	2.08	13.46	2.00	0.00	0.06	0.9561	3.02	46.46	3.57	-0.01	-0.22	0.8254
NEW YORK TIMES	62	1.58	17.21	0.64	0.02	0.78	0.4381	1.09	15.23	0.76	0.01	0.32	0.7504
CHICAGO TRIBUNE	27	1.40	3.60	0.0	0.05	1.16	0.2574	1.98	2.38	0.0	0.07	1.15	0.2622
LOS ANGELES TIMES	27	0.81	5.38	1.03.	-0.01	-0.26	0.7982	6.59	43.28	27.29	-0.77	-0.94	0.3547
ALL MAGAZINES	23	0.20	3.08	0.14	0.00	0.24	0.8120	3.53	31.64	0.97	0.11	0.69	0.4969
ALL TELEVISION	83	1.67	6.26	1.52	0.00	0.10	0.9223	2.14	12.75	2.53	-0.00	-0.17	0.8662
LOCAL TELEVISION (WABC & WTOP)	35	0.67	3.07	0.60	0.00	0.08	0.9393	1.00	6.52	1.56	-0.02	-0.30	0.7697
WABC	18	0.0	0.0	0.0	0.0	0.0	0.9999	0.0	0.0	0.0	0.0	0.0	0.9999
WTOP	17	0.67	3.07	0.60	0.00	0.08	0.9408	1.00	6.52	1.56	-0.03	-0.29	0.7749
ALL NATIONAL TV (NBC CBS,ABC)	48	1.00	3.19	0.92	0.00	0.06	0.9489	1.14	6.23	0.97	0.00	0.12	0.9022
ABC	14	1.00	0.60	0.0	0.07	1.00	0.3356	1.14	1.24	0.0	0.08	1.00	0.3356
CBS	20	0.0	0.92	0.92	-0.05	-1.31	0.2061	0.0	1.34	0.97	-0.05	-1.44	0.1648
NBC	14	0.0	1.67	0.0	0.0	0.0	0.9999	0.0	3.66	0.0	0.0	0.0	0.9999

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TABLE 22

DETAILED SUMMARY OF CATEGORY: GENERAL SAFETY/ENVIRONMENT MENTION

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	16.94	66.55	39.25	-0.08	-3.62	0.0004	70.44	171.28	93.15	-0.08	-0.77	0.4440
ALL PRINT	203	12.37	56.59	29.93	-0.09	-3.09	0.0023	60.09	152.94	76.42	-0.08	-0.56	0.5769
ALL NEWSPAPERS	180	10.77	45.75	26.71	-0.09	-2.90	0.0042	35.57	78.71	57.44	-0.12	-1.11	0.2692
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	6.86	31.30	19.37	-0.10	-2.60	0.0106	12.75	42.85	37.57	-0.20	-1.35	0.1809
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	3.91	14.45	7.34	-0.06	-1.29	0.2029	22.82	35.86	19.88	0.05	0.42	0.6732
WASHINGTON POST	64	2.28	12.18	12.04	-0.15	-3.08	0.0031	10.11	24.11	34.28	-0.38	-1.33	0.1899
NEW YORK TIMES	62	4.58	19.12	7.33	-0.04	-0.76	0.4485	2.64	18.75	3.28	-0.01	-0.27	0.7905
CHICAGO TRIBUNE	27	0.45	6.75	3.69	-0.12	-2.41	0.0232	2.14	15.43	4.81	-0.10	-1.46	0.1565
LOS ANGELES TIMES	27	3.46	7.70	3.65	-0.01	-0.09	0.9329	20.68	20.43	15.07	0.21	0.84	0.4082
ALL MAGAZINES	23	1.60	10.84	3.22	-0.07	-1.11	0.2784	24.52	74.23	18.98	0.24	0.25	0.8031
ALL TELEVISION	83	4.57	9.96	9.32	-0.06	-1.97	0.0525	10.35	18.34	16.72	-0.08	-1.29	0.2020
LOCAL TELEVISION (WABC & WTOP)	35	1.00	1.10	1.03	-0.00	-0.02	0.9804	3.09	2.61	2.12	0.03	0.28	0.7801
WABC	18	1.00	0.0	0.20	0.04	0.78	0.4486	3.09	0.0	0.15	0.16	0.95	0.3566
WTOP	17	0.0	1.10	0.83	-0.05	-1.43	0.1728	0.0	2.61	1.97	-0.12	-1.40	0.1809
ALL NATIONAL TV (NBC CBS,ABC)	48	3.57	8.86	8.29	-0.10	-2.29	0.0267	7.26	15.73	14.61	-0.15	-2.10	0.0409
ABC	14	0.65	2.80	3.80	-0.22	-1.67	0.1193	1.28	4.49	5.34	-0.29	-1.31	0.2134
CBS	20	0.92	3.36	2.29	-0.07	-1.94	0.0677	1.77	6.40	4.63	-0.14	-1.81	0.0855
NBC	14	2.00	2.70	2.20	-0.01	-1.00	0.3356	4.22	4.85	4.65	-0.03	-1.00	0.3356

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TABLE 23

DETAILED SUMMARY OF CATEGORY: NOISE-GENERAL MENTION

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	42.37	102.48	110.80	-0.24	-6.23	0.0000	87.33	368.75	357.66	-0.95	-4.83	0.0000
ALL PRINT	203	29.30	78.05	73.22	-0.22	-4.83	0.0000	57.04	306.26	266.32	-1.03	-3.96	0.0001
ALL NEWSPAPERS	180	28.16	65.66	65.90	-0.21	-4.23	0.0000	40.83	174.63	187.43	-0.81	-3.25	0.0014
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	18.07	46.26	41.51	-0.19	-3.38	0.0010	19.60	88.61	99.52	-0.63	-2.60	0.0103
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	10.09	19.40	24.39	-0.26	-2.54	0.0142	21.23	86.02	87.91	-1.23	-2.02	0.0488
WASHINGTON POST	64	12.49	29.36	28.70	-0.25	-3.10	0.0029	15.22	69.59	73.40	-0.91	-2.42	0.0184
NEW YORK TIMES	62	5.58	16.90	12.81	-0.12	-1.60	0.1159	4.38	19.02	26.12	-0.35	-1.14	0.2576
CHICAGO TRIBUNE	27	3.85	10.69	12.29	-0.31	-2.71	0.0116	10.98	24.77	36.85	-0.96	-1.47	0.1525
LOS ANGELES TIMES	27	6.24	8.71	12.10	-0.22	-1.23	0.2288	10.25	61.25	51.07	-1.51	-1.44	0.1615
ALL MAGAZINES	23	1.14	12.39	7.32	-0.27	-3.51	0.0020	16.20	131.63	78.88	-2.73	-2.35	0.0282
ALL TELEVISION	83	13.07	24.43	37.58	-0.30	-3.97	0.0002	30.29	62.49	91.34	-0.74	-3.26	0.0016
LOCAL TELEVISION (WABC & WTOP)	35	5.90	9.13	16.83	-0.31	-2.29	0.0282	14.07	27.03	45.70	-0.90	-2.02	0.0509
WABC	18	2.00	1.00	8.00	-0.33	-1.37	0.1872	3.99	2.98	20.64	-0.92	-1.29	0.2144
WTOP	17	3.90	8.13	8.83	-0.29	-2.37	0.0308	10.08	24.05	25.06	-0.88	-1.62	0.1237
ALL NATIONAL TV (NBC CBS,ABC)	48	7.17	15.30	20.75	-0.28	-3.42	0.0013	16.23	35.46	45.64	-0.61	-2.81	0.0072
ABC	14	2.00	2.30	4.36	-0.17	-1.19	0.2563	4.22	5.17	7.81	-0.26	-0.97	0.3492
CBS	20	2.50	8.33	10.02	-0.38	-2.85	0.0103	5.22	18.18	23.44	-0.91	-2.23	0.0382
NBC	14	2.67	4.67	6.37	-0.26	-1.63	0.1281	6.78	12.11	14.39	-0.54	-1.40	0.1839

