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Perceptions of Quality of Life and Affective Characteristics: An Urban Examination

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Abstract: In models of quality of life, scant attention is paid to individuals' orientations with regard to mood, affect, and related filtering or framing mechanisms. This research attempts to introduce a consideration of the affective filters of state depression and sense of humor in the assessment of perceptions of the quality of life. A probability CATI survey of 321 respondents from a major metropolitan area in the U.S. Midwest was conducted in the spring of 1999. Indicators included six quality of life measures (metro area, neighborhood, job, family, personal life, and nation), a standard index of state depression (the CES-D scale), a five-dimension sense of humor scale, a number of public opinion indicators, mass media exposure measures (including access to new media, such as the Internet), and social locators. This investigation assesses the incremental predictive power of the affective measures (depression, humor) after controlling for the more standard measures of media exposure and social locators. Sense of humor is a significant contributor to QOL perceptions of the metro area, while state depression is strongly related to QOL reports regarding family, job, and personal life. The results are interpreted in light of the importance of considering individual psychological differences in assessing perceptions of quality of life.

Introduction

Americans' concern with their quality of life extends from the founding fathers' promise of the right to the "pursuit of happiness" (Campbell, 1981). Concern at a more institutional level emerged in the 1960's as a corollary to America's burgeoning social programs at national and local levels (Andrews, 1986). In the interdisciplinary research that followed, individuals' evaluations of their life satisfaction have been found to be related to variables representing social categories, including those that are ascriptive (e.g., gender, ethnicity), life-cycle dependent (e.g., age, marital status), and achieved (e.g., educational level, income) (Campbell, Converse, & Rodgers, 1976; Inglehart & Rabier, 1986). Quality of life assessments have also been statistically predicted by particular behavior patterns related to symbolic activities, such as leisure pursuits (Jeffres & Dobos, 1993; Massey & Baran, 1990) and media exposure patterns (Jeffres, Neuendorf, & Atkin, 1998).

While Campbell (1981) and others maintain that people's satisfaction with one domain of life is related to satisfaction with other domains, Jeffres and Dobos (1995) have differentiated between two subjective quality of life constructs: (1) the perceived quality of life available in the *environment*, and (2) the assessment of one's own *personal* quality of life. They examined the extent to which each is composed of various domains, such that environmental QOL assessments become an output of judgments about the quality of public services, schools, the economy, leisure opportunities, and local media, while personal QOL assessments arise as a composite of quality judgments for one's family, home, job, and health.

Whether the relationship of a global QOL response to specific domain assessments is indeed bottom-up or top-down is debatable. Andrews and Withey (1976) subscribe to the bottom-up view, in which an individual's global QOL is a composite of evaluations of the subordinate domains; others (Headey, Veenhoven, & Wearing, 1991; Jeffres & Dobos, 1995) have found more complex structures that may include a top-down mechanism, whereby an individual's global QOL orientation determines his/her responses to specific domain factors.

Mass media channels are important in the process of quality of life evaluation in two ways: As major sources of gratifications for audience members actively seeking fulfillment for a range of needs (Donohew, Palmgreen, & Rayburn, 1987; Levy & Windahl, 1984), and as an instrumental means of learning about the environment--a surveillance function--that gives informational access to opportunities for leisure and other activities that might enhance environmental or personal QOL.

Additionally, this surveillance function may result in audience members "learning" from fictional accounts of the state of the world. First articulated by Gerbner and colleagues (Gerbner, Gross, Morgan, & Signorielli, 1986), the cultivation hypothesis posits that homogenous, repetitive media images may cultivate a consistent view of the world as similar to the mediated world--e.g., greater amounts of television viewing may correlate with audience perceptions of a mean and scary world (Gerbner, Gross, Signorielli, Morgan, & Jackson-Beeck, 1979). However, Jeffres, Neuendorf, and Atkin (1998) found mixed evidence of a cultivating impact of media exposure on QOL assessments over a series of five studies. Expecting that people's perceptions of the quality of life might be related to exposure to the media, particularly television, the researchers conclude instead that media exposure has only scattered and particular impacts on QOL indicators. Television's impact seems to be minimal, predicting national, metro area, and neighborhood QOL for some years, always with a negative valence. Surprisingly, newspaper readership emerges as the strongest and most consistent medium of impact on QOL, positively predicting both general QOL and several key domain QOL measures (metro area, neighborhood, work, and family) across several years of study.

Many QOL studies have examined structural factors such as entertainment options, mass media exposure, and social categories. Other investigations have looked at the role of personal needs, values, and religious commitment (Inglehart & Rabier, 1986). Less frequently, psychological approaches have explored the role of internal states in the manifestation of positive QOL assessments (Abbey & Andrews, 1986; Bryant & Veroff, 1986). Campbell (1981) reported a positive relationship between perceived control over one's life (i.e., an internal locus of control) and positive QOL perceptions. Abbey and Andrews (1986) found that internal control, social support, and performance were related to a more positive QOL while stress and depression were related to a more negative QOL. Kubey and Csikszentmihalyi (1990) provided a model including quality of family life, media habits, and personal feelings (e.g., passive, relaxing).

