**Supplementary Materials**

*Evaluating the Partisan Media Echo Chamber Hypothesis in Canada*

Table S1. Sample characteristics

|  |  |  |  |
| --- | --- | --- | --- |
| Variable | Subgroup | DDP (2019) | MEO (2020) |
| Age (Mean) |  | 51 | 48 |
| Women |  | 41 | 51 |
| Degree holder |  | 33 | 36 |
| Foreign-born |  | 13 | 17 |
| French |  | 11 | 20 |
| Region | *Atlantic* | 12 | 7 |
|  | *Quebec* | 16 | 23 |
|  | *Ontario* | 42 | 38 |
|  | *West* | 29 | 32 |
| 2019 vote | *Liberal (result = 33)* | 33 | 36 |
|  | *Conservative (result = 34)* | 31 | 31 |
|  | *NDP (result = 16)* | 15 | 15 |

Note: MEO survey is wave 2, fielded from April 2-6, 2020, but foreign-born share collected from January to September 2021. MEO surveys used quotas matching to population benchmarks for age, gender, region, and language. DDP survey asked about vote intention for 2019, while MEO survey asked about prior vote in fall 2019.

Table S2. Partisan differences in mainstream news exposure

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Outlet | Left | Right | |Diff.| | Outlet | Left | Right | |Diff.| |
| Washington Post\*\* | 10.1 | 2.2 | 7.9 | Huffington Post | 6.2 | 4.4 | 1.8 |
| MSN\* | 7.8 | 15.6 | 7.8 | National Post | 11.6 | 10.0 | 1.6 |
| CNN | 17.1 | 11.1 | 5.9 | Apple News | 1.6 | 0.0 | 1.6 |
| Guardian | 10.1 | 4.4 | 5.6 | Wall Street Journal | 0.8 | 2.2 | 1.4 |
| CBC/Radio-Canada | 29.5 | 24.4 | 5.0 | Google News | 2.3 | 1.1 | 1.2 |
| CTV | 19.4 | 14.4 | 4.9 | Buzzfeed | 2.3 | 3.3 | 1.0 |
| Toronto Star | 9.3 | 4.4 | 4.9 | Globe and Mail | 9.3 | 10.0 | 0.7 |
| Local newspaper | 19.1 | 14.4 | 4.7 | CBS | 1.6 | 2.2 | 0.7 |
| ABC\* | 3.9 | 0.0 | 3.9 | USA Today | 1.6 | 2.2 | 0.7 |
| BBC | 7.8 | 4.4 | 3.3 | TVA Nouvelles | 3.9 | 4.4 | 0.6 |
| New York Times | 8.5 | 5.6 | 3.0 | NBC | 3.9 | 4.4 | 0.6 |
| CityNews | 4.7 | 2.2 | 2.4 | LA Times | 0.8 | 1.1 | 0.3 |
| CP24\* | 0.0 | 2.2 | 2.2 | Reuters | 0.8 | 1.1 | 0.3 |
| Global | 24.0 | 22.2 | 1.8 | NY Post | 3.1 | 3.3 | 0.2 |
| Yahoo! News | 9.3 | 11.1 | 1.8 | Daily Mail | 4.7 | 4.4 | 0.2 |

Note: difference is expressed as an absolute value. \* = correlation with partisan identity significant at 0.1 level, \*\* is significant at 0.05 level.

