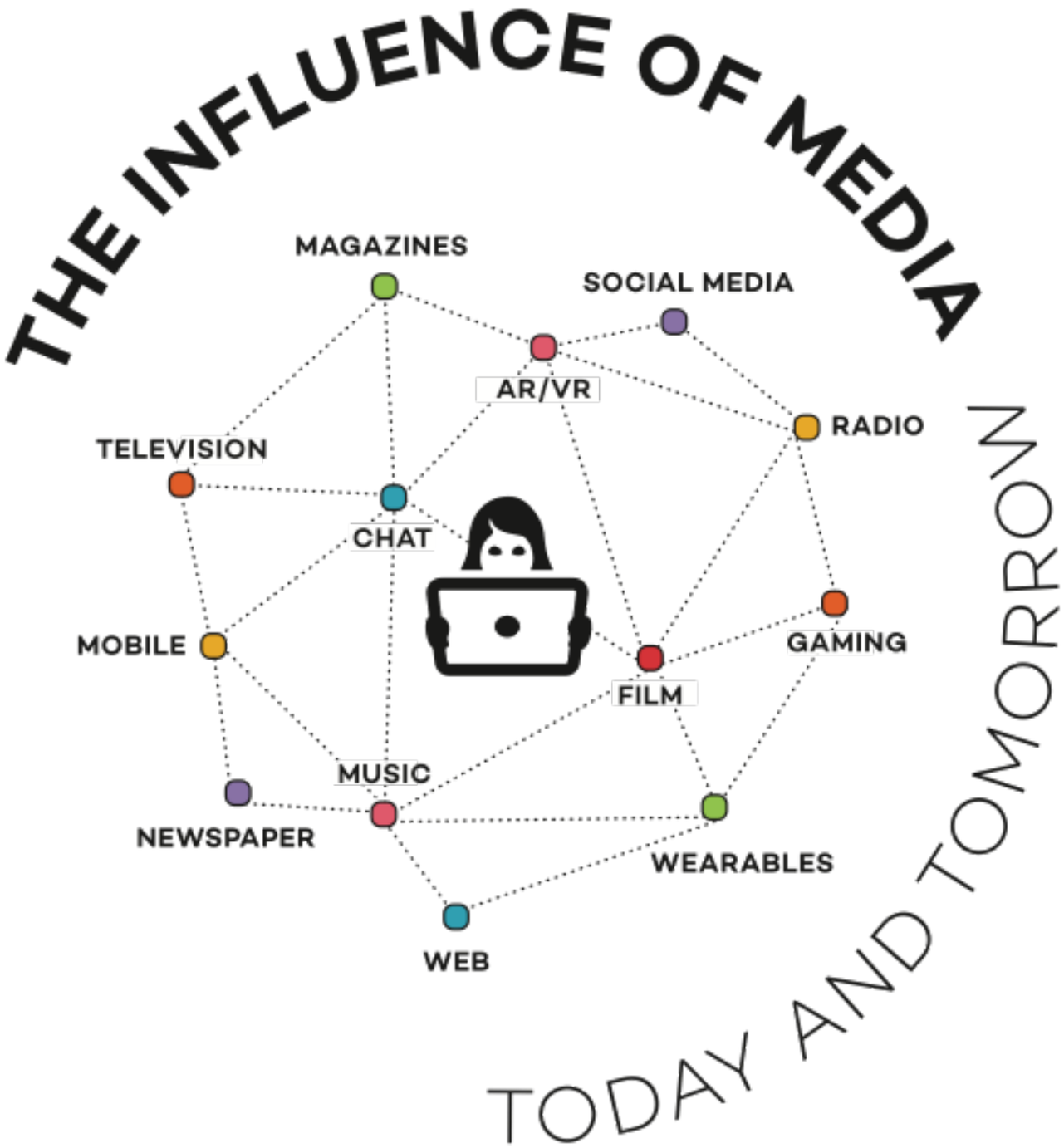

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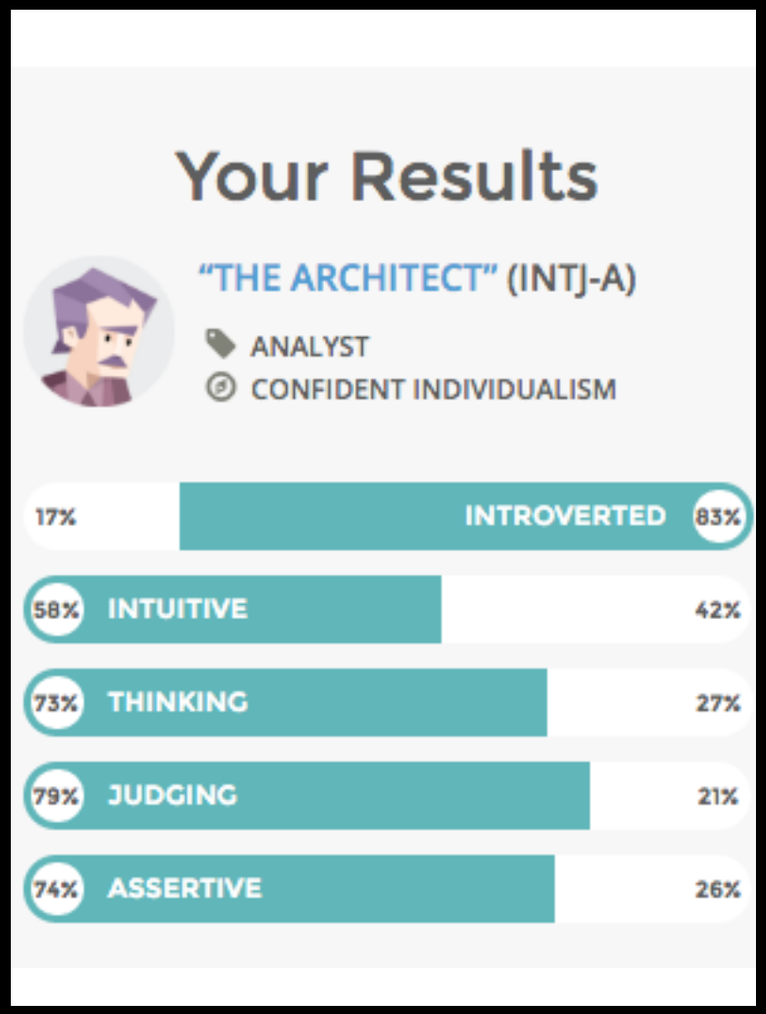
