

How the News Media Activate Public Expression and Influence National Agendas¹

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¹Based on joint work with Benjamin Schneer and Ariel White (*Science* 2017)

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- **Individual-level Effects**
 - **Outcome variable:** individual knowledge and opinion
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 - Using 11 rather than 1: more representative; larger n needed

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Matched Pair Randomization

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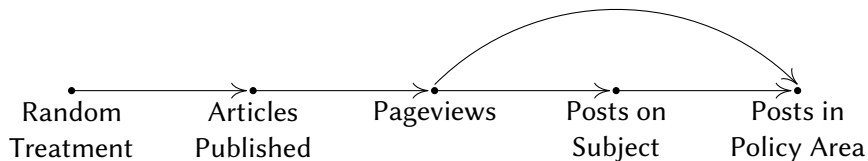
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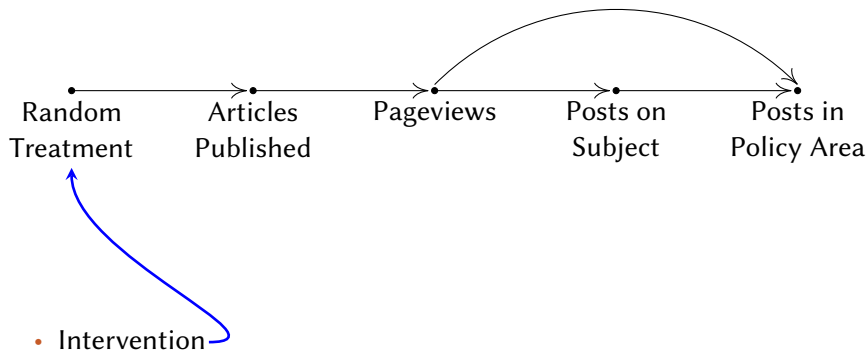
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- (**Ex post:** Automated text analysis & qualitative evidence: indistinguishable from normal publications & practices; no outlet received a single complaint)

Quantities of Interest (& observable implications)

