

# Contents

---

<i>List of Tables</i>	<i>page</i> xi
<i>List of Figures</i>	xiii
<i>Acknowledgments</i>	xv
1 Introduction	1
2 Conditional Political Learning	27
<b>Part 1: The Participatory Effects of Media Choice</b>	
3 Broadcast Television, Political Knowledge, and Turnout	55
APPENDIX TO CHAPTER 3: MEASURING POLITICAL KNOWLEDGE, NES 1952–1968	92
4 From Low Choice to High Choice: The Impact of Cable Television and Internet on News Exposure, Political Knowledge, and Turnout	94
APPENDIX TO CHAPTER 4: DESCRIPTION OF KNOWLEDGE MEASURES	138
5 From Low Choice to High Choice: Does Greater Media Choice Affect Total News Consumption and Average Turnout?	142
<b>Part 2: The Political Effects of Media Choice</b>	
6 Broadcast Television, Partisanship, and the Incumbency Advantage	163

## *Contents*

7	Partisan Polarization in the High-Choice Media Environment	214
	APPENDIX TO CHAPTER 7: USING A SELECTION MODEL TO SIMULATE PARTISAN VOTE STRENGTH IN THE FULL ELECTORATE	249
8	Divided by Choice: Audience Fragmentation and Political Inequality in the Post-Broadcast Media Environment	255
	<i>References</i>	289
	<i>Index</i>	309