

# Political Science 146: Mass Media and Public Opinion

Loren Collingwood

University of California

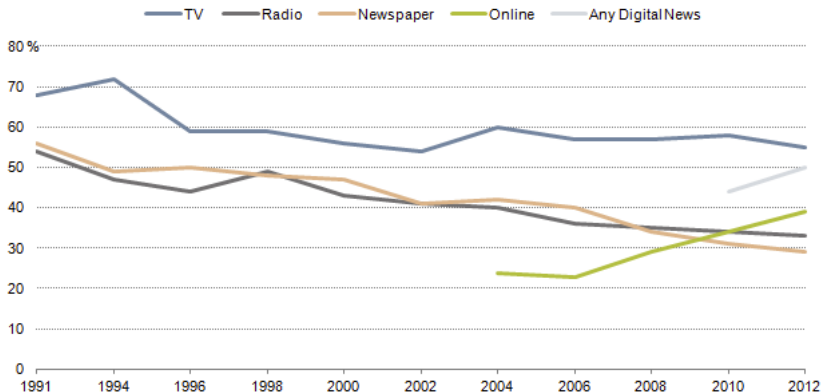
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March 3, 2014

# Mediums of Media

## Digital Grows Again as a Source for News

Percentage of Respondents Who Got News "Yesterday" From Each Platform



Source: Pew Research Center

PEW RESEARCH CENTER

2013 STATE OF THE NEWS MEDIA

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- Today, most American newspapers are owned by a chain

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- Internet is latest development

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- Readers turn away from classified ads, and now do much of this online (Craig's List, etc.). So the trend for newspapers is not promising

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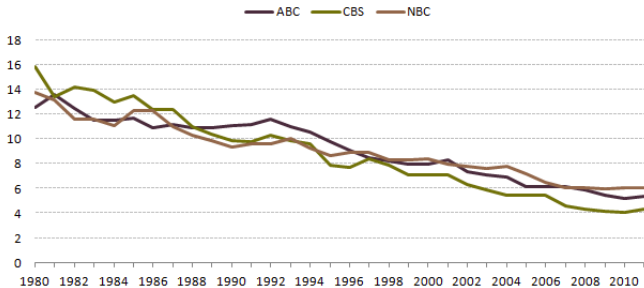
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- TV audience share has fell from 85% in 1969 to 31% in 2009.
- Still, network news remains the single most watched national news source; in 2008, the combined audience for three evening newscasts equaled circulation of top 40 newspapers.



# Evening News Viewership

# Evening News: Three Main Broadcast Stations

November-to-November Average Rating Per Night



Source: Nielsen Media Research, used under license

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM  
2012 STATE OF THE NEWS MEDIA

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- Efforts to traffic online news acquisition still in infancy

# Top 10 TV Programs of 2012 – Single Telecast

TOP 10 TV PROGRAMS OF 2012 - SINGLE TELECAST

Rank	Telecast	Originator	Date Aired	Persons 2+ Rating	Total Viewers (000)
1	Super Bowl XLVI	NBC	02/05/2012	38.4	111,346
2	Super Bowl Pre-Kick	NBC	02/05/2012	29.4	85,244
3	Super Bowl Post	NBC	02/05/2012	26.5	76,803
4	Super Bowl Kick-Off	NBC	02/05/2012	23.1	67,039
5	FOX NFC Championship	FOX	01/22/2012	19.9	57,635
6	AFC Championship on CBS	CBS	01/22/2012	16.8	48,676
7	FOX NFC Playoff-SUN	FOX	01/15/2012	15.6	45,120
8	AFC Wildcard Playoff	CBS	01/08/2012	14.6	42,371
9	Summer Olympics Opening Ceremony	NBC	07/27/2012	14.0	40,651
10	GRAMMY Awards	CBS	02/12/2012	13.8	39,909