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TABLE 24

DETAILED SUMMARY OF CATEGORY: NOISE-PHYSIOLOGICAL EFFECTS

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	2.94	9.76	9.05	-0.02	-2.47	0.0141	6.57	37.94	29.49	-0.08	-1.85	0.0658
ALL PRINT	203	2.94	8.23	6.45	-0.02	-1.69	0.0923	6.57	33.02	21.12	-0.07	-1.27	0.2050
ALL NEWSPAPERS	180	2.54	5.30	6.05	-0.02	-1.71	0.0892	1.94	4.45	16.73	-0.08	-1.30	0.1944
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	2.38	3.55	5.38	-0.02	-1.49	0.1377	1.71	2.40	5.32	-0.03	-1.01	0.3158
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	0.16	1.75	0.67	-0.01	-1.16	0.2507	0.23	2.05	11.42	-0.21	-1.04	0.3047
WASHINGTON POST	64	2.13	1.38	1.85	0.00	0.22	0.8242	1.64	1.71	1.39	0.00	0.41	0.6799
NEW YORK TIMES	62	0.25	2.17	3.53	-0.05	-2.12	0.0377	0.07	0.68	3.93	-0.06	-1.09	0.2786
CHICAGO TRIBUNE	27	0.0	1.18	0.20	-0.01	-1.00	0.3265	0.0	1.38	0.37	-0.01	-1.00	0.3265
LOS ANGELES TIMES	27	0.16	0.57	0.47	-0.01	-0.78	0.4401	0.23	0.68	11.05	-0.40	-1.00	0.3254
ALL MAGAZINES	23	0.40	2.93	0.40	0.0	0.0	0.9999	4.62	28.57	4.38	0.0	0.0	0.9999
ALL TELEVISION	83	0.0	1.53	2.60	-0.03	-1.93	0.0575	0.0	4.92	8.36	-0.10	-1.73	0.0871
LOCAL TELEVISION (WABC & WTOP)	35	0.0	0.80	1.00	-0.03	-1.22	0.2304	0.0	2.74	4.59	-0.13	-1.12	0.2719
WABC	18	0.0	0.0	0.0	0.0	0.0	0.9999	0.0	0.0	0.0	0.0	0.0	0.9999
WTOP	17	0.0	0.80	1.00	-0.06	-1.23	0.2361	0.0	2.74	4.59	-0.27	-1.12	0.2787
ALL NATIONAL TV (NBC CBS,ABC)	48	0.0	0.73	1.60	-0.03	-1.48	0.1459	0.0	2.18	3.77	-0.08	-1.46	0.1521
ABC	14	0.0	0.40	0.20	-0.01	-1.00	0.3356	0.0	0.90	0.49	-0.03	-1.00	0.3356
CBS	20	0.0	0.0	0.0	0.0	0.0	0.9999	0.0	0.0	0.0	0.0	0.0	0.9999
NBC	14	0.0	0.33	1.40	-0.10	-1.34	0.2045	0.0	1.28	3.28	-0.23	-1.31	0.2141

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TABLE 25

DETAILED SUMMARY OF CATEGORY: NOISE MEASUREMENT-GENERAL MENTION

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	7.51	58.11	19.56	-0.04	-3.38	0.0009	25.96	187.96	54.97	-0.10	-2.32	0.0208
ALL PRINT	203	2.97	42.75	13.68	-0.05	-3.29	0.0012	15.64	136.25	40.88	-0.12	-2.13	0.0347
ALL NEWSPAPERS	180	2.97	36.52	13.68	-0.06	-3.30	0.0012	15.64	105.89	40.88	-0.14	-2.13	0.0346
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	2.25	26.20	9.47	-0.06	-2.61	0.0102	2.82	78.57	23.33	-0.16	-1.82	0.0712
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	0.72	10.32	4.21	-0.06	-2.04	0.0466	12.83	27.33	17.55	-0.09	-1.28	0.2068
WASHINGTON POST	64	0.0	12.81	4.58	-0.07	-2.21	0.0306	0.0	35.71	5.79	-0.09	-1.66	0.1015
NEW YORK TIMES	62	2.25	13.39	4.89	-0.04	-1.43	0.1584	2.82	42.86	17.54	-0.24	-1.37	0.1754
CHICAGO TRIBUNE	27	0.0	5.75	2.60	-0.10	-1.69	0.1023	0.0	14.43	4.85	-0.18	-1.65	0.1112
LOS ANGELES TIMES	27	0.72	4.57	1.61	-0.03	-1.17	0.2522	12.83	12.90	12.70	0.00	0.06	0.9565
ALL MAGAZINES	23	0.0	6.23	0.0	0.0	0.0	0.9999	0.0	30.36	0.0	0.0	0.0	0.9999
ALL TELEVISION	83	4.54	15.36	5.88	-0.02	-0.93	0.3554	10.32	51.71	13.99	-0.04	-0.99	0.3247
LOCAL TELEVISION (WABC & WTOP)	35	3.20	10.07	5.20	-0.06	-2.14	0.0393	7.02	36.58	12.25	-0.15	-1.87	0.0705
WABC	18	2.00	0.0	2.00	0.0	0.0	0.9999	2.46	0.0	2.46	0.0	0.0	0.9999
WTOP	17	1.20	10.07	3.20	-0.12	-2.28	0.0367	4.56	36.58	9.79	-0.31	-1.95	0.0694
ALL NATIONAL TV (NBC CBS,ABC)	48	1.34	5.29	0.68	0.01	0.62	0.5377	3.30	15.14	1.74	0.03	0.67	0.5060
ABC	14	0.0	1.80	0.0	0.0	0.0	0.9999	0.0	4.25	0.0	0.0	0.0	0.9999
CBS	20	0.17	0.83	0.34	-0.01	-0.57	0.5770	0.50	1.62	0.75	-0.01	-0.31	0.7602
NBC	14	1.17	2.66	0.34	0.06	0.81	0.4336	2.80	9.27	0.99	0.13	0.83	0.4229

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TABLE 26

DETAILED SUMMARY OF CATEGORY: NOISE MEASUREMENT-FAA

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	6.23	68.24	14.02	-0.03	-2.10	0.0367	25.55	252.57	27.08	-0.01	-0.11	0.9114
ALL PRINT	203	4.69	60.95	11.52	-0.03	-1.89	0.0603	22.66	232.05	22.26	0.00	0.03	0.9762
ALL NEWSPAPERS	180	4.69	51.13	[illegible]	-0.03	-1.60	0.1103	22.66	164.47	15.31	0.04	0.57	0.5717
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	2.17	35.92	6.57	-0.03	-1.68	0.0957	8.66	93.46	8.47	0.00	0.02	0.9822
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	2.52	15.21	3.86	-0.02	-0.55	0.5870	14.01	71.01	6.84	0.13	0.72	0.4726
WASHINGTON POST	64	0.83	23.20	4.90	-0.06	-1.66	0.1010	1.03	86.14	6.54	-0.09	-1.29	0.2005
NEW YORK TIMES	62	1.34	12.72	1.67	-0.01	-0.36	0.7193	7.62	7.32	1.93	0.09	0.79	0.4349
CHICAGO TRIBUNE	27	2.25	3.35	1.75	0.02	0.22	0.8257	12.82	16.43	3.56	0.34	0.96	0.3481
LOS ANGELES TIMES	27	0.27	11.86	2.11	-0.07	-1.87	0.0731	1.19	54.58	3.28	-0.08	-1.09	0.2856
ALL MAGAZINES	23	0.0	9.82	1.09	-0.05	-2.01	0.0565	0.0	67.58	6.95	-0.30	-1.87	0.0754
ALL TELEVISION	83	1.54	7.29	2.50	-0.01	-1.14	0.2563	2.89	20.52	4.82	-0.02	-0.91	0.3674
LOCAL TELEVISION (WABC & WTOP)	35	0.20	3.33	0.80	-0.02	-1.00	0.3244	0.76	8.15	2.32	-0.04	-1.00	0.3244
WABC	18	0.0	0.0	0.0	0.0	0.0	0.9999	0.0	0.0	0.0	0.0	0.0	0.9999
WTOP	17	0.20	3.33	0.80	-0.04	-1.00	0.3322	0.76	8.15	2.32	-0.09	-1.00	0.3322
ALL NATIONAL TV (NBC CBS,ABC)	48	1.34	3.96	1.70	-0.01	-0.61	0.5472	2.13	12.37	2.50	-0.01	-0.26	0.7994
ABC	14	0.0	0.80	0.20	-0.01	-1.00	0.3356	0.0	2.09	0.41	-0.03	-1.00	0.3356
CBS	20	0.17	2.16	0.50	-0.02	-0.62	0.5458	0.50	6.67	1.13	-0.03	-0.50	0.6229
NBC	14	1.17	1.00	1.00	0.01	1.00	0.3356	1.63	3.61	0.97	0.05	1.00	0.3356

