

Media Information Bias' Influence Upon Opinion and Ideological Alignment



Methods and Limitations

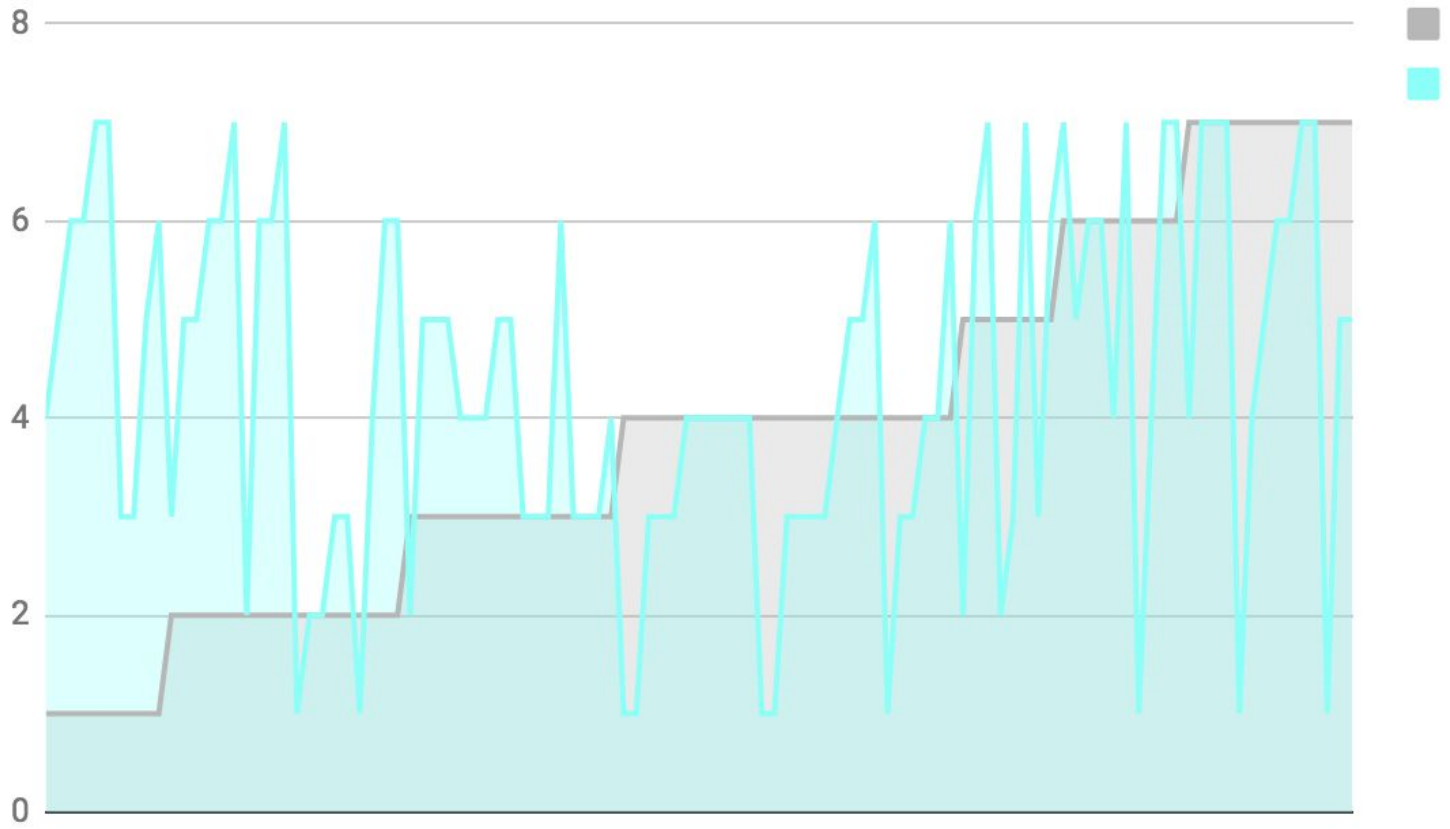
- Four surveys: control, conservative, moderate, liberal
biased information + questions on Net
Neutrality
- Interest, ideology, party alignment + strength, media viewing
- Changed scale anchors
- Selections for media viewership unbalanced, though somewhat fixed through input
- Excess questions not useful