Given the dearth of studies including internal states as "filters" in the production of quality of life assessments, and the promise given by significant findings in the studies that *have* examined such variables, we have constructed a model that includes both traditional predictors of QOL and novel predictors. The blocks of traditional predictors of QOL include social indicators

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and media habits (including access to new media technologies). The novel predictors include *public opinion* indicators on a variety of national and local issues, and the *affective filters* of state depression and sense of humor.

The inclusion of these particular novel constructs is based on emergent research defining their roles in the communication process (Andersen & Guerrero, 1998; Neuendorf, 1998; Neuendorf & Skalski, 1999; Zillmann, 1991). The two constructs--generally viewed as exemplars of state and trait characteristics (depression and sense of humor, respectively)--have been found to be significantly related to media exposure patterns and preferences (Neuendorf, 1998; Neuendorf & Skalski, 1999). Both possess strong potential as filters through which information about one's world is passed.

Given past research on internal states, and particularly on the role of depression in producing negative QOL, we hypothesize the following:

> *H1: Affective filters (representing state depression and sense of humor) will explain a significant portion of the variance in environmental and personal QOL assessments, after controlling for social indicators, media habits, and public opinion responses.*

For this study, several measures of environmental QOL (nation, metro area, and neighborhood) and several measures of personal QOL (job, family, and personal life) are examined. In an attempt to extend the work of Jeffres and Dobos (1995), we forward the following research question:

> *RQ: To what extent do predictors of environmental QOL and personal QOL differ?*

Methods

In the spring of 1999, a probability sample of residents of a major metropolitan area in the U.S. Midwest responded to a CATI survey. The sample of 321 adults was 60% female, with a median household income of $20,000 to $30,000 and a mean age of 41.6 years, and was composed of 32.3% college graduates, 45% Democrats (or "leaning" toward Democrat), 24% Republicans (or "leaning" toward Republican), 30% self-designated "liberals," and 32% self-designated "conservatives."

The survey instrument included six **quality of life** indicators based on past research in that area (Atkinson, 1982; Campbell, 1981; Diener & Suh, 1997), with each item measured on an 11-point scale: (1) An assessment of "how things are going in the nation today" using a scale in which "0 means you are completely dissatisfied and 10 means you are completely satisfied," (2) a rating of living in the Cleveland metro area ("with 0 being the worst place to live and 10 being the best place to live"), (3) a rating of living in one's neighborhood, (4) "how things are going in your job," (5) "how things are going in your family," and (6) "how things are going in your personal life."

Included in the instrument were measures for a wide variety of **social categories**: Age (in years), marital status, level of education achieved, racial/ethnic background (dummy coded for non-white status), political affiliation (a 5-point scale ranging from "strong democrat" to "strong republican"), liberalism/conservatism (a 5-point scale ranging from "strongly conservative" to "strongly liberal"), household income, and gender (dummy coded for femaleness).

Standard measures of **media exposure** were included in the survey--hours of television watched yesterday, hours of radio listening yesterday, newspaper readership during the last week (in days), number of magazines read regularly, number of books read in the past six months, number of videos viewed in the past month, number of movies watched at the theater in the past month. Measures of adoption of a number of **newer media technologies** were also included-- frequency of email usage in the last week, hours of Internet use in the last week, and home access to any of the following: a VCR, a CD player, a DVD player, a laserdisc player, a camcorder,

cable TV, a satellite dish, a cell phone, and a computer.

Using an 11-point Likert-type response scale (0=strongly disagree, 10=strongly agree), the following **public opinion** items were presented in the questionnaire:

Bill Clinton is doing a good job as president.
Michael White is doing a good job as mayor of Cleveland.
Bill Clinton should have been removed from office.
There has been too much media coverage of the Clinton impeachment process.
There has been too much media coverage of Monica Lewinsky.
I believe that O. J. Simpson is innocent of murder.
Abortion should remain legal.
I am concerned that I will get AIDS.
The government should guarantee health care to all Americans.
We need more government controls over who can purchase guns.
Affirmative Action is still necessary to help minorities and other groups.
I have been discriminated against because of my race.
I think African Americans are discriminated against in the workplace.
I think African Americans have less opportunity for education than do other Americans.
I suffer from information overload much of the time.
The Internet will change the world for the better.
The Internet violates people's right to privacy.
The Internet will provide me with lots of information I need.
The Rock and Roll Hall of Fame and Museum has had a major impact on improving Cleveland's image.
The Drew Carey Show has had a major impact on improving Cleveland's image.

