

The Reign of the Media: How the Media Affects Modern Politics

Annika Massey

UC Irvine Department of Political Science

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Abstract/Introduction:

Media bias runs rampant throughout our modern political culture, with the implementation of deceitful tactics like selective reporting, warping the consumer's outlook on political issues. This media strategy seeks to mislead the public based on the assumption of consumer reliance on platforms that coincide with their preexisting beliefs¹. With this presumption in mind, existing research depicts that two different news platforms covering the same topic may present two different coverage assessments depending on the evidence they choose to extract from said topic. Individuals exposed to this type of affirmative commentary are at risk for falling victim to admission into an echo chamber². In my own research, I synthesize pre-existing media bias research to further outline and strengthen the correlation between media bias and the perpetuation of political echo chambers and how this, in turn, fosters political polarization. I examine and extract meaningful evidence from relevant archives culminating in an analysis of their cohesion. Additionally, I utilize a media database, GDELT, to further exemplify the ways in which selective reporting is used in mainstream media platforms. This platform allowed me to hone into the keywords "COVID" and "ICE", yielding data that gave me insight into the volume and framing of each issue, pertinent to a particular media forum. Ultimately, bias in the media tends to lead to polarization, and consequently the formation of in-group echo-chambers. A corrupt and polarized view of American politics can have dangerous implications for the country, most importantly being an erosion of the democratic processes upon which the country was founded.

¹ Yi Zhu, "Selective Reporting of Factual Content by Commercial Media," *Journal of Marketing Research* 52, No. 1 (February 2015), pp. 57. <https://www.jstor.org/stable/43832342>

² Thi Nguyen, "Escape the echo chamber," *Aeon*, 9 April 2018, <https://aeon.co/essays/why-its-as-hard-to-escape-an-echo-chamber-as-it-is-to-flee-a-cult>

Literature Review:

The media's pervasive influence over American politics is tolerated by the United States democracy, through the consequences that follow the news' tendency to selectively report on issues that maintain the political agenda of their favored political party. With a duty to be the providers of factual content to their consumers, news outlets often use selective reporting as a loophole to continue to provide the truthful information upon which individuals form the basis of their knowledge, opinions, and political perspectives (Yi Zhu, "Selective Reporting of Factual Content", 57). Their commentary, coupled with the intentional omission of facts, have increased in recent years in order to pander to the political standing of the consumer (ibid, 56). Although, the author notes that these intended media "slants"³ are authorized on the basis that consumers typically rely on outlets that coincide with their preexisting beliefs⁴. Namely, Zhu and Dukes present an example utilizing stories from two media outlets, CNN and the New York Times, which both covered Global Warming. However, each article took different stances on the issue, utilizing out-of-context data to support their conclusions in order to appeal to the political standing of their respective audiences (Yi Zhu, "Selective Reporting of Factual Content", 57). Another scholarly article delves into selective reporting in the context of conflict. Zhukov and Baum explain how prevalent media tactics are used in modern conflicts like the Russia-Ukraine war by implementing side-specific coverage to cater to their audience-pool to convey certain messages⁵. The implications of this media bias can be dangerous, as individuals who are exposed

³ Yi Xiang, "News Consumption and Media Bias," *Marketing Science* (2007): 26, quoted in Yi Zhu, "Selective Reporting of Factual Content by Commercial Media," *Journal of Marketing Research* 52, No. 1 (February 2015), pp. 57. <http://www.jstor.org/stable/43832342>

⁴ Josh Klayman, "Varieties of Confirmation Bias," *Psychologies of Learning and Motivation* (1995), and Rabin, Matthew, "First Impressions Matter: A Model of Confirmatory Bias," *Quarterly Journal of Economics* (1999): 114, quoted in Yi Zhu, "Selective Reporting of Factual Content by Commercial Media," *Journal of Marketing Research* 52, No. 1 (February 2015), pp. 57. <http://www.jstor.org/stable/43832342>

⁵ Yuri Zhukov, "How Selective Reporting Shapes Inferences About Conflict," *University of Michigan* (Unpublished), 7 October 2016, pp.1. https://sites.lsa.umich.edu/zhukov/wp-content/uploads/sites/140/2017/04/2016_ZhukovBaum_Unpublished.pdf

to these tactics are only shown the tip of the iceberg. Therefore, these fragments of any given story are the viewer's sole source of information, forging their perception of the issue. Thus, the implied dangers of media techniques, such as selective coverage, is the unmitigated polarization that overcomes a population of individuals (ibid). In another study led by Pew Research center, the evidence they gathered led to the conclusion that the media source of the consumer is a determinant in the beliefs of American media consumers⁶. In particular, in a survey conducted among consumers of notoriously right-wing news outlets (like Fox News) and left-wing media outlets (CNN and MSNBC), reports displayed that more individuals who consumed Fox News tended to believe there was a correlation between mail-in ballots and voter fraud compared to those who engaged with outlets like CNN and MSNBC⁷.

