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Media Use, Involvement, and Knowledge of the Gulf War

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Abstract

A survey of high school students in Taiwan shows that understanding involvement can help elaborate the relationship between media use and knowledge. Measuring involvement as cognitive and behavioral with regard to the Gulf War produced results consistent with the hypothesis, which proposes that under conditions of high involvement, newspaper use will be correlated more strongly with knowledge than will television news use, and that under conditions of low involvement newspaper use will not be correlated more strongly with knowledge than will television news use. However, when survey respondents held extreme attitudes toward the Gulf War, the results were contrary to the hypothesis.

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