Polarization and Interest

Beliefs becoming defined by identification

Polarization

Ideology vs. Political Interest

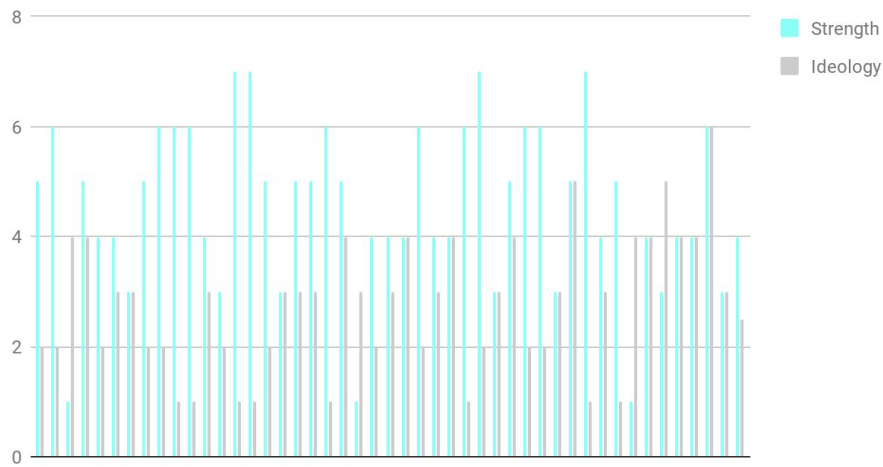


Partisan-Ideological Sorting

Parties aligning with a specific ideology

Partisan-Ideological Sorting

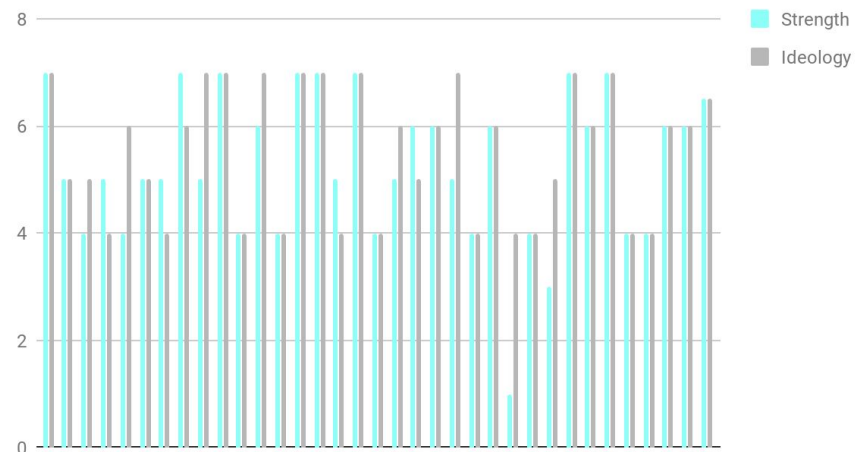
Democratic Party Alignment Strength & Ideology



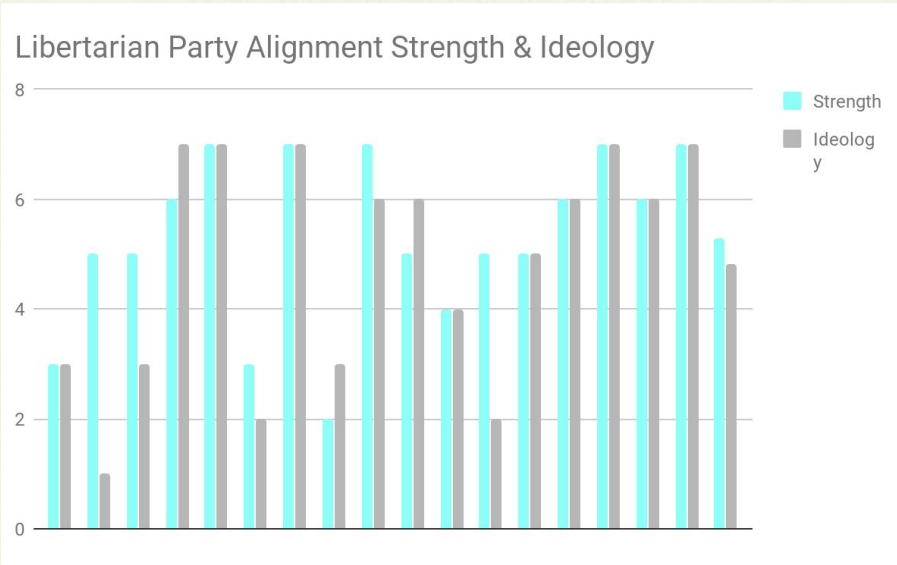
- Ideology: 2.5
- Alignment: 4
- More neutrality coincides with slightly more centrist ideology

- Ideology: 6.5
- Alignment: 6.5
- Extremely united - very strong alignment, very conservative ideology

Republican Party Alignment Strength & Ideology

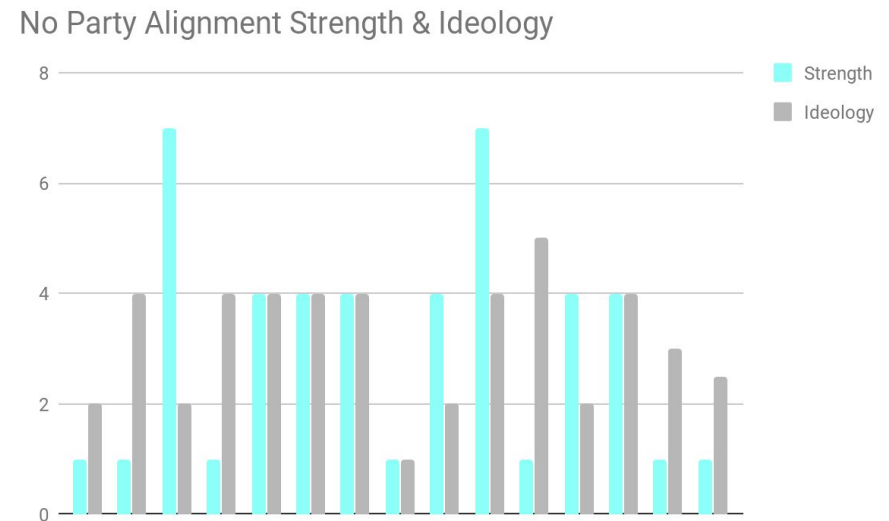


Partisan-Ideological Sorting



- Ideology: 4.8
- Alignment: 5.3
- Somewhat conservative, strong alignment

- Ideology: 2.5
- Alignment: 1
- Same reported ideology as Democrats, logical alignment