To measure the respondents' levels of state **depression**, the 20-item CESD Scale (Center for Epidemiologic Studies Depression Scale; Robinson, Shaver, & Wrightsman, 1991) was utilized. The standard technique of straight additive index construction was employed, with a resultant Cronbach's alpha of .85.

A set of 11-point Likert-type items tapped the respondents' multifaceted **senses of humor**. These items were culled from earlier work (McGoun & Neuendorf, 1995; Neuendorf & Skalski, 1999), with several items added specifically to tap social humor functions not well measured in previous attempts. In the process of factor analytic index construction, one item—"Something is funny to me only if I find the situation realistic"--was dropped from the set due to its failure to load with other items in the analysis, a statistical performance identical to that discovered in an earlier data collection (Neuendorf & Skalski, 1999). The final 16 sense of humor items were submitted to a principal components factor analysis with orthogonal rotation (oblique rotation resulted in very similar findings, and so a judgment was made to retain the orthogonal solution for the sake of parsimony). Five factors resulted, capturing 63% of the total variance of the pooled items. Indexes of relatively independent dimensions, or "senses of humor," were constructed via factor scores. The five resultant indexes were: (1) Mean-spirited humor, with primary loadings for measures of appreciation for sexist, racist, sexual, and sick humor; (2) Visual/verbal humor, an index tapping appreciation for humor in symbolic (nonverbal and verbal) stimuli, with primary loadings for measures of affinity for sight gags, slapstick, bloopers, and jokes that involve wordplay; (3) Stupid/absurd humor, with primary loadings for measures of appreciation for the humor in absurdity, stupidity, and accidental events; (4) Social humor, with primary loadings for the items "I use humor to lighten things up" and "I use humor to get to know people better;" and (5) Satire/death humor, with primary loadings for items measuring liking of satire and humor about death.

Variables were grouped into five predictor blocks--social categories, media use, new

technology adoption, public opinion, and affective filters (state depression and senses of humor). Forced-entry hierarchical multiple regression was used to predict each of the six quality of life measures, with the affective filter block entered in the final step of each regression.

Results

The results of the regression predicting the broadest environmental QOL indicator--that for national (USA) QOL--are displayed in Table 1. The total equation is significant, with 52% of the variance of national QOL accounted for (Adjusted R^2=.306, $F_{(52,119)}$=2.451, p<.001). The only significant block is that of the public opinion items, contributing a full 32% to variance explained, with significant partial (unique) positive contributions by positive assessments of President Bill Clinton, of the impact of the Drew Carey TV show (a Cleveland native who has located his hit sitcom in a fictionalized Cleveland) on the city's image, of the future impact of the Internet, and a significant unique negative contribution by the respondent's concern that he/she may get AIDS.

In the prediction of QOL for the metro Cleveland area (Table 2), the results are quite different. The total equation, explaining 44% of the variance in the dependent variable (Adjusted R^2=.201, $F_{(52,119)}$=1.825, p=.004), contains two significant blocks. Social categories explain 11% of the variance, while the affective filters contribute a 12% increment after controlling for all other variables in the equation. While there are no significant beta coefficients for variables in the social categories block (signifying no significant unique contributors), the zero-order correlation coefficients indicate that positive QOL for the metro Cleveland area is related to greater age, greater education, higher income, and being married. Significant unique contributors from the affective filter block are depression (predicting a more negative metro QOL) and an appreciation for visual/verbal ("symbolic") humor (predicting a more positive metro QOL). Although situated in a non-significant block for this equation, the belief that the Drew Carey show has contributed to the city's image is strongly and positively related to a more positive metro QOL assessment.

For the most specific environmental QOL measure--that of the respondent's neighborhood--the total equation is once again statistically significant (Table 3). A full 54% of the variance is explained (Adjusted R^2=.337, $F_{(52,119)}$=2.673, p<.001). There are three significant blocks contributing to the overall equation: Social categories (explaining 18% of the variance), public opinion indicators (explaining 17%), and affective filters (10%). Unique individual contributors (i.e., variables with significant beta coefficients) from these significant blocks are being female, being white (vs. non-white), believing the mayor is doing a good job, not being concerned with getting AIDS, not being depressed, and enjoying visual/verbal (symbolic) humor.

Tables 4 through 6 report the multiple regressions for the three *personal* quality of life indicators. In Table 4, one may see the only non-significant total equation among all six quality of life measures predicted in the analyses. No blocks, and very few individual variables (as indicated by zero-order correlations), are significant predictors of "how things are going in your job." Only a very tentative statement may be made: Those who feel things are going well in their jobs are more likely to watch little television, not support government health care, not feel they suffer from information overload, and not suffer from state depression. In the context of the overall model, however, the importance of these relationships fades.