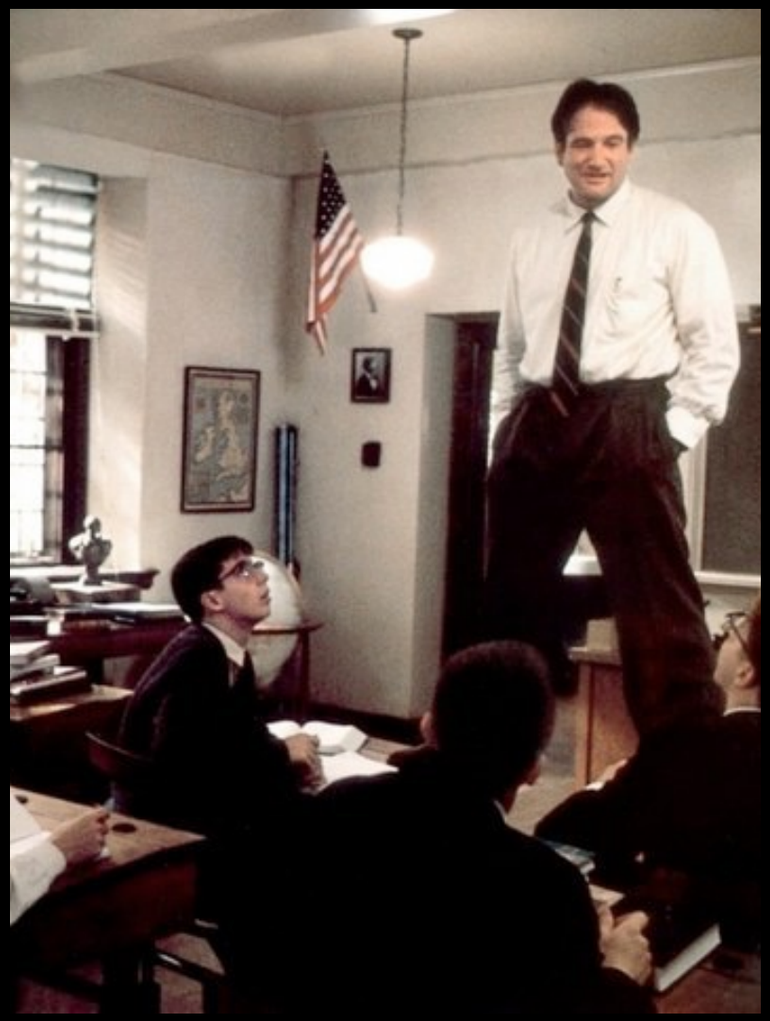


People have both personal and social identities



Media are key means for people to conceptualize and craft their social identities

