The Media
Is there a Liberal Bias in the Media?

- Opinions of Journalists versus the Public

- Conclusion: a clear tendency to express more liberal viewpoints, at least among National journalists
If there is a bias, is it reflected in news stories?

Three Criteria to which journalists adhere:

- The need to meet an urgent deadline
- A professional obligation to be fair and to tell the truth
- The desire to attract an audience
Does this “Bias” affect what people believe?

☐ Four factors that limit the ability of the media to affect our beliefs

- Selective Exposure
- Familiarity
- Availability of Numerous Sources
- Lack of Substantive Content
Roles played by the Media

- Gatekeeper
- Scorekeeper
- Watchdog
Criteria for Selecting News Stories

- High Impact on Audience
  - Presence of conflict, disaster, violence, scandal

- Local/National before International

- Familiarity – do you know the people involved?

- Timeliness – is it a newsbreaking story?
Government Regulation of the Media

- Equal Time Rule

- Fairness Doctrine
Recent Trends

- Increasing Concentration of Ownership
- The Escalating Importance of Ratings