

RUNNING HEAD: Network Agenda Setting Model

Toward the Third Level of Agenda Setting Theory:

A Network Agenda Setting Model

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Abstract

This paper presents a Network Agenda Setting Model, which proposes that the network relationships among objects and/or attributes can be transferred from the news media to the public's mind. The empirically grounded model is based on a network analysis that compared the media and public network agendas regarding the political candidate attributes in the 2010 Texas gubernatorial election. In support of the Model, this analysis found a significant correlation between the two networks.

*KEYWORDS:* Attribute Agenda Setting, Network Agenda Setting, Network Analysis, Methodology

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INTRODUCTION

The goal of this paper is to present a Network Agenda Setting Model, which primarily proposes that the salience of the network relationships among objects and/or attributes can be transferred from the news media to the public's mind. Refining and improving the traditional approach to agenda setting theory, the current model suggests that the news media has the capability to build a more integrated image of the social environment in the audience's head. This model better explains Walter Lippmann's thesis in the book *Public Opinion* - the news media construct a pseudo-environment for the public bridging "the world outside and *pictures* in our heads" (Lippmann, 1922, p. 3) – a thesis researchers regard as the intellectual origin of agenda setting theory (McCombs, 2004). Explicating agenda setting effect in a more comprehensive way, the model proposed here is theoretically important and innovative.

The Network Agenda Setting Model presented here is based on new empirical data. A previous pilot study provided some solid evidence to support the main thesis of the Model (Guo & McCombs, 2011). Based on a secondary analysis of the content analysis and survey data collected in the 2002 Texas gubernatorial and the U.S. senatorial elections by Kim and McCombs (2007), the pilot study suggested that the interrelationships among candidate attributes that were emphasized by the news media did have a significant impact on the public perception. Specifically, a network analysis of the original 2002 data demonstrated a strong correlation between the media network agenda and the public network agenda. The Pearson's  $r$  based on

QAP correlation test – a test used to compute the correlation between two network matrices - was .84,  $p < .01$ . Applying network analysis to the research, the new model presented here is also methodologically significant for agenda setting theory.

In order to advance and consolidate the Network Agenda Setting Model, the current study further explored the theoretical underpinnings of the Model drawing on a more comprehensive information-processing mechanism. By analyzing new data from the 2010 Texas gubernatorial election, this study replicated and refined the previous approach and aimed to provide more empirical support for the Model. In addition, it suggests a mind-mapping survey method that is particularly useful to test the Network Agenda Setting effect on the public agenda. Regarding both its theoretical and methodological contribution, we propose this Network Agenda Setting model as a framework to construct the third level of agenda setting theory. Although the specific empirical version of the Network Agenda Setting model presented here is limited to attribute agenda setting, this theoretical model has the potential to encompass both basic agenda setting effects (object salience) and attribute agenda setting effects (attribute salience).

## THEORETICAL BACKGROUND

### **Traditional Agenda Setting Theory**

The core theoretical proposition of the agenda setting theory is the transfer of salience from the media agenda to the public agenda (McCombs, 2004). At the first level of agenda setting, researchers usually compare the rank-order of object salience in the news coverage with the salience of those objects among the public to determine the degree to which the two agendas are correlated. Regarding the second-level of agenda setting theory – the hierarchies of attributes

describing the object, researchers perform a similar comparison of the salience of attributes on the media and public agendas (McCombs, Lopez-Escobar, & Llamas, 2000).

We consider that the traditional approach to agenda setting research has two assumptions. First, it assumes that human's mental representation operates primarily in a logical and linear model. As the second presumption, the existing approach implies that the transfer of salience of different agendas occur discretely. Moving beyond these presumptions and drawing on a more comprehensive information-processing mechanism, a Network Agenda Setting Model is proposed here to describe the third-level of media effects in which the associations between elements on the media agenda (objects and/or attributes) are transferred to the public agenda.

### **Associative Network Model of Memory**

Central to the Network Agenda Setting Model is an associative network model of memory. In fact, scholars in various disciplines including cognitive psychology, philosophy, geography and communication have theorized this associative memory model in similar ways yet under different terms. Examples are "associative network model" (Anderson, 1983; Anderson & Bower, 1973), "cognitive mapping" (Kaplan, 1973), "cognitive network model" (Santanen, Briggs, & de Vreede, 2000), "connectionist model" (Monroe & Read, 2008), and "spreading activation model" (Collins & Loftus, 1975).