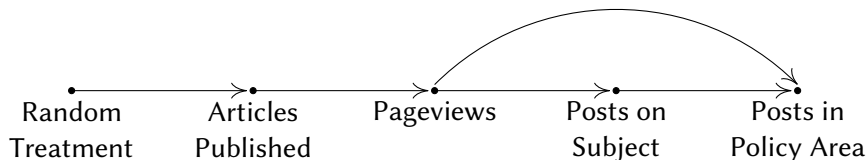
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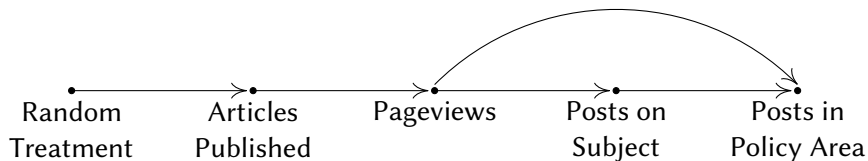
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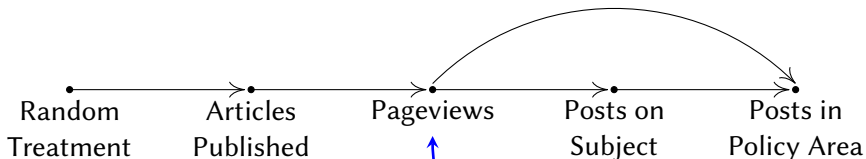
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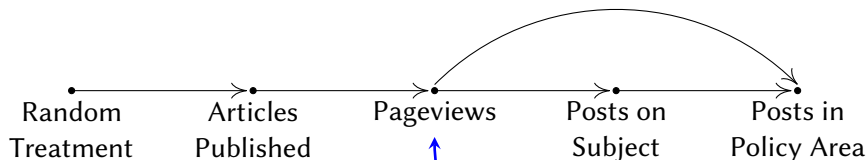
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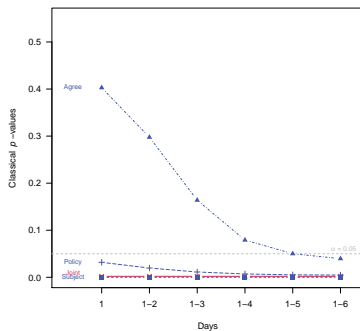
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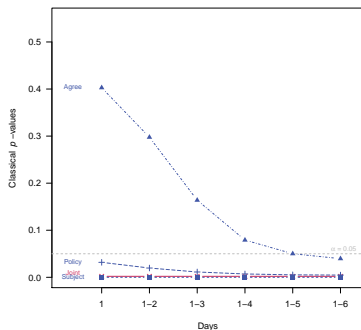
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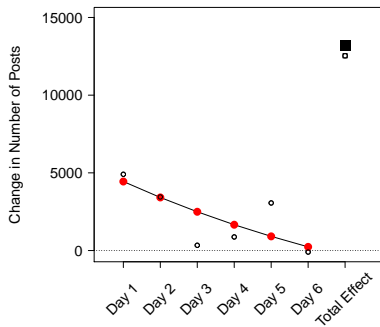
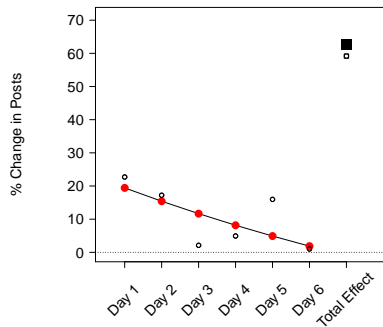
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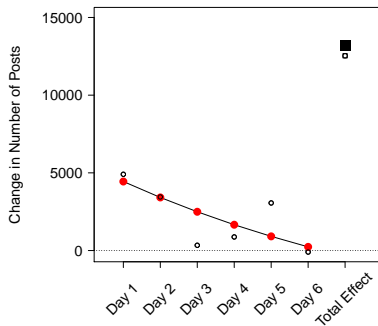
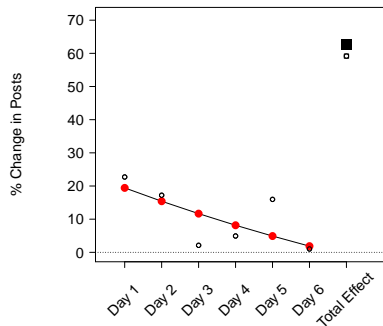
- Frequentist validation: extensive [non]parametric tests

Main Causal Effect: Public Expression in Policy Areas

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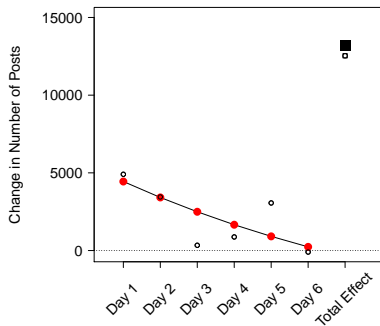
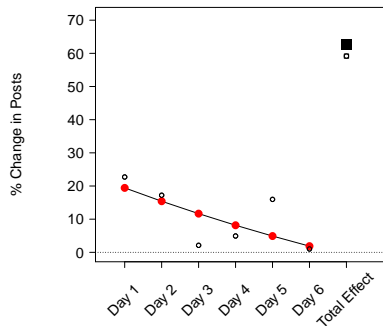