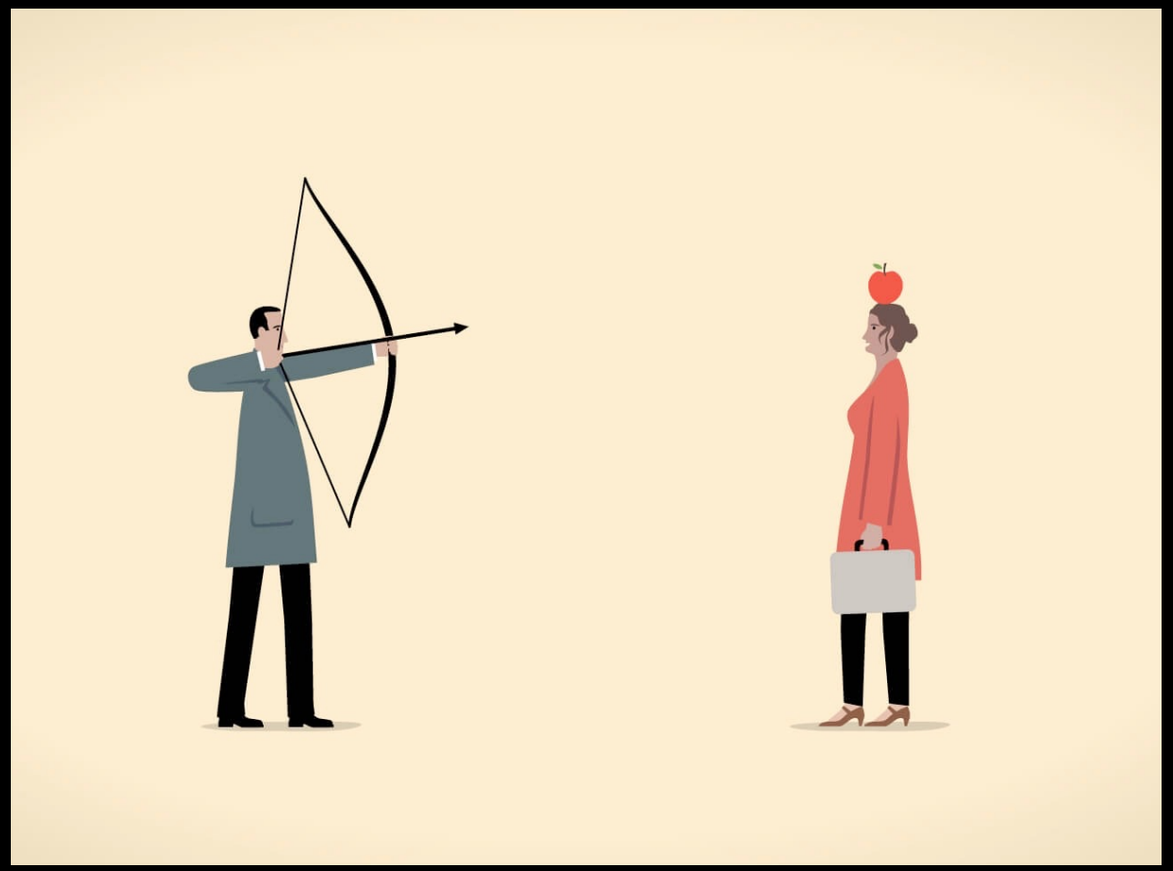
Media consumption and sharing is driven by maintaining a positive sense of our social identities