Rather than conceptualizing human's mental representations as a hierarchical or linear structure as implied in the traditional understanding of agenda setting theory (i.e. the first assumption), this associative network model indicates that the representation operates pictorially, diagrammatically or cartographically (Armstrong, 1973; Barsalou, 1998; Braddon-Mitchell & Jackson, 2007; Cummins, 1996). In this network model, individuals' cognitive representation of

constructs is presented as a network-like structure where any particular node will, in general, be connected to numerous other nodes (Kaplan, 1973). Here, construct or node in the network can refer to any unit of information ranging from social objects and their attributes; goals, values, and motivation; affective or emotional state; and even as macro as schema or frame (Lindsay & Norman, 1977; Price & Tewksbury, 1997; Rumelhart & Norman, 1978). Take political communication as an example. When an individual considers a political candidate and tries to use some attributes to describe the candidate, it is not necessary for the individual to articulate a hierarchy of attributes ranked by their importance. Instead, an assortment of attributes as well as any other related constructs can constitute a network-shaped picture describing this candidate in that individuals' mind.

In addition, any network is composed of a mixture of sub-networks. Schemas, for example, can be a sub-network comprising objects, attributes and other constructs. By the same token, linear and hierarchical thinking structures could also be subparts of the network, but they are not sufficient in themselves (Kaplan, 1973).

### **News Media and Cognitive Network**

By nature, human's cognitive networks are dynamic. They are developed for different events as well as influenced by diverse external factors (Kitchin, 1994; Siegel & Cousins, 1985). News media arguably are a crucial factor impacting some of our cognitive networks, especially in regard to public affairs. In agenda setting research, McCombs (2004) suggested that news media have the capability to influence the audience's network-like mental structure, a restatement of the basic proposition of the agenda setting theory. As he paraphrased Lippmann's thesis, "the news

media, our windows to the vast world beyond direct experience, determine our *cognitive maps* of that world (p. 3).”

Along this line, one less-noticed agenda setting hypothesis – “compelling argument” – also implicitly suggests that news media may have the potential to affect the audience’s cognitive map by transferring the *relationships*, or the *connections*, among various agendas to the public’s mind. Specifically, the “compelling argument” hypothesis suggests that the news media emphasis on certain attributes of an object provides people with cues to modify their perceived salience of the object that possess that attributes (McCombs, 2004; McCombs & Ghanem, 2001; Severin & Tankard, 2001; Yioutas & Segvic, 2003). According to this hypothesis, news media may not only shape the perceived importance of attributes and objects separately, but can actually bundle an object with an attribute and make them salient in the public’s mind simultaneously. As such, the audience may not only treat a certain attribute as a part of the object, but also regard the two as connected, integrated elements in the “pictures.” This hypothesis is in fact a challenge to the second presumption of the traditional agenda setting theory as stated earlier (i.e. the transfer of agenda salience occurs discretely), yet few scholars have pointed this out before. In addition, although there is some empirical support for the “compelling argument” hypothesis (e.g., Schoenbach & Semetko, 1992; Williams, Shapiro, & Cutbirth, 1983), the “compelling argument” effect remains greatly understudied in the field (Kiousis, 2005). It still remains largely unknown how news media affect human’s cognitive networks.

### **Information-processing Mechanism**

In the field of media psychology, Lang’s (2000) Limited Capacity Model provides a valuable framework to examine the ways in which news media interact with human’s cognitive networks.

In this model, three sub-processes were described to investigate how people process mediated messages: (1) encoding, (2) storage, and (3) retrieval. In the first step, people receive the message from the news media and into their brains. These messages form a temporary network in the audience's short-term memory, or working memory.

The second step – storage – is the process where newly encoded information is linking to individuals' associative memory network. As mentioned earlier, each person has an existing associative memory network, or long-term memory. Here, new information is stored based on its relationship with the audience's underlying schemas, or previously coded information (Cortese, 2007). It is worth mentioning that this storage process can be either automatic or controlled. According to Lang (2000), individuals might unconsciously link two random messages; on the other hand, they might also actively elaborate on the information, thus purposefully connecting two messages which they think are meaningfully related (Eveland, 2001).

