

# WHAT DRIVES MEDIA SLANT?

## EVIDENCE FROM U.S. DAILY NEWSPAPERS

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### METHODOLOGY AND DATA



US Congressional Record and Congressperson data

Estimation of ideology and slant



Newspaper text data (74% of total circulation)

Frequency of phrases



Zip-code level data on newspaper circulation

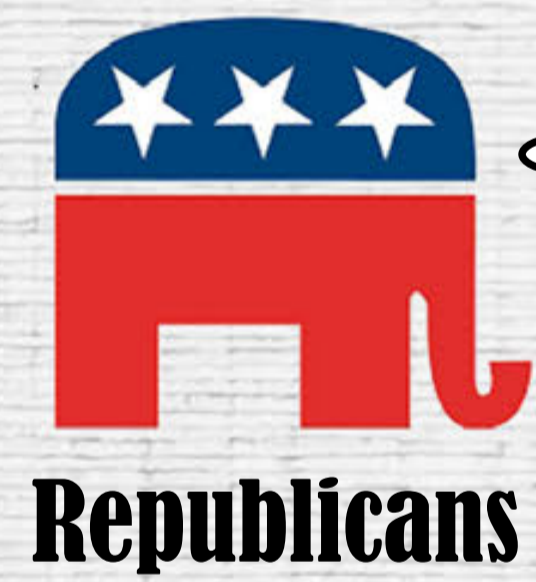
Newspaper demand



Zip-code level data on contribution to political parties

Consumer Characteristics

**MEASURING SLANT** : Mapping phrases count to estimate newspaper ideology



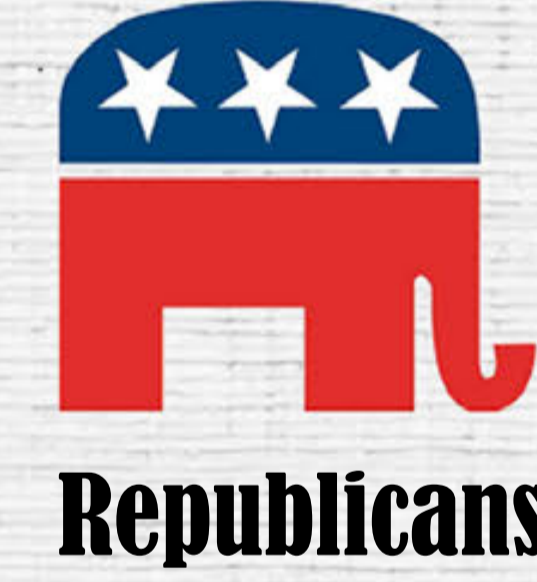
Republicans

Tax relief

Tax breaks



Democrats



Republicans

Global war on terror

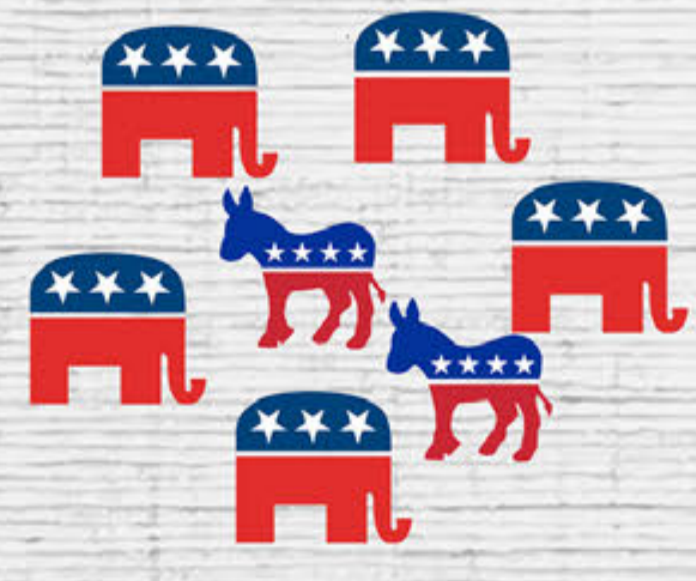


War in Iraq



Democrats

### RESEARCH FINDINGS



Coefficient on zip Republican share



Slant measure



+



Control variables:  
Population  
Education level  
Income per capita

=

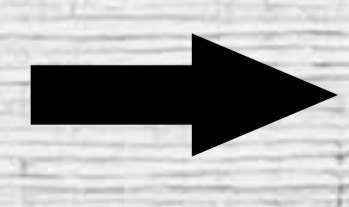


Consumer ideology drives newspaper slant!!

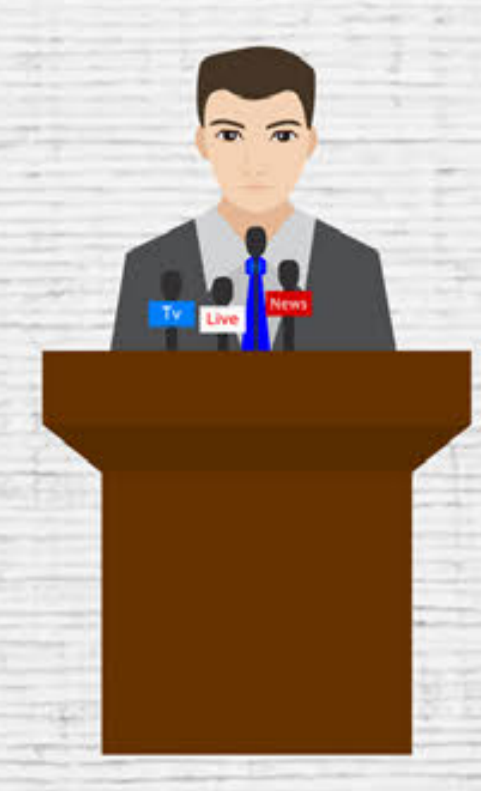


Newspaper Ownership (eg. Lai Chee Ying)

No correlation

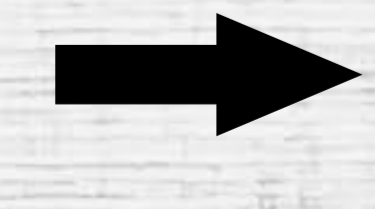


Newspaper slant (eg. Apple Daily)



Ideology of Incumbent Politicians

No correlation



Ideology of Local Reporter and Editor

No direct evidence

