

Contents

1. Partisans Make the News 3
2. Selective Exposure in Theory and in Practice 14
3. Using Niche News 41
4. Learning Partisan Selectivity 87
5. Partisan Involvement and Selective Exposure 118
6. The Heart of the Issue: Partisan Media and the Problems
Facing the Nation 142
7. Partisanship and Niche News 169

APPENDIX A: THE NATIONAL ANNENBERG ELECTION SURVEYS 187

APPENDIX B: KNOWLEDGE NETWORKS STUDY 197

APPENDIX C: TECHNICAL DETAILS FROM CHAPTER 3 201

APPENDIX D: TECHNICAL DETAILS FROM CHAPTER 4 220

APPENDIX E: TECHNICAL DETAILS FROM CHAPTER 5 234

APPENDIX F: TECHNICAL DETAILS FROM CHAPTER 6 242

INDEX 251