Interestingly, the “applicability effect” proposed in the agenda setting and framing research can be used to explain how news media impact this “storage” process. A piece of new information or a construct is regarded as “applicable” if it corresponds with the perceiver's store of knowledge (Higgins, 1996; Price & Tewksbury, 1997). Applicability effect then suggests that, among various external stimuli, news media serve to construct the connections between new and old information in order to store the new information in individuals' associative memory network. As an essential information-processing step, this connecting mechanism in the storage process – or applicability effect – should be central to any media effect whether it is framing, priming or agenda setting. Price and Tewksbury (1997), the scholars who distinguished accessibility from applicability model, also made it clear that “applicability effects should be

properly seen as primary or first-order effects of stimuli” (p. 197) meaning that it actually applies to all media effect models.

Once the connection of any two constructs is stored, whether the connection could be held firmly in the audience’s long-term memory depends on whether the two constructs can be frequently activated in tandem by either internal or external factors such as the media coverage. Therefore, the more recurrently two constructs are activated jointly, the greater chance these two constructs *as well as* their interrelationships can be retrieved later.

Moving to the last step of this information-processing model, individuals retrieve information by searching the associative memory network for specific information and reactivating it in the working memory (Lang, 2000). Thus, another temporary associative network (working memory) is formed. As Lang argued, the most readily retrievable information usually has the most associative links to other pieces of information in the memory network (Lang, 2000). Take the example of political communication again. When an individual retrieves an “experience” attribute to describe a certain political candidate, “experience” might be the attribute that has the most connections to other attributes. That is to say, “experience” becomes easily retrieved in this case not necessarily because of its importance in the attribute hierarchy in that individual’s mind, but probably also because of its centrality in his associative memory network. Therefore, the Network Agenda Setting Model hypothesizes that news media has the capability to construct the connections among agendas, thereby constructing the centrality of certain agenda elements in the public’s mind. In other word, salience or retrievability can be defined as the centrality of an object or attribute in the public agenda.

### **A Network Agenda Setting Model**



In sum, the Network Agenda Setting model suggests that the news media, among other environmental factors, serve to connect new information to old information in the audience's existing associative network memory and are able to strengthen the connections by frequently activating pairs of constructs in tandem. In this way, the news media are able to construct and reconstruct the audience's associative memory network by creating new nodes to the network or altering the strength of the existing connections among different constructs (See Figure 1).

According to the theorizations above, the central hypothesis for the Network Agenda Setting Model is that the salience of the interrelationships among constructs - or the associative network regarding a certain topic - can be transferred from the media agenda to the public agenda. Applying the model first to the field of political communication and, in particular, to attribute agendas, the following two interrelated hypotheses about attribute networks are presented.

**H1:** The salience of the relationship network of political candidate attributes on the media agenda will be positively associated with the public salience of this attribute network.

**H2:** The centrality of political candidate attributes in the media attribute network will be positively associated with the centrality of the attributes in the public agenda.

[INSERT FIGURE 1 ABOUT HERE]

## METHOD

In order to test the Network Agenda Setting effect, the study mapped out political candidate attribute networks both in the media agenda and in the public agenda. For the media network agenda, content analysis was conducted to explore the attribute co-occurrence in the same

articles. As for the public network agenda, a new approach – mind-mapping survey method – is proposed to directly retrieve the audience’s cognitive network. Lastly, this study did a network analysis to measure the correlations between the two network agendas.

### **Content Analysis**

The pilot study on the 2002 Texas gubernatorial and the U.S. senatorial elections in Austin, Texas suggested that the local newspaper – *The Austin American- Statesman* - has substantial network agenda setting effect on the public (Guo & McCombs, 2011). As such, this paper also selected *The Austin American- Statesman* – the only local daily newspaper serving Austin residents - for content analysis. In fact, 66.7% of the survey respondents in this study reported that they at least read this newspaper 1 or 2 days a week.

The current study was conducted against the background of the 2010 Texas gubernatorial election. The election was held on November 2, 2011 when the incumbent Republican Governor Rick Perry ran successfully for re-election to a third term defeating the Democrat challenger Bill White, former mayor of Houston. The content analysis examined all the news and editorial items about these two candidates in *The Austin American-Statesman* during the entire month of October 2010. A total of 81 articles were retrieved. Same as the previous study, this paper focused on attributes primarily concerning the candidates’ qualifications and character, which were the most prominent attributes highlighted by the news media and voters in Austin (Kim & McCombs, 2007). In other word, this study analyzed a specific sub-network of attributes portraying the political candidates. Ten attributes were identified to define the candidates’ personal qualifications and character in this study: (1) Leadership; (2) Experience; (3) Competence; (4) Credibility; (5) Morality; (6) Caring about people; (7) Communication Skills;

(8) Pride in family/backgrounds, roots, and race/ethnicity; (9) Non-politician; (10)“Other” comments about the candidates’ personal qualifications and character.

