

## Index

- abortion, 170, 174, 180, 288  
 abstraction-based stereotyping, 80, 165–166, 170  
 accentuation principle, 162, 164  
 Accuracy Study, 17, 190, 207, 287–288  
   analysis of, 207  
   data generation for, 307  
   introduction of, 17  
   sample used for, 291  
   subject participation in, 190  
 active exposure, 115  
 affective polarization, 5, 7, 77–78, 86, 89–90, 148, 164, 197, 217, 227–228, 232–233  
   behavioral consequences of, 233  
   definition of, 5, 78  
   elite cues and, 90  
   END interactions facilitating, 77  
   evidence for in ANES data, 228  
   measurement of, 86, 232  
   previous evidence for, 6  
   recognition of political identity and, 148  
   social identity theory and, 164, 197, 217  
   social networks and, 89  
 affordances, 8–10, 15, 19, 21, 23–25, 29, 50, 56, 61, 69, 80, 97, 237–239, 243–244, 247–255  
   active perspective taking and, 255  
   changes to, 19, 24, 243–244, 246–254  
   convergence of on Facebook, 9–10, 15, 21, 25, 29, 50, 56, 69, 97  
   definition of, 8, 23  
   mapping to outcomes, 237–239  
   news production and, 61  
   social distancing behaviors and, 80  
 aggregated information, 41–42, 186, 289  
 Ahler, Douglas J., 169  
 Allport, Gordon, 211  
 Amazon’s Mechanical Turk, 54, 151, 288, 291  
 American National Election Study 1997 pilot study, 169  
 American National Election Study (ANES), 6, 85, 163, 226–227, 289–290, 296, 307  
 American Trends Panel 2014, 184  
 anchoring effects, 186  
 Anspach, Nicolas, 40, 64, 190  
 apolitical content, 126  
 Arab Spring, 236  
 Arceneaux, Vin, xv, 13, 64, 91, 94, 224  
 asynchronicity, 25  
 authoritarianism, 81  
  
 Barbera, Pablo, 234, 242  
 Berelson, Bernard R., 85  
 biased reasoning, 63  
 Black Lives Matter, 151, 288, 307  
 broadcast news, 20, 24, 59, 64, 244  
 bumper stickers, 58, 195  
 by-product learning, 64  
  
 cable news, 7, 13–14, 62, 91, 94, 119, 166, 224, 228  
 Campbell, Angus, 85  
 captive audience, 59, 64  
 Carlson, Taylor, 250  
 categorization, 94–98  
 category-based expectancies, 166