With these ideas in mind, arguably, one of the media's main interests is reiterating the political agenda of the members of their partisan bandwagon. Researchers assert that partisan media outlets emphasize issues regarding "political logic", concepts that work to prioritize the expansion of power⁸. Further, in order to adhere to the confines of the political denomination they care to promote, media platforms choose to selectively report. The concept of selective reporting utilizes two deceitful tactics to entice and convince viewers of their credibility: volume and tone. Volume refers to the quantity of coverage involving a certain issue. The extent to which a certain idea is mentioned, whether in a good or bad context, can easily conquer the minds of

⁶ Amy Mitchell, "Misinformation and competing views of reality abounded throughout 2020," *Pew Research Center*, 22 February 2021, <https://www.pewresearch.org/journalism/2021/02/22/misinformation-and-competing-views-of-reality-abounded-throughout-2020/>

⁷ "How Americans Navigated the News in 2020: A Tumultuous Year in Review," *Pew Research Center* (2020), quoted in Amy Mitchell, "Misinformation and competing views of reality abounded throughout 2020," *Pew Research Center*, 22 February 2021, <https://www.pewresearch.org/journalism/2021/02/22/misinformation-and-competing-views-of-reality-abounded-throughout-2020/>

⁸ Jessica Sparks, "At the Extremes: Assessing Readability, Grade Level, Sentiment, and Tone in US Media Outlets," *Journalism Studies* 24, No. 1 (2023), pp. 26. doi.org/10.1080/1461670X.2022.2142646

those consuming and engaging with the report. As cited in research, Berry and Sobieraj assert that it is within the incentive of a partisan media outlet to reiterate and expand upon particular issues that pertain to the political group they coincide with, whether in a positive or negative context⁹. The objective of increasing the magnitude with which an issue is covered is corroborated by the fact that "repetition and familiarity improve recall and credibility"¹⁰. The other factor to consider when looking into the tendencies of selective reporting in the media is the tone they utilize when articulating their narrative about a political issue. Specifically, evidence depicts that issues that are framed in a "right/wrong" manner indicate their relation to radicalization, rather than fact¹¹. The partisan media outlets who provide access to this information use tone to create an "us vs them" narrative by taking factual content out of context or framing information in a black and white way in order to foster a more polarized consumer pool. Research points to evidence that supports the fact that employing an approach like this is the intent of partisan media efforts¹². Namely, news platforms implement such selective reporting tactics to increase political divisions, which, aforementioned, hints at extremism.

Such radicalization can put viewers at risk for confinement in an echo chamber, wherein consumers are manipulated by the consistent endorsement of the preferred narrative of the media

⁹ J.M. Berry, *The Outrage Industry: Political Opinion Media and the New Incivility* (New York, NY: Oxford University Press, Incorporated, 2014), quoted in Jessica Sparks, "At the Extremes: Assessing Readability, Grade Level, Sentiment, and Tone in US Media Outlets," *Journalism Studies* 24, No. 1 (2023), pp. 27. doi.org/10.1080/1461670X.2022.2142646

¹⁰ Robert M. Faris, "Partisanship, Propaganda, and Disinformation: Online Media and the 2016 U.S. Presidential Election," *Berkman Klein Center for Internet & Society Research*, (2017): pp. 130. <http://nrs.harvard.edu/urn-3:HUL.InstRepos:33759251>

¹¹ P.E. Tetlock, "Cognitive Style and Political Belief Systems in the British House of Commons," *Journal of Personality and Social Psychology* 46 (1984), quoted in Jessica Sparks, "At the Extremes: Assessing Readability, Grade Level, Sentiment, and Tone in US Media Outlets," *Journalism Studies* 24, No. 1 (2023), pp. 27. doi.org/10.1080/1461670X.2022.2142646