Fox News is the nation's most trusted news source

Public Policy Polling

Fox News is the nation's most untrusted news source

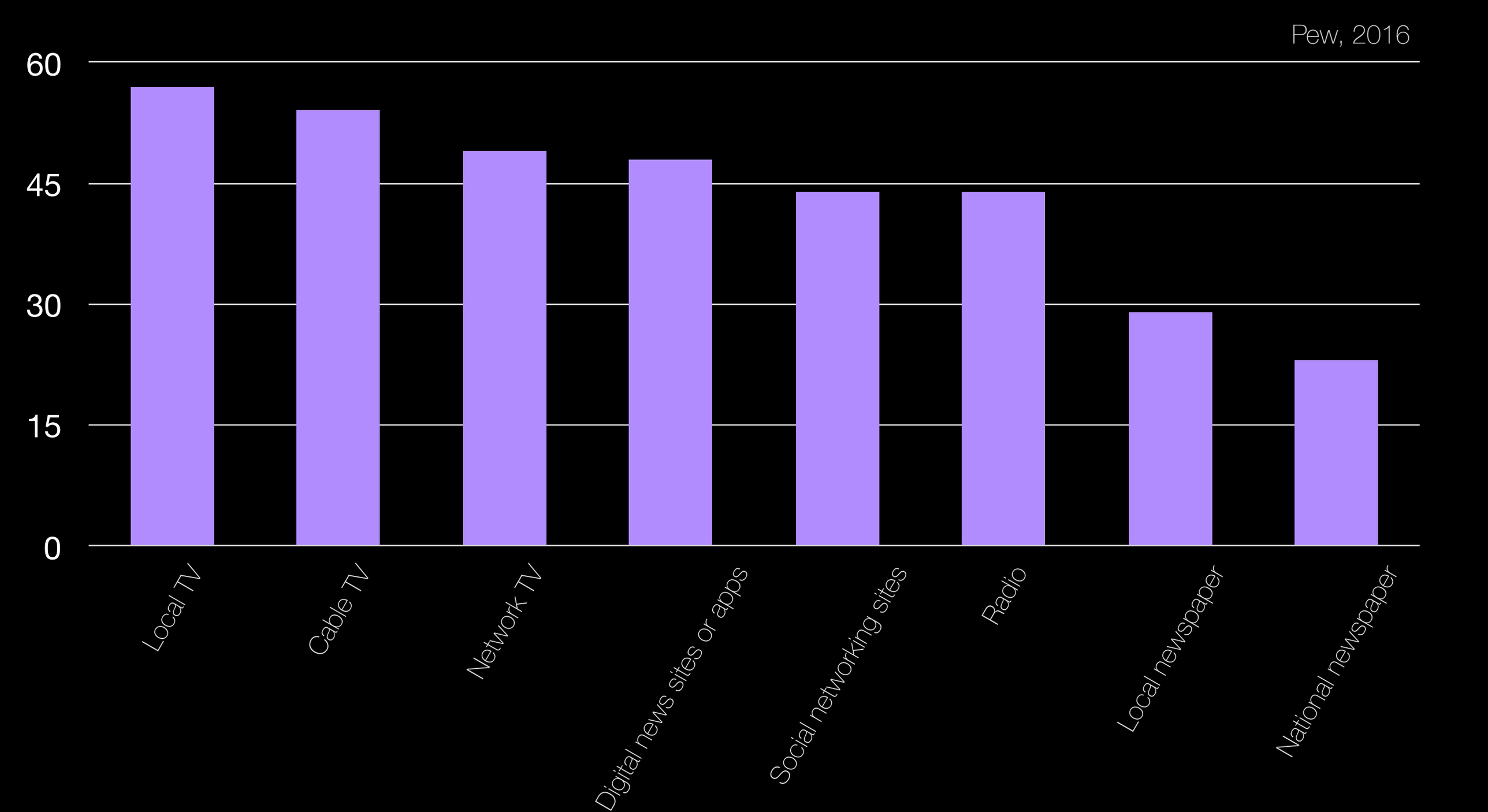
Public Policy Polling



Concept of trust