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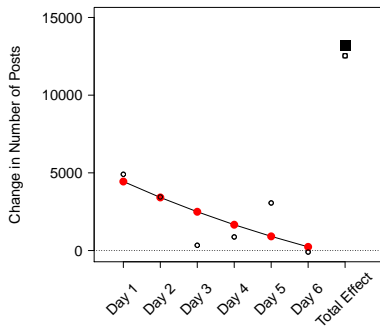
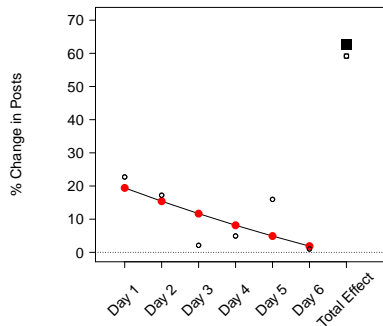
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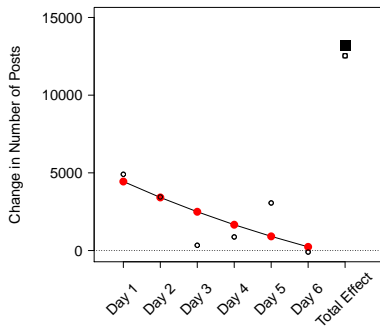
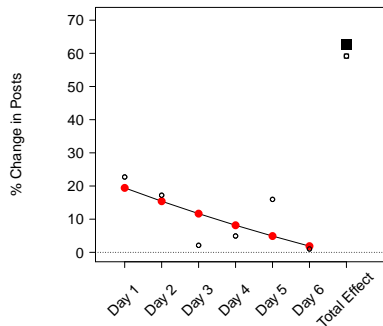
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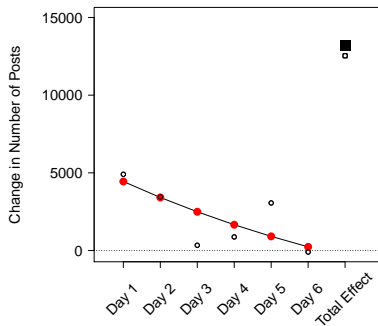
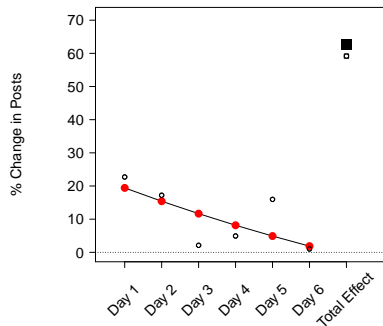
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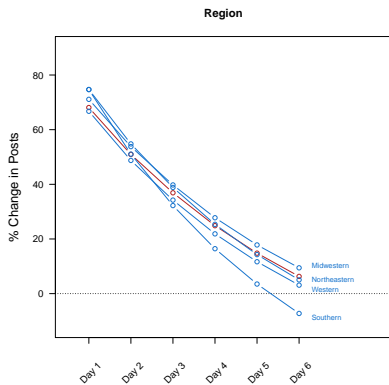
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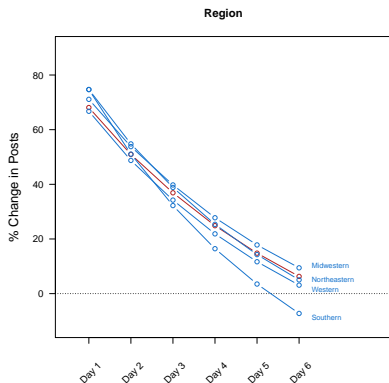
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Causal Effect: Indistinguishable Across Subgroups

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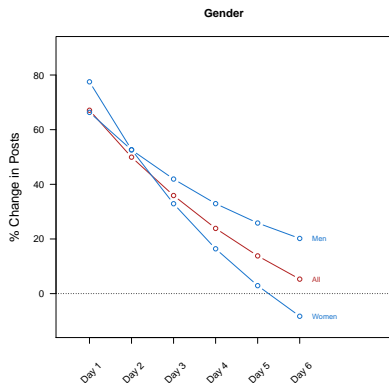


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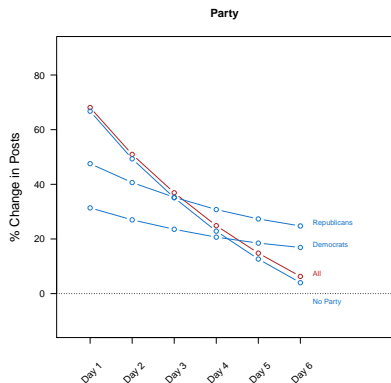
Effect on the national conversation in major policy areas is national

