

COMM 1A: MASS MEDIA, SOCIETY, AND DEMOCRACY

FALL QUARTER, 2015-2016

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2015-2016

Building 300: Room 300, MW 1.30-2.50

Outline

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Course requirements



Focus: media as a political institution



Course topics overview

Requirements

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Exams

- Two exams – midterm and non-cumulative final (100 points each)

Paper

- Research paper – based on an original content analysis of a news source monitored over five days (6-8 pages, worth 140 points); paper proposal deadline – Nov 2

Participation

- Participation in Comm. Dept. experiments subject pool (5 points)
- Section participation (25 points)

Overall Grade

- A = 93 percent, B = 85 percent, C = 75 percent

Media as a Political (“fourth branch”) Institution

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Political Autonomy

- Maintain independence from government and political advocacy organizations

Watchdog Function

- Monitor the actions of government, civil society institutions & officials

Public Sphere (Informed Public)

- Deliver information on issues of the day, provide exposure to a wide range of political and cultural perspectives

Electoral Forum

- Permit candidates, parties and other groups opportunities to make campaign presentations before a mass audience

I. Information as Power

Weeks 1-3; Limits on Press Freedom; Ownership and Censorship

Djankov et al., [Who Owns the Media](#);

Gehlbach, [Reflections on Putin and the Media](#); McMillan

and Zoido, [How to Subvert Democracy](#); King et al., [How](#)

[Censorship in China allows Government Criticism but](#)

[Silences Collective Expression](#); Shirk, [Changing Media,](#)

[Changing China](#)