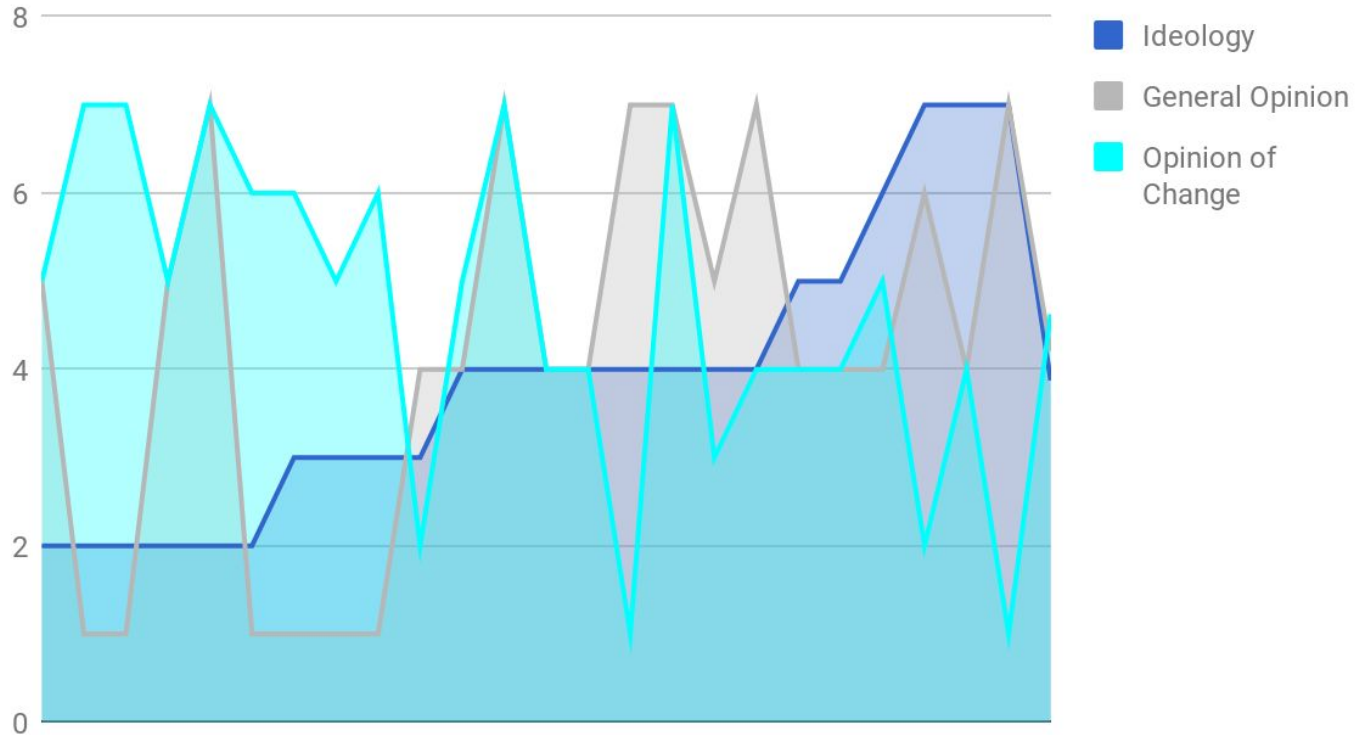


Impact of Media Bias

Biased information & gauged response

Control Survey

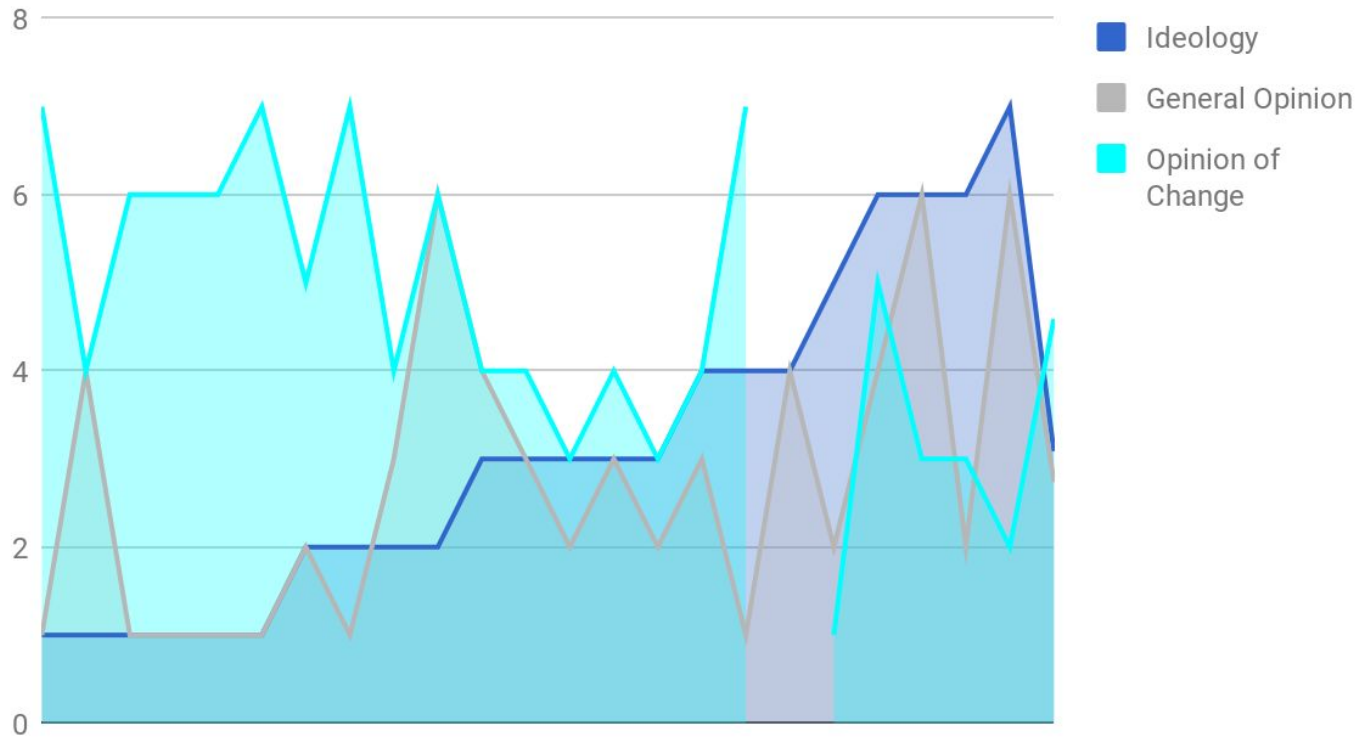
Ideology, General Opinion, Opinion of Change (Control)



