



## DEPARTMENT OF EDUCATIONAL PSYCHOLOGY RESEARCH PRESENTATION ANNOUNCEMENT



“Scaling and Clustering in Affiliation  
Networks: An Application to  
Understanding the Consumption  
of Political News”

**Dr. Doug Steinley**  
Professor, Psychological Science  
University of Missouri

Wednesday, September 30, 2015  
11:30 – 1:00  
242 Education Building

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A novel method of cluster analysis and multidimensional scaling is presented to analyze affiliation networks. In this particular example, individuals consumption of information from a variety of political news outlets (CNN, FOX, MSNBC, New York Times, etc.) is considered. Individual attributes are related to outlet properties to understand consumption as a function of political ideology.

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A light lunch will be served!

For questions, please contact Julie Kellogg at [jkellogg@illinois.edu](mailto:jkellogg@illinois.edu)