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TABLE 27

DETAILED SUMMARY OF CATEGORY: NOISE MEASUREMENT-OTHER GROUPS

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	2.05	13.01	9.70	-0.03	-2.85	0.0047	10.95	35.90	29.38	-0.06	-1.31	0.1919
ALL PRINT	203	0.98	9.20	7.31	-0.03	-2.51	0.0130	7.37	24.88	21.83	-0.07	-1.05	0.2939
ALL NEWSPAPERS	180	0.65	8.86	7.31	-0.04	-2.67	0.0083	0.57	23.06	21.83	-0.12	-1.79	0.0751
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	0.65	5.02	6.53	-0.05	-2.40	0.0178	0.57	14.00	8.22	-0.06	-1.79	0.0759
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	0.0	3.84	0.78	-0.01	-1.73	0.0899	0.0	9.06	13.61	-0.25	-1.23	0.2252
WASHINGTON POST	64	0.65	3.95	5.28	-0.07	-1.97	0.0535	0.57	13.57	4.71	-0.06	-1.25	0.2145
NEW YORK TIMES	62	0.0	1.07	1.25	-0.02	-1.93	0.0581	0.0	0.43	3.52	-0.06	-1.28	0.2053
CHICAGO TRIBUNE	27	0.0	0.25	0.45	-0.02	-1.43	0.1639	0.0	1.28	2.83	-0.10	-1.01	0.3231
LOS ANGELES TIMES	27	0.0	3.59	0.33	-0.01	-1.00	0.3265	0.0	7.78	10.79	-0.40	-1.00	0.3265
ALL MAGAZINES	23	0.33	0.34	0.0	0.01	1.00	0.3282	6.80	1.82	0.0	0.30	1.00	0.3282
ALL TELEVISION	93	1.07	3.81	2.39	-0.02	-1.44	0.1537	3.58	11.02	7.54	-0.05	-1.26	0.2098
LOCAL TELEVISION (WABC & WTOP)	35	0.40	2.33	1.60	-0.03	-1.53	0.1357	1.26	7.03	5.62	-0.12	-1.59	0.1211
WABC	18	0.0	0.0	0.0	0.0	0.0	0.9999	0.0	0.0	0.0	0.0	0.0	0.9999
WTOP	17	0.40	2.33	1.60	-0.07	-1.56	0.1378	1.26	7.03	5.62	-0.26	-1.63	0.1225
ALL NATIONAL TV (NBC CBS,ABC)	46	0.67	1.48	0.79	-0.00	-0.26	0.7972	2.33	3.99	1.92	0.01	0.28	0.7799
ABC	14	0.0	0.20	0.20	-0.01	-1.00	0.3356	0.0	0.41	0.41	-0.03	-1.00	0.3356
CBS	20	0.0	0.25	0.25	-0.01	-1.00	0.3299	0.0	0.46	0.46	-0.02	-1.00	0.3299
NBC	14	0.67	1.03	0.34	0.02	1.00	0.3356	2.33	3.12	1.05	0.09	1.00	0.3356

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TABLE 28

DETAILED SUMMARY OF CATEGORY: NOISE-SUBJECTIVE REACTIONS

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	40.73	18.61	51.39	-0.04	-1.09	0.2761	152.13	92.85	153.66	-0.01	-0.04	0.9675
ALL PRINT	203	21.68	12.79	31.39	-0.05	-1.57	0.1185	93.64	76.59	99.16	-0.03	-0.20	0.8451
ALL NEWSPAPERS	180	20.95	11.53	30.73	-0.05	-1.59	0.1146	84.66	57.36	85.56	-0.01	-0.03	0.9737
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	14.09	8.51	26.64	-0.10	-2.39	0.0186	49.51	35.65	74.24	-0.20	-1.06	0.2896
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	6.86	3.02	4.09	0.05	0.89	0.3779	35.15	21.71	11.33	0.44	1.71	0.0927
WASHINGTON POST	64	8.02	4.60	18.83	-0.17	-2.34	0.0227	27.98	27.96	63.61	-0.56	-1.68	0.0980
NEW YORK TIMES	62	6.07	3.91	7.81	-0.03	-0.72	0.4748	21.53	7.70	10.63	0.18	1.24	0.2213
CHICAGO TRIBUNE	27	4.40	2.10	1.55	0.11	1.17	0.2509	16.76	9.08	1.90	0.55	1.85	0.0761
LOS ANGELES TIMES	27	2.46	0.92	2.54	-0.00	-0.04	0.9678	18.39	12.63	9.43	0.33	0.78	0.4422
ALL MAGAZINES	23	0.73	1.26	0.66	0.00	0.13	0.8961	8.98	19.23	13.60	-0.20	-0.64	0.5297
ALL TELEVISION	83	19.05	5.82	20.00	-0.01	-0.13	0.9007	58.49	16.26	54.50	0.05	0.16	0.8739
LOCAL TELEVISION (WABC & WTOP)	35	12.93	2.37	10.90	0.06	0.35	0.7260	43.70	7.83	31.80	0.34	0.54	0.5949
WABC	18	0.0	0.0	4.00	-0.22	-1.46	0.1631	0.0	0.0	12.14	-0.67	-1.46	0.1632
WTOP	17	12.93	2.37	6.90	0.35	1.25	0.2308	43.70	7.83	19.66	1.41	1.21	0.2451
ALL NATIONAL TV (NBC CBS, ABC)	48	6.12	3.45	9.10	-0.06	-0.60	0.5542	14.79	8.43	22.71	-0.16	-0.67	0.5051
ABC	14	1.00	1.20	0.60	0.03	0.81	0.4346	2.58	2.91	1.91	0.05	0.57	0.5792
CBS	20	2.75	2.25	4.33	-0.08	-0.42	0.6803	5.09	5.52	10.85	-0.29	-0.73	0.4726
NBC	14	2.37	0.0	4.17	-0.13	-0.53	0.6021	7.12	0.0	9.95	-0.20	-0.31	0.7586