Table 5 demonstrates once again an important role for two blocks: Social categories (explaining 13% of the variance in the dependent measure, family QOL) and affective filters (explaining 7%). The total equation predicting how well respondents feel things are going in their families is significant, with 42% of the variance explained (Adjusted R^2=.160, $F_{(52,119)}$=1.624, p=.016. Based on the significant individual contributors (i.e., significant betas),

we may say that those with a more positive family QOL are more likely to be married and less likely to have a high level of state depression.

Finally, Table 6 displays the multiple regression results for the prediction of personal life QOL. Again, the total equation is highly significant (55% of the variance explained, Adjusted $R^2 = .350$, $F_{(52,119)} = 2.759$, $p < .001$), and the social categories and affective filters blocks are significant (each explaining approximately 15% of the total dependent variable variance). For the first time, however, we see a significant predictive performance by the media use block (9% of the variance accounted for). Unique, significant contributors from the three blocks are: reading fewer books, going to the movies more frequently, and not being depressed.

Discussion

This study found support for the main hypothesis for four of the six dependent QOL variables examined--metro QOL, neighborhood QOL, family QOL, and personal life QOL. In each of the four cases, the affective filters of state depression and multidimensional senses of humor explain a significant increment in the variance of QOL, after controlling for a wide range of predictor variables (social categories, media habits, new media adoption, and public opinion indicators). It is interesting that this predictive power is found across the boundary of environmental/personal QOL; two out of three QOL indicators in each category are signficantly predicted by the affective filter block. Perhaps on'e "outlook on life" is the strongest filter, affecting assessments across the board.

The findings underscore the importance of examining internal states for a complete understanding of how QOL assessments are constructed by the individual. State depression was the notable, consistently significant contributor in this study, echoing Abbey and Andrews' (1986) finding that depressive state was correlated with a more negative QOL estimate. Like the affective filter block overall, this individual predictor is significant in this study for two environmental QOL variables and two personal QOL variables. The impact of senses of humor on the QOL dependent measures is housed primarily in the impact of preference for visual/verbal (symbolic) humor on several QOL's, with a significant unique positive contribution to metro QOL and neighborhood QOL. (Preference for mean-spirited humor is a significant unique contributor to national QOL, but situated as it is in a non-significant block, should not be given much importance.) All in all, we see that sense of humor related significantly to environmenal QOL assessments, but *not* to personal QOL assessments.

It is interesting to note the difference in performance between state depression (a relatively enduring mood affecting both social cognitions and behaviors and not directed at any specific target (Guerrero, Andersen, & Trost, 1998)) and senses of humor (a relatively unchanging set of traits determining orientations to all potentially humorous stimuli (Eshleman & Neuendorf, 1989)). On the face of things, it seems that the state variable is important to all QOL's, regardless of whether they are in environmental or personal domains, while the trait measures are important only to environmental domain QOLs. Perhaps the less stable nature of personal QOLs is more prone to mood and other state effects. Further study across a wider range of state and trait constructs will shed greater light on this issue.

In fact, the difference in performance between the state and trait affective filters, as described above, is the only clear and important difference between the predictions of environmental QOLs and personal QOLs, providing the answer to the study's research question. Rather, there emerg bigger differences between national QOL and most other QOL's (metro, neighborhood, family, and personal life) than between the three environmental and the three personal QOLs. These four--metro, neighborhood, family, and personal life--are all similar in their predictive models, with strong contributions by social categories and affective filters.

Again, all are predicted significantly and negatively by state depression.

National QOL and job QOL appear to be in separate realms, less affected than the other four QOLs by the affective filters in general and state depression in particular. Job QOL is not predicted significantly by the model containing a host of potential predictors. National QOL is predicted uniquely by public opinions.

Both QOL assessments relevant to living in the Cleveland, Ohio, area (metro and neighborhood) show significant statistical impacts coming from the visual/verbal sense of humor. And both QOLs are significantly correlated with believing that the success of the TV show of local-boy-made-good Drew Carey has had a positive impact on the city's image. This connection of humor and comedy to the assessment of the quality of life in Cleveland may be particular to life on the "North Coast of America." Cleveland has provided the U.S. entertainment industry with many important comedians and comic writers, while at the same time has suffered the brunt of the nation's ridicule as the butt of repeated jokes over the years. It has been noted that it takes a good sense of humor to survive in the "mistake on the lake," and this study's findings have provided a touch of support for that contention.

In the spirit of post hoc analyses designed to inform future investigations, we may examine the zero-order relationships evident in the tables. The significant correlations indicate which variables hold strong relationships with the various QOLs, unaffected and undiminished by the partialling that accompanies a full multivariate analysis. We focus on *selected* bivariate relationships that demonstrate systematic contributions to QOL by particular variables and variable sets.