The unit of content analysis was an assertion in an article that a candidate possessed a particular attribute describing his qualifications and character. Two undergraduate student coders were trained and independently identified every assertion in the 81 articles. They subsequently compared their results and collectively compiled a set of 224 assertions to be coded. Cohen’s kappa (Cohen, 1960) was used to estimate intercoder reliability, which is a conservative measure that does not give credit for chance agreements. The two coders were first asked to code a random sample of 20% of all assertions, and Cohen’s kappa scores based on this sample was .75. After discussing the discrepancies of their sample coding result, the two coders coded all the remaining assertions separately. They then discussed their results and achieved consensus on coding result for every assertion.

### **A Mind-mapping Survey Method**

In order to retrieve the audience’s cognitive maps about the political candidates, a traditional public survey is helpful but not sufficient<sup>1</sup>. Survey questions such as “what would you tell your friends about (Rick Perry or Bill White)?” cannot provide researchers with direct clues as regards to the interrelationships between attribute agendas in the respondents’ minds. Therefore, the current study presents a survey method particularly useful for testing the Network Agenda Setting Model by incorporating a mind-mapping approach. Specifically, mind-mapping refers to a radiant thinking approach – associative thought processes that proceed from or connect to a central point – which has already been broadly used in the advertising industry for brainstorming

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<sup>1</sup> In Guo & McCombs (2011)’s study, the researchers retrieved the public network agenda by analyzing the respondents’ narratives in the survey. The relationship between a pair of attributes was indirectly measured by their co-occurrence in the same respondents’ answers.

(Buzan & Buzan, 1996). Focusing on a certain topic, individuals are usually asked to write down the things that first come up in their minds and then expand outward into branches and sub-branches as fast as they can (McCutchin, 2008). Borrowing this mind-mapping concept, the current study designed a survey sheet which requires respondents to fill in at most five assertions respectively describing the two political candidates' qualifications and character. They were also instructed to draw connections among each pair of attributes if they thought there were any. Figure 2 provides an example of a respondent's answer on the map-mapping survey sheet.

[INSERT FIGURE 2 ABOUT HERE]

Between October 26 and November 2, 2011, the mind-mapping survey sheets were distributed to four undergraduate journalism classes in the School of Journalism at a Texas university. A total of 63 students completed the mind-mapping surveys. In this study, the use of a convenient sample of college student subjects was used to test the efficiency of the exploratory mind-mapping survey method, rather than make generalizations to a broader population. Students in the School of Journalism were selected because they tended to read more newspapers than the general public. Therefore, the sample should be better for initially testing the agenda setting effect considering the fact that newspapers are read much less nowadays. In the sample, 90.5% of the students reported that they read newspapers at least 1 or 2 days a week and 66.7% of them reported they read at least some issues of *The Austin American-Statesman* every week. In addition, 49 of the 63 students are female; 31 students identified themselves as "Democratic", 12 as "Republican", and the rest reported either "Independent" or "Other".

Using the same codebook for the content analysis, the two undergraduate coders also coded the mind-mapping survey results. The unit of analysis in the survey was an assertion in the

blank filled in by the respondents to describe the two political candidates' personal qualifications and character. Based on a random sample of 20% of the total assertions, Cohen's kappa score for intercoder reliability was .80. Similar to the content analysis, the two coders also independently coded all the remaining assertions in the mind-mapping survey results, compared their results afterwards, and then reached agreement on every assertion.

### **Data Analysis**

A network analysis approach was applied in this study to test the Network Agenda Setting effect. In this study, the media network agenda was constituted based on the interrelationships among the candidates' attributes emphasized by the news coverage. Operationally, the relationship between a pair of attributes was measured according to the frequency of their co-occurrence in the same articles. As such, a matrix composed of 9 rows  $\times$  9 columns<sup>2</sup> was created for the network analysis (Wasserman & Faust, 1994). Each row or column represents a candidate attribute. The entry in each cell is the frequency associated with the co-occurrence of the corresponding two attributes. The more frequently the two attributes co-occurred across news articles, the stronger their connection. Thus, the unit of analysis in this network analysis was a dyad: two attributes and their relational ties. For example, if the two attributes "leadership" and "experience" appear together in 5 articles, the entry is 5 in the cell corresponding to the two attributes in the matrix.

