



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

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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

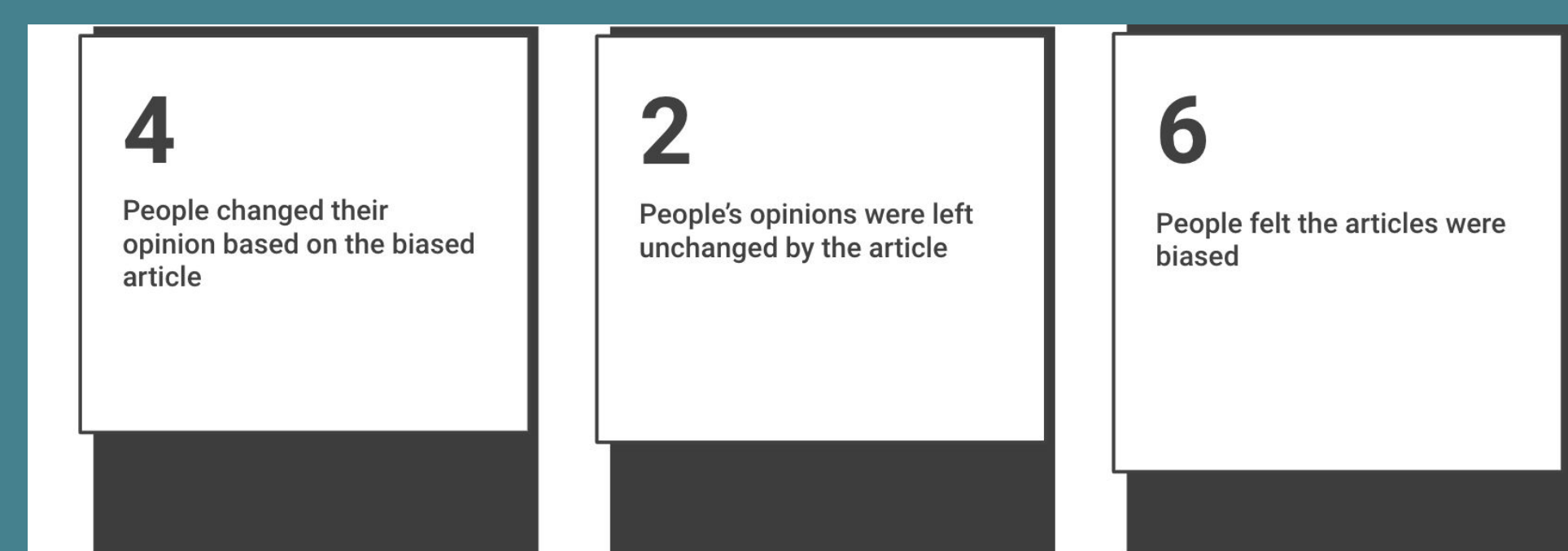


Figure 1: Of the 12 people interviewed, half of them felt the articles were biased