- Ideology: 3.9
- General Opinion: 4.2
- Opinion of Changes: 4.6
- General incline in opinion of changes
- General decline in General Opinion

Conservative Survey

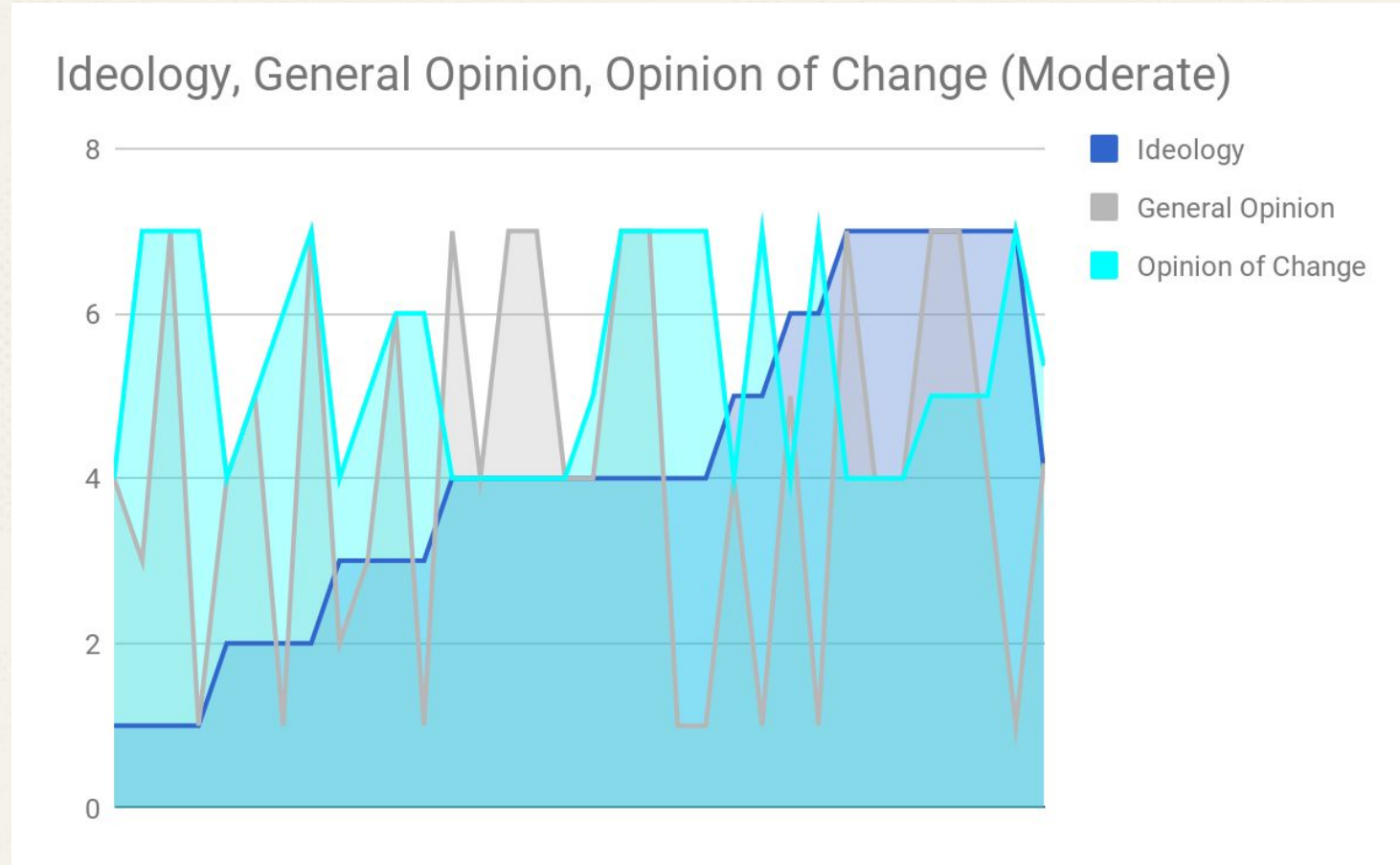
Ideology, General Opinion, Opinion of Change (Conservative)