A similar matrix was created for the public network agenda regarding the political candidate attributes. The interrelationship between any pair of attributes was measured according to the connections made by the respondents in the mind-mapping survey sheet. In this study,

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<sup>2</sup> The "Other" attribute was excluded in the network analysis because it doesn't refer to any particular attribute.

both direct and indirect connections between attributes were coded according to the network analysis theory. For example, if a survey respondent connects “leadership” and “experience” and at the meantime connects “experience” with “competence”, then the connection between “leadership” and “competence” is also constructed through the mental pathways (Wasserman & Faust, 1994).

It should be noted that the aim of the current study is to test the news media and the public’s narratives of political candidates in general. Therefore, the study didn’t distinguish attributes of Rick Perry from that of Bill White in the analysis. Table 1 presents the matrix of the media network agenda portraying political candidates’ attributes and the Table 2 presents the matrix of the public network agenda.

[INSERT TABLE 1 & TABLE 2 ABOUT HERE]

**H1:** The salience of the relationship network of political candidate attributes on the media agenda will be positively associated with the public salience of this attribute network.

The QAP correlation test on the media matrix and the mind-mapping survey matrix was conducted to compute the correlation between entries of two square matrices. The QAP regression test is to regress a dependent matrix on one or more independent matrices, and assess significance of the r-square and regression coefficient (Borgatti, Everett, & Freeman, 2002). In this analysis, content analysis data was considered the independent matrices and survey data was dependent matrices.

**H2:** The centrality of political candidate attributes in the media attribute network will be positively associated with the centrality of the attributes in the public agenda.

An attribute is considered as central if it is extensively involved in relationships with other attributes (Wasserman & Faust, 1994). So for attribute network matrix, the degree of centrality was calculated for each attribute by computing the sums of the values of its ties with other attributes. For example, if the attribute “experience” co-occurs five times with each of the other nine attributes in the same articles, its centrality is 45. To compare the attribute degree of centrality in the media agenda with that in public agenda, correlation and regression tests were conducted.

## RESULTS

As Table 3 demonstrates, there is a significant degree of correspondence between the media network agenda and the public network agenda that described the two political candidates’ personal qualifications and character in the 2010 Texas gubernatorial election. QAP correlation and QAP regression coefficients for the two agendas are both positive and statistically significant, with the QAP correlation (Pearson’s  $r$ )  $+0.71$  and QAP regression (R Square)  $+0.51$ . As such, **H1** is well supported that the salience of the relationship network of political candidate attributes on the media agenda is positively associated with the public salience of this attribute network. Interestingly, this result shows very similar pattern with those in the pilot study which compared the media network agenda and the public network agenda in the 2002 gubernatorial and the U.S. senatorial elections (Guo & McCombs, 2011). QAP correlation results for the three pairs of dataset in that pilot study range from  $+0.67$  to  $+0.84$  and QAP regressions range from  $+0.45$  to  $+0.71$ . The current result exactly falls in the range of the coefficients.

[INSERT TABLE 3 ABOUT HERE]

Table 4 details the degree of centrality of the nine candidate attributes on the media and public attribute agenda networks. Pearson's  $r$  correlation and linear regression tests were conducted to test the relationship between the media and public agendas in terms of the degree of centrality. As shown in Table 4, the degree of centrality in the media attribute agenda is significantly correlated with the degree of centrality in the public agenda:  $+0.81$ . The result of the regression test, the R-square, confirms the strong and positive relationships:  $+0.66$ . The results for both correlation and regression tests are statistically significant and also are within the range of the values computed from the previous pilot study (Guo & McCombs, 2011). Thus, the second hypothesis **H1b** is supported too.

[INSERT TABLE 4 ABOUT HERE]

The media and the public network agenda are also presented in the graphs as shown in Figure 3 and Figure 4, which are visually alike. For example, the attributes "Experience" and "Competence" are both central in the media and the public network agenda, and demonstrate the strongest connections in both networks. Specifically, in *The Austin American-Statesman*, the two candidates' competence to deal with issues was always related with their experiences either being Texas governor or former mayor of Houston. Correspondingly, respondents usually make connections between the candidates' previous or current government positions, and their qualifications or achievements. In sum, the results for H1 and H2 are both supported and provide solid evidence for the Network Agenda Setting Model.

