

TABLE 15.15

A Correlation Matrix Displaying a Portion of the Results From a Study Authored by Lienemann and Stopp (2013)

Variable	1	2	3
1. GME: Film			
2. GME: Television	.28**		
3. Importance of Pop Culture	.19*	.28**	
* Correlation significant at $p < .01$, ** Correlation significant at $p < .001$. GME = general media exposure.			