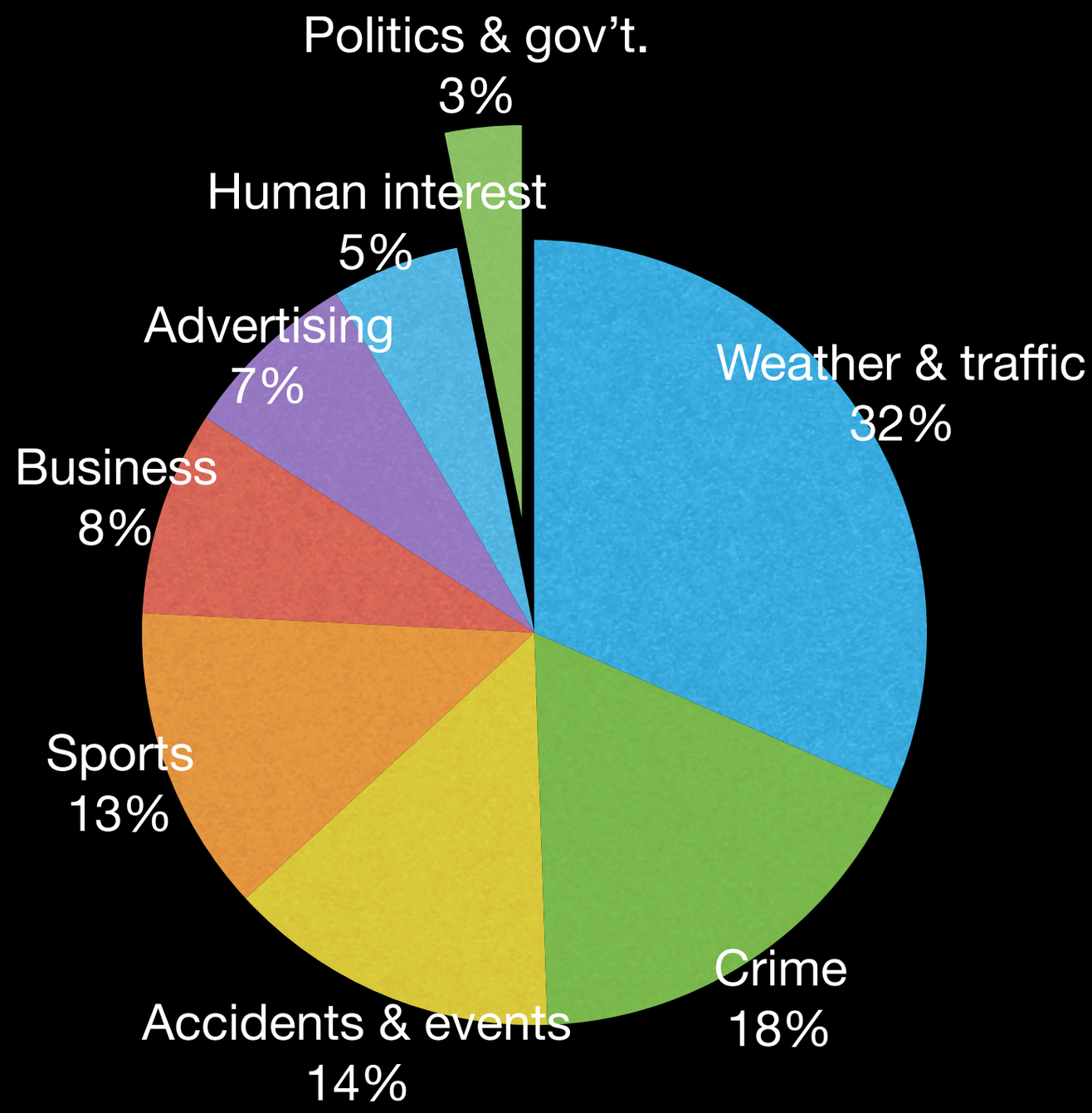
Paradox of choice

Ranch
Blue Cheese
Honey Mustard
Catalina
Poppy Seed



Percentage of U.S. adults who learned about the 2016 presidential election from these sources