- Chick-Fil-A story, 121, 126–127, 138, 149, 249
- citizenship, 197–201, 217, 234
- civility, 69, 95, 253
- clickbait, 24, 72
- Clinton, Hillary R., 91, 151, 183, 194, 241, 288–289
- coast of Bohemia, 235
- cognitive availability explanation, 183
- cognitive bias, 18, 196
- cognitive heuristics, 160, 200
- collective action problems, 23, 254
- collective opinion, 183
- composting, 57
- compromise, 70, 240–241
- conflict avoidance scale, 114
- conformity, 23
- Congress, 240
- consensus, 30–31, 57, 70, 80, 84
- consumption of END content, 15
- conceptualization of, 47–49, 51
- consequences of, 15, 79–80, 94–95, 132, 143, 180, 196, 204, 209, 214–216
- correlates of, 117
- description of, 34
- frequency of, 44–47
- inadvertent exposure and, 64, 71, 158
- measurement of, 115, 133, 230–231
- similarities to offline behavior, 59
- contagion, 31
- Converse, Philip, 2, 85
- Cooperative Congressional Election Study, 227, 307
- core flow state, 22
- corporate responsibility, 254
- country music, 129
- cross-cutting exposure, 68–69, 82, 89
- cross-cutting identities, 177, 184, 208, 242, 251
- cross-cutting ties, 65, 244, 252–253
- crowdsourcing, 62, 248, 291
- culture war, 82–83, 164
- cyber-bullying, 23
- Dakota Access pipeline, 56
- Darnton, Robert, 20
- degrees of separation, 58
- deliberation, 69–70, 252, 254
- deliberative forums, 69–70
- Delli Carpini, Michael, 60
- Democratic Party, 81, 122
- DiDonato, Theresa E., 96
- differential accuracy in group characterization, 96
- digital age, 255
- digital soapbox, 29, 246
- digital technology, 24
- digital town square, 95
- discussion network, 65, 68, 89, 113, 166, 184, 200, 231, *See* political discussion network
- dosage treatment, 160, 232
- Dunbar's Number, 28
- echo chamber, 143, 184, 198, 208
- ecosystem, 4, 8–9, 15, 32–34, 37, 50, 53, 59
- editorial curation, 62
- elite cues, 7, 89–91
- elite endorsement, 10, 59, 61, 134, 241
- Emily Post Institute, 102
- END Framework, 15–16, 18, 49, 51, 71, 93–95, 112, 135, 147, 159, 162, 186, 197, 228, 231, 236, 243, 252, 298
- causality, 79–80, 92, 101
- consumption of content, *See* consumption of END content
- context dependency of, 244
- critique, 195
- encountering content, *See* consumption of END content
- expectations of, 73
- generalizability, 237
- interaction, 103
- intergroup behavior and, 93
- overview of, 15–16, 49, 50–51, 71
- pattern of findings, 50, 64, 70–71, 75–76, 94, 96–97, 146, 197
- six informative signals of END interaction, 41
- Social Network Study, *See* Social Connections Battery
- END Framework Survey, 43, 53, 55, 66, 74–75, 101, 103, 105–108, 113, 137, 140, 180, 188, 215, 226, 285–286, 303
- endorsement, 41–42, 58, 64, 66, 95, 121
- engaged public, 2, 13, 81
- environmental protection, 122
- Eriksson, Kimmo, 233
- Etiquette*, 102
- evolutionary psychology, 23
- expression cue, 41, 43, 95, 307
- expressive identities, 88
- expressive partisanship, 240, 252

## Index

311

- Facebook, 2–3, 8, 25–27, *See also* status update, *See also* News Feed  
 Activity Log, 40  
 algorithm, 43, 45, 62–63, 109, 116, 119, 184, 222  
 audience, 10, 29, 37, 55, 57–58  
 blocking, 222  
 connections, 16, 36, 72, 109–112, 178  
 consumers, 90, 117  
 correlates of use, 12, 286  
 defriending, 222  
 encountering political content, 44, 50, 59, 64, 117, 132–133, 143, 180, 196, 200, 204, 231, *See* consumption of END content  
 expressive reacting, 40, 57–58, 88, 252–253  
 friend, 27–28  
 hiding, 222, 249  
 Ice Bucket Challenge, 48  
 justification for case study, 9, 21  
 network diversity, 167  
 origin, 9–10  
 political content, 231, 245  
 politicized content, 248–249  
 profile, 10, 26–27, 39  
 quantification, 30–31, 40  
 reactions, 30, 189  
 relevancy score, 36, 251, 297  
 social connections, 10, 18, 108  
 tech company, 254  
 third-party source, 35, 128, 247  
 Timeline, 37  
 Trending Topics, 31, 248  
 unfollowing, 222  
 usage frequency, 15, 22, 103–104, 115, 132, 147, 158, 178, 180, 196, 209–210, 214, 216, 224, 231, 302, *See* frequency of Facebook usage  
 usage statistics, 22, 102–103  
 use for news, 14, 168  
 user base, 9–13, 30, 44, 58, 113, 133  
 user interaction, 30, 32–33, 94  
 Facebook Journalism Project, 247  
 face-to-face interactions, 2, 23, 27–28, 39, 58, 65–66, 68–71, 73, 96, 104–105, 108–109, 113, 207, 219, 250, *See also* political discussion  
 fake news, 31, 63, 248  
 false consensus effect, 19, 97, 183–184, 186, 193  
 definition, 183  
 feeling thermometer data, 6, 85–86, 227–228, 232  
 Fezell, Jessica, 64, 71, 190, 243  
 filter bubble, 201  
 Fiorina, Morris, 98  
 Fitzgerald, Jennifer, 120, 122, 132–133, 231  
 fly on the wall effect, 71  
 FOMO (fear of missing out), 23  
 Fox News, 55, 130, 133, 140, 154–155, 157–158  
 framing, 62, 77, 90  
 frequency of Facebook usage, 15, 133, 174  
 demographic factors and, 214  
 effect on confidence in inference, 158, 196, 209–210  
 effect on definition of political content, 132–133  
 effect on exposure to political content, 115–116  
 effect on perceived opinion extremity, 178, 180  
 effect on political inference, 147, 158  
 effect on psychological polarization, 15–16, 175–176, 216, 224–226  
 learning the political views of others, 103, 105  
 measurement of, 231  
 statistics about, 22  
 friends of friends, 98, 177, *See also* second-degree alters  
 friendship formation, 218  
 General Social Survey, 227, 307  
 Generation of END content, 37, 231, 291  
 correlates of, 112–115, 231  
 description and examples of, 37, 60, 66  
 implications of, 134–135, 194, 218, 228  
 measurement of, 133, 230, 297–298  
 motivations for, 72  
 recognition of political knowledge, 207  
 Generation Experiment, 17, 228, 288–289  
 geographic sorting, 82  
 Gilded Age, 254  
 Gladwell, Malcolm, 28  
 Goetz, Thomas, 30  
 Goffman, Erving, 27  
 Google Plus, 11  
 Graham, Jesse, 233  
 Grosser, Benjamin, 30  
 group categorization, 97  
 group differentiation, 164  
 group identity, 15, 93, 162, 202, 228  
 group membership, 93

