Two-step Flow

First generation: Leo Bogart (1950). "The spread of news on a local event: A case history," *Public Opinion Quarterly* 14(4):769-772.

Second generation: Irving L. Allen (1969). "Social relations and the two-step flow: A defense of the tradition," *Journalism Quarterly* 46(3):492-498

Third generation: Gabriel Weimann and Hans-Bernd Brosius (1994). "Is there a two-step flow of agenda-setting?" *International Journal of Public Opinion Research* 6(4):323-341.

Just as a mood setter — before reading this chapter — complete the following list of statements by noting who among your peers is considered the most knowledgeable about each topic. If *you* are the person in the network of people with whom you communicate who is most knowledgeable about a topic listed, check the box before the statement. If another person in the network is most knowledgeable about the topic, write the person's name or nickname in the blank after the statement. If nobody among your peers is knowledgeable about the topic, leave both sides blank:

Me		Somebody Else
☐	1. know about electronic equipment like cell phones, computers, TVs, satellite dishes, etc.	_____
☐	2. familiar with the latest fashions, trends in clothing, new styles; what's hot, what's not	_____
☐	3. follow sports such as football, basketball and baseball; keep up with players, scores, etc.	_____

(continued)

☐   4. know about this academic program, policies, faculty, staff; developments at the university _____

☐   5. keep up with new movies, popular music, TV shows, the entertainment scene _____

☐   6. know about politics, public affairs, important policy issues, which candidates to vote for _____

☐   7. adept at shopping, know about bargains, best buys, product quality, store sales, etc. _____

☐   8. general source of information about dates, names, places, history and other facts _____

☐   9. know about local night life, clubs, pubs, dancing spots, eating places, meeting places _____

☐   10. news hound; keep up with current events; latest developments and details of news _____

Now, for those items checked as being ones *you* are most knowledgeable about, indicate when you had your most recent conversation on that topic, and whether you initiated the conversation or someone else did:

Past 3 days	Past Week	Longer	Topic	Who Initiated Me	Other(s)
/	/	/	1. electronics	/	/
/	/	/	2. fashions	/	/
/	/	/	3. sports	/	/
/	/	/	4. academics	/	/
/	/	/	5. movies/music	/	/
/	/	/	6. politics	/	/
/	/	/	7. bargains	/	/
/	/	/	8. facts/trivia	/	/
/	/	/	9. night life	/	/
/	/	/	10. news events	/	/

B. Complete the following set of questions and be prepared to discuss your results in class:

1. In the course of a usual day, about how many people do you have conversations with (define "conversation" as exchanging at least a dozen sentences, lasting two minutes or longer):

      a. fewer than 5
      b. 5 to 9
      c. 10 to 14
      d. 15 or more

2. Circle the number that comes closest to describing your usual communication activity:

I start conversations	3	2	1	Others start conversations
I an sought out for advice	3	2	1	I seek advice from others
I belong to many groups	3	2	1	I belong to few groups
I am a leader in groups	3	2	1	I am not a group leader
I express opinions freely	3	2	1	I keep opinions to myself

Score yourself using the following calculations:

In Question 1, (a) = 1, (b) = 2, (c) = 3, (d) = 4.

In Question 2, points are given for the following you circled: starting conversations (3) = 1; being sought out for advice (3) = 3; belonging to many groups (3) = 3, (2) = 1; being a group leader (3) = 3, (2) = 2; expressing opinions freely (3) = 2.

Your total score: _____

Ref: Communication theories by Michael Singletary