Composition of a 30-minute local TV broadcast



Political polarization on cable TV

Consistent liberals

10%
CNN

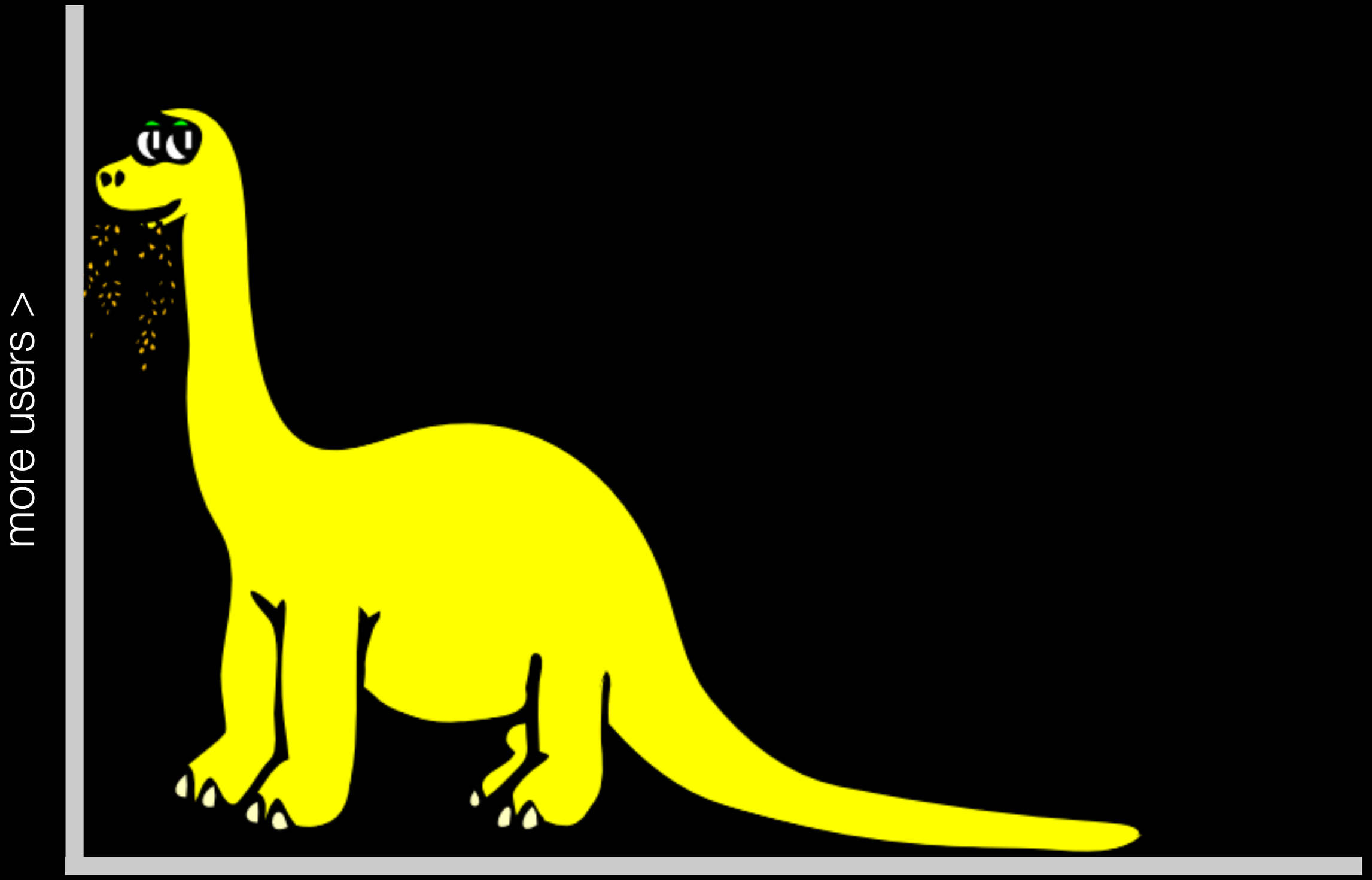
12%
MSNBC

10%
NYT

13%
NPR

Consistent conservatives

47%
Fox News



< more generic

more niche >

The long tail in media

What should you do?

Consume media that represent different political perspectives and think about doing so in print

POLITICO

Magazine | 2016 Election | Policy | PRO | U.S. Edition

THE LATEST NEWS

Poll: Democrats and the elderly loom large in early voting

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08:18:25

(Three towns in N.H. vote at midnight)

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THE LATEST POLLS

2016

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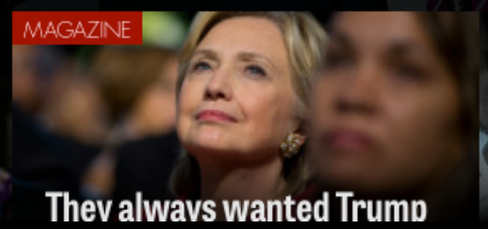
Trump hangs tough in battleground states

Clinton is consistently ahead in national polls, but the state-level polls tell a different story.

By STEVEN SHEPARD

Clinton looks poised to lock it up



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They always wanted Trump

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and subscribe to neighborhood newsletters

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YOUR HEALTHIEST RELATIONSHIP

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FiveThirtyEight
Politics Sports Science & H