¹² Robert M. Faris, "Partisanship, Propaganda, and Disinformation: Online Media and the 2016 U.S. Presidential Election," *Berkman Klein Center for Internet & Society Research*, (2017), quoted in Jessica Sparks, "At the Extremes: Assessing Readability, Grade Level, Sentiment, and Tone in US Media Outlets," *Journalism Studies* 24, No. 1 (2023), pp. 26. doi.org/10.1080/1461670X.2022.2142646

platform. Echo chambers are stagnant channels of information that perpetuate existing attitudes through excessive repetition and by actively demeaning the opposition, or those that don't align with the outlooks of their own (Thi Nguyen, "Escape the echo chamber"). Therefore, the credibility of the dominant forum is amplified, while its "rival" is denoted as untrue or untrustworthy. Researchers detail that the echo chamber in which an individual is involved is determined by their media environment¹³. Further, the self-enforcing immortality of an echo chamber is maintained by selective reporting of the media forum. The quantity (volume) that news networks choose to cover an issue inherently magnifies catered messages, resulting from the tendency of viewers to consume information corresponding to their previously held opinions (ibid). Likewise, the framing (tone) that outlets utilize perpetuate the black and white narrative which results in a stagnant flow of information and lack of diversity in comprehensive education on an issue, which insulates consumers (ibid).

In turn, the political insulation and embellishment of existing views can have dangerous implications. According to research, political polarization alludes to the partisan divide that culminates from the progression of each political party (Democrats and Republicans) to a more extreme end of the political spectrum¹⁴. Namely, Republicans (the right) and Democrats (the left) diverge further from the center toward their respective ends¹⁵. Existing studies depict modern-day examples regarding the impacts of polarization on issues such as COVID-19,

¹³ Amy Arguedas, "Echo Chambers, Filter Bubbles, and Polarisation: a Literature Review," *Reuters Institute For the Study of Journalism*, (2022): pp. 10. DOI: 10.60625/risj-etxj-7k60

¹⁴ Jeremy Stoddard, "The Effects of Political Polarization on Social Studies Education and What We Should Do," *Social Education* 88 (January/February 2024), quoted in "Political Polarization in the United States," *Facing History and Ourselves* (Updated August 2024).

<https://www.facinghistory.org/resource-library/political-polarization-united-states#citation-information-1628>

¹⁵ "Political Polarization in the American Public," *Pew Research Center* (June 12, 2014), quoted in "Political Polarization in the United States," *Facing History and Ourselves* (Updated August 2024).
<https://www.facinghistory.org/resource-library/political-polarization-united-states#citation-information-1628>

wherein two incongruent frames of the pandemic were conveyed to their audiences, illustrating the immensely visible repercussions of polarization on the political community¹⁶.

Given the ideas and studies extracted from previous research, in my own analysis and research, I expect to enhance the correlation between selective coverage, the development of echo chambers and its catalyzation in political polarization. I hypothesize that the media's pervasive role in the political sphere, which is tolerated and upheld by American democracy, prompts a toxic political culture with the prevalence of echo chambers and consequently an increasingly partisan nation, which in turn disintegrates the democratic processes upon which the United States was founded. The aforementioned research provides the framework and relevance for my applied investigation. It is necessary to disclose the importance and rampancy of selective reporting in the media, as well as its applied tactics: volume and tone, as many consumers are unaware of their existence. Additionally, it is significant to acknowledge echo chambers and their implications for those unintentionally engaged, as many victims are unaware of their presence, let alone their inadvertent admission. Exhibiting awareness of these notions will provide foundation for the analysis and research to come, and will further assist in unveiling and understanding the correlation and implications of the reign of the media.

Methodology:

In my own examination and research, I found it helpful to utilize academic archives and research to compound a foundational education on selective reporting in the media, how tone and volume are used as methods of credibility, and the formation of echo chambers and polarization. Through this research, I was able to determine that two different news platforms covering the

