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

Republican Party Alignment Strength & Ideology

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

- New York Times: 13.7%
- CNN: 13.7%
- LA Times: 8.4%
- None: 12.6%
- BBC: 2.1%
- USA Today: 4.2%
- Yahoo! News: 4.2%
- FOX News: 5.3%
- Washington Post: 5.3%
- ABC News: 6.3%
- Google News: 6.3%
- NBC News: 6.3%
- Huffington Post: 7.4%

○ 4.1 interest
○ 2.5 ideology
Republican Outlets

Republican Reported News Outlets

- FOX News: 15.1%
- None: 12.3%
- CNN: 11.0%
- New York Times: 9.6%
- Info Wars: 1.4%
- USA Today: 2.7%
- Other: 4.1%
- Huffington Post: 4.1%
- Yahoo! News: 4.1%
- ABC News: 5.5%
- LA Times: 5.5%
- NBC News: 6.8%
- Washington Post: 6.8%
- Google News: 8.2%

- Similar spread to Democrat
- Greater mix
Aside from FOX, centrist 3 interest, 2.5 ID, partisan 1
Libertarian Outlets

Libertarian Reported News Outlets

- FOX News: 15.6%
- New York Times: 11.1%
- Washington Post: 8.9%
- LA Times: 8.9%
- Google News: 8.9%
- ABC News: 2.2%
- Info Wars: 2.2%
- None: 2.2%
- The Scoop: 2.2%
- BBC: 4.4%
- CNN: 4.4%
- The Guardian: 6.7%
- Yahoo! News: 6.7%

○ 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


