

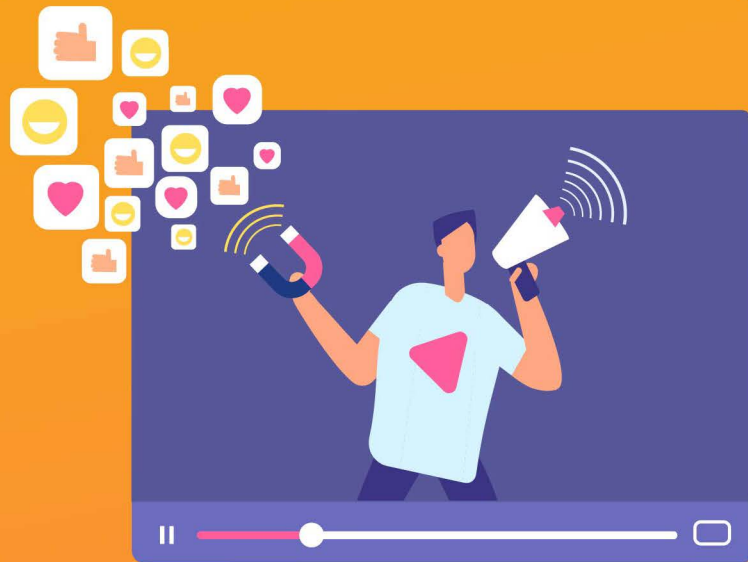
RESEARCH



STREAMING PLATAFORMS AND TELEVISION SERIES

This research analyzes the influence of television series that are broadcast through transmission platforms in Mexico.

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MEDIA AND COGNITIVE MOBILITY: STREAMING POLITICAL SERIES, PUEBLA, MEXICO 2018.

OBJECTIVE



The aim is to analyze the opinions and criticisms about politics in young people who are in the age range between 18 and 19 years old, who reside in the capital of Puebla within District 12.

SEEKING TO DETERMINE

Treatment of politics in series

+ Generate a media dissemination

= Formation of a specific perception on politics.

TOOLS



An exploratory cross-sectional investigation was carried out by collecting primary information through an applied survey.



RESULTS



The cognitive mobility of men and women is not related to a significant appropriation of the message and content in series whose main theme is politics.

33%
claim to follow series with political themes