- Ideology: 3.1 (0.8 shift)
- General Opinion: 2.7
- Opinion of Changes: 4.6

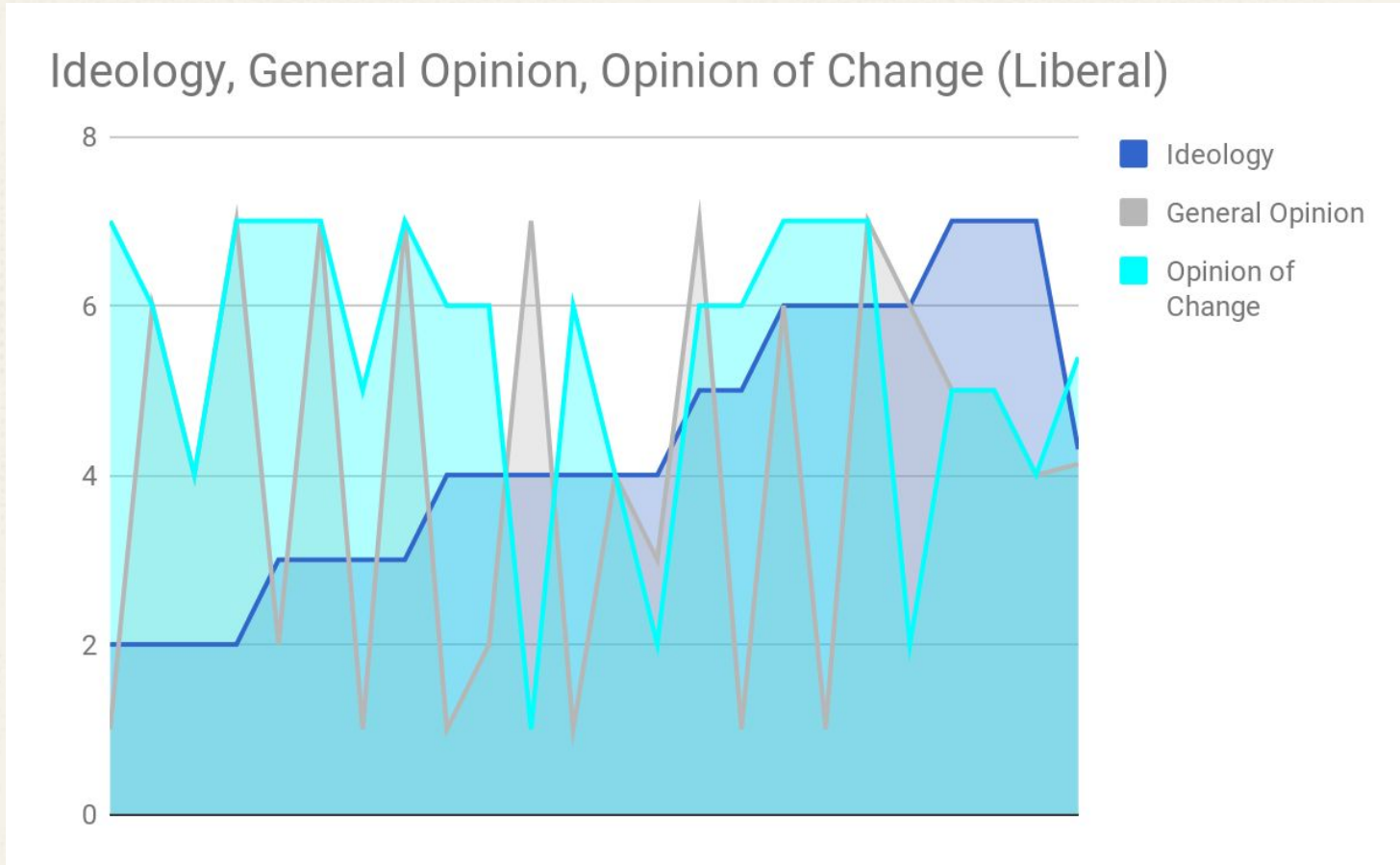
- Increase in General Opinion
- Lack of significant change

Moderate Survey



- Ideology: 4.1
- General Opinion: 4.2
- Changes Opinion: 5.4 (0.7 negative)
- General Opinion spikes
- With balanced info, General stays and Changes rises (negative)

Liberal Survey



- Ideology: 4.3 (0.5 conservative)
- General Opinion: 4.1 (0.07)
- Changes Opinion: 5.4 (0.77)