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TABLE 29

DETAILED SUMMARY OF CATEGORY: NOISE--COMPARISON TO OTHER PLANES

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	36.56	24.20	54.41	-0.06	-1.92	0.0557	176.50	109.64	223.44	-0.16	-0.96	0.3376
ALL PRINT	203	29.71	17.68	46.48	-0.08	-1.95	0.0525	156.61	90.25	201.31	-0.22	-0.93	0.3532
ALL NEWSPAPERS	180	26.62	12.81	44.29	-0.10	-2.10	0.0376	128.63	57.28	185.83	-0.32	-1.31	0.1913
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	17.15	7.09	31.75	-0.12	-2.15	0.0338	73.69	38.55	133.05	-0.47	-1.59	0.1151
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	9.47	5.72	12.54	-0.06	-0.61	0.5432	54.94	18.73	52.78	0.04	0.10	0.9235
WASHINGTON POST	64	12.40	3.59	17.38	-0.08	-0.83	0.4090	49.60	23.34	83.71	-0.53	-0.99	0.3250
NEW YORK TIMES	62	4.75	3.50	14.37	-0.16	-2.96	0.0044	24.09	15.21	49.34	-0.41	-1.67	0.0996
CHICAGO TRIBUNE	27	3.70	1.90	2.55	0.04	0.54	0.5953	11.84	6.47	14.01	-0.08	-0.16	0.8739
LOS ANGELES TIMES	27	5.77	3.82	9.99	-0.16	-0.93	0.3598	43.10	12.26	38.78	0.16	0.24	0.8130
ALL MAGAZINES	23	3.09	4.87	2.19	0.04	0.57	0.5768	27.98	32.98	15.48	0.54	0.62	0.5423
ALL TELEVISION	83	6.85	6.52	7.93	-0.01	-0.31	0.7597	19.89	18.38	22.13	-0.03	-0.25	0.8053
LOCAL TELEVISION (WABC & WTOP)	35	3.93	1.00	3.57	0.01	0.20	0.8454	14.05	4.60	13.00	0.03	0.16	0.8765
WABC	18	0.0	0.0	0.0	0.0	0.0	0.9999	0.0	0.0	0.0	0.0	0.0	0.9999
WTOP	17	3.93	1.00	3.57	0.02	0.19	0.8490	14.05	4.60	13.00	0.06	0.15	0.8794
ALL NATIONAL TV (NBC CBS,ABC)	48	2.92	5.52	4.36	-0.03	-0.48	0.6358	5.85	13.79	9.13	-0.07	-0.53	0.5971
ABC	14	1.00	0.60	0.20	0.06	0.77	0.4533	2.11	1.47	0.49	0.12	0.74	0.4751
CBS	20	1.92	2.25	2.33	-0.02	-0.19	0.8538	3.74	5.66	4.49	-0.04	-0.19	0.8547
NBC	14	0.0	2.67	1.83	-0.13	-1.00	0.3356	0.0	6.65	4.15	-0.30	-1.00	0.3356

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TABLE 30

DETAILED SUMMARY OF CATEGORY: EFFECTS ON ATMOSPHERE

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	3.30	22.50	31.80	-0.10	-5.21	0.0000	8.45	109.41	150.64	-0.50	-1.87	0.0620
ALL PRINT	203	3.13	18.92	26.20	-0.11	-4.50	0.0000	8.02	99.64	137.11	-0.64	-1.70	0.0898
ALL NEWSPAPERS	180	3.13	16.27	26.10	-0.13	-4.51	0.0000	8.02	69.66	136.68	-0.71	-1.70	0.0909
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	1.33	7.92	16.91	-0.12	-3.96	0.0001	2.66	18.53	39.35	-0.29	-2.38	0.0186
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	1.80	8.35	9.19	-0.14	-2.27	0.0275	5.36	51.13	97.34	-1.70	-1.24	0.2199
WASHINGTON POST	64	1.00	6.84	10.14	-0.14	-2.93	0.0047	2.63	14.69	31.28	-0.45	-2.11	0.0387
NEW YORK TIMES	62	0.33	1.08	6.77	-0.10	-2.67	0.0098	0.03	3.85	8.06	-0.13	-1.12	0.2663
CHICAGO TRIBUNE	27	1.20	3.00	3.85	-0.10	-1.33	0.1950	4.55	4.99	17.87	-0.49	-0.90	0.3780
LOS ANGELES TIMES	27	0.60	5.35	5.34	-0.18	-1.82	0.0803	0.81	46.13	79.47	-2.91	-1.08	0.2895
ALL MAGAZINES	23	0.0	2.65	0.10	-0.00	-1.00	0.3282	0.0	29.97	0.42	-0.02	-1.00	0.3282
ALL TELEVISION	83	0.17	3.58	5.60	-0.07	-2.85	0.0056	0.43	9.78	13.53	-0.16	-3.02	0.0034
LOCAL TELEVISION (WABC & WTOP)	35	0.17	1.60	1.23	-0.03	-1.50	0.1422	0.43	5.06	3.57	-0.09	-1.60	0.1186
WABC	18	0.0	0.80	0.0	0.0	0.0	0.9999	0.0	1.58	0.0	0.0	0.0	0.9999
WTOP	17	0.17	0.80	1.23	-0.06	-1.53	0.1446	0.43	3.47	3.57	-0.18	-1.64	0.1199
ALL NATIONAL TV (NBC CBS,ABC)	48	0.0	1.98	4.37	-0.09	-2.48	0.0166	0.0	4.72	9.96	-0.21	-2.58	0.0132
ABC	14	0.0	1.40	0.80	-0.06	-1.30	0.2178	0.0	3.55	1.86	-0.13	-1.39	0.1868
CBS	20	0.0	0.58	1.77	-0.09	-1.55	0.1367	0.0	1.18	4.29	-0.21	-1.64	0.1184
NBC	14	0.0	0.0	1.80	-0.13	-1.46	0.1676	0.0	0.0	3.81	-0.27	-1.46	0.1674

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TABLE 31

DETAILED SUMMARY OF CATEGORY: SECURITY MEASURES

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	1.62	5.02	2.30	-0.00	-0.51	0.6089	24.34	31.41	14.89	0.03	0.44	0.6628
ALL PRINT	203	1.17	3.82	1.90	-0.00	-0.57	0.5716	23.50	27.93	14.10	0.05	0.43	0.6643
ALL NEWSPAPERS	180	1.17	3.82	1.90	-0.00	-0.57	0.5717	23.50	27.93	14.10	0.05	0.43	0.6645
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	0.67	3.57	1.70	-0.01	-0.88	0.3799	7.16	26.53	13.84	-0.05	-0.47	0.6384
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	0.50	0.25	0.20	0.01	0.55	0.5823	16.34	1.40	0.26	0.30	0.98	0.3298
WASHINGTON POST	64	0.0	2.90	1.50	-0.02	-1.62	0.1094	0.0	19.37	13.82	-0.22	-1.14	0.2596
NEW YORK TIMES	62	0.67	0.67	0.20	0.01	0.67	0.5059	7.16	7.16	0.02	0.12	1.00	0.3226
CHICAGO TRIBUNE	27	0.0	0.0	0.20	-0.01	-1.00	0.3265	0.0	0.0	0.26	-0.01	-1.00	0.3265
LOS ANGELES TIMES	27	0.50	0.25	0.0	0.02	1.00	0.3265	16.34	1.40	0.0	0.61	1.00	0.3265
ALL MAGAZINES	23	0.0	0.0	0.0	0.0	0.0	0.9999	0.0	0.0	0.0	0.0	0.0	0.9999
ALL TELEVISION	83	0.45	1.20	0.40	0.00	0.16	0.8770	0.83	3.47	0.79	0.00	0.07	0.9445
LOCAL TELEVISION (WABC & WTOP)	35	0.20	1.20	0.40	-0.01	-1.00	0.3244	0.40	3.47	0.79	-0.01	-1.00	0.3244
WABC	18	0.20	0.60	0.40	-0.01	-1.00	0.3313	0.40	1.19	0.79	-0.02	-1.00	0.3313
WTOP	17	0.0	0.60	0.0	0.0	0.0	0.9999	0.0	2.29	0.0	0.0	0.0	0.9999
ALL NATIONAL TV (NBC CBS,ABC)	48	0.25	0.0	0.0	0.01	1.00	0.3224	0.44	0.0	0.0	0.01	1.00	0.3224
ABC	14	0.0	0.0	0.0	0.0	0.0	0.9999	0.0	0.0	0.0	0.0	0.0	0.9999
CBS	20	0.25	0.0	0.0	0.01	1.00	0.3299	0.44	0.0	0.0	0.02	1.00	0.3299
NBC	14	0.0	0.0	0.0	0.0	0.0	0.9999	0.0	0.0	0.0	0.0	0.0	0.9999