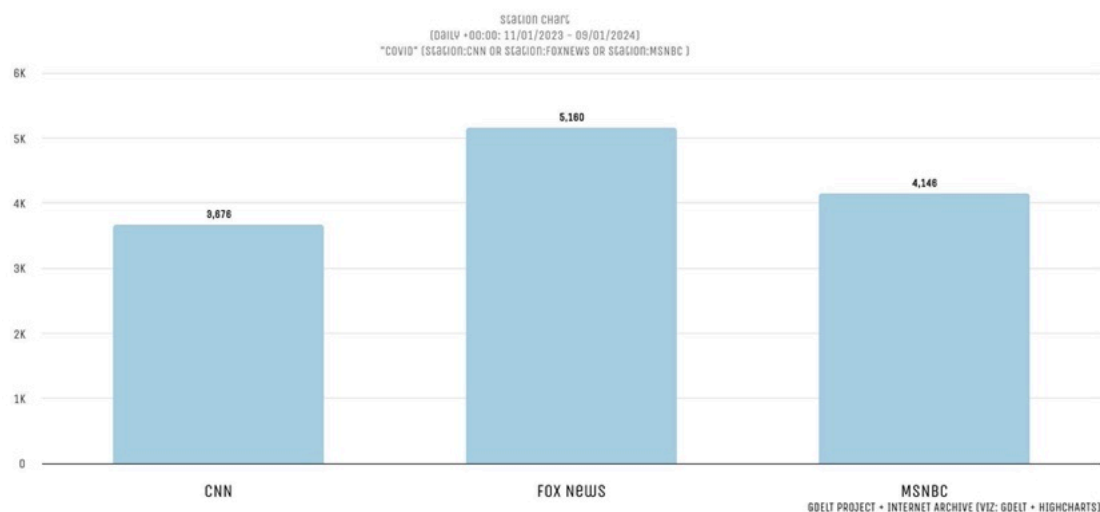
¹⁶ J. Green, "Elusive consensus: Polarization in elite communication on the COVID-19 pandemic," *Science Advances* (2020), quoted in Amy Arguedas, "Echo Chambers, Filter Bubbles, and Polarisation: a Literature Review," *Reuters Institute For the Study of Journalism*, (2022): pp. 26. DOI: 10.60625/risj-etxj-7k60

same topic may present two different coverage assessments depending on the evidence they choose to extract from any given topic. Consequently, individuals exposed to this type of affirmative commentary are at risk for falling victim to admission into an echo chamber (ibid, <https://aeon.co/essays/why-its-as-hard-to-escape-an-echo-chamber-as-it-is-to-flee-a-cult>). Additionally, I looked into statistics regarding the interplay between source choice and an individual's tendency to remain loyal to their source. Finally, I utilized a media database, GDELT, to further exemplify the ways in which selective reporting is used in mainstream media platforms. My datasets generated by GDelt were pulled specifically from Television News Internet Archives. I chose to cater my research on this platform within the scope of the year before the 2024 election, as I felt that many political issues would resurface and peak in the media, and thus greater exemplify the media's reporting inclinations. I specifically examined the keywords "COVID" and "ICE" in the year preceding the 2024 election. The output gave me a chart depicting the quantity of times each word was covered (volume) per media platform (like Fox, CNN, MSNBC), as well as displaying specific clips from the same news platforms which utilized or covered each issue, depicting the framing or tone of the issue. Further, I examined the way in which two different media outlets framed each keyword, and was able to identify clear differences in the way in which and quantity that they covered either "ICE" or "COVID". Finally, after acquiring this information I conducted an analysis regarding the interplay of all of the factors I researched, and determined their relevance and implications on the modern political climate.

Analysis:

Below I will present my findings from GDelt under the scope of the keywords “COVID” and “ICE”. All date ranges within the spectrum of my research take place in the year before the 2024 election. Specific dates are visible on each chart.

Figure 1 - “COVID” - Volume¹⁷



After inputting “COVID” within the election year between 11/2023 and 9/2024, GDelt produced this chart depicting the quantity of times each network: CNN, Fox News, and MSNBC stated or covered the word “COVID”. The chart illustrates that during the date range, Fox News exhibited the greatest volume of mentions of the pandemic, with over 5,500 times. CNN demonstrated the lowest quantity, at just over 3,500 mentions. The volumes displayed in the chart in part support the idea that increased mentions of “COVID”, or lack thereof, corroborate either the

¹⁷ “Volume Timeline (1 Nov 2023 - 1 Oct 2024) ‘COVID’ [CNN or Fox News or MSNBC],” *The GDELT Project*, created by Kalex Leetaru, GDELT Project, <https://www.gdeltpoint.org/>. Accessed 30 April 2025.
<https://api.gdeltpoint.org/api/v2/summary/summary?d=iatv&t=summary&k=%22COVID%22&ts=custom&sdt=20231101120000&edt=20241001120000&fs=station%3ACNN&fs=station%3AFOXNEWS&fs=station%3AMSNBC&fdn=raw&svt=zoom&svts=zoom&swvt=zoom&ssc=yes&sshc=yes&swc=yes&stcl=yes&c=1>

magnification or downplay propensity of media coverage concerning issues that align or conflict with their agenda.

