The Effect Social Media Has on the Public's Opinion of the NFL Protests



INTRODUCTION

In 2016, protesting during the national anthem was brought into the NFL by Colin **Kaepernick and Eric Reid.** This action sparked a league-wide protest against the social injustices that occur toward **African-Americans in society. Biased stories** and segments were produced by numerous newspapers and news stations, which spread wrong information and fake news. These stories influenced how people viewed the controversy and led to further polarization between the main two political parties.

RESEARCH METHODOLOGIES

Inquiry Approaches

- Content Analysis: used to find words and parts of articles and news segments that sway the reader or watcher's perspective
- Action Research: used to solve media spreading biased information

Data Collection Tool

• Focus Group

Data Analysis Technique

- Coding: used for sorting feedback from focus group
- Inferential Statistics: allowed me to make an hypothesis based on the answers I received from the focus group to a larger population.

DATA AND FINDINGS

article

People changed their

opinion based on the biased

People's opinions were left unchanged by the article

People felt the articles were

biased

Figure 1: Of the 12 people interviewed, half of them felt the articles were biased



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CONCLUSIONS AND ANALYSIS

1. Biased information within the articles



Figure 2: Based on information from the interviewees, this is the feedback about the articles

In some opinion articles, especially on Fox News, the "opinion" label appears in small font on the top left of the page where it is very hard to spot. On more reliable sources, like The New York *Times*, the opinion label is very clear near the title. Some articles presented very little evidence to go with their claims, while other sources provided lots of evidence.

The effect of biased articles and news segments

Controversial issue causes polarization

Controversies, especially dealing with politics, often causes division between the two parties

Public reads sources with similar viewpoint as their self

Lots of sources will attempt to influence the public by providing biased information, which causes the parties to become further polarized

Figure 3: A cycle of the national anthem controversy that leads to polarization within the American public.

 The facts seemed untrue Slight support for players who stand during the anthem

 Lots of support for Kaepernick "Blame" put on the NFL and Trump More discussion of the Nike Campaign than Conservative article

Various media platforms cover story

To provide the public with news, sources will produce stories about the controversy

IMPLICATIONS AND NEXT STEPS

How we can stop this:

Clarify the reliability of the source

Before reading the article or listening to the news segment, make sure the source is credible. Some titles can be clickbait and can provide the reader with false and biased information.

By doing the things stated above, you will find more credible source, unlike those below, and you will be able to eliminate bias from your perspectives





ACKNOWLEDGEMENTS / REFERENCES

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Read more than one source

Fact check yourself

By reading one source about a certain issue taking place, you are limited yourself to one writer's information.

Sometimes an article can be wrong with its facts, which can totally influence your perspective. If you read multiple sources, then you can compare information to make

sure it is factual

Before carrying on after reading an article or listening to a news segment, make sure to double-check your facts. It is important to clarify your readings and check the reliability of the things you read.

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Joyce, Kathleen (2018, Sept 8). Nike's sales surge after releasing controversial Colin Kaepernick 'Just Do It' campaign. Fox News. Retrieved from