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TABLE 32

DETAILED SUMMARY OF CATEGORY: SONIC BOOM

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	4.02	22.78	13.42	-0.03	-2.65	0.0086	6.25	104.92	52.59	-0.16	-1.91	0.0578
ALL PRINT	203	3.25	20.18	10.09	-0.03	-2.10	0.0369	4.59	98.69	44.81	-0.20	-1.67	0.0962
ALL NEWSPAPERS	180	3.25	16.90	8.96	-0.03	-1.79	0.0747	4.59	45.93	30.33	-0.14	-1.17	0.2454
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	3.00	13.98	6.17	-0.03	-1.10	0.2715	4.08	24.57	6.57	-0.02	-0.53	0.5960
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	0.25	2.82	2.79	-0.05	-1.83	0.0732	0.51	21.36	23.76	-0.43	-1.08	0.2862
WASHINGTON POST	64	1.00	5.93	2.81	-0.03	-1.15	0.2546	1.06	18.13	6.00	-0.08	-1.27	0.2099
NEW YORK TIMES	62	2.00	8.05	3.36	-0.02	-0.56	0.5752	3.02	6.44	0.57	0.04	0.95	0.3462
CHICAGO TRIBUNE	27	0.25	0.45	0.50	-0.01	-0.44	0.6632	0.51	0.34	0.16	0.01	0.65	0.5189
LOS ANGELES TIMES	27	0.0	2.37	2.29.	-0.08	-1.83	0.0788	0.0	21.02	23.60	-0.87	-1.10	0.2829
ALL MAGAZINES	23	0.0	3.38	1.13	-0.05	-1.64	0.1150	0.0	52.75	14.48	-0.63	-1.53	0.1414
ALL TELEVISION	83	0.77	2.60	3.33	-0.03	-1.79	0.0776	1.66	6.24	7.78	-0.07	-1.73	0.0873
LOCAL TELEVISION (WABC & WTOP)	35	0.0	0.0	0.0	0.0	0.0	0.9999	0.0	0.0	0.0	0.0	0.0	0.9999
WABC	18	0.0	0.0	0.0	0.0	0.0	0.9999	0.0	0.0	0.0	0.0	0.0	0.9999
WTOP	17	0.0	0.0	0.0	0.0	0.0	0.9999	0.0	0.0	0.0	0.0	0.0	0.9999
ALL NATIONAL TV (NBC CBS,ABC)	48	0.77	2.60	3.33	-0.05	-1.81	0.0774	1.66	6.24	7.78	-0.13	-1.75	0.0873
ABC	14	0.0	0.0	0.16	-0.01	-1.00	0.3356	0.0	0.0	0.30	-0.02	-1.00	0.3356
CBS	20	0.0	1.20	1.20	-0.06	-1.19	0.2492	0.0	3.28	3.28	-0.16	-1.16	0.2590
NBC	14	0.77	1.40	1.97	-0.09	-1.19	0.2536	1.66	2.96	4.20	-0.18	-1.20	0.2530

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TABLE 33

DETAILED SUMMARY OF CATEGORY: FUEL SAFETY

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	0.40	3.32	12.68	-0.04	-3.14	0.0019	0.83	10.37	78.70	-0.27	-2.33	0.0205
ALL PRINT	203	0.0	3.32	9.51	-0.05	-2.85	0.0049	0.0	10.37	69.42	-0.34	-2.11	0.0358
ALL NEWSPAPERS	180	0.0	3.07	6.98	-0.04	-2.45	0.0151	0.0	8.46	28.09	-0.16	-2.30	0.0226
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	0.0	2.20	6.12	-0.05	-2.20	0.0300	0.0	6.64	16.99	-0.13	-1.77	0.0794
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	0.0	0.87	0.86	-0.02	-1.55	0.1269	0.0	1.82	11.10	-0.21	-1.46	0.1497
WASHINGTON POST	64	0.0	1.42	4.50	-0.07	-1.70	0.0939	0.0	2.47	9.13	-0.14	-1.42	0.1610
NEW YORK TIMES	62	0.0	0.78	1.62	-0.03	-1.84	0.0700	0.0	4.17	7.86	-0.13	-1.09	0.2781
CHICAGO TRIBUNE	27	0.0	0.20	0.70	-0.03	-1.32	0.1992	0.0	0.26	5.87	-0.22	-1.05	0.3046
LOS ANGELES TIMES	27	0.0	0.67	0.16	-0.01	-1.00	0.3265	0.0	1.56	5.23	-0.19	-1.00	0.3265
ALL MAGAZINES	23	0.0	0.25	2.53	-0.11	-1.45	0.1624	0.0	1.91	41.33	-1.80	-1.37	0.1845
ALL TELEVISION	83	0.40	0.0	3.17	-0.03	-1.35	0.1795	0.83	0.0	9.27	-0.10	-1.42	0.1599
LOCAL TELEVISION (WABC & WTOP)	35	0.0	0.0	0.40	-0.01	-1.00	0.3244	0.0	0.0	2.05	-0.06	-1.00	0.3244
WABC	18	0.0	0.0	0.0	0.0	0.0	0.9999	0.0	0.0	0.0	0.0	0.0	0.9999
WTOP	17	0.0	0.0	0.40	-0.02	-1.00	0.3322	0.0	0.0	2.05	-0.12	-1.00	0.3322
ALL NATIONAL TV (NBC CBS,ABC)	48	0.40	0.0	2.77	-0.05	-1.18	0.2441	0.83	0.0	7.22	-0.13	-1.14	0.2602
ABC	14	0.40	0.0	0.60	-0.01	-1.00	0.3356	0.83	0.0	1.24	-0.03	-1.00	0.3356
CBS	20	0.0	0.0	2.17	-0.11	-1.09	0.2911	0.0	0.0	5.98	-0.30	-1.07	0.2983
NBC	14	0.0	0.0	0.0	0.0	0.0	0.9999	0.0	0.0	0.0	0.0	0.0	0.9999

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TABLE 34

DETAILED SUMMARY OF CATEGORY: GENERAL ECONOMIC/TECHNOLOGY MENTION

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	23.57	60.27	31.80	-0.03	-1.09	0.2786	103.09	238.44	142.93	-0.14	-0.95	0.3443
ALL PRINT	203	15.34	57.41	26.44	-0.05	-1.72	0.0864	79.83	231.50	127.24	-0.23	-1.18	0.2409
ALL NEWSPAPERS	180	13.74	44.36	22.81	-0.05	-1.45	0.1495	52.38	121.68	63.65	-0.06	-0.41	0.6820
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	9.37	13.17	9.67	-0.00	-0.06	0.9517	39.96	18.71	23.66	0.13	0.72	0.4718
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	4.37	31.19	13.14	-0.16	-2.33	0.0234	12.42	102.97	39.99	-0.51	-1.81	0.0763
WASHINGTON POST	64	4.45	5.11	6.06	-0.03	-0.49	0.6242	29.48	13.44	22.53	0.11	0.33	0.7457
NEW YORK TIMES	62	4.92	8.06	3.61	0.02	0.35	0.7259	10.47	5.28	1.12	0.15	1.22	0.2272
CHICAGO TRIBUNE	27	1.30	7.86	4.48	-0.12	-2.12	0.0433	7.85	26.16	24.36	-0.61	-1.18	0.2503
LOS ANGELES TIMES	27	3.07	23.33	8.66	-0.21	-1.61	0.1192	4.58	76.81	15.64	-0.41	-1.76	0.0896
ALL MAGAZINES	23	1.60	13.05	3.63	-0.09	-1.33	0.1978	27.45	109.82	63.59	-1.57	-1.23	0.2302
ALL TELEVISION	83	8.23	2.86	5.36	0.03	0.72	0.4709	23.26	6.94	15.69	0.09	0.63	0.5282
LOCAL TELEVISION (WABC & WTOP)	35	5.80	0.40	3.60	0.06	0.58	0.5647	17.66	1.33	10.58	0.20	0.60	0.5509
WABC	18	4.00	0.0	3.00	0.06	0.27	0.7903	12.64	0.0	8.94	0.21	0.32	0.7546
WTOP	17	1.80	0.40	0.60	0.07	1.19	0.2510	5.02	1.33	1.64	0.20	1.35	0.1966
ALL NATIONAL TV (NBC CBS, ABC)	48	2.43	2.46	1.76	0.01	0.53	0.5977	5.60	5.60	5.11	0.01	0.20	0.8458
ABC	14	1.40	0.20	0.20	0.09	1.10	0.2896	2.03	0.64	0.41	0.12	1.07	0.3050
CBS	20	0.70	1.09	1.56	-0.04	-1.78	0.0904	2.29	3.38	4.69	-0.12	-1.70	0.1060
NBC	14	0.33	1.17	0.0	0.02	1.00	0.3356	1.28	1.59	0.0	0.09	1.00	0.3356