Figure 2 - “COVID” Tone (CNN)¹⁸



Figure 2, a clip from CNN on 8/31/2024 depicts former vice president, Kamala Harris attributing the U.S. economic crash to the Trump Administration. Harris asserts that the administration's “mismanagement” of COVID resulted in a fiscal slump, and the recovery of the U.S. economy can be accredited to the Biden-Harris Administration (ibid, :06). Further, Harris argues on behalf of America being the first wealthy country in the world to recover financially from COVID (ibid, :25).

¹⁸ “The First Interview Harris Walz,” *CNN*, Aug. 3, 2024 (6:00pm-7:00pm PDT), *Internet Archive*, https://archive.org/details/CNNW_20240901_010000_The_First_Interview_Harris__Walz_A_CNN_Exclusive/start/512/end/547. Accessed 30 April 2025.

Figure 3 - “COVID” - Tone (Fox News)¹⁹



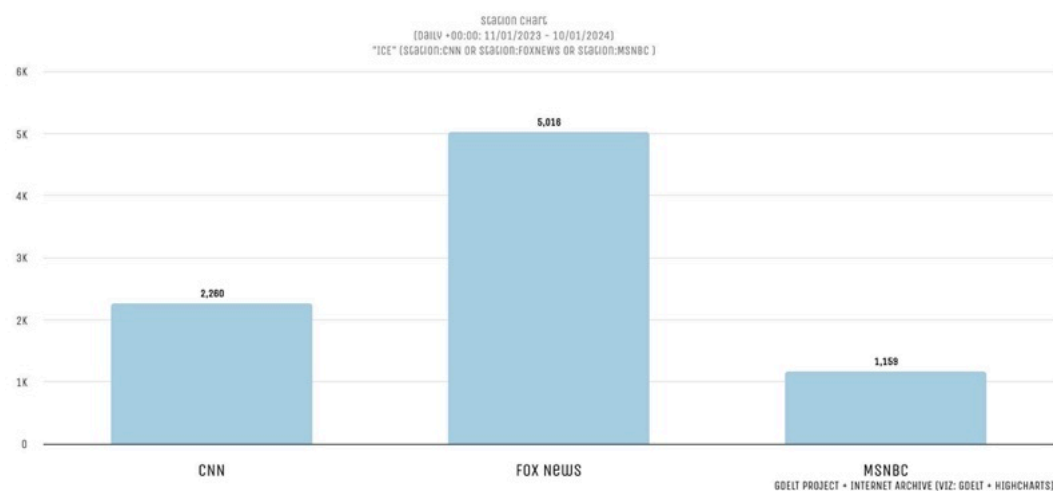
A clip from Fox News on 9/01/2024 is shown in Figure 3. The reporter mentions the increase in hourly wages (7.3%) under the Trump administration during COVID. He follows up by attempting to undermine the Biden Administration's economic efforts by asserting statistics regarding the unemployment rate's increase from 3.7% to 4.3% in 2024 (ibid). Furthermore, the news anchor premises his entire argument on the basis that the economy in 2024 has not improved in comparison to pre-COVID, claiming that the lower median of Americans are worse off (ibid, :06).

Figures 2 and 3 utilize COVID as a catalyst to promote a narrative pertinent to their political agenda. In Figure 2, CNN classifies Donald Trump's handling of the virus as a “mismanagement”, insinuating a critical tone toward the right-wing administration. Further, by comparing Trump's economic negligence during COVID to her own administration's financial rehabilitation, it asserts a “black and white” or “us vs them” tone which inevitability gives Harris the power seat. Contrastingly, in Figure 3, the Fox News clip utilizes employment and salary

¹⁹ “Fox Report With Jon Scott,” *FOX News*, Sept. 1, 2024 (3:00-4:00pm PDT), *Internet Archive*, https://archive.org/details/FOXNEWSW_20240901_220000_Fox_Report_With_Jon_Scott/start/1391/end/1426. Accessed 30 April 2025.

statistics surrounding COVID to frame their argument, distinguishing themselves as capable and their opponents as incapable. This framing tactic forges the implication that Trump’s economic recovery under COVID, compared with Biden’s failure to make change happen makes Donald Trump the obvious choice as a presidential candidate, once again generating an “us vs them” narrative to promote their agenda. Ultimately, both figures portray the way in which COVID can be framed or constructed by utilizing a different tone and context through emphasis on different attributes. The motive of each media platform is committed to furthering the candidacy of their respective presidential nominee, which is dependent on the political skew of the network.