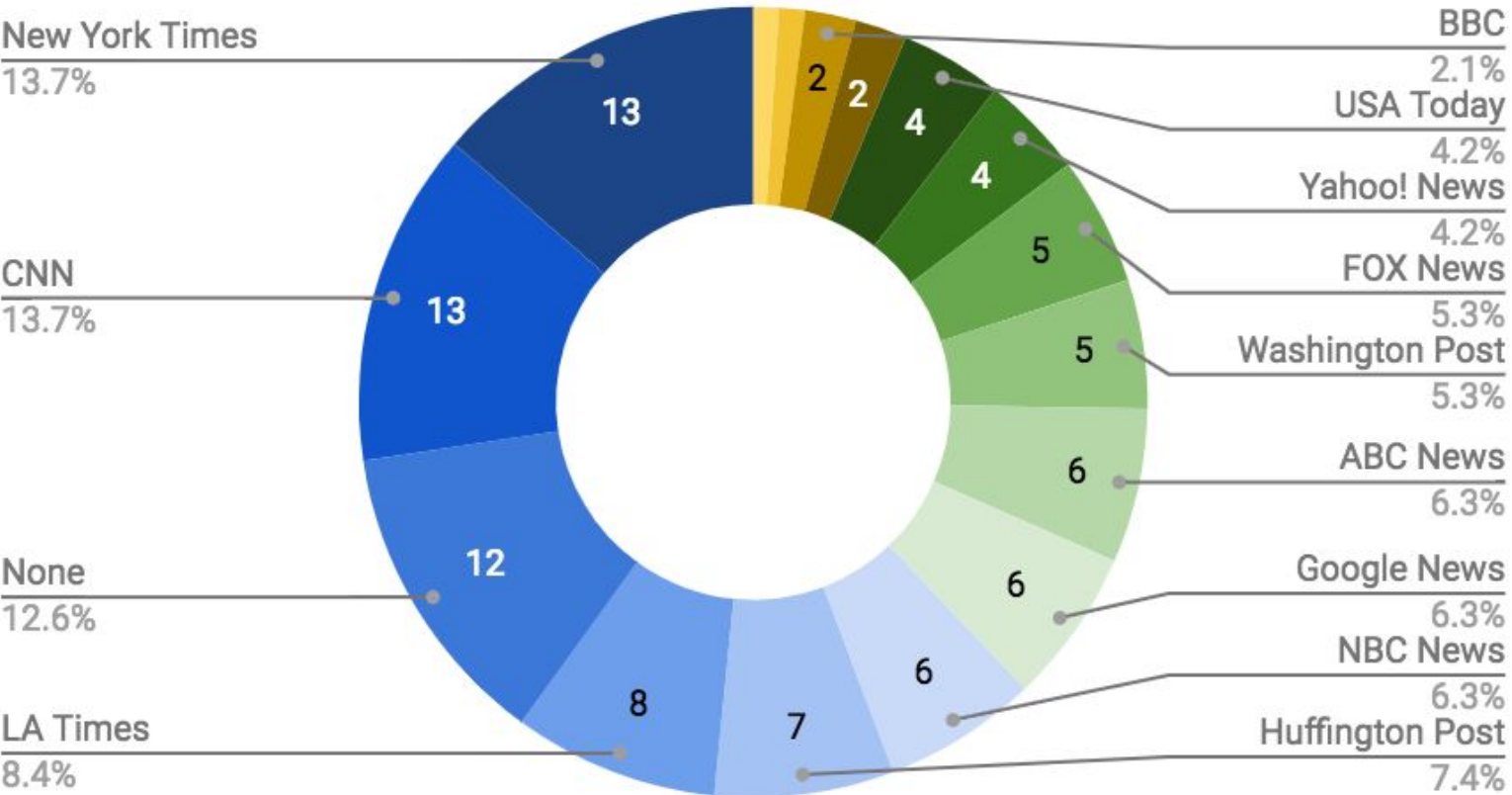
- Scant overall difference
- Opinion of changes rises more than moderate despite ID