- group-party linkages, 84  
 gun, 96, 121, 126, 132, 134, 149, 151, 170, 233  
 hashtags, 25, 27  
 Hetherington, Marc J., 241  
 Huckfeldt, Robert, 303  
 Huddy, Leonie, 88, 240  
 Huffington Post, 130, 154–155, 157–158  
 hybrid cars, 122, 126, 134, 138  
 identity management, 30, 245  
 identity recognition, 19, 162, 234  
 identity strength, 137  
 ideological bias, 141–143, 155–156, 159  
 ideological coherence, 97, 163  
 ideological consistency, 5, 152, 162–163, 168, 170–173, 240  
 ideological divergence, 240  
 ideological extremity, 163, 165, 174–178, 233, 307  
 ideological strength, 12, 107, 151  
 illiberal solutions, 245–246  
 immigration, 129, 132, 170, 249, 306  
 Implicit Association Test, 233  
 implicitly political content, 119–120, 125, 130, 137–139, 250  
   as a solution, 249–250  
   conceptualization of, 119–122, 124, 138–139  
   evaluation as political, 126, 130  
   measurement of, 231  
   politically sorted content, 121, 124, 129–130, 135, 138–139  
   politicized issues, 72, 120–121, 124, 138  
 inadvertent exposure, 115, 117, 132, 143, 158, 196, 200, 204, 209, 214, 230. *See* consumption of END content  
 Inference Studies, 17, 101, 123–135, 286–287  
   accuracy in partisan attribution, 150–153  
   assessing ideological consistency, 170–173  
   assessing ideological extremity, 174–176  
   assessing poster partisanship, 143–147  
   consensus in partisan attribution, 148–150  
   evaluating content as political, 125–129  
   introduction of, 17  
   liking content, 187–188  
   role of source cue, 154–158  
   study set up, 123–125, 286–288  
 information exposure, 43, 64, 253  
 informational cues, 19  
 in-group favoritism, 96, 207, 233  
 in-group preferences, 4  
 in-party favoritism, 78  
 Instagram, 27  
 instance-based stereotypes, 80, 165–168  
 institutional change, 244  
 institutional legitimacy, 241  
 intergroup behavior, 93  
 intergroup differentiation, 96  
 intergroup interactions, 15, 93–94, 136, 148  
 interpersonal behavior, 93  
 interpersonal political communication, 2, 22, 68, 114, 195, 251  
 issue ownership, 122  
 Iyengar, Shanto, 78, 86, 233  
*Jacobellis v. Ohio*, 230  
 Jenkins, Henry, 24  
 Johnson, Martin, xv  
 Jones, Edward E., 166  
 Kahneman, Daniel, 186  
 Klar, Samara, 200  
 Krupnikov, Yanna, 200  
 late-night comedy shows, 63  
 learning, 103, 105–110  
 Lelkes, Yphtach, 5  
 Lerman, K., 184  
 Levundusky, Matt, 174  
 Leyens, Jacques-Philippe, 214  
 like button, 10, 24, 33, 186, 252, 301, 307  
 liking, 49, 57–58, 186–190, 251–252  
 linguistic characteristics, 54  
 LinkedIn, 27, 29  
 Lippmann, Walter, 235–236  
 listening, 10, 59  
 majority illusion paradox, 184  
 Mason, Lilliana, 82, 241  
 mass collectives, 92, 183  
 mass media, 10, 14, 20, 24, 36, 59, 62–63, 89–90, 92, 166, 183, 236  
 mass polarization, 5, 244  
 Mechanical Turk. *See* Amazon's Mechanical Turk  
 media sophisticates, 155  
 mega-parties, 82  
 meme, 35, 45, 49, 55–56, 60, 62, 123  
 Messing, Solomon, 242  
 Meyrowitz, Joshua, 27