Figure 4 - “ICE” Volume²⁰



Similar to Figure 1, Figure 4 shows a chart generated by GDELT concerning mentions and coverage of “ICE” (U.S. Immigration and Customs Enforcement), between 11/2023 and 10/2024. Fox News undoubtedly illustrates a clear lead of mentions, with an almost 3,000

²⁰ “Volume Timeline (1 Nov 2023 - 1 Oct 2024) ‘ICE’ [CNN or Fox News or MSNBC],” *The GDELT Project*, created by Kalex Leetaru, GDELT Project, <https://www.gdeltpoint.org/>. Accessed 30 April 2025.
<https://api.gdeltpoint.org/api/v2/summary/summary?d=iatv&t=summary&k=%22ICE%22&ts=custom&sdt=2023101120000&edt=2024100120000&fs=station%3ACNN&fs=station%3AFOXNEWS&fs=station%3AMSNBC&fdn=raw&svt=zoom&svts=zoom&swvt=zoom&ssc=yes&sshc=yes&swc=yes&stcl=yes&c=1>

statement discrepancy between its runner-up, CNN, who holds the second highest volume of “ICE” mentions, at 2,260. This large disparity in quantity of “ICE” coverage between Fox News and CNN and MSNBC showcases the political objective held by each network. For instance, the political motive of Fox News may require a centralization of border security, prompting their prioritization of the topic, while CNN and MSNBC may center their focus on other concepts that better align with their agenda. Ultimately, these tendencies regarding the volume of coverage assist in shifting the focus of the media outlet’s audience toward a desired viewpoint or narrative.

Figure 5 - “ICE” - Tone (CNN)²¹



Figure 5 is a clip from CNN on 9/30/2024. They cover the U.S. Immigrations and Customs Enforcement with the premise surrounding Trump’s hostile and embellished language about migrants who reside in the United States. CNN reports that Donald Trump asserted a false claim about the number of murder pardons the Biden Administration allowed, falsely painting migrants as criminals (ibid, :08).

²¹ “The Lead With Jake Tapper,” *CNN*, Sept. 30, 2024 (1:00pm-2:00pm PDT), *Internet Archive*, https://archive.org/details/CNNW_20240930_200000_The_Lead_With_Jake_Tapper/start/1702/end/1737. Accessed 30 April 2025.

Figure 6 - “ICE” - Tone (Fox News)²²



A clip from Fox News appears in Figure 6 describing how ICE captured a group of sex offenders, describing them as “gotaways” (ibid, :08). The anchors in the clip insinuate that there may be a lot of migrants who came into the U.S. unlawfully, as they detail the fact that ICE has had activity similar to this instance in recent time (ibid, :14).

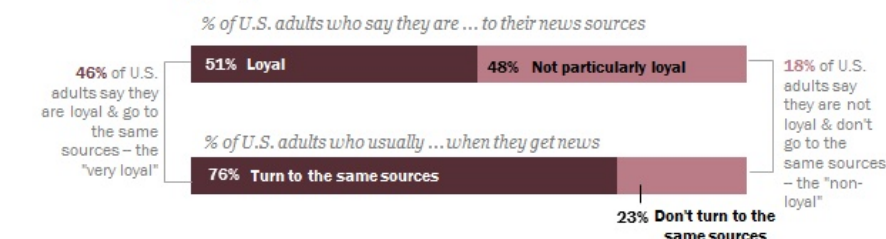
In cohesion with the framing and tone patterns mentioned with regard to “COVID”, the clips in Figures 5 and 6 use similar patterns to elevate their agendas and enhance their credibility. The clip in Figure 5 snips a clip from one of Trump’s speeches wherein he attempts to quote a statistic from ICE, instead exaggerating the number of convicts pardoned by Biden and Harris - grouping them with migrants in the United States. The clip’s headline connotes a negative tone by grouping Kamala Harris and migrants in the apparent “attack” by Trump (CNN, “Jake Tapper”), forging an “us vs them” narrative for consumers. In the latter, Figure 6, the Fox News clip highlights instances where ICE can be framed as the hero of apprehending criminals denoted as sex offenders, while simultaneously stating their unlawful status as a citizen of the U.S..