[INSERT FIGURE 3 & FIGURE 4 ABOUT HERE]



## CONCLUSION AND DISCUSSION

This paper proposes a Network Agenda Setting Model, which hypothesizes that the news media are able to transfer the salience of the relationship network of objects and/or attributes to the public's mind. This new Model is significant in several aspects, and foremost due to its important theoretical contribution to agenda setting research. It moves beyond the two assumptions underlying the traditional approach to agenda setting theory that the audience perceives news agenda elements in a linear logical fashion; and objects and/or attributes can only be transferred separately and discretely. Instead, the Model hypothesizes that the news media have the capability to construct a more integrated picture in people's head. Drawing upon the associative network model of memory and the information-processing mechanism described in Lang's (2000) study, the Model sheds light on the cognitive processes underlying the media effect. Specifically, the three media-reception steps – encoding, storage, and retrieval – well explain the ways in which news media construct and reconstruct the audience's associative network by creating new connections or altering the strength of the existing connections among various objects and/or attributes. As such, the Network Agenda Setting Model provides an innovative and comprehensive theoretical framework to conceptualize the third level of agenda setting effect.

Secondly, the Model is significant because it is empirically grounded. Based on the previous pilot research (Guo & McCombs, 2011), the study presented in this paper replicated the network analysis approach and analyzed the data of the 2010 Texas gubernatorial election using a new open-ended methodology. In other words, the empirical outcome from a study of the general population – Guo & McCombs' reanalysis of the Kim & McCombs's study – and the empirical outcome from the student population studied here are consistent. The results

demonstrate a significant degree of correspondence between the media network agenda and public network agenda regarding the political candidates' personal qualifications and character. Thus far, data collected in the two empirical studies have provided firm evidence for the Network Agenda Setting Model, thereby to a large extent confirming the explanatory and predictive power of the Model.

In addition, the Model is methodologically important because of its incorporation of network analysis to agenda setting research. In particular, the current study presents a brand-new survey approach – mind-mapping survey – which is especially useful to test the Network Agenda Setting effect on the public agenda. Allowing respondents to make connections among attributes by themselves, this mind-mapping survey approach operationally facilitates the research by directly retrieving the audience's cognitive networks. Since the efficiency of the mind-mapping survey has been well proved in this exploratory study, future research should test this approach on the general public.

It is without doubt that the Network Agenda Setting Model can be enriched and improved in various ways. For example, given the difference between human's two cognitive models – logical and associative, it would be interesting to compare the “importance” and “centrality” of objects or issues across media and public agendas. Future research could also evaluate the network agenda setting effect in regard to particular political candidate versus political candidates as a whole. Lastly, more empirical studies should be conducted to test the Model in other regional and national elections as well as other areas of communication. This line of research has the potential to explicate a third-level of agenda-setting effects in which the associations between elements on the media agenda (objects and/or attributes) are transferred to the public agenda.

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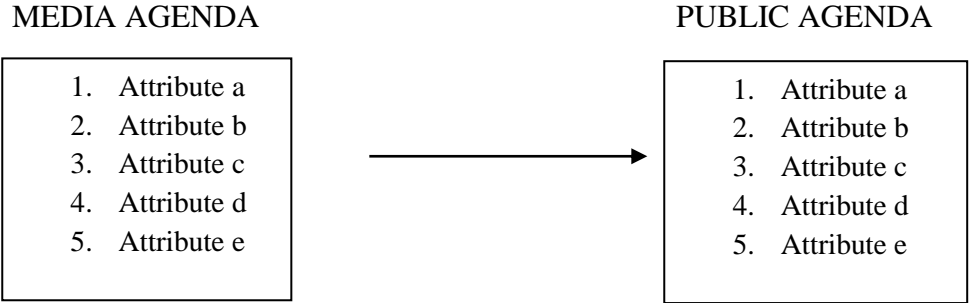
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FIGURE AND TABLE

FIGURE 1

The Comparison of Traditional Attribute Agenda Setting and Network Agenda Setting Model