Table S3. Covariate descriptions

|  |  |
| --- | --- |
| **Measure** | **Description** |
| Partisan media use | 1 = any exposure to a politically aligned partisan news outlet. If people don’t offer a partisan identity, alignment is determined by 2019 vote choice. |
| Political interest | How interested are you in politics generally? Use a scale from 0 to 10, where zero means no interest at all, and ten means a great deal of interest. |
| Political knowledge | Sum of four items with 1=a correct response: 1) Which party came in second in the number of seats won in the 2015 Canadian federal election? (Answer = Conservative); 2) What is the current unemployment rate in Canada? (Answer = 5.7%); 3) correct placement of Conservatives to the right of Liberal Party on 0-10 scale; 4) correct placement of NDP to the left of the Liberal Party on a 0-10 scale |
| Partisan strength | How strongly [insert party] do you feel? (Very strongly, fairly strongly, not very strongly, don’t know). Recoded so 1=non-partisans, 2=weak/fairly strong partisans, 3=very strong partisans. |
| Ideological extremity | 0-10 left-right self-placement, folded |
| Ideology | 0-10 left-right self-placement |
| Media distrust | 1) In general, how much trust and confidence do you have in the mass media — such as newspapers, TV and radio — when it comes to reporting the news fully, accurately, and fairly? (A great deal, a fair amount, not very much, none at all); 2) How accurate, do you think, is the news posted online by news organizations? (Very, somewhat, not too, not at all); 3) Based on what you know, how often do you believe the nation’s major news organizations fabricate news stories? (Never, once in a while, about half the time, most of the time, all of the time). Each measure rescaled 0-1 and averaged together |
| Populism | 1) The Canadian economy is rigged to advantage the rich and powerful; 2) Traditional parties and politicians don’t care about people like me; 3) Experts in this country don’t understand the lives of people like me; 4) To fix Canada, we need a strong leader willing to break the rules; 5) Canada needs a strong leader to take the country back from the rich and powerful; 6) Politicians should be able to say what’s on their minds regardless of what anyone else thinks about their views (Strongly agree, agree, neither, disagree, strongly disagree, don’t know). Don’t knows treated as missing |
| Conspiratorial Thinking | 1) Much of our lives are being controlled by plots hatched in secret places; 2) Even though we live in a democracy, a few people will always run things anyway; 3) The people who really ‘run’ the country are not known to the voter; 4) Big events like wars, recessions, and the outcomes of elections are controlled by small groups of people who are working in secret against the rest of us (strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, strongly disagree) |
| News exposure | Logged (+1) number of visits to Global, CTV, CBC, City, CP24, APTN, OMNI, TVA, TV5, Noovo, Globe and Mail, Toronto Star, National Post, Vancouver Sun, The Province, Victoria Times Colonist, Calgary Herald, Calgary Sun, Edmonton Sun, Edmonton Journal, Regina Leader Post, Saskatoon StarPheonix, Winnipeg Sun, Winnipeg Free Press, Ottawa Sun, Ottawa Citizen, Waterloo Region Record, Toronto Sun, London Free Press, The Guardian (PEI), Telegraph-Journal (New Brunswick), Chronicle Herald (Halifax), The Telegram (NL), Le Devoir, La Presse, Journal de Montreal, Journal de Quebec, Montreal Gazette. |
| Social media exposure | Logged (+1) number of visits to Facebook, Twitter, Instagram, YouTube, and Reddit. |

Table S4. Self-report versus behavioural correlates: political attitudes and attitude strength

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Variable**= | **Partisan strength** | | **Ideological extremity** | | **Ideology** | | **Conspiratorial Thinking** | |
| *Data set =* | *Self-report* | *Behaviour* | *Self-report* | *Behaviour* | *Self-report* | *Behaviour* | *Self-report* | *Behaviour* |
| Weak/Moderate | 0.046 | 0.136 |  |  |  |  |  |  |
|  | (0.024) | (0.214) |  |  |  |  |  |  |
| Strong | 0.312\*\*\* | 0.086 |  |  |  |  |  |  |
|  | (0.030) | (0.232) |  |  |  |  |  |  |
| Extremity |  |  | 0.152\*\*\* | 0.124 |  |  |  |  |
|  |  |  | (0.010) | (0.081) |  |  |  |  |
| Ideology |  |  |  |  | 0.115\*\*\* | -0.047 |  |  |
|  |  |  |  |  | (0.010) | (0.093) |  |  |
| Conspiracy |  |  |  |  |  |  | 0.081\*\*\* | -0.088 |
|  |  |  |  |  |  |  | (0.009) | (0.084) |
| Constant | -0.101\*\*\* | -0.081 | 0.025\*\* | 0.023 | 0.026\*\* | 0.036 | -0.007 | 0.005 |
| R2 | 0.013 | 0.002 | 0.021 | 0.014 | 0.013 | 0.002 | 0.006 | 0.007 |
| N | 13638 | 154 | 12402 | 147 | 12402 | 147 | 13638 | 157 |