²² “America’s Newsroom,” *FOX News*, Oct. 1, 2024 (6:00am-7:01am PDT), *Internet Archive*, https://archive.org/details/FOXNEWSW_20241001_130000_Americas_Newsroom/start/1965/end/2000. Accessed 30 April 2025.

Similarly, the dichotomy that Fox News presents between ICE as the hero and their stated association between the sex offenders and their immigration status creates a black and white narrative, molding the impression of their audience on the issue.

Figure 7: Pew Research Center “Source Loyalty”²³

Attitudinally, Americans are split in their loyalty to news sources; behaviorally, they are overwhelmingly loyal



Note: “No answer” not shown.
 Source: Survey conducted Jan. 12-Feb. 8, 2016.
 “The Modern News Consumer”

PEW RESEARCH CENTER

Figure 7 is a chart from Pew Research Center. It illustrates a study done on U.S. adults on their perceived media source loyalty versus their actual source choice tendency when pursuing information. Compared to their perception of loyalty, at 51% stating they tend to stay loyal, the reality demonstrates that 76% of U.S. adults “turn to the same sources” (ibid) when seeking out news.

The data in Figure 7 supports the point that consumers are shackled within a fixed network of news outlets, demonstrating the authoritative grasp that the source has over their audience. With a stagnant supply of information, consumers are left with only one narrative: that which pertains to the agenda of their principal source. Thus, with a devoted audience, sources have little-to-no incentive to diversify their coverage to promote a more comprehensive political

²³ Amy Mitchell, “Loyalty and Source Attention,” *Pew Research Center* (The Modern News Consumer), July 7, 2016. <http://pewrsr.ch/29qjj04>. Accessed 30 April 2025.

education, and almost every reason to determine which tone and volume of coverage aligns most with their political narrative.

Discussion/Implications:

The research I conducted pursued the association between the tendency of the media to write their own political narrative to fulfill an agenda, the formation of echo chambers and consequently deeper rooted polarization and partisan political factions. Through a comprehensive and detail-oriented examination at archives regarding these individual factors, as well as the generation of my own data-sets with the help of GDelt, I was able to discern that there is a correlation between selective reporting in the media and the formation of echo chambers which in turn lead to increased polarization in American politics.

Pertaining to the data from my research, I used datasets and news clips from GDelt that were contingent upon the keywords “COVID” and “ICE”, concentrated on the year before the 2024 election. The data I extracted from both words demonstrates two phenomena: an inconsistent volume of coverage (depicted in Figures 1 and 4), as well as a difference regarding how the media platform framed the words (as seen in Figures 2, 3, 5 and 6). Further, the discrepancy in this data allows me to infer that trends in the media used to selectively report, like strategically quantifying or catering the framing of coverage of an issue, are used to tailor the narrative to correspond with their overall political agendas.

In cohesion with this evidence, Figure 7 presents information corroborating the tendency of most media consumers to return to their trusted source for news. Moreover, the 76% of U.S. adults illustrated by the chart implicitly outlay a correspondence between an unvaried source reliance and stagnant political information. Further, with the knowledge of both selective

reporting and source loyalty, the aggregate of these factors results in a lack of comprehensive understanding of the realities of a situation. Thus, a deficiency of information arises among media consumers, which is inherently propagated by the source itself, who uses selective coverage as leverage to continue to reinforce their favored political agenda, as well as belittling and censoring that of the political opposition. Ultimately, as discussed in my literature review, this criteria is exactly what constitutes admission to and formation of an echo chamber, sometimes unbeknownst to the consumer, furthering the already existing polarizing divide between viewers imprisoned by the margins of the media chamber to which they belong.

Finally, the democratic process, upon which the United States was founded, becomes eroded with the recurrence of stale information cells. When the consumer rejects variety in their source inventory, they become isolated by the enablement of both the distrust of the “other” and the magnification of their own views, creating an “us vs them” narrative. In this format, consumers are fed magnified or out of context information, therefore formulating the basis of their vote. They become a “slave” to the political agendas of the media, and are therefore unable to make a fully educated decision on the best policies for our country.

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