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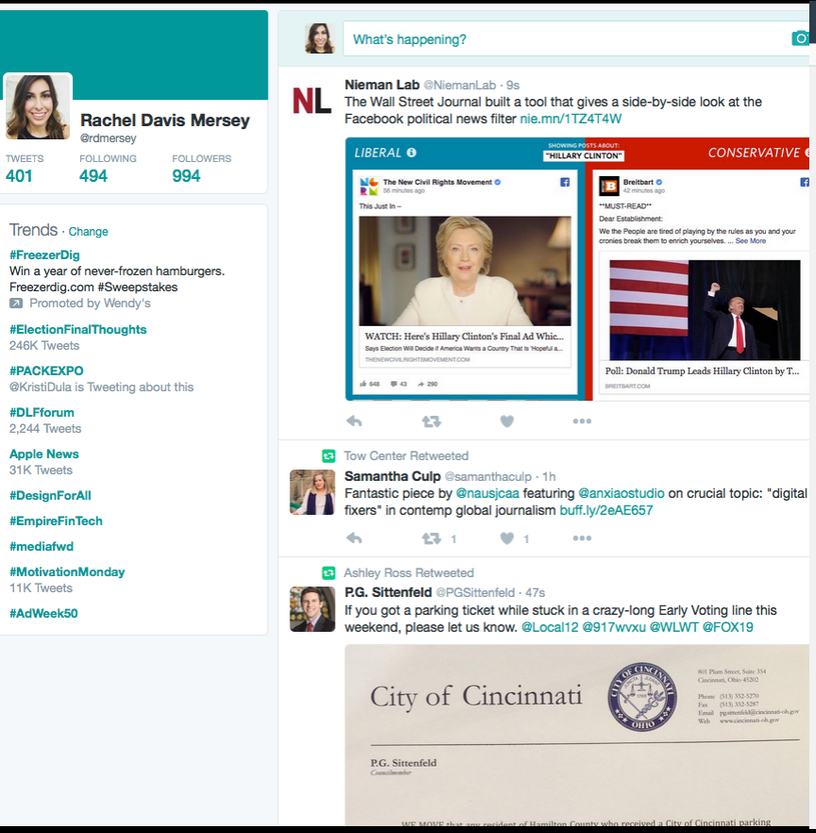
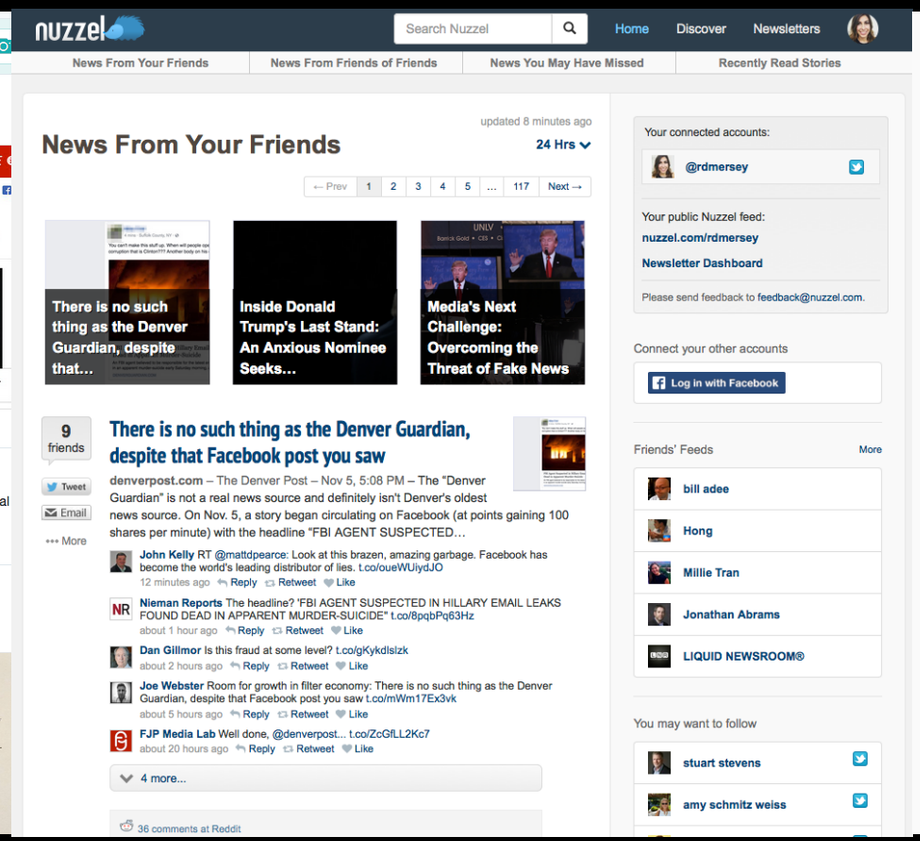
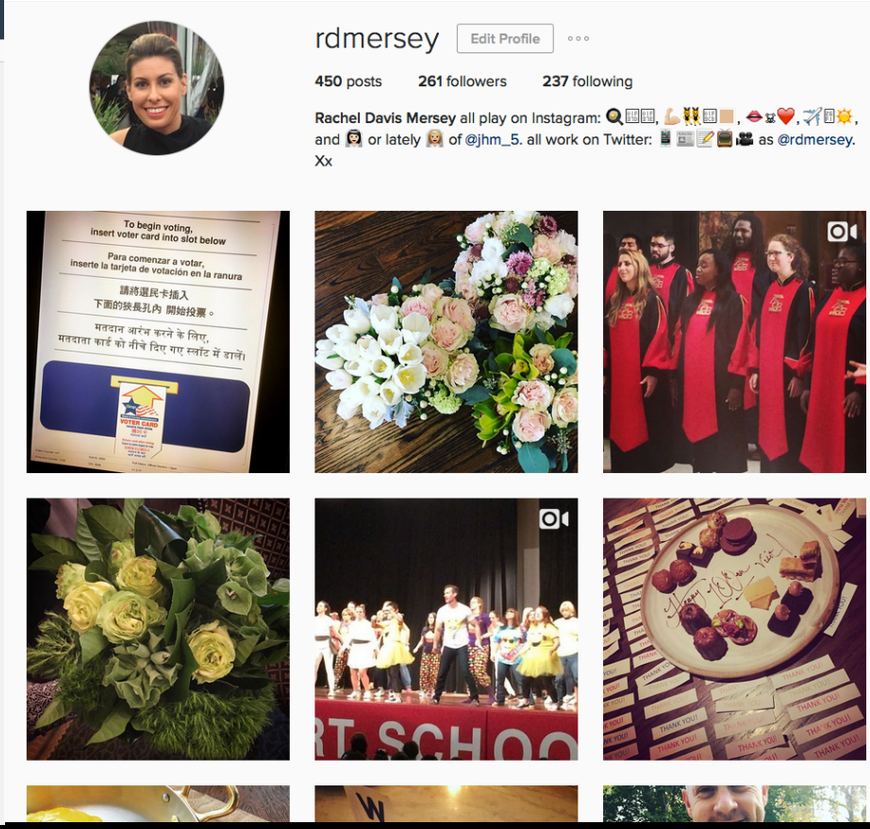
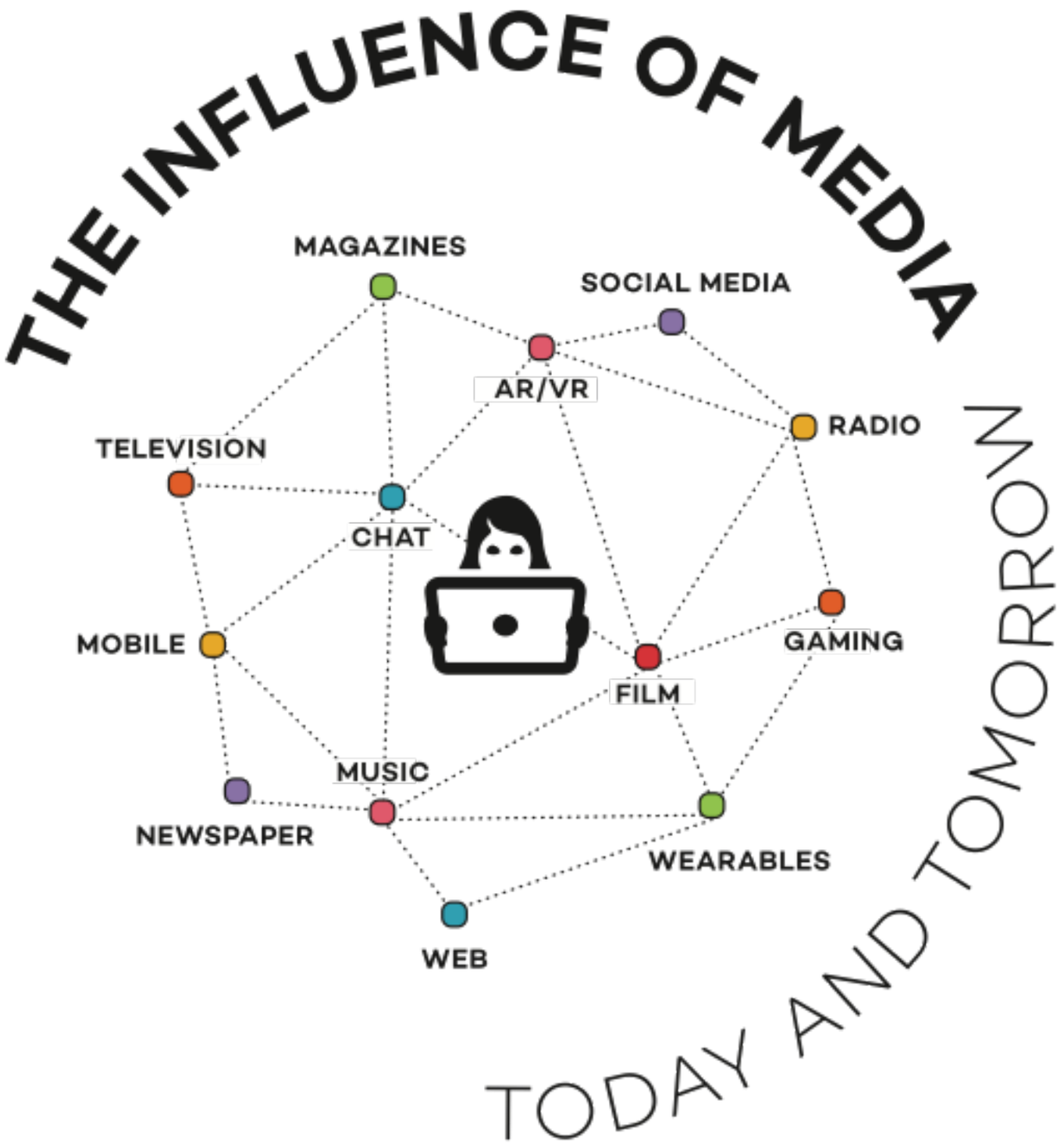






Organize and diversify your social media channels

Talk in person more with more people who don’t look like you and don’t think like you, and really listen



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