Note: Robust standard errors in parentheses; \* p<0.1, \*\* p<0.05, \*\*\* p<0.01. Self-reported data comes from the 2020-2021 Media Ecosystem Observatory.

Table S5. Self-report versus behavioural correlates: political sophistication and news exposure

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Variable**= | **Knowledge** | | **Interest** | | **News exposure** | | **Social media use** | |
| *Data set =* | *Self-report* | *Behaviour* | *Self-report* | *Behaviour* | *Self-report* | *Behaviour* | *Self-report* | *Behaviour* |
| Knowledge | 0.146\*\*\* | 0.203\*\* |  |  |  |  |  |  |
|  | (0.008) | (0.081) |  |  |  |  |  |  |
| Interest |  |  | 0.228\*\*\* | 0.176\*\*\* |  |  |  |  |
|  |  |  | (0.009) | (0.067) |  |  |  |  |
| News exposure |  |  |  |  | 0.173\*\*\* | 0.335\*\*\* |  |  |
|  |  |  |  |  | (0.009) | (0.092) |  |  |
| Social media |  |  |  |  |  |  | 0.164\*\*\* | 0.143\*\* |
|  |  |  |  |  |  |  | (0.009) | (0.057) |
| Constant | -0.039\*\*\* | -0.002 | -0.037\*\*\* | 0.002 | -0.014 | 0.005 | -0.006 | -0.001 |
| R2 | 0.020 | 0.035 | 0.040 | 0.027 | 0.028 | 0.055 | 0.027 | 0.020 |
| N | 13638 | 157 | 13533 | 156 | 13638 | 219 | 13638 | 219 |

Note: Robust standard errors in parentheses; \* p<0.1, \*\* p<0.05, \*\*\* p<0.01. Domestic news exposure and social media use are both behavioural measures in the DDP study. Self-reported data comes from the 2020-2021 Media Ecosystem Observatory.



Figure S1. Predicted partisan media use by ideological extremity (top-centre), political ideology (top-right), conspiratorial thinking (bottom-centre), and media distrust (bottom-right). 95% confidence intervals. These models include quadratic to test for non-linearity.



Figure S2. Predicted partisan media use by partisan strength (top-right), ideological extremity (top-centre), political ideology (top-right), populism (bottom-left), conspiratorial thinking (bottom-centre), and media distrust (bottom-right). 95% confidence intervals. Data weighted to match 2016 census population benchmarks for age, gender, region, and language.



Figure S3. Predicted partisan media use by political knowledge (top-right), political interest (top-right), domestic news consumption (bottom-left), and social media use (bottom-right). 95% confidence intervals. Data weighted to match 2016 census population benchmarks for age, gender, region, and language.



Figure S4. Predicted partisan media use by domestic news consumption (left) and social media usage (right). These measures are based on cumulative visit duration, rather than by number of visits. 95% confidence intervals.



Figure S5. Associations between social media usage and domestic news exposure (left), American news exposure (centre), and partisan news exposure (right). 95% confidence intervals. Predictions were generated from bivariate negative binomial regression models.



Figure S6. Associations between Facebook (top) and Twitter usage (bottom) and domestic news exposure (left), American news exposure (centre), and partisan news exposure (right). 95% confidence intervals. Predictions were generated from bivariate negative binomial regression models.