Traditional Attribute Agenda Setting



Network Agenda Setting Model

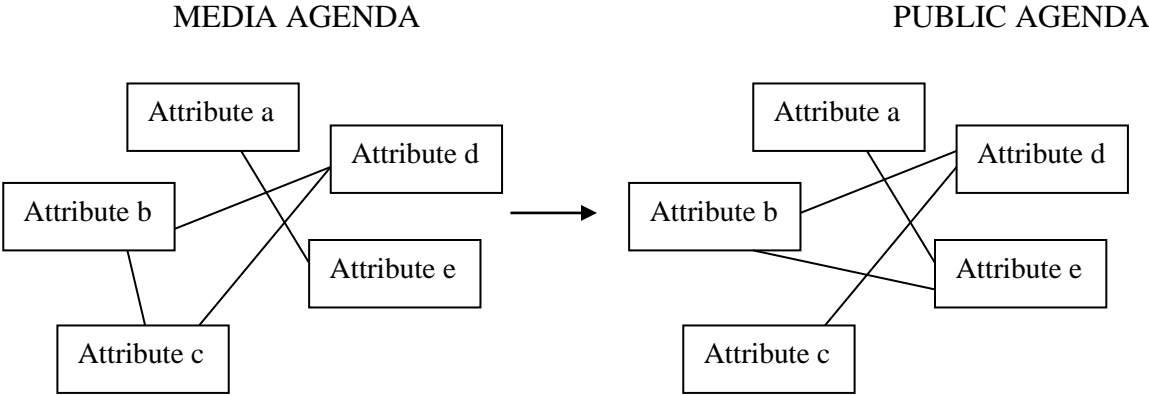
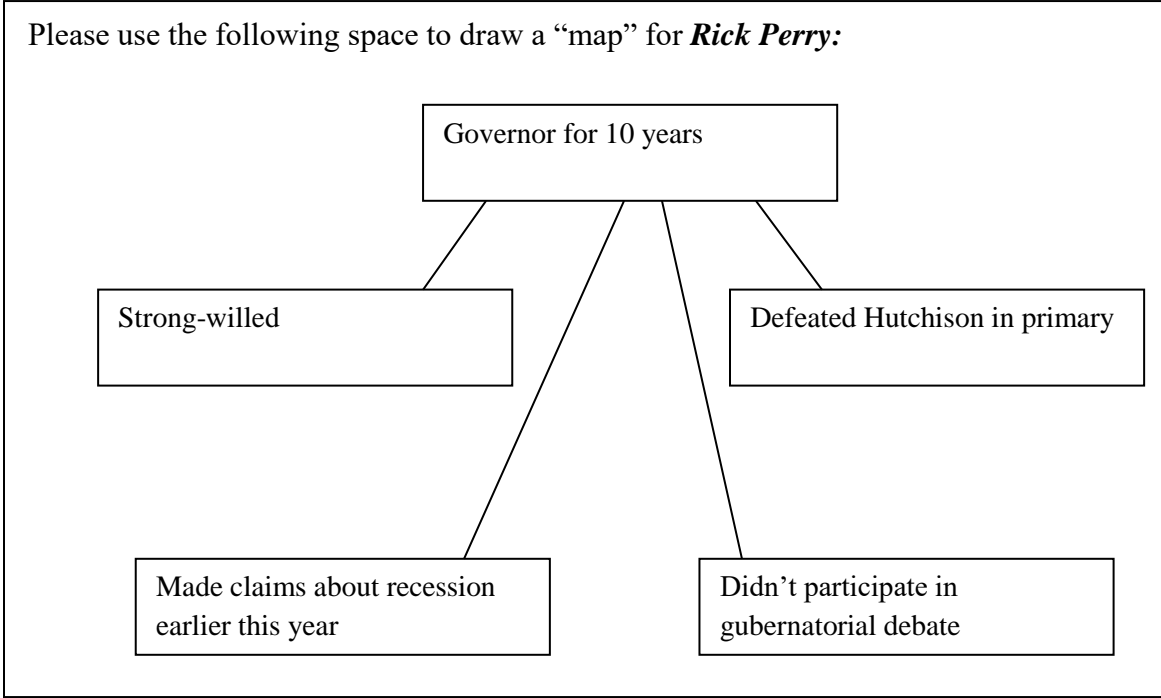