Several QOL indicators (metro, neighborhood, family, personal life) are found to be significantly related in bivariate analyses to greater newspaper readership. This importance of the newspaper mirrors the findings of Jeffres, Neuendorf, and Atkin (1998), who found newspaper readership to be an important predictor of both general QOL and "domain" QOL (i.e., metro, neighborhood, work, and family). The primary print news medium seems to be an important conveyor of positive outlooks for both environmental and personal QOL domains--editors of the "lifestyles" and "metro" sections of the newspaper may have reason to be pleased.

Although the overall prediction of job QOL is non-significant, the bivariate relationships that do achieve significance are informative. High job QOL is related to lower TV viewing, less support for national health care, not suffering from information overload, and not being in a state of depression. One way to look at this set of relationships is to focus on the individual who is *unhappy* in his/her job--they are likely to want government intervention with regard to guaranteed health care (perhaps an inadequacy in their own coverage stimulates job dissatisfaction), they are likely to be experiencing information overload (another likely cause of job dissatisfaction), and they seek respite in watching television. They are also more depressed.

Several computer-related variables seem to play an interesting role in the formation of QOL assessments. Access to a computer, the belief that the Internet will change the world for the better, and the belief that the Internet will provide lots of information show strong positive relationships to national QOL, family QOL, and personal life QOL. This suggests a sense of optimism about the impact that the burgeoning "information superhighway" is having on our nation, families, and personal lives.

And, idiosyncratically, laserdisc ownership expresses a strong negative partial prediction of national QOL. Given the imminent demise of the laserdisc format (in a case of forced replacement discontinuance (i.e., replacement with DVD; Rogers, 1995)), perhaps laser owners are generalizing their frustration to a society that they perceive endorses discontinuance of a superior technology.

In sum, the role of affective filters in the creation of quality of life assessments has been examined in this study, providing clear evidence that such internal states ought to be considered

for any future investigations on quality of life. Affective variables have been found to be important in predicting both environmental and personal quality of life judgments.

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Table 1: Hierarchical Multiple Regression Predicting How Things Are Going in Nation Today

Block Independent Variable	r	Final β	Inc. R^2	F	p
1. Social Categories			.074	1.638	.118
Age	-.020	.055			
Education	.180**	.097			
Gender (female)	-.089	.075			
Income	.148*	.086			
Marital Status (married)	.081	-.179			
Political Ideology (liberal)	.017	-.105			
Political Party Affiliation (republican)	-.044	.104			
Race/Ethnicity (non-white)	-.014	.030			
2. Media Use			.045	1.151	.335
Television	.000	-.161			
Radio	.035	-.107			
Newspaper	.030	.059			
Magazines	.010	-.026			
Books	.035	-.030			
Videos	.092	.046			
Movies	.076	-.090			
3. New Technology Adoption			.052	.821	.619
E-Mail	.057	-.056			
Internet	.082	-.072			
VCR	.069	-.059			
CD Player	.033	.031			
DVD Player	-.006	.064			
Laserdisc Player	-.025	-.263**			
Camcorder	-.018	-.047			
Cable TV	.050	.094			
Satellite Dish	-.012	.184*			
Cellular Phone	.051	-.048			
Computer	.150*	.255**			
4. Public Opinion			.319	3.918	<.001
Clinton doing good job as President	.359**	.414**			
Mike White doing good job as Mayor	.221**	.088			
Clinton should be removed from office	-.163**	.054			
Too much coverage of Clinton impeach	.090	-.133			
Too much coverage of M. Lewinsky	.125*	.093			
Believe O.J. innocent of murder	-.042	-.026			
Abortion should remain legal	.080	.002			

Block Independent Variable	r	Final β	Inc. R^2	F	p
4. Public Opinion continued					
Concerned that I will get AIDS	-.090	-.257**			
Gov. should guarantee health care	.033	-.019			
Need more gun control	.163**	.089			
Affirmative action still necessary	.111	.107			
I have been discriminated against	-.150**	-.077			
African Americans are discriminated	-.109	-.082			
Af.-Ams. have less education opps.	.039	.143			
I suffer from information overload	-.021	-.102			
Internet will change world for better	.269**	.222*			
Internet violates privacy rights	-.101	-.033			
Internet will provide lots of info.	.181**	.026			
Rock Hall has improved Cle. image	.184**	.098			
Drew Carey has improved Cle. image	.120*	.200*			
5. Affective Filters			.026	1.087	.374
20-item depression index	-.111	-.010			
Mean-Spirited humor	.057	.225*			
Visual/Verbal humor	.055	.050			
Absurd/Stupid humor	.023	.071			
Social humor	.010	.039			
Satire/Death humor	.030	.067			
TOTAL EQUATION			$R^2 = .517$	$F_{(52,119)}$	p = <.001
		Adjusted	$R^2 = .306$	= 2.451	

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Table 2: Hierarchical Multiple Regression Predicting Rating of Cleveland Area