## Index

313

- microblogging, 21  
 minimal group paradigm, 199  
 mobile devices, 26  
 moderation, 250–251  
 Moral Majority, 183  
 motivated perception, 185–186  
 motivated reasoning, 59, 90, 185, 248  
 MSNBC, 140  
 Munger, Kevin, 243  
 Mutz, Diana C., 89, 92, 183
- name-generator batteries, 303  
 narratives, 80  
 National Security Agency, 105  
 need to belong, 185  
 network culling behaviors, 222  
 new media, 24, 29  
 news  
   aggregation, 72  
   bidirectionality, 61  
   consumption, 90, 254  
   dissemination, 43  
   gatekeeping, 62  
   production, 62, 200  
 News Feed, 35–40, 123, 134, 186, *See also*  
   Facebook  
   algorithm, 35–36, 119, 253  
   ecosystem, 33–37, 101, 115, 245, 247  
   privacy settings, 43  
   scrolling, 14, 43, 143  
 news media, 231  
   labeling, 164  
   public perception, 140  
 non-political content, 57, 103  
 norms  
   norm change, 24, 246  
   platform specificity, 21  
 Nosek, Brian A., 233  
 Nyhan, Brendan, 63
- Obamacare, 170, 249  
 online political identity, 52, 58  
 operational ideology, 163  
 opinion formation process, 199  
 opinion leader, 2, 61, 113, 200, 207–208, 246, 252  
 opt-out phenomenon, 91  
 out-group homogeneity effect, 97, 164, 168–170, 172, 195, 199  
 out-group homogenization, 164, 224, 234  
 out-group prejudice, 162, 164, 166, 177–178, 196–199, 202–203, 211, 214–218, 222, 226, 228, 245, 249  
 out-party prejudice, 87
- Park, Mee-Young, 165–167  
 Parsons, Brian M., 89  
 partisan animosity, 86  
 partisan antipathy, 244  
 partisan bias, 6, 87  
 partisan hostility, 78, 90  
 partisan identity, 6, 17, 52, 65, 86, 89–90, 92  
 partisan media, 7, 87, 90–91  
 partisan pride, 162, 191, 229  
 partisan social psychological attachment, 90, 191, 228  
 partisan sorting, 81  
 partisan stereotypes, 165  
 partisanship, 202, 205, 240, *See* partisan identity  
 partisanship strength, 12–13, 75, 107, 122, 132–133, 141–143, 152, 172, 175–176, 180–181, 187, 203  
 party-stereotypic groups, 169  
 perceived polarization, 5, 19, 83, 90, 168, 173–174  
 persuasion, 66, 71, 83, 242  
 Pettigrew, Thomas, 212  
 Pew Internet and American Life Project, 8, 13, 74, 113, 222–223, 229, 298–301  
 Pew Research Center, 8, 11, 14, 55, 79, 113, 241  
 photos, 26–27, 45, 56, 60  
 Pinterest, 26–27  
*Poetry and the Police*, 20  
 polarization, 83  
   affective, *See* affective polarization  
   attitudinal polarization, 5, 242  
   elite polarization, 4, 6, 78, 80, 98, 163, 200, 232  
   false polarization, 78, 164, 173, 232  
   opinion polarization, 163, 306  
   perceptual polarization, 83, *See also*  
   perceived polarization  
   perceived polarization, *See* perceived polarization  
   psychological polarization, *See* psychological polarization  
   social polarization, 78

