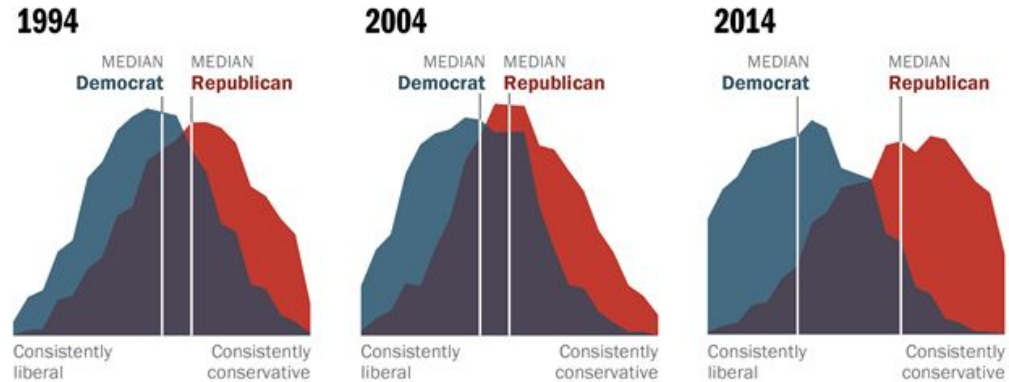


MEDIA & POLITICS

DISCREPANT PERCEPTIONS OF MEDIA BIAS

PURPOSE

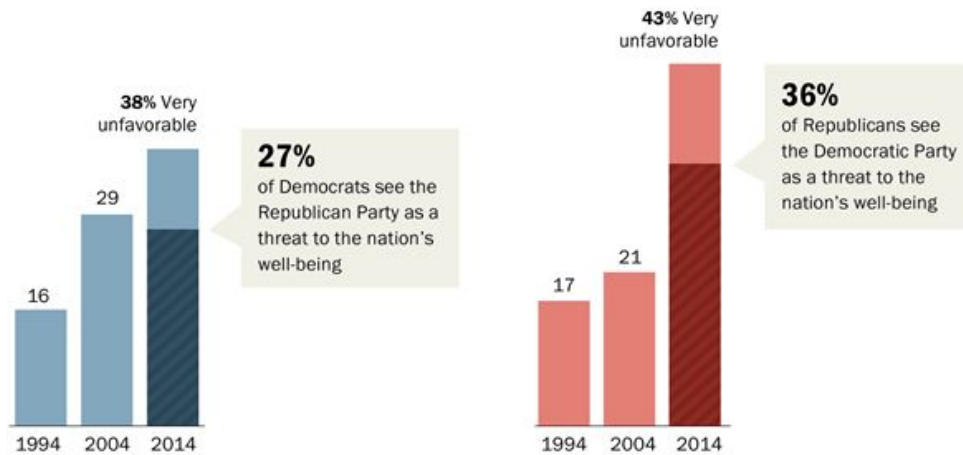
- To investigate trends of ideological/political polarization



Source: 2014 Political Polarization in the American Public

Notes: Ideological consistency based on a scale of 10 political values questions (see Appendix A). The blue area in this chart represents the ideological distribution of Democrats; the red area of Republicans. The overlap of these two distributions is shaded purple. Republicans include Republican-leaning independents; Democrats include Democratic-leaning independents (see Appendix B).

PEW RESEARCH CENTER



Source: 2014 Political Polarization in the American Public

Notes: Questions about whether the Republican and Democratic Parties are a threat to the nation's well-being asked only in 2014. Republicans include Republican-leaning independents; Democrats include Democratic-leaning independents (see Appendix B).

PEW RESEARCH CENTER

WHY “MEDIA” AND POLITICS?

- **Ideological Selectivity**
 - **Shanto Iyengar & Hahn, 2009**
 - Selections of “media exposure based on partisan affinity” (pg 1).
 - **Dandekar, Goel, & Lee, 2013**
 - Biased assimilation
 - Homophily
 - Oliver de Groot’s economic model of “opinion formation”
- **Dissemination of Ideological Content: Fake News?**
 - **Hunt Allcott & Matthew Gentzkow, 2017**
 - 24-hour news cycle vs. social media
 - “62% of US adults get news on social media” (pg. 212).

**BREAKING NEWS: LIZARD PEOPLE AMONG US,
RESPONSIBLE FOR EVERYTHING YOU DON'T LIKE**



TRU NEWS

QUESTIONNAIRE: OVERVIEW

- **Target Population:**
 - US Citizens
 - Eligible To Vote
 - 18+
- **Four Domains:**
 - Political Rigidity
 - Discrepant Perceptions of Media Bias
 - Skepticism
 - Attitudes Toward Media

QUESTIONNAIRE: OVERVIEW

Breakdown of Targeted Domains

- **Political Rigidity**

 - Dogmatism

 - Partisan Conflict

 - Partisan Identification

- **Discrepant Perceptions of Media Bias**

 - Perceptions of “Politically-Similar” Media vs. Perceptions of “Politically-Different” Media
 - Impact/Influence of Bias
 - Prevalence of Bias
 - Ethics, Practices, and Purposes of Media

QUESTIONNAIRE: OVERVIEW

Breakdown of Targeted Domains (pt. 2)

- **Skepticism**
 - Wariness of Information
 - Wariness of Others
 - Desires Truth
- Attitudes Toward News Media
 - News Media Trust
 - Overall Favorability

QUESTIONNAIRE: OVERVIEW

Scale and Measurement

- 55 Likert-Type Items In Total
- 6-point scale
 - Avoid “fence-sitting”
 - Interest in polarized opinions

By Domain

- Political Rigidity:
 - 13 Items
- Discrepant Perceptions of Media Bias
 - 26 Items
- Skepticism
 - 6 Items
- Attitudes Toward News Media
 - 5 Items

POSSIBLE RESEARCH USES

- 1.** To investigate relationships between political rigidity, partisanship-based discrepancies in perceptions of media bias, skepticism, and attitudes toward media
- 2.** To determine the extent to which discrepant perceptions of media bias can be predicted and explained (MLR) by: political rigidity, skepticism, attitudes toward media, political affiliation, education level, and SES
- 3.** To assess whether or not there is a significant difference between Democrats and Republicans in observed discrepant perceptions of media bias

OUR PRIMARY HYPOTHESES

- 1) There is significantly more perceived bias in news media when people identify the news source as supporting political positions that are dissimilar, as opposed to similar, to their own**
- 2) Discrepant perceptions of media bias can be predicted by a MLR model including the 3 other dimensions as significant predictors/contributors**

OUR SECONDARY HYPOTHESES

- 1) There is no significant difference between Democratic perceptions of the impact and prevalence of Republican media bias & Republican perceptions of the impact and prevalence of Democratic media bias**
- 2) There is no significant difference in mean political rigidity score of those who self-identify as Democrat and those who self-identify as Republican**
- 3) There is a significant difference between Democrats and Republicans in their general attitudes towards news media**



TRU NEWS

QUESTIONS?
COMMENTS?