CONCLUSIONS AND ANALYSIS

1. Biased information within the articles

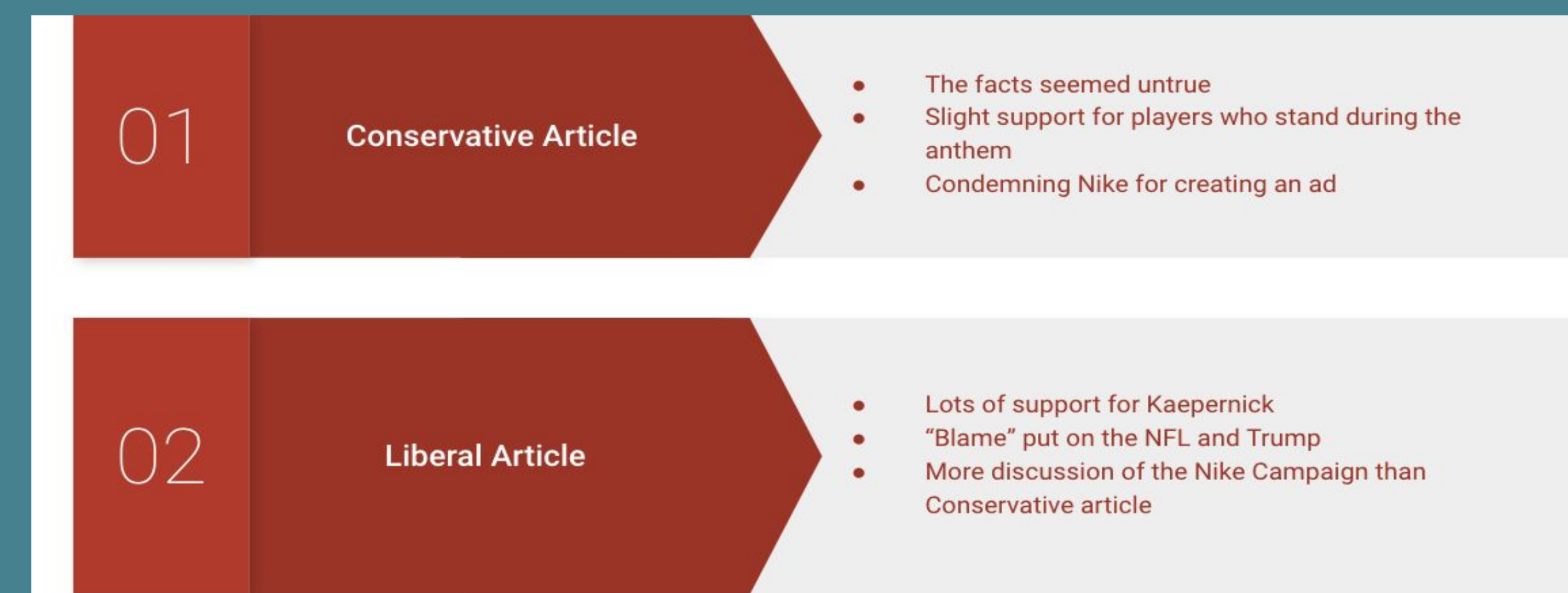


Figure 2: Based on information from the interviewees, this is the feedback about the articles

