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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Table  *Multilevel Models Predicting Selection Valence at the Individual, Audience, and Organizational Levels* | | | | | | | | |
|  | **Selection Valence (+ = Right-Leaning News)** | | | | | | | |
|  | Individual Level  (Model 1) | | | Audience Level  (Model 2) | | | Organizational Level  (Model 3) | |
|  | *b* | | *SE* | *b* | *SE* | | *b* | *SE* |
| Intercept | -0.21\*\*\* | | 0.05 | -0.14\*\*\* | 0.03 | | 0.00 | 0.03 |
| *Demographics* |  | |  |  |  | |  |  |
| Age | -0.04\*\*\* | | 0.01 | -0.04\*\*\* | 0.01 | | -0.04\*\*\* | 0.01 |
| Gender (1 = Female) | 0.01 | | 0.04 | 0.00 | 0.04 | | 0.00 | 0.04 |
| Race (1 = Person of Color) | -0.15\*\*\* | | 0.04 | -0.15\*\*\* | 0.04 | | -0.16\*\*\* | 0.04 |
| Education | -0.01 | | 0.01 | -0.01 | 0.01 | | -0.01 | 0.01 |
| Income | 0.00 | | 0.01 | 0.00 | 0.01 | | 0.00 | 0.01 |
| *Model Covariates* |  | |  |  |  | |  |  |
| Incidental Exposure on SM | 0.01 | | 0.02 | 0.01 | 0.02 | | 0.01 | 0.02 |
| Political Interest | -0.04\* | | 0.02 | -0.04\* | 0.02 | | -0.04\* | 0.02 |
| Individual Political Ideology (right) | 0.06\*\*\* | | 0.01 | 0.06\*\*\* | 0.01 | | 0.06\*\*\* | 0.01 |
| **Effects of Niche (+ = right)** |  | |  |  |  | |  |  |
| Audience Ideology within Niche |  | |  | 0.43\*\*\* | 0.04 | |  |  |
| Organizational Ideology within Niche |  | |  |  |  | | 1.02\*\*\* | 0.09 |
| **Random Effects** | *Var*. | | | *Var.* | | | *Var.* | |
| Intercept | 0.09 | | | 0.01 | | | 0.01 | |
| Individual Ideology | 0.00 | | | 0.00 | | | 0.00 | |
| Residual | 0.45 | | | 0.44 | | | 0.44 | |
| **Fit Statistics** |  |  | |  | |  |  |  |
| LR | -1,722.72 | | | -1,689.13 | | | -1,688.02 | |
| ICC | 0.17 | | | 0.02 | | | 0.02 | |
| *Notes*: Cell entries are parameter estimates from multilevel models (MLM) with random slopes and intercepts. *N* = 1,444. Groups = 51 (3 niches by 17 frames). #*p* < .10,\**p* < .05, \*\**p* < .01, \*\*\**p* < .001. Data weighted by education and income. Variables are group-mean centered. Contextual effects are at different levels of analysis and not directly comparable. | | | | | | | | |

Interactions. Manuscript: Top. With Political Interest (Bottom).

*Chart, scatter chart

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| --- | --- | --- | --- | --- |
| Table  *Pearson Correlations among Individual-Level Characteristics and Niche Membership* | | | | |
|  | Niche Membership | Right-Leaning cable | Left-Leaning Elite | Local-Aggregator |
| Age | 0.19\*\*\* | 0.13\*\*\* | -0.05\* | 0.09\*\*\* |
| Gender (1 = Female) | -0.02 | -0.04\* | 0 | 0.03 |
| Race (1 = PoC) | 0.05\* | 0.05\* | -0.02 | 0 |
| Education | 0.02 | -0.02 | 0.09\*\*\* | -0.02 |
| Income | 0.05\* | 0.03 | 0.07\*\* | -0.04 |
| Incidental Exposure SM | 0.10\*\*\* | 0.01 | 0.03 | 0.08\*\*\* |
| Political Interest | 0.10\*\*\* | 0.15\*\*\* | 0.05\* | -0.12\*\*\* |
| Political Ideology | -0.09\*\*\* | 0.01 | -0.17\*\*\* | 0.01 |
| Pro-attitudinal | 0.37\*\*\* | 0.41\*\*\* | 0.14\*\*\* | -0.21\*\*\* |
| Counter-attitudinal | 0.16\*\*\* | 0.29\*\*\* | -0.05\* | -0.15\*\*\* |
| Avoid other side | -0.10\*\*\* | -0.20\*\*\* | 0.06\* | 0.10\*\*\* |
| *Note. Based on pooled sample N = 2008, listwise deletion.* | | | | |