- policy preferences, 78–79, 81–83, 85, 98, 163–164
- political cartoons, 2, 129–130
- political competence, 198, 212, 214
- political content consumption, 44–49, 59, 64, 71, 159, 188–190, 215, *See also* consumption of END content
- political content generation, 60, 66, 72, 112–115, 133–134, 194, 207, 209, 218, 226–227, 230, 286, *See also* generation of END content
- political disagreement, 68, 167
- political discussion, 2–3, 7  
 networks, 65  
 offline, 65–66
- Political Discussion Survey, 16, 214, 285
- political expertise, 207–208
- political expression, 18–19, 48, 51–58  
 defining, 57  
 offline, 52–53
- political inference, 19, 52, 57, 147–153, 159–161, 196
- political information seeking, 13
- political interest, 48, 64, 75, 107, 114, 117, 122, 132–133, 135, 142–143, 146, 175, 180, 187, 203, 215–216, 218, 223
- political knowledge, 17, 64, 76, 98, 117, 143, 151, 202–204, 206–208, 210, 213–214, 226
- political learning, 63, 105, 108, 242
- political out-group, 79, 86, 160, 162, 164, 169, 197, 224, 226, 243–244
- political participation, 13, 50, 65, 114, 240
- political signals, 55, 115, 250
- political sophistication, 18, 53, 75, 107–108, 132–133, 143, 158  
 confidence of inferences, 146, 158  
 signal contradicting conditions, 155
- political trust, 241
- political, definition, 120
- politically informative content, 50, 72, 75, 79, 95–96, 103–104, 120, 123, 135, 139, 148, 158, 195, 230  
 consumption of, *See* consumption of END content  
 definition of, 50, 72, 104, 120, 139  
 encountering END content, *See* consumption of END content  
 explicitly political content, 15, 18, 45, 49, 103–104, 119, 123, 125, 129–130, 132, 134–135, 137, 151, 153–154, 158–159, 167  
 exposure to, 95, *See* consumption of END content  
 generation of, *See also* generation of END content  
 implicitly political content, *See* implicitly political content  
 importance of, 135  
 inference about, 96, 158  
 measurement of, 158  
 political humor, 62–63, 129, 150  
 politically sorted content, 121, 123, 129–130, 135, 138–139, *See also* implicitly political content  
 politicized issues, 72, 120–121, 123, 138, *See also* implicitly political content  
 typology of, 124
- pop culture, 96, 129
- positive differentiation, 157
- positive reinforcement, 189, 194, 248
- presidential candidates 2016, 151–152, 228, 288, 307
- profile, 10, 25–27, 55
- profile picture, 35, 39, 48, 55–56, 107
- pseudo-environment, 236
- psychological polarization, 3–5, 76, 79–80, 91, 101, 123, 135, 198, 224, 226–229, 232, 236–237, 239, 297  
 causal inference and, 226–227  
 consequence of, 240–241  
 definition of, 78, *See also* perceived polarization and affective polarization  
 measurement of, 232  
 politically disengaged public and, 91  
 politically informative content and, 123, 135  
 social media interaction and, 4, 76, 79, 101, 198, 224, 236
- public opinion, 235–236
- public sphere, 251, 254–255
- quantification, 15, 29–30, 252–254  
 engagement, 253
- Quattrone, George A., 167
- QZone, 21
- Republican Party, 81, 88, 121, 143, 194
- Robinson, Robert J., 165, 199
- second-degree alters, 177, *See also* friends of friends
- second screen, 25
- selective exposure, 59, 71, 140, 158, 183, 242
- selfie culture, 23