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TABLE 35

DETAILED SUMMARY OF CATEGORY: FUEL/LOAD/PASSENGER CAPACITY

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	6.38	38.21	32.32	-0.09	-3.82	0.0002	55.10	283.63	198.55	-0.50	-2.12	0.0350
ALL PRINT	203	5.38	33.53	27.15	-0.11	-3.45	0.0007	52.68	268.87	180.71	-0.63	-1.91	0.0578
ALL NEWSPAPERS	180	2.56	20.96	20.45	-0.10	-3.34	0.0010	14.09	106.34	68.56	-0.30	-2.74	0.0068
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	1.28	13.23	10.57	-0.07	-2.58	0.0111	5.26	64.18	28.42	-0.18	-1.95	0.0534
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	1.28	7.73	9.88	-0.16	-2.17	0.0343	8.82	42.17	40.14	-0.58	-1.97	0.0539
WASHINGTON POST	64	0.53	6.33	6.20	-0.09	-1.89	0.0634	5.26	40.67	18.23	-0.20	-1.39	0.1692
NEW YORK TIMES	62	0.75	6.90	4.37	-0.06	-1.80	0.0772	0.00	23.51	10.20	-0.16	-1.37	0.1751
CHICAGO TRIBUNE	27	0.75	2.80	2.55	-0.07	-1.67	0.1071	8.42	23.16	21.25	-0.48	-1.15	0.2624
LOS ANGELES TIMES	27	0.54	4.93	7.33	-0.25	-1.80	0.0840	0.41	19.01	18.89	-0.68	-1.61	0.1184
ALL MAGAZINES	23	2.82	12.57	6.70	-0.17	-1.14	0.2660	38.59	162.53	112.14	-3.20	-1.15	0.2627
ALL TELEVISION	83	1.00	4.68	5.17	-0.05	-1.69	0.0947	2.42	14.76	17.85	-0.19	-1.77	0.0805
LOCAL TELEVISION (WABC & WTOP)	35	0.0	2.40	2.00	-0.06	-1.44	0.1603	0.0	7.22	8.10	-0.23	-1.39	0.1750
WABC	18	0.0	1.00	1.00	-0.06	-1.00	0.3313	0.0	1.89	2.98	-0.17	-1.00	0.3313
WTOP	17	0.0	1.40	1.00	-0.06	-1.00	0.3322	0.0	5.33	5.12	-0.30	-1.00	0.3322
ALL NATIONAL TV (NBC CBS,ABC)	48	1.00	2.28	3.17	-0.05	-1.06	0.2956	2.42	7.54	9.75	-0.15	-1.12	0.2674
ABC	14	0.60	0.40	0.0	0.04	1.00	0.3356	1.47	1.28	0.0	0.10	1.00	0.3356
CBS	20	0.40	1.71	3.17	-0.14	-1.45	0.1638	0.95	5.60	9.75	-0.44	-1.41	0.1737
NBC	14	0.0	0.17	0.0	0.0	0.0	0.9999	0.0	0.66	0.0	0.0	0.0	0.9999

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TABLE 36

DETAILED SUMMARY OF CATEGORY: PROFITABILITY

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	20.02	24.32	81.08	-0.21	-4.98	0.0000	52.61	125.15	272.45	-0.77	-2.50	0.0132
ALL PRINT	203	14.79	22.22	67.64	-0.26	-4.65	0.0000	40.19	118.41	250.01	-1.03	-2.40	0.0174
ALL NEWSPAPERS	190	12.79	16.40	58.03	-0.25	-4.30	0.0000	26.29	53.46	145.98	-0.66	-2.01	0.0455
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	4.83	7.67	18.06	-0.10	-2.86	0.0049	14.57	23.52	32.56	-0.14	-1.31	0.1919
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	7.96	8.73	39.97	-0.59	-3.55	0.0008	11.71	29.93	113.42	-1.88	-1.78	0.0811
WASHINGTON POST	64	3.33	4.51	6.50	-0.05	-1.08	0.2850	13.46	20.34	20.03	-0.10	-0.56	0.5759
NEW YORK TIMES	62	1.50	3.16	11.56	-0.16	-2.85	0.0060	1.12	3.19	12.53	-0.18	-1.58	0.1203
CHICAGO TRIBUNE	27	3.86	4.26	24.24	-0.75	-2.87	0.0080	5.94	6.43	83.66	-2.88	-1.39	0.1764
LOS ANGELES TIMES	27	4.10	4.47	15.73	-0.43	-2.08	0.0472	5.77	23.50	29.76	-0.89	-1.95	0.0616
ALL MAGAZINES	23	2.00	5.82	9.61	-0.33	-1.75	0.0948	13.90	64.95	104.03	-3.92	-1.41	0.1718
ALL TELEVISION	83	5.23	2.10	13.44	-0.10	-1.82	0.0728	12.42	6.74	22.44	-0.12	-1.23	0.2209
LOCAL TELEVISION (WABC & WTOP)	35	0.0	0.0	2.40	-0.07	-1.20	0.2402	0.0	0.0	5.88	-0.17	-1.12	0.2695
WABC	18	0.0	0.0	2.20	-0.12	-1.10	0.2863	0.0	0.0	5.57	-0.31	-1.07	0.3017
WTOP	17	0.0	0.0	0.20	-0.01	-1.00	0.3322	0.0	0.0	0.31	-0.02	-1.00	0.3322
ALL NATIONAL TV (NBC CBS, ABC)	48	5.23	2.10	11.04	-0.12	-1.43	0.1597	12.42	6.74	16.56	-0.09	-0.66	0.5118
ABC	14	0.60	0.40	3.20	-0.19	-0.84	0.4166	1.22	1.28	4.27	-0.22	-0.77	0.4537
CBS	20	2.63	1.70	3.67	-0.05	-0.85	0.4042	6.14	5.46	8.41	-0.11	-0.77	0.4492
NBC	14	2.00	0.0	4.17	-0.15	-0.88	0.3967	5.06	0.0	3.88	0.08	0.29	0.7741

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TABLE 37

DETAILED SUMMARY OF CATEGORY: TICKET COST

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	296	0.52	19.46	27.20	-0.09	-5.40	0.0000	1.09	125.91	165.39	-0.57	-3.44	0.0007
ALL PRINT	203	0.13	15.29	22.33	-0.11	-4.99	0.0000	0.22	115.05	148.31	-0.73	-3.15	0.0019
ALL NEWSPAPERS	180	0.13	13.16	19.75	-0.11	-4.72	0.0000	0.22	83.58	120.76	-0.67	-2.79	0.0059
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	0.0	8.90	8.24	-0.07	-3.06	0.0027	0.0	55.78	50.35	-0.40	-2.12	0.0356
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	0.13	4.26	11.51	-0.21	-3.72	0.0005	0.22	27.80	70.41	-1.30	-1.95	0.0563
WASHINGTON POST	64	0.0	5.57	5.41	-0.08	-2.61	0.0113	0.0	51.20	35.37	-0.55	-1.86	0.0673
NEW YORK TIMES	62	0.0	3.33	2.83	-0.05	-1.65	0.1038	0.0	4.58	14.98	-0.24	-1.05	0.2963
CHICAGO TRIBUNE	27	0.0	0.80	6.13	-0.23	-2.36	0.0263	0.0	2.83	29.12	-1.08	-1.82	0.0796
LOS ANGELES TIMES	27	0.13	3.46	5.38	-0.19	-3.15	0.0041	0.22	24.97	41.29	-1.52	-1.26	0.2187
ALL MAGAZINES	23	0.0	2.13	2.58	-0.11	-1.59	0.1264	0.0	31.47	27.56	-1.20	-1.47	0.1569
ALL TELEVISION	83	0.40	4.17	4.87	-0.05	-2.11	0.0378	0.87	10.87	17.07	-0.20	-2.13	0.0361
LOCAL TELEVISION (WABC & WTOP)	35	0.40	1.60	1.00	-0.02	-0.72	0.4749	0.87	3.81	3.81	-0.08	-0.96	0.3420
WABC	18	0.0	1.00	0.0	0.0	0.0	0.9999	0.0	1.89	0.0	0.0	0.0	0.9999
WTOP	17	0.40	0.60	1.00	-0.04	-0.72	0.4836	0.87	1.92	3.81	-0.17	-0.96	0.3501
ALL NATIONAL TV (NBC CBS, ABC)	48	0.0	2.57	3.87	-0.08	-2.00	0.0516	0.0	7.05	13.26	-0.28	-1.91	0.0626
ABC	14	0.0	1.00	0.0	0.0	0.0	0.9999	0.0	2.27	0.0	0.0	0.0	0.9999
CBS	20	0.0	1.40	2.20	-0.11	-1.41	0.1734	0.0	4.12	7.04	-0.35	-1.28	0.2152
NBC	14	0.0	0.17	1.67	-0.12	-1.44	0.1736	0.0	0.66	6.22	-0.44	-1.45	0.1709