FIGURE 2

Mind-Mapping Survey Sheet Example



**TABLE 1: Sociomatrix of Media Network Agenda**

	A	B	C	D	E	F	G	H	I
A		11	8	0	3	1	1	2	6
B	11		29	17	25	11	4	3	24
C	8	29		9	12	5	1	4	14
D	0	17	9		7	2	1	1	6
E	3	25	12	7		5	2	1	11
F	1	11	5	2	5		1	0	7
G	1	4	1	1	2	1		0	2
H	2	3	4	1	1	0	0		3
I	6	24	14	6	11	7	2	3	

(Note: A= Leadership; B= Experience; C= Competence; D= Credibility; E= Morality; F= Caring about people; G= Communication Skills; H= Pride in family/backgrounds, roots, and race/ethnicity; I= Non-politician)

**TABLE 2: Sociomatrix of Public Network Agenda**

	A	B	C	D	E	F	G	H	I
A		6	12	2	1	3	0	3	5
B	6		31	5	1	7	2	9	29
C	12	31		6	6	7	2	7	20
D	2	5	6		2	5	2	1	8
E	1	1	6	2		2	1	0	3
F	3	7	7	5	2		1	4	9
G	0	2	2	2	1	1		0	3
H	3	9	7	1	0	4	0		3
I	5	29	20	8	3	9	3	3	

(Note: A= Leadership; B= Experience; C= Competence; D= Credibility; E= Morality; F= Caring about people; G= Communication Skills; H= Pride in family/backgrounds, roots, and race/ethnicity; I= Non-politician)

**TABLE 3**

**QAP Correlation/Regression and Centrality Correlation/Regression  
between the Media and Public Attribute Agenda Networks**

<b>QAP Correlation (Pearson's r)</b>	<b>QAP Regression (R Square)</b>	<b>Centrality Correlation (Pearson's r)</b>	<b>Centrality Regression (R Square)</b>
.71*	.51*	.81*	.66*

Notes: \*p<0.01

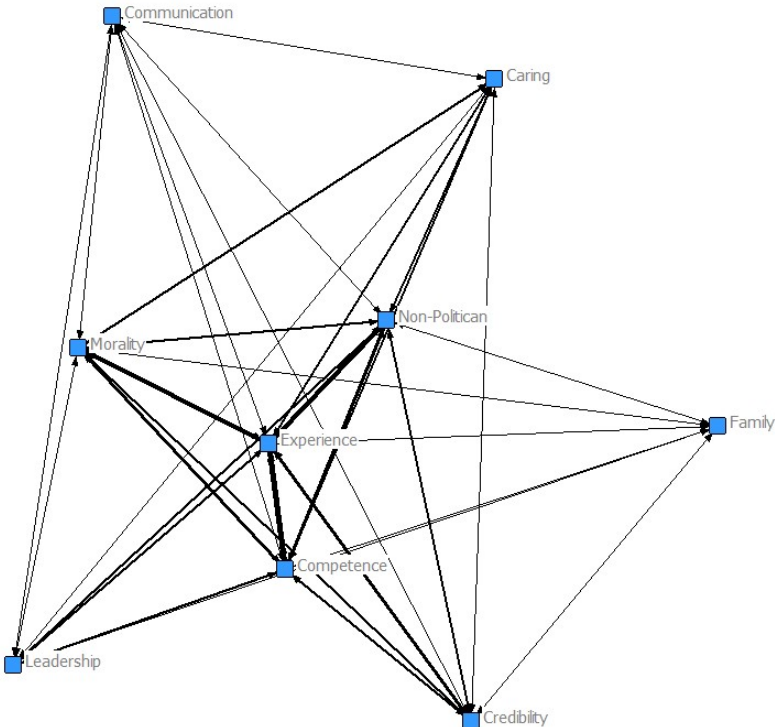
**TABLE 4**

**Degree Centrality of Candidate Attributes  
on the Media and Public Attribute Agenda Networks**

<b>Attributes</b>	<b>Media</b>	<b>Public</b>
<b>Leadership</b>	32	32
<b>Experience</b>	123	90
<b>Competence</b>	82	91
<b>Credibility</b>	43	31
<b>Morality</b>	66	16
<b>Caring</b>	32	38
<b>Communication</b>	12	11
<b>Family</b>	14	27
<b>Non-politician</b>	73	80



**FIGURE 3: Media Attribute Agenda Network**



**FIGURE 4: Public Attribute Agenda Network**

