Abstract
The purpose of this study is to find out whether college students’ exposure to political satire via The Daily Show and the Colbert Report is associated with perceived credibility of politicians, perceptions of congressional effectiveness, and strength of identification with reported political party affiliation. Research by Podlas (2010) found that viewers of the Colbert Report and The Daily Show felt that their political ideologies were represented positively within these shows, whereas, Oh, Park, and Wanta (2012) found that viewers of televised media (including both the aforementioned programs along with traditional news outlets) believe that their political party is represented negatively. These findings indicate that there is still much to learn about how political satire is associated with attitudes pertaining to various political beliefs and leanings such as congressional effectiveness, and one’s political party affiliation.

Results
RQ1: Is exposure to televised political satire associated with perceptions of politician credibility?
• There is not a significant correlation between watching The Colbert Report or The Daily Show and perception of politician credibility.

RQ2: Is exposure to televised political satire associated with perceptions of congressional effectiveness?
• Results show that there is a significant correlation between perception of congressional effectiveness and frequency of watching The Colbert Report $r = .22$, $p < .01$ and frequency of watching The Daily Show $r = .22$, $p < .01$.

RQ3: Is exposure to televised political satire associated with perceptions of political party identification?
• There is not a significant correlation between watching The Colbert Report or The Daily Show and strength of party identification.

Additional Findings
• Overall television exposure was significantly correlated with perceptions of politician credibility and political party identification ($p < .043$).

Discussion & Implications
• This study was an exploratory study to look at the ways which college aged students are affected by televised political satire. Our results show that viewing televised political satire does not shape a person’s perception of politician credibility and strength of party identification, but that viewing televised political satire does have an effect on perception of congressional effectiveness.
• Television exposure in general appears to be more influential on a person’s view on television, meaning that televised political satire could be contributing to skewed view of politics (Morgan & Shanahan, 2001).

Methods
Participants
• 381 participants: Adults aged 18-30 located primarily in the Midwest
  • 63% Democrat, 21% Republican, 16% Independent
  • 27% Male, 73% Female

Procedure
• Web survey through Qualtrics
• Convenience sampling through social media invitation

Measures
• Political Party Identification: Adapted version of Cheney’s (1983) Organizational Identification Questionnaire. Sample question: I am very proud to be a member of my political party: SA-SD ($\alpha = .70$, Mean = 18.37, S.D. = 3.17)
• Politician Credibility: Adapted version of Berlo’s (1970) Source Credibility Scale. Sample question: Politicians are trustworthy: SA-SD ($\alpha = .65$, Mean = 13.49, S.D. = 2.76)
• Congressional Effectiveness: measured the reliability of the adapted Berlo (1970) Sample question: Members of congress are fairly compensated for their work: SA-SD Credibility scale ($\alpha = .65$, Mean = 13.49, S.D. = 2.76)

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