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

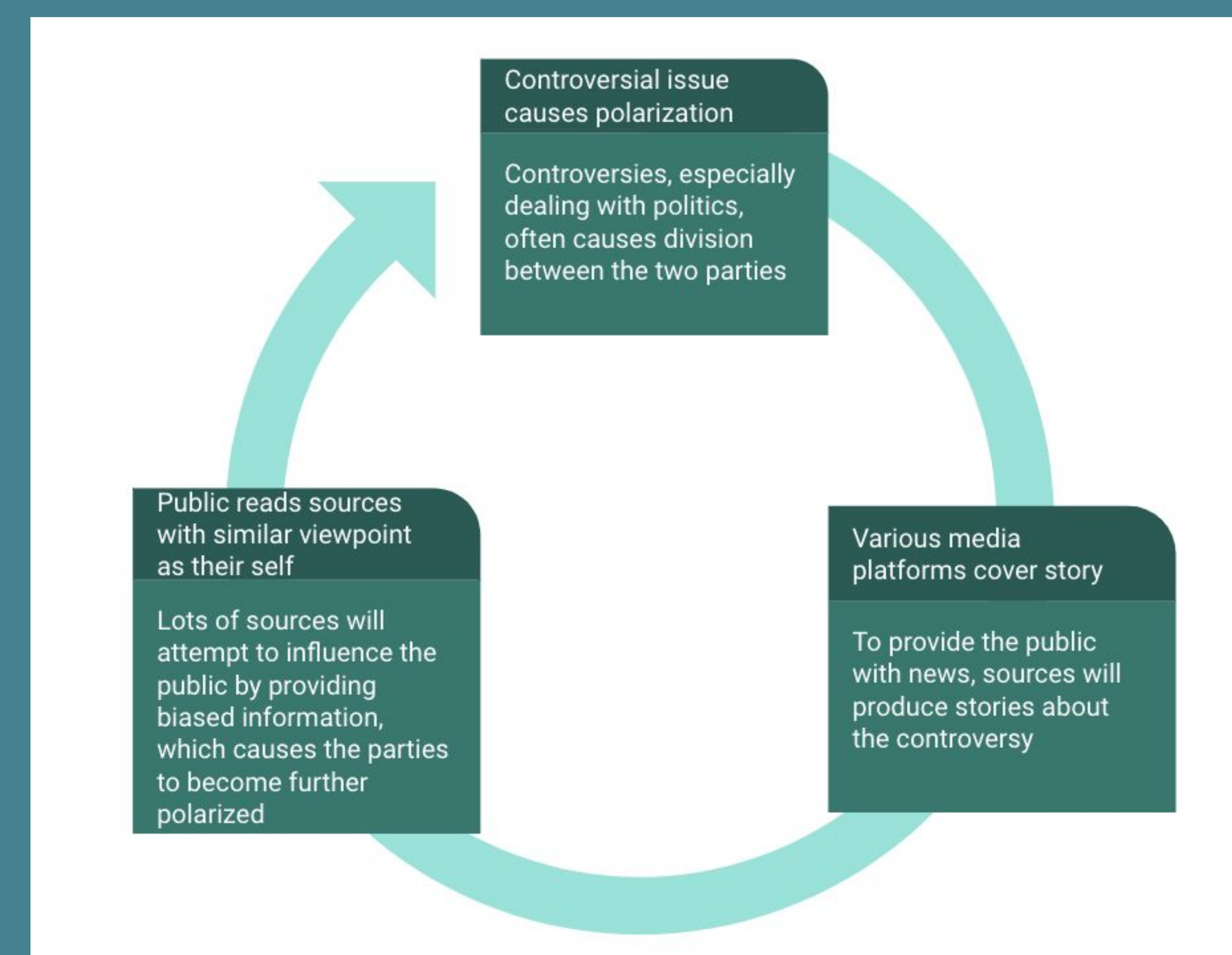
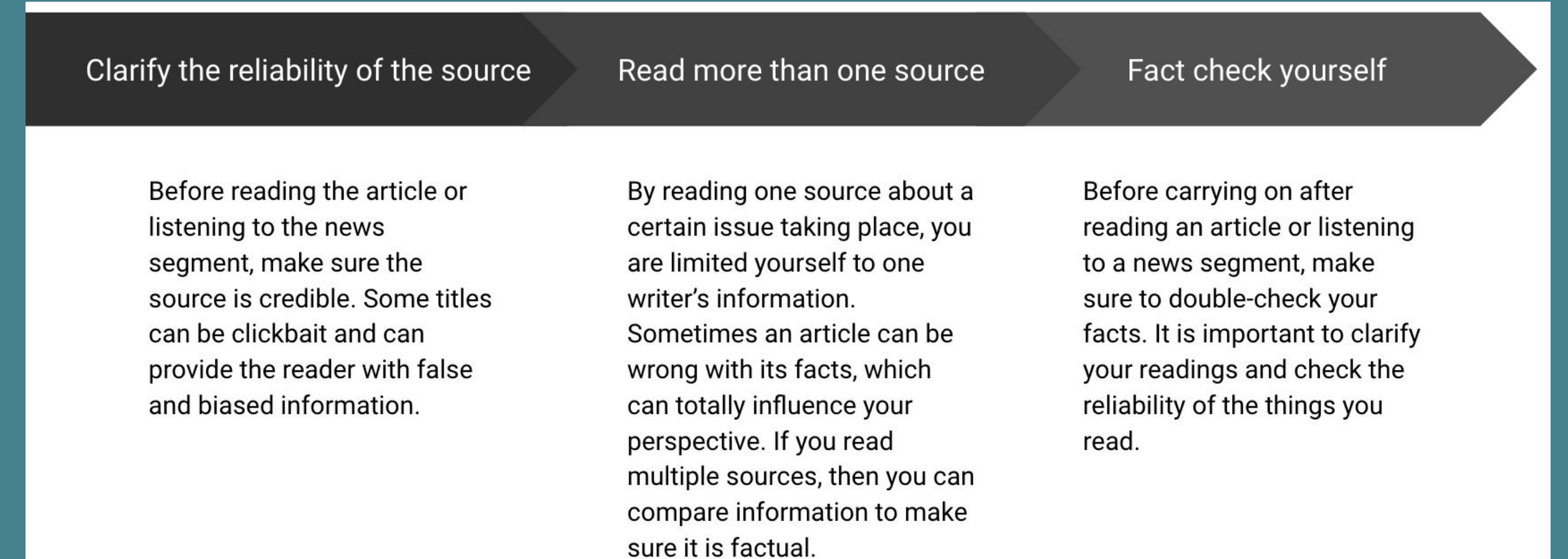


Figure 3: A cycle of the national anthem controversy that leads to polarization within the American public.

IMPLICATIONS AND NEXT STEPS

How we can stop this:



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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