Block Independent Variable	r	Final β	Inc. R^2	F	p
1. Social Categories			.111	2.536	.013
Age	.121*	.157			
Education	.158*	.163			
Gender (female)	.050	.086			
Income	.130*	.146			
Marital Status (married)	.115*	-.017			
Political Ideology (liberal)	-.064	-.029			
Political Party Affiliation (republican)	.071	-.123			
Race/Ethnicity (non-white)	-.094	-.118			
2. Media Use			.033	.861	.539
Television	-.078	-.040			
Radio	-.052	-.009			
Newspaper	.172**	.007			
Magazines	.107	.011			
Books	.064	-.054			
Videos	-.037	-.004			
Movies	-.039	.106			
3. New Technology Adoption			.046	.785	.654
E-Mail	.031	-.004			
Internet	-.010	-.023			
VCR	-.024	-.041			
CD Player	-.017	.028			
DVD Player	-.101	-.091			
Laserdisc Player	-.041	-.120			
Camcorder	-.097	-.032			
Cable TV	-.104	-.075			
Satellite Dish	-.092	.094			
Cellular Phone	-.025	-.012			
Computer	.009	.072			
4. Public Opinion			.129	1.188	.275
Clinton doing good job as President	-.071	-.124			
Mike White doing good job as Mayor	.179**	.006			
Clinton should be removed from office	.012	-.117			
Too much coverage of Clinton impeach	.010	.046			
Too much coverage of M. Lewinsky	-.012	-.164			
Believe O.J. innocent of murder	-.188**	.055			
Abortion should remain legal	.040	.014			

Table 2: Hierarchical Multiple Regression Predicting Rating of Cleveland Area continued

Block Independent Variable	r	Final β	Inc. R^2	F	p
4. Public Opinion continued					
Concerned that I will get AIDS	-.093	-.071			
Gov. should guarantee health care	-.087	.000			
Need more gun control	-.009	-.034			
Affirmative action still necessary	.009	.169			
I have been discriminated against	-.066	.017			
African Americans are discriminated	-.061	.035			
Af.-Ams. have less education opps.	.012	-.114			
I suffer from information overload	.091	.044			
Internet will change world for better	.128*	-.034			
Internet violates privacy rights	-.022	.085			
Internet will provide lots of info.	.062	.019			
Rock Hall has improved Cle. image	.137*	.048			
Drew Carey has improved Cle. image	.211**	.200*			
5. Affective Filters			.123	4.375	<.001
20-item depression index	-.200**	-.222*			
Mean-Spirited humor	-.106	.103			
Visual/Verbal humor	.167**	.325**			
Absurd/Stupid humor	.020	.132			
Social humor	.108	.081			
Satire/Death humor	.198**	.045			
TOTAL EQUATION			$R^2 = .444$ Adjusted $R^2 = .201$	$F_{(52,119)}$ $= 1.825$	p = .004

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Table 3: Hierarchical Multiple Regression Predicting Rating of Neighborhood Lived In

Block Independent Variable	r	Final β	Inc. R²	F	p
1. Social Categories			.177	4.396	<.001
Age	.195**	-.010			
Education	.110	.172			
Gender (female)	.056	.190*			
Income	.219**	.189			
Marital Status (married)	.083	-.019			
Political Ideology (liberal)	-.100	.024			
Political Party Affiliation (republican)	.070	-.117			
Race/Ethnicity (non-white)	-.190**	-.248**			
2. Media Use			.049	1.426	.198
Television	-.046	.020			
Radio	-.031	-.100			
Newspaper	.115*	.007			
Magazines	.044	.069			
Books	.060	-.059			
Videos	-.088	.048			
Movies	.025	.088			
3. New Technology Adoption			.041	.739	.700
E-Mail	.069	-.061			
Internet	.017	.124			
VCR	-.074	-.121			
CD Player	.018	.104			
DVD Player	-.068	-.122			
Laserdisc Player	-.074	-.096			
Camcorder	-.086	-.021			
Cable TV	-.002	.121			
Satellite Dish	.006	.162			
Cellular Phone	.021	-.086			
Computer	.009	-.072			
4. Public Opinion			.170	1.894	.018
Clinton doing good job as President	-.002	-.100			
Mike White doing good job as Mayor	.239**	.258**			
Clinton should be removed from office	.044	-.006			
Too much coverage of Clinton impeach	-.069	-.092			
Too much coverage of M. Lewinsky	-.049	-.027			
Believe O.J. innocent of murder	-.106	.016			
Abortion should remain legal	.029	.004			

Table 3: Hierarchical Multiple Regression Predicting Rating of Neighborhood Lived In
continued