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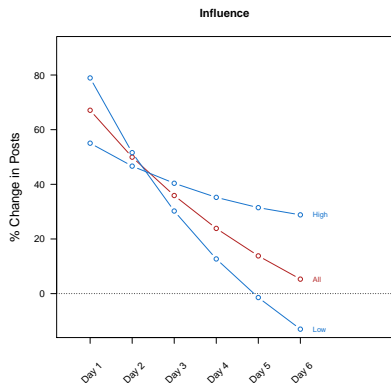
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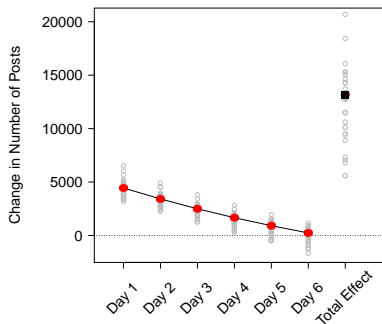


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Causal Heterogeneity: Leave-One-Outlet-Out

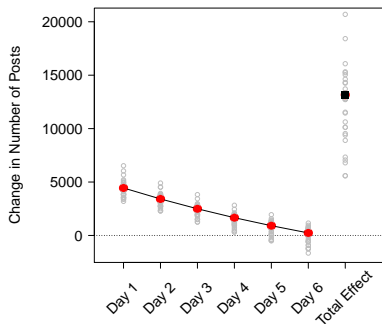
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Jackknife Estimation on Policy Area Effects



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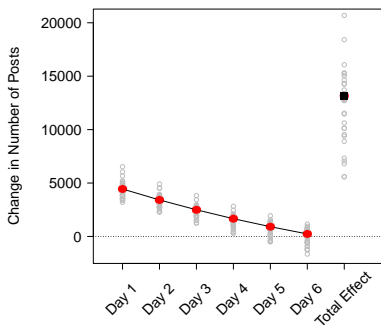
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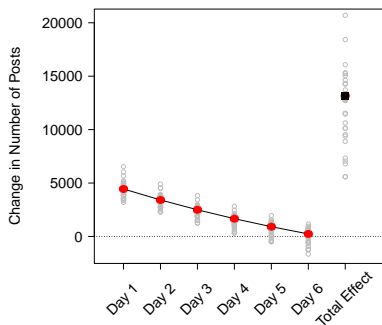
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- **Results:** no dominant outlet; high heterogeneity