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TABLE 38

DETAILED SUMMARY OF CATEGORY: AIRCRAFT COST

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	4.45	16.91	29.98	-0.09	-3.54	0.0005	94.12	107.92	175.32	-0.28	-1.21	0.2258
ALL PRINT	203	3.75	12.68	26.61	-0.11	-3.30	0.0012	92.24	94.30	164.75	-0.36	-1.09	0.2781
ALL NEWSPAPERS	180	1.82	11.32	24.41	-0.13	-3.39	0.0009	54.49	72.51	149.91	-0.53	-1.60	0.1121
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	0.0	5.60	8.87	-0.07	-2.99	0.0034	0.0	30.60	34.86	-0.28	-2.07	0.0404
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	1.82	5.72	15.54	-0.25	-2.33	0.0238	54.49	41.91	115.05	-1.12	-1.05	0.296[illegible]
WASHINGTON POST	64	0.0	3.85	6.21	-0.10	-2.40	0.0195	0.0	29.71	32.44	-0.51	-1.96	0.0546
NEW YORK TIMES	62	0.0	1.75	2.66	-0.04	-1.85	0.0693	0.0	0.90	2.42	-0.04	-1.22	0.2273
CHICAGO TRIBUNE	27	0.0	3.00	10.20	-0.38	-1.91	0.0669	0.0	3.82	66.12	-2.45	-1.18	0.2483
LOS ANGELES TIMES	27	1.82	2.72	5.34	-0.13	-1.42	0.1663	54.49	39.09	48.92	0.21	0.48	0.6366
ALL MAGAZINES	23	1.93	1.36	2.20	-0.01	-0.14	0.8882	37.75	21.78	14.85	1.00	0.78	0.4440
ALL TELEVISION	83	0.70	4.13	3.27	-0.03	-1.41	0.1615	1.88	13.63	10.57	-0.10	-1.55	0.1242
LOCAL TELEVISION (WABC & WTOP)	35	0.20	0.20	0.40	-0.01	-1.00	0.3244	0.76	0.76	1.52	-0.02	-1.00	0.3244
WABC	18	0.0	0.0	0.0	0.0	0.0	0.9999	0.0	0.0	0.0	0.0	0.0	0.9999
WTOP	17	0.20	0.20	0.40	-0.01	-1.00	0.3322	0.76	0.76	1.52	-0.04	-1.00	0.3322
ALL NATIONAL TV (NBC CBS, ABC)	48	0.50	3.93	2.87	-0.05	-1.31	0.1957	1.12	12.87	9.04	-0.17	-1.43	0.1583
ABC	14	0.0	0.60	0.0	0.0	0.0	0.9999	0.0	1.91	0.0	0.0	0.0	0.9999
CBS	20	0.50	1.83	2.37	-0.09	-1.07	0.2966	1.12	5.39	7.10	-0.30	-1.15	0.2639
NBC	14	0.0	1.50	0.50	-0.04	-1.00	0.3356	0.0	5.56	1.94	-0.14	-1.00	0.3356

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TABLE 39

DETAILED SUMMARY OF CATEGORY: PASSENGER SERVICE/COMFORT

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	34.21	11.51	21.65	0.04	0.75	0.4561	262.06	71.86	143.75	0.41	1.16	0.2488
ALL PRINT	203	29.01	10.17	19.88	0.04	0.55	0.5859	245.24	67.58	137.29	0.53	1.06	0.2923
ALL NEWSPAPERS	180	25.01	7.04	16.89	0.05	0.49	0.6252	188.04	37.52	100.64	0.49	0.90	0.3683
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	19.55	5.25	6.54	0.10	0.83	0.4058	139.12	28.89	29.33	0.87	1.21	0.2292
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	5.46	1.79	10.35	-0.09	-0.86	0.3916	48.92	8.63	71.32	-0.41	-0.67	0.5035
WASHINGTON POST	64	19.55	4.00	5.04	0.23	0.93	0.3541	139.12	28.37	28.82	1.72	1.22	0.2284
NEW YORK TIMES	62	0.0	1.25	1.50	-0.02	-1.18	0.2424	0.0	0.52	0.51	-0.01	-1.00	0.3201
CHICAGO TRIBUNE	27	2.00	0.0	6.40	-0.16	-0.86	0.3991	16.77	0.0	34.40	-0.65	-0.58	0.5661
LOS ANGELES TIMES	27	3.46	1.79	3.95	-0.02	-0.20	0.8441	32.15	8.63	36.92	-0.18	-0.33	0.7411
ALL MAGAZINES	23	4.00	3.13	2.99	0.04	0.45	0.6545	57.20	30.06	36.65	0.89	0.62	0.5434
ALL TELEVISION	83	5.20	1.34	1.77	0.04	1.81	0.0747	16.81	4.28	6.45	0.12	1.85	0.0677
LOCAL TELEVISION (WABC & WTOP)	35	1.00	0.17	0.0	0.03	1.22	0.2304	4.07	0.43	0.0	0.12	1.28	0.2100
WABC	18	0.0	0.0	0.0	0.0	0.0	0.9999	0.0	0.0	0.0	0.0	0.0	0.9999
WTOP	17	1.00	0.17	0.0	0.06	1.23	0.2361	4.07	0.43	0.0	0.24	1.29	0.2151
ALL NATIONAL TV (NBC CBS, ABC)	48	4.20	1.17	1.77	0.05	1.41	0.1650	12.74	3.85	6.45	0.13	1.36	0.1817
ABC	14	1.60	1.00	0.60	0.07	1.00	0.3356	5.10	3.19	1.91	0.23	1.00	0.3356
CBS	20	1.40	0.0	0.0	0.07	1.00	0.3299	3.33	0.0	0.0	0.17	1.00	0.3299
NBC	14	1.20	0.17	1.17	0.00	0.11	0.9139	4.31	0.66	4.54	-0.02	-0.29	0.7782