Information as Power

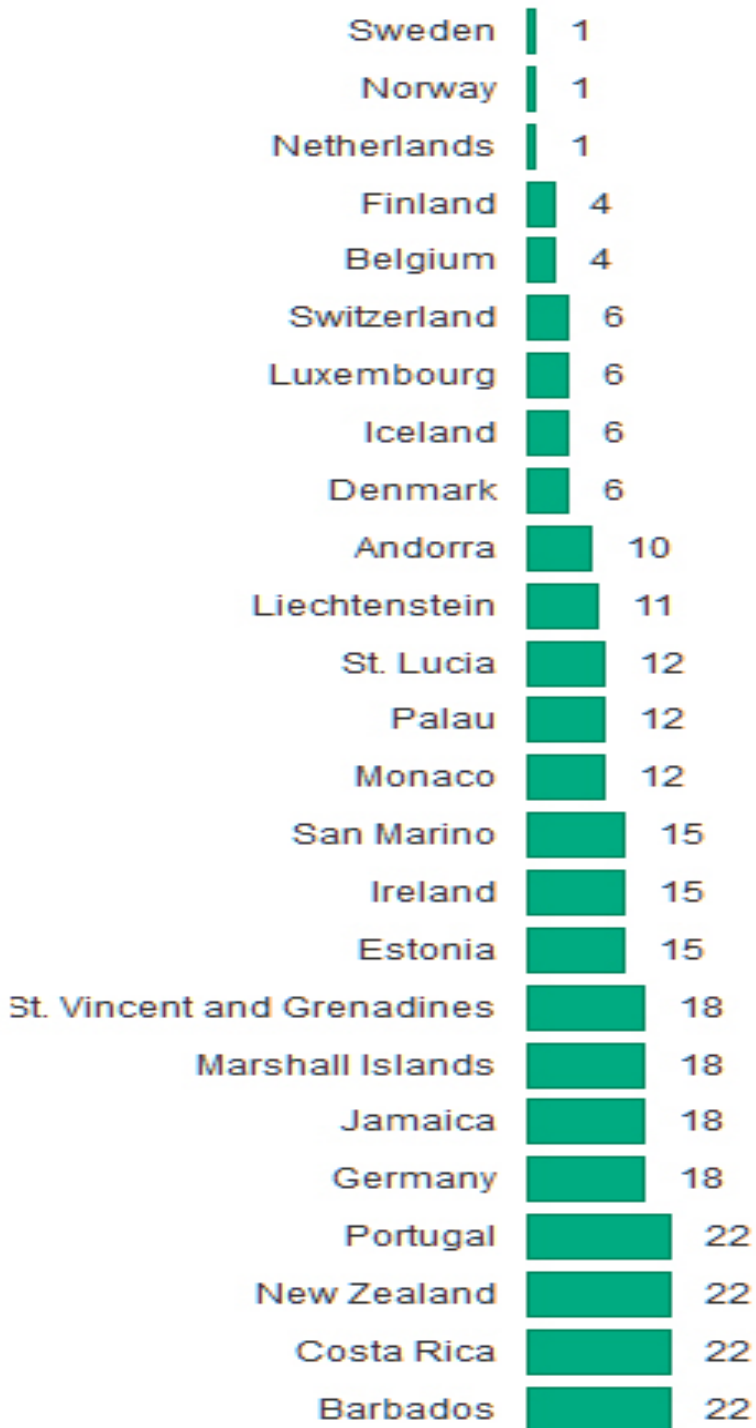
6

Ownership and control of the news media distinguishes democratic from authoritarian regimes

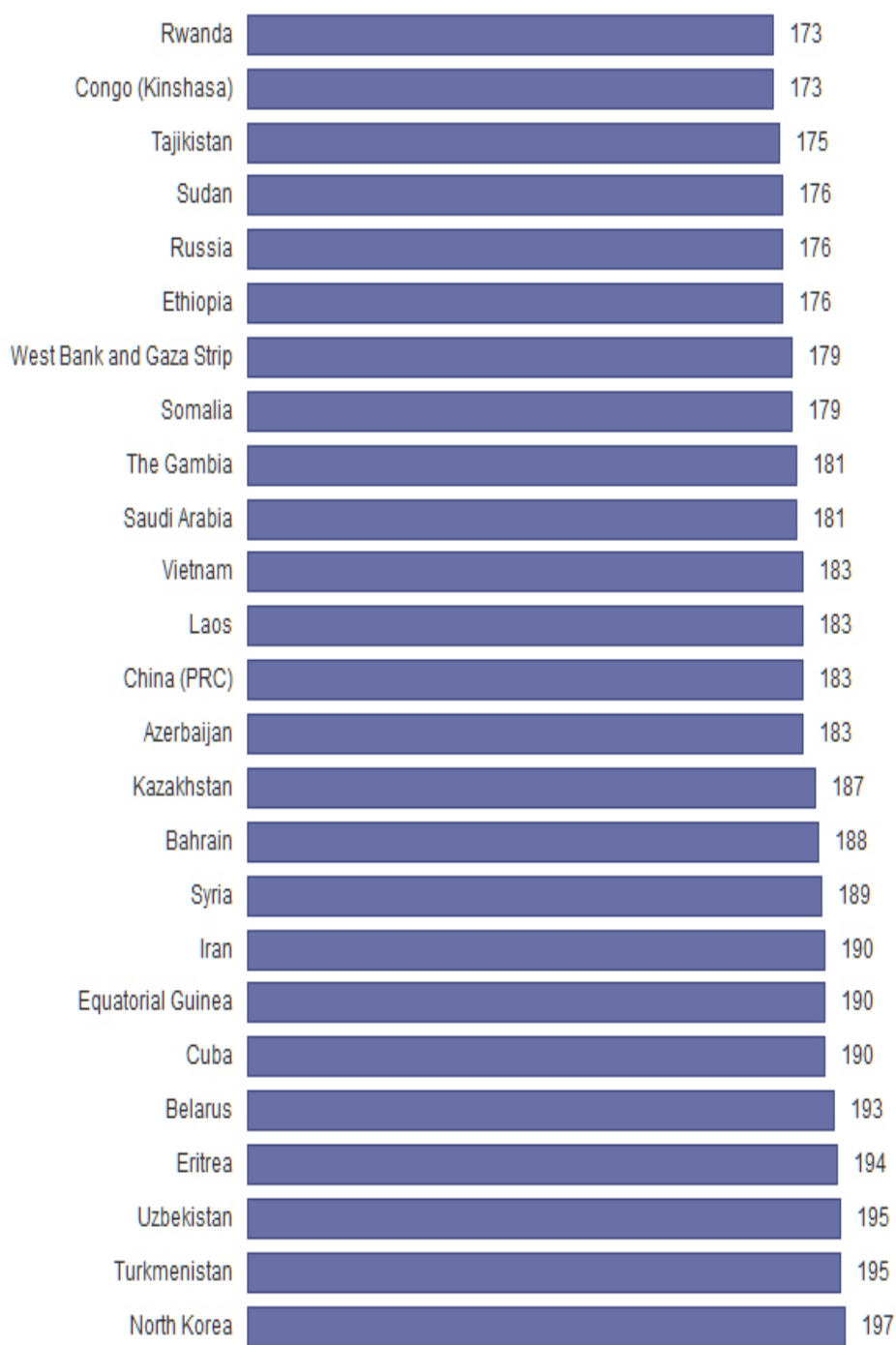
Considerable variability in press freedom