Selective Exposure

News outlets online

Democrat Outlets

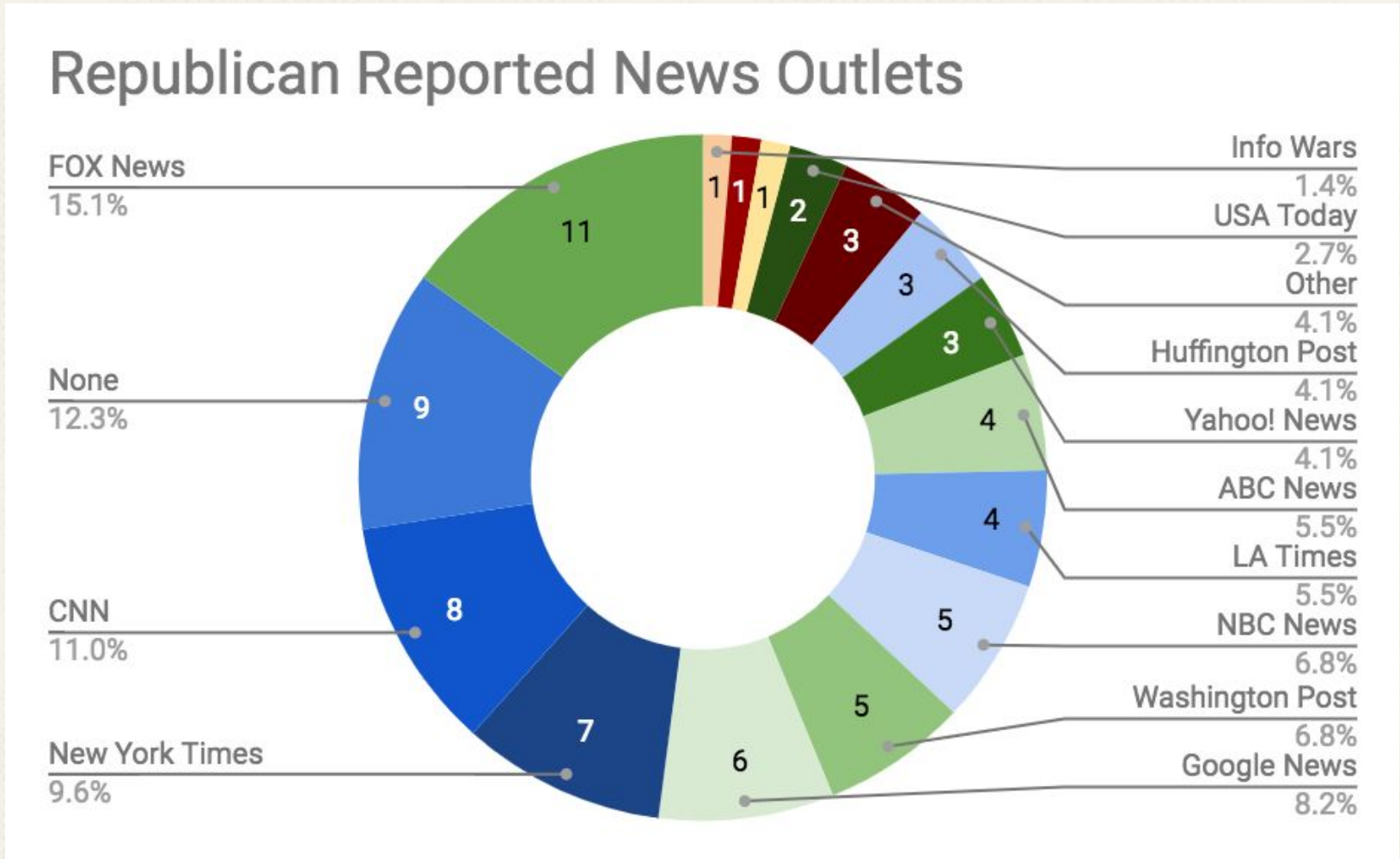
Democrat Reported News Outlets



○ 4.1 interest

○ 2.5 ideology

Republican Outlets

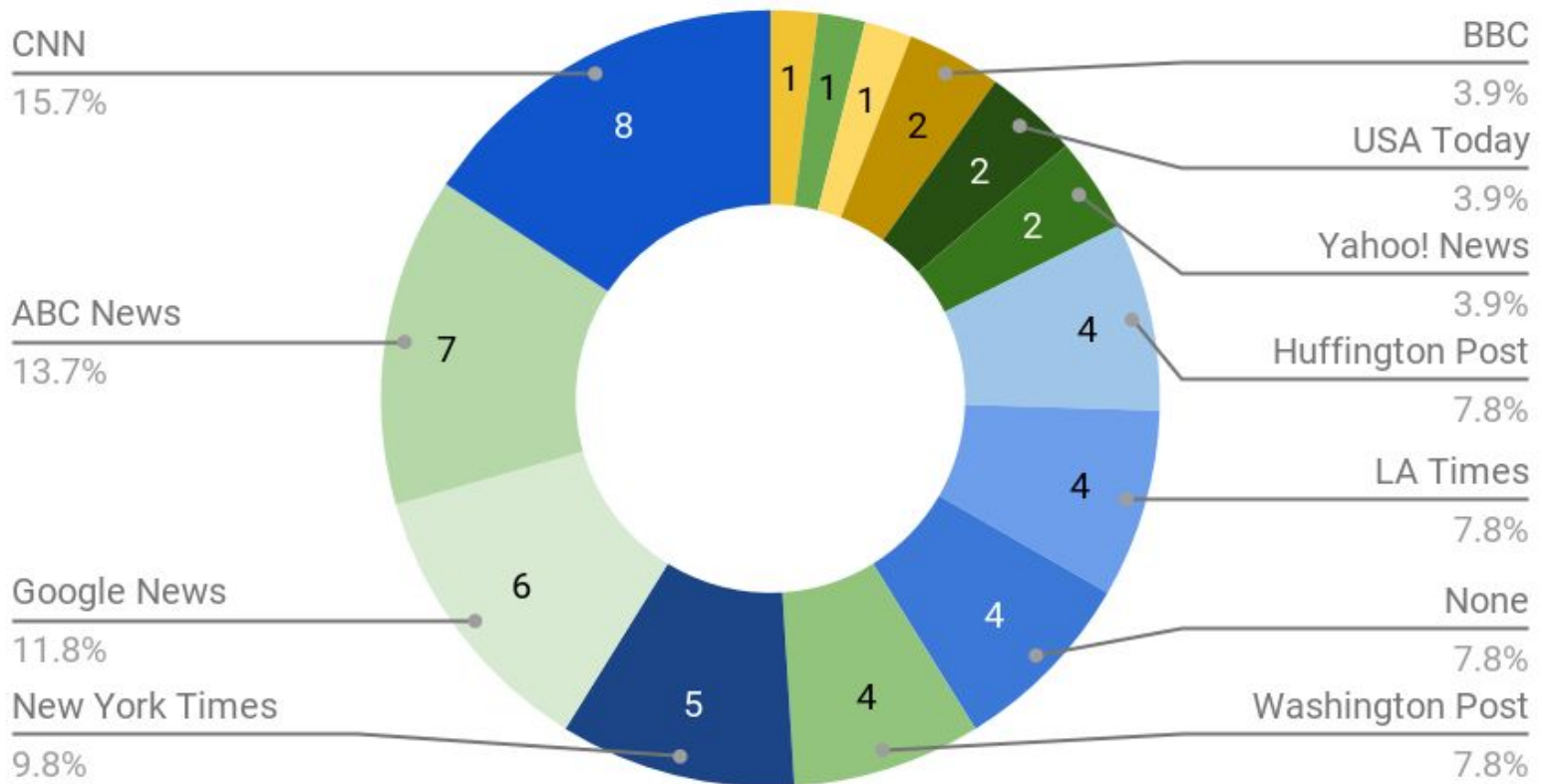


○ Similar spread to Democrat

○ Greater mix

No Party Outlets

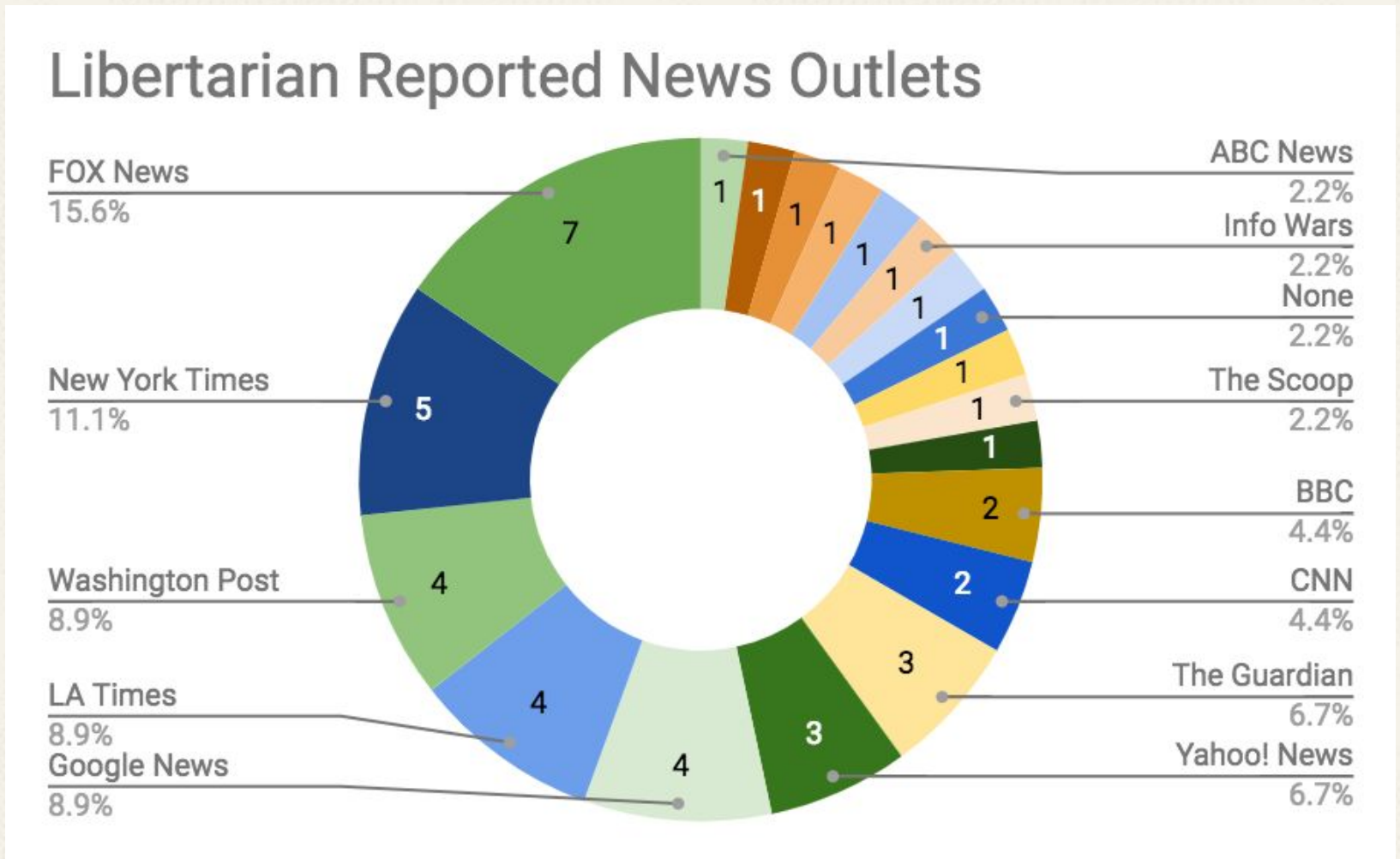
No Party Reported News Outlets



○ Aside from FOX, centrist

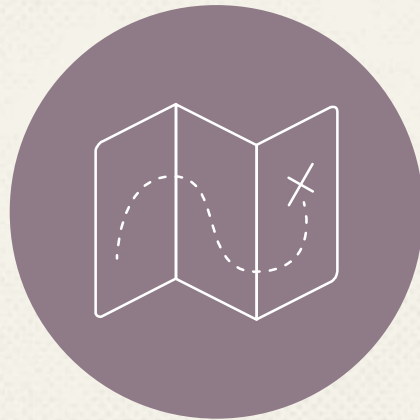
○ 3 interest, 2.5 ID, partisan 1

Libertarian Outlets



○ Most change

○ Highest interest, 5.4; 5.3 alignment strength



Conclusions

How do all of these - polarization, sorting, media bias, selective exposure - connect to polarization in the United States?

References

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