## Index

315

- signaling mechanisms, 41, 137  
 silenced majority, 183  
 Sina Weibo, 21  
 SnapChat, 27  
 snowball sampling, 190  
 Snowden, Edward, 105  
 Snowden-NSA story, 105  
 social categorization, 217–218  
 social commentary, 21, 43, 244  
 Social Connections Battery, 16, 108–109, 286  
 social cue, 40, 42, 66, 72, 162, 186  
 social curation, 61, 72  
 social desirability, 6, 87, 301  
 social distance, 6, 16, 90, 98, 198, 212  
 social feedback, 16–17, 19, 30, 40, 47, 71, 79,  
 97, 119, 168, 186, 190–191, 193–194, 228  
 effects of receiving, 15–16, 19, 168, 189  
 effects on biased reasoning, 79, 97  
 Generation Experiment and, 17, 190–194  
 motivation for providing, 47, 186  
 network composition and, 228–229  
 on political compared to non-political  
 content, 119  
 quantification of, 30, 40, 71  
 social identity theory (SIT), 7, 15, 19, 87–88,  
 162, 164–165, 177, 196, 202–203, 206,  
 214, 217, 224, 233  
 social inference, 18–19, 72, 91, 94, 246, 252, 255  
 social media, 21, 236, 242  
 definition, 8, 25  
 penetration, 21, 31, 231  
 reach, 2, 21, 94, 243  
 Social Network Study, 222, *See also* Social  
 Connections Battery  
*Social Network, The*, 9  
 social networks, 186  
 composition, 162  
 homogeneity, 89, 98  
 homophily, 184–185  
 social polarization, 78  
 social proximity, 214  
 social psychological partisan attachment, 92,  
 114, 191  
 social reinforcement, 190–191  
 social sorting, 82, 232  
 social utility, 189  
 socializing agent, 165  
 sociopolitical correlations, 139  
 soft news, 59, 63–64, 200  
 sorority house, 168  
 source cue, 130, 137, 139–143, 153–158  
 source reliability, 202, 212  
 Southern Realignment, 81–82  
 Standage, Tom, 20–21, 23–24, 29, 31, 244  
 status update, 33, 37, 53–55, 70, 121, 305–306  
 stereotypes, 81, 98, 139, 165–166, 179–182,  
 198, 214–215, 233–234, 236, 245, 255  
 Stewart, Justice Potter, 230  
 stimuli, 17, 123, 128–132  
 strong tie, 28, 66–67, 104, 109, 167  
 Stroud, Natalie J., 140  
 subordinate characteristics, 167  
 superordinate characteristics, 167  
 symbolic ideology, 163  
 symbolic operational paradox, 163  
 System 1 processing, 249  
 Tajfel, Henri, 87, 93, 96–97, 162, 164, 198  
 taxes, 129, 170  
 Thanksgiving Study, 289  
 Trader Joe's, 126, 139  
 Trump, Donald J., 151, 183, 194, 240–241,  
 247, 288–289  
 Tversky, Amos, 186  
 Twitter, 8, 11, 25–27, 123, 234, 237–239, 242  
 two-step flow of information, 59–60  
 unintentional exposure, *See* exposure to END  
 content  
 USA Today, 130, 154–155, 157  
 value-laden judgments, 164, 197  
 variability, 164–165, 167, 169, 174, 249  
 variance in evaluation, 172  
 virality, 30  
 visual lede, 38, 128, 130–132, 140, 144, 146,  
 150, 172, 205, 287  
 voter mobilization, 243  
 voting, 12, 47–48, 117, 218, 226, 289  
 Walmart, 126, 139  
 weak tie, 28, 67, 69, 73, 89, 98, 109, 159, 166,  
 178, 184–185, 212, 245, 249  
 absence of face-to-face relationship with, 98,  
 210–211  
 distinction between strong ties and, 28  
 extremity of viewpoints of friends, 177–178  
 increased likelihood of disagreement with,  
 69, 73, 89  
 instance-based impressions and, 166

weak tie (cont.)

- learning political views of, 109, 160, 185
- political discussions between, 67
- structural importance of, 244–245, 250

Westfall, Jacob, 164

Whole Foods, 139

Willingness to Self-Censor scale, 113

*Writing on the Wall: Social Media – The First  
Two Thousand Years* (Standage), 20

yard signs, 53, 58, 195

zero-sum game, 183

Zuckerberg, Mark, 9, 22, 32