- US ranks 26th in latest Freedom House scoring on a 0-100 scale

Similar variability in extent and enforcement of censorship in non-democratic states



Rank 2014	Country	Score	Status
1	Netherlands	10	Free
	Norway	10	Free
	Sweden	10	Free
4	Belgium	11	Free
	Finland	11	Free
6	Denmark	12	Free
	Iceland	12	Free
	Luxembourg	12	Free
	Switzerland	12	Free
10	Andorra	13	Free
11	Liechtenstein	14	Free
12	Monaco	15	Free
	Palau	15	Free
	St. Lucia	15	Free
15	Estonia	16	Free
	Ireland	16	Free
	San Marino	16	Free
18	Germany	17	Free
	Jamaica	17	Free
	Marshall Islands	17	Free
	St. Vincent and the Grenadines	17	Free
22	Barbados	18	Free
	Costa Rica	18	Free
	New Zealand	18	Free
	Portugal	18	Free



173	Congo (Kinshasa)	79	Not Free
	Rwanda	79	Not Free
175	Tajikistan	80	Not Free
176	Ethiopia	81	Not Free
	Russia	81	Not Free
	Sudan	81	Not Free
179	Somalia	82	Not Free
	West Bank and Gaza Strip	82	Not Free
181	Saudi Arabia	83	Not Free
	The Gambia	83	Not Free
183	Azerbaijan	84	Not Free
	China	84	Not Free
	Laos	84	Not Free
	Vietnam	84	Not Free
187	Kazakhstan	85	Not Free
188	Bahrain	87	Not Free
189	Syria	89	Not Free
190	Cuba	90	Not Free
	Equatorial Guinea	90	Not Free
	Iran	90	Not Free
193	Belarus	93	Not Free
194	Eritrea	94	Not Free
195	Turkmenistan	95	Not Free
	Uzbekistan	95	Not Free
197	North Korea	97	Not Free

Elite Influence over Media

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Dictators seek to control flow of information

- Especially sources that command a large audience
- i.e. broadcast networks (Fujimori and Putin case studies)

Technology has made media less controllable

- Monitoring social media requires a vast censorship apparatus (China)

Elites in democracies

- Also attempt to manipulate the media and influence public's access to information

Elite Influence (cont.)

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National security as an exception to the “no prior restraint” rule

- Evolution of wartime coverage from Vietnam to today

Limits on adversarial journalism

- Does a free press deter corruption in high places?

The special case of money and elections

- The appearance of corruption

II. The “Public Sphere”

Week 4-5; The Public Sphere; Information Markets and the Commercialization of News

Oct 7: **GUEST LECTURE** by Prof. James Fishkin

Fishkin, Luskin & Siu, [Europolis and the European public sphere: Empirical explorations of a counterfactual ideal](#)

Fishkin, Kousser, Luskin & Siu, [Deliberative Agenda Setting: Piloting Reform of Direct Democracy in California](#)

Oct 12

Patterson, [Doing Well and Doing Good](#); Zaller, [Market Demand for Civic Affairs News](#); Uribe & Gunter, [The Tabloidization of British Tabloids](#); Hallin, [Sound Bite Democracy](#)

Public Sphere (cont.)

Oct 14 **GUEST LECTURE** by Prof. Jay Hamilton

Hamilton, [All The News That's Fit to Sell](#)

Oct 19

Iyengar & Hahn, [The Political Economy of Mass Media: Implications for Democratic Citizenship](#)

Kull, Ramsay & Lewis, [Misperceptions, the Media, and the Iraq War](#)

Pew Research Center, [What the Public Knows about the Political Parties](#)

The “Public Sphere”

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Media as contributors to the “public sphere”

- A marketplace of ideas and points of view

Market pressures and the need for “public service” requirements

Programming differences between public and commercial broadcasters, implications for informed citizenship

Level of political awareness

- Europeans versus Americans

Partisan media, biased news, and misinformation

Can voters become enlightened?