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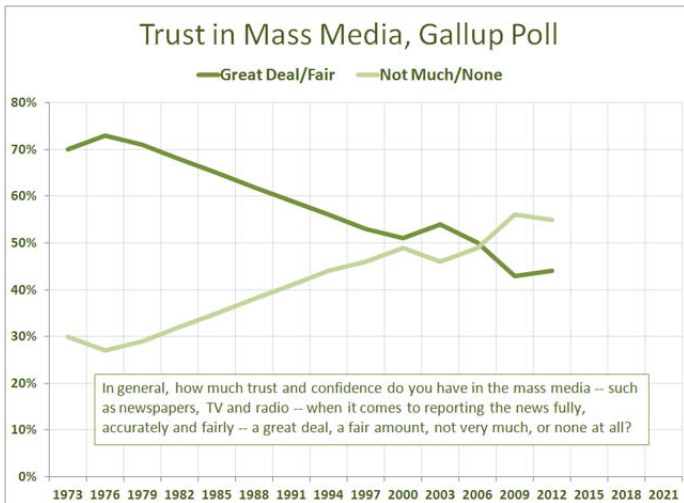
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- People who tend to hold strong political views, such as those affiliated with either political party/cause, are especially likely to view the news as biased. This is known as the **hostile news phenomenon**.
- Enthusiasm for party line makes partisans dubious of news presentations designed to present a balance perspective

# Trust in the Press Time Series



# Press Believability by Source

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## News Organization Believability

	<i>Believe all or most</i>		<i>Believe almost nothing</i>			<b>Can't rate</b>
	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>N</b>	<b>%</b>
	%	%	%	%		
60 Minutes	33	34	22	11=100	859	15
Local TV news	29	40	23	8=100	931	7
CNN	29	36	22	13=100	894	10
NPR	28	32	25	16=100	696	28
Fox News	27	29	22	22=100	900	8
Wall Street Journal	25	37	23	14=100	701	27
C-SPAN	23	35	25	17=100	658	32
MSNBC	22	38	21	19=100	839	15
ABC News	21	43	23	13=100	901	9
CBS News	21	41	24	15=100	889	12
Your daily newspaper	21	38	27	14=100	921	9
NBC News	20	43	23	14=100	914	7
New York Times	20	38	21	21=100	707	27
USA Today	17	39	28	15=100	744	23

PEW RESEARCH CENTER July 8-11, 2010. PEW 11a-l, n-o. Figures may not add to 100% because of rounding. Percentages based on those who could rate each organization.

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• Organizational process: Journalists have professional values

# Beginning of a new Cold War? (What's the Cold War?)

## CRISIS IN UKRAINE

### *West Scrambles on Ukraine as Russia Tightens Grip in Crimea*

By STEVEN ERLANGER

23 minutes ago

Western nations sought a political and economic response, though France and Germany ruled out sanctions, as pro-Russian demonstrators occupied government buildings in eastern Ukraine.

234 Comments

### **Obama Faces Pressure to Isolate the Kremlin**

By PETER BAKER



Uriel Sinai for The New York Times

Pro-Russian protesters commandeered a regional parliament building in Donetsk on Monday.

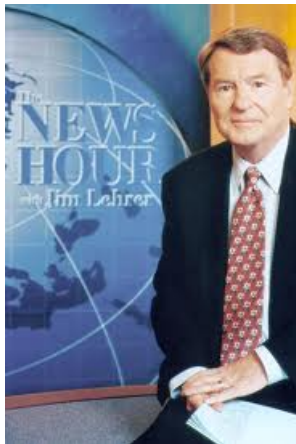
### **Markets Tumble as Ukraine Crisis Deepens**

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- Patterson (2000) found that one-half of news reports in 2000 had no policy content. At the same time, news has become more sensationalized. From the 1980s to 2003 sensationalism has increased from 25 - 40 percent.

# What Gets Reported: Organizational Processes and Routines

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- Candy Crowley and Mitt Romney

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  - Reporting on the state of the horse race. Who is up/down in the polls?



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- Sources: To get much of the news, reporters have to know