

Measuring Partisan Media Bias Cross-Nationally

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Abstract

Partisan media bias has been difficult to operationalize, and it rarely has been cross-nationally analyzed. This study presents new measures of media bias and applies them in 24 EU countries. To build the measures, we employ two benchmarks of political balance—objectivity and neutrality. We rely on cross-national content data on parties’ visibility from 13,893 mentions in news stories, 530 expert evaluations on party favorability of media outlets, and survey data on media audiences’ partisan preferences from 24,068 individuals. Scores are used to assess partisan media bias at country, outlet, and party levels.

Keywords: Political Communication; Cross-National Analysis; Media; Objectivity; Neutrality

Six Measures of Partisan Media Bias

The measures are constructed at the media outlet, party, and media-system levels as shown in Figure 1.

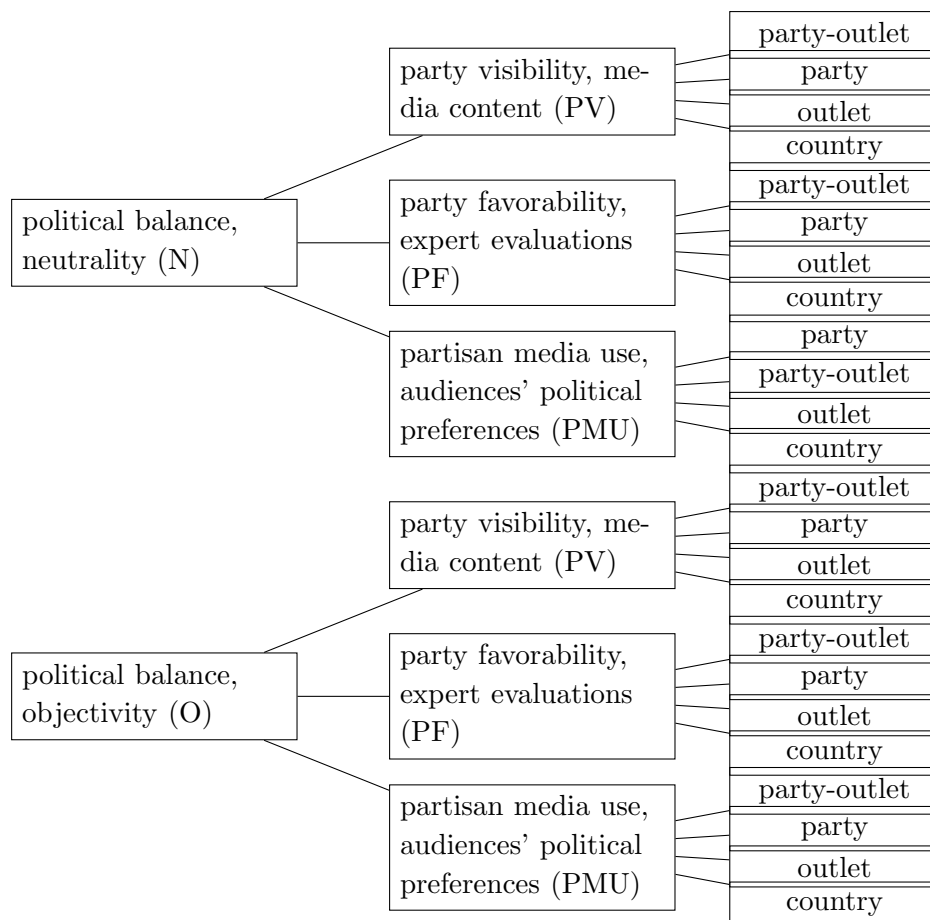


Figure 1: Diagram of measures of partisan media bias