- Shortcuts to knowledge; “deliberative polling”

III. Representations of Society

Oct 26 – Media Treatment of Race

Arendt & Northup, Effects of Long-Term Exposure to News Stereotypes on Implicit and Explicit Attitudes[Hetey & Eberhardt, Racial Disparities in Incarceration Increase Acceptance of Punitive Policies; Dixon, Teaching you to Love Fear; Gilens, Race and Poverty in America

Gender Bias

Nov. 2 – Gender Stereotypes

Carlin and Winfrey, [Have You Come a Long Way, Baby? Hillary Clinton, Sarah Palin, and Sexism in 2008 Campaign Coverage](#); Mager and Helgeson, [Fifty Years of Advertising Images: Some Changing Perspectives on Role Portrayals Along with Enduring Consistencies](#); Dozier and Horan, [Constructing Gender Stereotypes Through Social Roles in Prime-Time Television](#); NYT, [Media Charged with Sexism in Clinton Coverage](#)

Representations of Society

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Commercial media
and cultural hegemony

Market pressures lead to
absence of diversity and
reinforcement of group
stereotypes

- Case studies of crime and poverty news

Coverage of women
candidates

Effects of media messages
on Americans' racial and
gender attitudes

- New forms of racism and sexism

IV. New Media, Selective Exposure and Polarization

Nov. 4, 9- Iyengar & Hahn, [Red Media, Blue Media](#); LaCour & Vavreck, [Improving Media Measurement Evidence from the Field](#); Iyengar & Westwood, [Fear and Loathing Across Party Lines: New Evidence on Group Polarization](#); Pew Research Center, [Political Polarization in the American Public](#); Fiorina, [America's Missing Moderates Hiding in Plain Sight](#); Pew Research Center, [How Social Media is Reshaping News](#); Messing & Westwood, [Selective Exposure in the Age of Social Media](#)

Media and Polarization

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New media

- The advent of consumer choice

The revival of selective exposure

- Do people tune out opposing points of view?
- The ongoing debate over party polarization in the U.S.

America as a divided nation - Alternative definitions of polarization

- Ideology versus affect

Online social networks as news providers

V. New Media and Collective Action

Nov. 11, 16 - Lynch, [After Egypt: The Limits and Promise of Online Challenges to the Authoritarian Arab State](#);
Gladwell, [Small Change: Why the Revolution will not be Tweeted](#); Shirky, [Political Power of Social Media](#);
Fuchs, [Social Media, Riots, and Revolutions](#);
Breuer, [Social Media and Protest Mobilization: Evidence from the Tunisian Revolution](#); Jensen, [The Digital Provide: Information \(Technology\), Market Performance, and Welfare in the South Indian Fisheries Sector](#)

New Media and Collective Action

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By lowering coordination costs, has technology enabled “smart mobs,” facilitated protest movements and democratization?

The case of the Arab Spring

- Social media and protest behavior in Egypt and Tunisia

Cell phones, information provision and agricultural markets in developing societies

VI. Media and Elections

Nov 18, 30 - Issenberg, [Death of the hunch](#); Wesleyan Media Project, [2012 Shatters 2004 and 2008 Records for Total Ads Aired](#); Wesleyan Media Project, [2014 General Election Advertising Opens Even More Negative than 2010 or 2012](#); Johnston and Kaid, [Image Ads and Issue Ads in U.S. Presidential Advertising](#); Enos and Fowler, [The Effects of Large-Scale Campaigns on Voter Turnout: Evidence from 400 Million Voter Contacts](#); Fowler and Ridout, [Local Television and Newspaper Coverage of Political Advertising](#); Iyengar & Simon, [New Perspectives and Evidence on Political Communication and Campaign Effects](#)

Media and Elections

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Candidates as
strategic actors

Different channels
of campaign
communication

How has
technology
altered campaigns

How do
campaigns affect
voters? Turnout
and Choice