

## **Politics and History**

### **PP2611: Explaining Politics: Quantitative Political Science in Practice**

**Academic year: RESIT AUGUST 2021**  
**Assessment Type: Coursework**

**Word Count: 3000**

**Submission Deadline: Wednesday 18 August 2021 by 12:00:00 midday, UK time, , to be submitted via WISEflow as a PDF file.**  
**Appendices allowed**

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Please ensure that you fully understand what constitutes plagiarism before you submit your work.

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This assignment consists of a research paper (maximum 3,000 words) that addresses the question of how social media influenced voters in the 2020 U.S. Presidential Election. You will use SPSS to conduct an original empirical analysis using data from the **2020 Social Media Study**. You can download the SPSS datafile (SAV file) here: <https://electionstudies.org/data-center/2020-social-media-study/>

The paper should include the following:

#### **Introduction**

- (1) Consider an explanation for how social media influenced voters in the 2020 U.S. Presidential Election based on a brief literature review.
- (2) Specify a main hypothesis and identify and discuss at least one rival hypothesis. The rival hypothesis should have the same dependent variable as the main hypothesis but a different independent variable.

## **Research Methods**

- (1) Describe the data source
- (2) Identify the dependent and independent variables and explain how they are measured.
- (3) Evaluate the measures in terms of their reliability and validity.
- (4) Report how the dependent variable is distributed in a figure.

## **Findings**

- (1) Select an appropriate method for testing the main hypothesis and explain why the method was chosen.
- (2) Explain whether the null hypothesis has been rejected using the appropriate statistic.
- (3) If the null hypothesis has been rejected, summarise the strength of the relationship using an appropriate measure of association and discuss the findings.
- (4) Do the same for the rival hypothesis and explain whether it has (or has not) been ruled out by using it as a control variable.
- (5) Report the findings from the analysis in a series of tables and/or figures that were produced from the SPSS output.

## **Conclusions**

- (1) Reflect on the implications of your findings, compare them with the secondary literature, and propose what further research might be done.
- (2) Include a full list of references.
- (3) Attach the original SPSS output to the end.

The following criteria will be taken into consideration in assessing the project:

- Indications of capability in computer aided analysis of quantitative data
- Understanding of statistical and quantitative techniques;
- Ability to relate data analysis results to findings in the secondary literature;
- Presentation, structure, style, referencing, grammar and spelling.