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TABLE 40

DETAILED SUMMARY OF CATEGORY: COMPAIRSON WITH OTHER PLANES

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	8.40	11.85	6.55	0.01	0.83	0.4057	61.38	91.72	33.63	0.10	0.79	0.4275
ALL PRINT	203	7.37	10.23	5.15	0.01	1.08	0.2825	57.75	86.40	28.98	0.14	0.83	0.4093
ALL NEWSPAPERS	180	6.37	7.50	3.45	0.02	1.54	0.1264	49.84	51.94	9.83	0.22	1.19	0.2366
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	3.14	5.20	2.03	0.01	0.79	0.4286	7.14	5.51	7.39	-0.00	-0.04	0.9659
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	3.23	2.30	1.42	0.03	1.40	0.1670	42.70	46.43	2.43	0.75	1.22	0.2288
WASHINGTON POST	64	2.31	1.87	1.78	0.01	0.39	0.6942	3.58	4.86	7.39	-0.06	-0.81	0.4237
NEW YORK TIMES	62	0.83	3.33	0.25	0.01	1.41	0.1630	3.56	0.65	0.00	0.06	1.01	0.3173
CHICAGO TRIBUNE	27	0.75	0.0	0.25	0.02	0.81	0.4246	6.89	0.0	0.60	0.23	1.09	0.2849
LOS ANGELES TIMES	27	2.48	2.30	1.17	0.05	1.15	0.2624	35.80	46.43	1.84	1.26	1.04	0.3079
ALL MAGAZINES	23	1.00	2.73	1.70	-0.03	-0.89	0.3819	7.92	34.46	19.15	-0.49	-1.35	0.1894
ALL TELEVISION	83	1.03	1.62	1.40	-0.00	-0.44	0.6588	3.63	5.33	4.66	-0.01	-0.36	0.7197
LOCAL TELEVISION (WABC & WTOP)	35	0.20	0.0	0.20	0.0	0.0	0.9999	0.76	0.0	0.51	0.0	0.0	0.9999
WABC	18	0.0	0.0	0.0	0.0	0.0	0.9999	0.0	0.0	0.0	0.0	0.0	0.9999
WTOP	17	0.20	0.0	0.20	0.0	0.0	0.9999	0.76	0.0	0.51	0.0	0.0	0.9999
ALL NATIONAL TV (NBC CBS, ABC)	48	0.83	1.62	1.20	-0.01	-0.47	0.6406	2.86	5.33	4.15	-0.03	-0.47	0.6392
ABC	14	0.0	0.0	0.0	0.0	0.0	0.9999	0.0	0.0	0.0	0.0	0.0	0.9999
CBS	20	0.50	1.45	1.03	-0.03	-0.68	0.5023	1.58	4.67	3.49	-0.10	-0.72	0.4826
NBC	14	0.33	0.17	0.17	0.01	1.00	0.3356	1.28	0.66	0.66	0.04	1.00	0.3356

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TABLE 41

DETAILED SUMMARY OF CATEGORY: TECHNOLOGICAL ADVANTAGE/PROGRESS

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	19.23	14.12	6.84	0.04	2.47	0.0141	92.58	43.51	17.69	0.26	2.12	0.0346
ALL PRINT	203	14.69	10.86	4.34	0.05	2.36	0.0194	82.92	34.42	11.33	0.35	2.04	0.0424
ALL NEWSPAPERS	180	14.56	10.33	3.94	0.06	2.43	0.0159	82.18	29.52	6.68	0.42	2.18	0.0307
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	7.33	3.77	2.28	0.04	1.98	0.0498	29.67	7.76	3.63	0.21	1.89	0.0609
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	7.23	6.56	1.66	0.10	1.57	0.1220	52.51	21.76	3.06	0.92	1.56	0.1249
WASHINGTON POST	64	6.33	2.90	2.08	0.07	1.76	0.0840	24.82	6.42	3.61	0.33	1.60	0.1138
NEW YORK TIMES	62	1.00	0.87	0.20	0.01	1.04	0.3046	4.85	1.34	0.02	0.08	1.29	0.2023
CHICAGO TRIBUNE*	27	3.15	1.10	0.85	0.09	1.36	0.1843	22.16	4.65	2.06	0.74	1.19	0.2447
LOS ANGELES TIMES	27	4.08	5.46	0.81	0.12	1.04	0.3092	30.35	17.11	1.00	1.09	1.08	0.2899
ALL MAGAZINES	23	0.13	0.53	0.40	-0.01	-0.63	0.5329	0.74	4.90	4.65	-0.17	-0.82	0.4182
ALL TELEVISION	83	3.54	3.26	2.50	0.01	0.75	0.4548	9.66	9.09	6.36	0.04	1.01	0.3178
LOCAL TELEVISION (WABC & WTOP)	35	0.80	1.57	0.40	0.01	1.44	0.1603	2.69	4.31	2.05	0.02	1.43	0.1605
WABC	18	0.20	1.00	0.0	0.01	1.00	0.3313	0.33	1.83	0.0	0.02	1.00	0.3313
WTOP	17	0.60	0.57	0.40	0.01	1.00	0.3322	2.36	2.48	2.05	0.02	1.00	0.3322
ALL NATIONAL TV (NBC CBS,ABC)	48	2.74	1.69	2.10	0.01	0.47	0.6409	6.97	4.78	4.31	0.06	0.81	0.4192
ABC	14	0.40	0.40	0.60	-0.01	-0.27	0.7929	1.28	1.05	1.22	0.00	0.03	0.9778
CBS	20	2.34	1.12	1.50	0.04	0.73	0.4768	5.70	3.35	3.09	0.13	0.95	0.3528
NBC	14	0.0	0.17	0.0	0.0	0.0	0.9999	0.0	0.39	0.0	0.0	0.0	0.9999

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TABLE 42

DETAILED SUMMARY OF CATEGORY: SPEED

DATA BREAKDOWN	N	TOT NO. OF ASSERTIONS POS	NEUT	NEG	MEAN	T	SIGNIF	TOT STR-DIR INDEX POS	NEUT	NEG	MEAN	T	SIGNIF
ALL MEDIA	286	72.41	52.01	5.68	0.23	6.61	0.0000	350.51	216.54	10.53	1.19	3.89	0.0001
ALL PRINT	203	55.45	37.62	3.23	0.26	5.65	0.0000	303.26	179.49	4.13	1.47	3.46	0.0007
ALL NEWSPAPERS	180	51.68	32.69	3.03	0.27	5.34	0.0000	273.43	138.92	3.42	1.50	3.17	0.0018
AFFECTED AREA (NY & WASH) NEWSPAPERS	126	30.23	17.69	2.13	0.22	4.38	0.0000	178.52	94.24	2.34	1.40	2.39	0.0185
UNAFFECTED AREA (LA & CHIC) NEWSPAPERS	54	21.45	15.00	0.90	0.38	3.19	0.0024	94.91	44.68	1.08	1.74	2.17	0.0343
WASHINGTON POST	64	23.65	13.11	0.98	0.35	3.93	0.0002	169.40	82.19	2.25	2.61	2.31	0.0242
NEW YORK TIMES	62	6.58	4.58	1.15	0.09	2.21	0.0306	9.12	12.05	0.09	0.15	1.25	0.2
CHICAGO TRIBUNE	27	8.25	4.80	0.65	0.28	1.70	0.1016	45.66	6.94	1.07	1.65	1.54	0.13
LOS ANGELES TIMES	27	13.20	10.20	0.25	0.48	2.78	0.0101	49.25	37.75	0.01	1.82	1.51	0.1424
ALL MAGAZINES	23	3.77	4.93	0.20	0.16	2.49	0.0210	29.83	40.57	0.71	1.27	1.94	0.0648
ALL TELEVISION	93	16.96	14.39	2.45	0.17	3.57	0.0006	47.25	37.04	6.40	0.49	3.71	0.0004
LOCAL TELEVISION (WABC & WTOP)	35	4.17	3.23	1.33	0.08	2.11	0.0420	12.90	8.78	3.18	0.28	1.98	0.0557
WABC	18	1.80	2.00	0.0	0.10	1.70	0.1075	4.77	5.16	0.0	0.26	1.47	0.1611
WTOP	17	2.37	1.23	1.33	0.06	1.22	0.2395	8.14	3.62	3.18	0.29	1.31	0.2074
ALL NATIONAL TV (NBC CBS,ABC)	48	12.79	11.16	1.12	0.24	3.08	0.0034	34.35	28.27	3.22	0.65	3.19	0.0026
ABC	14	1.40	3.30	0.0	0.10	1.17	0.2648	4.24	8.58	0.0	0.30	1.11	0.2867
CBS	20	4.72	3.36	0.75	0.20	2.34	0.0301	12.52	9.03	2.13	0.52	2.19	0.0413
NBC	14	6.67	4.50	0.37	0.45	2.02	0.0648	17.58	10.66	1.09	1.18	2.19	0.0472