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Research Design

Results

Supporting Analyses

Implications

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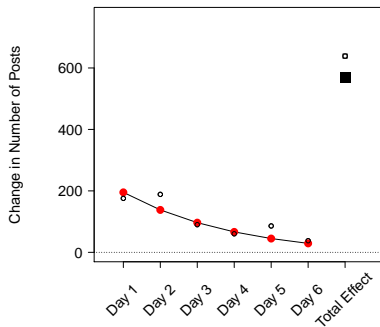
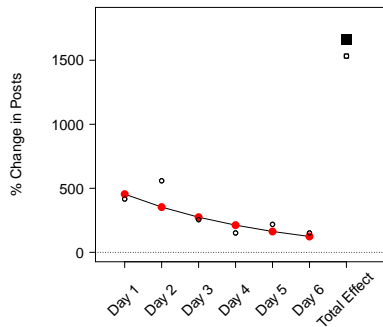
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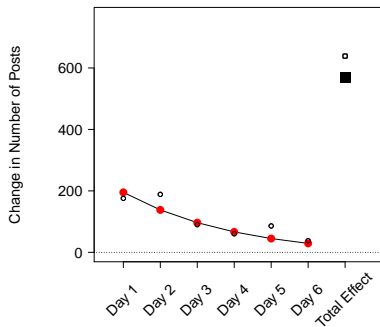
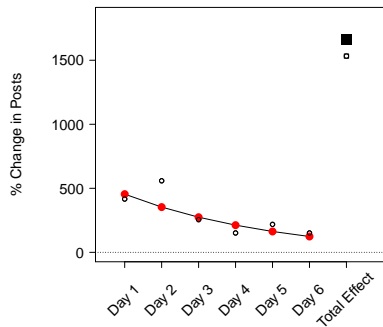
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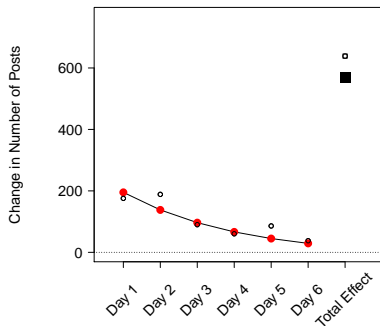
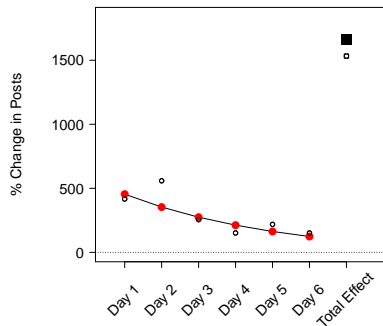


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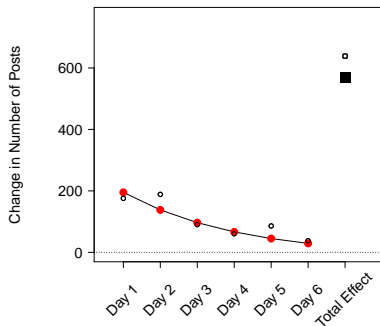
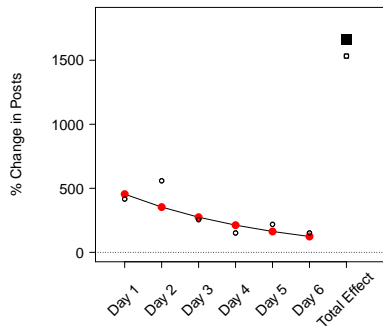
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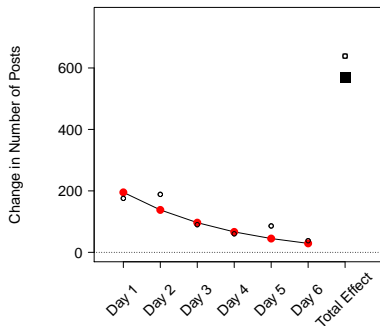
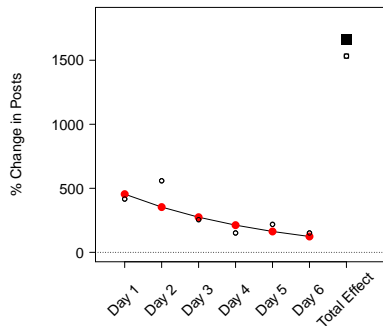
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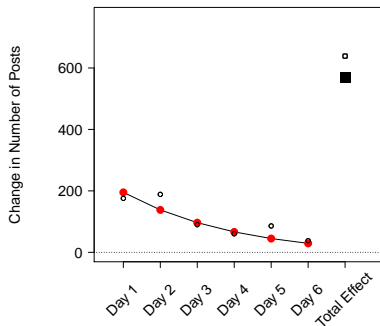
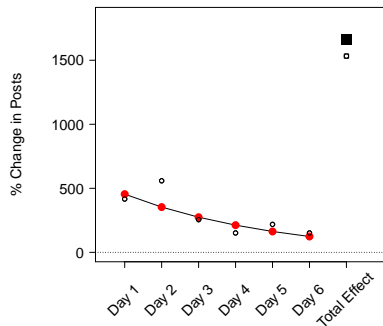
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For more information:
GaryKing.org/media

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