Political Science 146 – Public Opinion and Mass Media: Citizens’ Democratic Basics

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[http://graphics.wsj.com/blue-feed-red-feed/]
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Television caters to large broad groups, social media can be created for very narrow ones.

The implications are stark:

- Circumvent the media and control the flow of information.
- More frequent users should be more susceptible to such influence.
- Specifically – Twitter users, etc., who follow candidates are most likely to have accessible info consistent with candidate’s belief structure.
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