Block Independent Variable	r	Final β	Inc. R^2	F	p
4. Public Opinion continued					
Concerned that I will get AIDS	-.071	-.195*			
Gov. should guarantee health care	-.097	.024			
Need more gun control	-.023	-.152			
Affirmative action still necessary	-.016	-.058			
I have been discriminated against	-.115*	-.052			
African Americans are discriminated	-.074	-.030			
Af.-Ams. have less education opps.	-.028	.085			
I suffer from information overload	.041	.040			
Internet will change world for better	.056	-.079			
Internet violates privacy rights	.062	.105			
Internet will provide lots of info.	.038	-.142			
Rock Hall has improved Cle. image	.087	.092			
Drew Carey has improved Cle. image	.225**	.137			
5. Affective Filters			.101	4.323	.001
20-item depression index	-.209**	-.247**			
Mean-Spirited humor	-.068	.135			
Visual/Verbal humor	.136*	.221**			
Absurd/Stupid humor	-.012	.089			
Social humor	.101	.091			
Satire/Death humor	-.024	-.123			
TOTAL EQUATION		$R^2 = .539$		$F_{(52,119)}$	$p = <.001$
	Adjusted	$R^2 = .337$		$= 2.673$	

Table 4: Hierarchical Multiple Regression Predicting How Things Are Going in Job

Block Independent Variable	r	Final β	Inc. R²	F	p
1. Social Categories			.055	.971	.461
Age	.042	-.046			
Education	.109	-.041			
Gender (female)	.017	-.041			
Income	.052	.019			
Marital Status (married)	.065	.132			
Political Ideology (liberal)	-.019	-.108			
Political Party Affiliation (republican)	.097	-.002			
Race/Ethnicity (non-white)	-.097	-.087			
2. Media Use			.025	.485	.844
Television	-.132*	-.020			
Radio	.051	.144			
Newspaper	.058	.015			
Magazines	.055	.044			
Books	-.013	-.082			
Videos	-.063	-.046			
Movies	-.076	.107			
3. New Technology Adoption			.068	.834	.607
E-Mail	.046	-.029			
Internet	-.003	-.058			
VCR	.033	.150			
CD Player	-.032	.000			
DVD Player	.005	-.084			
Laserdisc Player	.019	.114			
Camcorder	-.051	-.160			
Cable TV	.011	-.119			
Satellite Dish	-.023	-.030			
Cellular Phone	.033	-.012			
Computer	.063	.114			
4. Public Opinion			.112	.716	.801
Clinton doing good job as President	-.007	-.040			
Mike White doing good job as Mayor	.010	.013			
Clinton should be removed from office	.053	.083			
Too much coverage of Clinton impeach	-.040	-.028			
Too much coverage of M. Lewinsky	-.091	.059			
Believe O.J. innocent of murder	-.025	-.029			
Abortion should remain legal	-.003	.089			

Table 4: Hierarchical Multiple Regression Predicting How Things Are Going in Job continued

Block Independent Variable	r	Final β	Inc. R^2	F	p
4. Public Opinion continued					
Concerned that I will get AIDS	-.001	.013			
Gov. should guarantee health care	-.161**	-.258*			
Need more gun control	-.070	.102			
Affirmative action still necessary	.066	.175			
I have been discriminated against	-.031	-.070			
African Americans are discriminated	.014	.038			
Af.-Ams. have less education opps.	-.061	.086			
I suffer from information overload	-.147*	-.146			
Internet will change world for better	.060	-.013			
Internet violates privacy rights	.001	.115			
Internet will provide lots of info.	.051	.050			
Rock Hall has improved Cle. image	-.082	-.074			
Drew Carey has improved Cle. image	.010	.109			
5. Affective Filters			.061	1.323	.255
20-item depression index	-.258**	-.117			
Mean-Spirited humor	-.084	.080			
Visual/Verbal humor	.030	.246*			
Absurd/Stupid humor	-.065	.033			
Social humor	-.077	-.003			
Satire/Death humor	.038	.047			
TOTAL EQUATION			$R^2 = .320$ Adjusted $R^2 = -.077$	$F_{(52,89)}$ $= .806$	$p = .799$

Table 5: Hierarchical Multiple Regression Predicting How Things Are Going in Family

Block Independent Variable	r	Final β	Inc. R²	F	p
1. Social Categories			.129	2.999	.004
Age	-.002	-.062			
Education	.077	-.107			
Gender (female)	.042	-.061			
Income	.204**	-.022			
Marital Status (married)	.214**	.255*			
Political Ideology (liberal)	-.143*	-.077			
Political Party Affiliation (republican)	.035	-.104			
Race/Ethnicity (non-white)	-.004	.017			
2. Media Use			.048	1.305	.251
Television	-.021	.047			
Radio	-.115*	.094			
Newspaper	.138*	-.102			
Magazines	.089	.046			
Books	.012	-.047			
Videos	-.042	-.102			
Movies	.055	.122			
3. New Technology Adoption			.054	.919	.524
E-Mail	.065	.099			
Internet	.016	-.039			
VCR	.011	-.014			
CD Player	.036	-.006			
DVD Player	-.020	-.121			
Laserdisc Player	.105	-.019			
Camcorder	.087	.141			
Cable TV	.048	.029			
Satellite Dish	.000	.179			
Cellular Phone	.126*	.052			
Computer	.139*	.124			
4. Public Opinion			.113	1.068	.391
Clinton doing good job as President	.113*	.147			
Mike White doing good job as Mayor	.131*	.069			
Clinton should be removed from office	.015	.046			
Too much coverage of Clinton impeach	.025	-.040			
Too much coverage of M. Lewinsky	.054	-.042			
Believe O.J. innocent of murder	.019	-.062			
Abortion should remain legal	-.087	.040			

