

Selective Exposure to Information: A critical Review

David O. Sears and Jonathan L. Freedman

Communication bias and attitude bias actually correlate and by considering other factors than attitude bias might account for selectivity.

Selective exposure-It is a basic fact in the thinking of many social scientists about communication effects.

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Selectivity describes audience bias in the direction of agreeing to an unusual extent with the communicator's stand on an issue relevant to the communication.

Klapper summarized the point this way: "by and large. People tend to expose themselves to those mass communications which are in accord with their existing attitudes"

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car before the specific ads in questions appeared or in panel studies.

None of these is a substitute for an advance measure, and each one maximizes the probability of obtaining de facto selectivity, since any attitude change is likely to reduce the discrepancy between communications and respondents position rather than increase it.

Alternative predictors: two general possibilities arise when we consider whether other variables are better predictors of selectivity than attitudes.

Political conservatism predicted attendance rather well, but then so did a variety of other background variables. In fact, a substantial number of Crusaders ascribed their own attendance to church influence. So it may be quite arbitrary to give ideology the major credit for exposure even in this seemingly obvious case.

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The communications have been most often, written articles offered in a way that clearly communicates their positions on the issue.

Supportive information is usually defined simply as the communicators taking the same general position as the subject and non-supportive as his taking the opposite position.

Some subjects were given a choice among positively oriented articles, and these subjects significantly preferred those favorable to the chosen exam.

In other words, supportive information was preferred among the former subjects, non-supportive slightly preferred among the latter.

Rosen's feelings are both striking and odd.

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communication of informational of public affairs sort is the general factor of education and social class.

So in contrast to the rather pale and ephemeral effects fo selectivity, de facto or otherwise, education yields enormous differences. Why it produces such differences is not known and remains a provocative question, and a subtler one than might appear at first glance.

Education, information utility and past history of exposure are but three of many factors that no doubt influence exposure preferences and rates of exposure.

Demonstrated to affect exposure in a powerful way whereas demonstrations of selective exposure have been very weak.

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Red Media. Blue media: Evidence of Ideological Selectivity in Media use:

Shanto Iyengar and Kyu S. Hahn

The division of the United States into predictability “red” and “blue” states and the gradual decline in the number of genuine “battlegrounds” where either party has a genuine chance of victory suggests that American politics today is more polarized than in eras past.

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For example, people first asked to make a decision and then presented with information choices tended to select information consistent with their decision information choices tended to select information consistent with their decision.

As political campaigns became less controlled by political parties and more media based- voters found it

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CNN and NPR more closely matches the preferences of Democrats than the content provided by Fox.
Uniform indifference for the BBC label among Democrats, republicans and non partisans alike.

Results:

Overall effects of news labels:

Consumers tend to ignore anonymous news reports.

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As noted earlier, some contend that polarization is limited to activists whereas the general public remains centrist.

When the media turn to relatively non political subjects, more and less engaged conservatives and liberals are equally divided in their news choices.

Conclusion:

No matter how we sliced the data- either at the level of our news stories- the results demonstrates that Fox News is the dominant news source for conservatives (the results presented above are equally strong if we

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