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Table 5: Hierarchical Multiple Regression Predicting How Things Are Going in Family
continued

Block Independent Variable	r	Final β	Inc. R^2	F	p
4. Public Opinion continued					
Concerned that I will get AIDS	-.065	-.036			
Gov. should guarantee health care	-.073	-.135			
Need more gun control	.106	.076			
Affirmative action still necessary	.049	-.031			
I have been discriminated against	-.089	-.002			
African Americans are discriminated	-.031	-.031			
Af.-Ams. have less education opps.	-.064	.055			
I suffer from information overload	-.037	.077			
Internet will change world for better	.183**	-.006			
Internet violates privacy rights	.034	-.011			
Internet will provide lots of info.	.230**	.005			
Rock Hall has improved Cle. image	.065	-.040			
Drew Carey has improved Cle. image	.155*	.311**			
5. Affective Filters			.073	2.454	.028
20-item depression index	-.332**	-.258**			
Mean-Spirited humor	-.138*	-.056			
Visual/Verbal humor	.077	.068			
Absurd/Stupid humor	-.014	-.107			
Social humor	.015	.061			
Satire/Death humor	-.033	-.101			
TOTAL EQUATION			$R^2 = .417$ Adjusted $R^2 = .160$	$F_{(52,118)}$ $= 1.624$	$p = .016$

Table 6: Hierarchical Multiple Regression Predicting How Things Are Going in Personal Life

Block Independent Variable	r	Final β	Inc. R²	F	p
1. Social Categories			.147	3.495	.001
Age	.035	-.008			
Education	.107	-.007			
Gender (female)	-.058	-.047			
Income	.261**	.062			
Marital Status (married)	.212**	.177			
Political Ideology (liberal)	-.086	-.132			
Political Party Affiliation (republican)	.045	-.158			
Race/Ethnicity (non-white)	-.159**	-.048			
2. Media Use			.092	2.663	.013
Television	-.089	-.019			
Radio	-.105	.146			
Newspaper	.128*	-.112			
Magazines	.052	.053			
Books	-.071	-.187*			
Videos	-.058	-.017			
Movies	.052	.178*			
3. New Technology Adoption			.082	1.584	.109
E-Mail	.090	-.001			
Internet	.087	.139			
VCR	-.062	-.026			
CD Player	-.040	-.052			
DVD Player	.027	-.075			
Laserdisc Player	.021	.054			
Camcorder	-.007	-.007			
Cable TV	.043	-.006			
Satellite Dish	-.026	.137			
Cellular Phone	.014	-.014			
Computer	.188**	.246**			
4. Public Opinion			.083	.861	.636
Clinton doing good job as President	.058	-.078			
Mike White doing good job as Mayor	.108	.051			
Clinton should be removed from office	.010	-.012			
Too much coverage of Clinton impeach	-.020	-.227			
Too much coverage of M. Lewinsky	-.008	.087			
Believe O.J. innocent of murder	-.053	-.060			
Abortion should remain legal	-.011	-.037			

Table 6: Hierarchical Multiple Regression Predicting How Things Are Going in Personal Life
continued

Block Independent Variable	r	Final β	Inc. R^2	F	p
4. Public Opinion continued					
Concerned that I will get AIDS	-.007	-.099			
Gov. should guarantee health care	-.007	.029			
Need more gun control	-.021	.054			
Affirmative action still necessary	.009	.085			
I have been discriminated against	-.033	-.045			
African Americans are discriminated	-.027	.067			
Af.-Ams. have less education opps.	-.122*	.045			
I suffer from information overload	.003	.128			
Internet will change world for better	.186**	-.010			
Internet violates privacy rights	-.079	.021			
Internet will provide lots of info.	.203**	.064			
Rock Hall has improved Cle. image	.008	-.072			
Drew Carey has improved Cle. image	.126*	.197*			
5. Affective Filters			.145	6.319	<.001
20-item depression index	-.454**	-.452**			
Mean-Spirited humor	-.108	.033			
Visual/Verbal humor	.030	-.008			
Absurd/Stupid humor	-.032	-.051			
Social humor	-.030	-.117			
Satire/Death humor	.125*	.000			
TOTAL EQUATION			$R^2 = .549$	$F_{(52,118)}$	$p < .001$
		Adjusted	$R^2 = .350$	$= 2.759$	