

**Supporting Information for:
“When Unfamiliarity Breeds Contempt: How
Partisan Selective Exposure Sustains
Oppositional Media Hostility”**

Contents

A Appendix A: Content Analysis of Online Partisan Media Coverage	1
A.1 Political and Non-Political News from Online Partisan Media	1
A.2 Coverage by Prominence	3
A.3 Slant of Political News from Online Partisan Media	3
B Appendix B: Descriptive Study of Partisan Selective Exposure and Oppositional Media Hostility	7
B.1 Descriptive Study Demographics	7
B.2 Fox News and Huffington Post Reputations	8
B.3 Relating News Exposure and Oppositional Media Hostility	9
B.4 Predicting Selective Exposure	12
C Appendix C: Additional Material for Experiment 1	13
C.1 Experiment 1 Demographics	13
C.2 Experiment 1 Article Selection	13
C.3 Supplementary Analysis: Pooling In-Party and Out-Party Conditions	16
C.4 Supplementary Analysis: News Choice as Outcome	17
D Appendix D: Additional Material for Experiments 2 and 3	20
D.1 Experiments 2 and 3 Article Selection	20
D.2 Experiment 2: Additional Material	22
D.2.1 Experiment 2 Demographics	22
D.2.2 Supplementary Analysis: Consistent Partisans Only	23
D.2.3 Supplementary Analysis: Differences in Perceived Content (Pairwise Tests of Differences)	24

D.2.4	Supplementary Analysis: Reputations Among Out-Partisans Only	25
D.3	Experiment 3: Additional Material	26
D.3.1	Experiment 3 Demographics	26
D.3.2	Additional Outcome Measures	26
E	Appendix E: Pooled Analysis of Experiments	28
E.1	Pooled Effects of Non-Political Exposure	28
E.2	Pooled Effects of Neutral Political Exposure	29

A Appendix A: Content Analysis of Online Partisan Media Coverage

We rely heavily on a content analysis of online news coverage conducted by Budak et al. (2016) to motivate our experiments. They find partisan news websites 1) offer substantial amounts of non-political news and 2) offer substantial amounts of neutral political coverage. In both cases, this contrasts with the hostility that predominates on cable television and emphasized in prior studies of cross-cutting exposure to partisan media.

In this section we supplement Budak et al's analysis and present the results of our own, independent content analysis of the online news coverage of the two partisan media outlets we consider here: Fox News and the Huffington Post. These results align with Budak et al's (2016) study and demonstrate the need to account for non-political and neutral political coverage in studies of cross-cutting exposure to partisan media sources online.

We begin by sampling coverage that received prominent placement on the home pages of `foxnews.com` and `huffingtonpost.com` on the following randomly selected days during 2018: 2/26, 4/21, 6/8, 7/13, 8/2, 8/22, 9/6, 9/27, 12/5 and 12/16.

We used the Internet Archive's Wayback Machine to examine the homepage at the closest capture to 12:00 PM. We recorded the headlines with prominent placement on the homepage, producing a sample of 461 headlines (246 from Fox News and 215 from Huffington Post).

A.1 Political and Non-Political News from Online Partisan Media

We use crowd-sourcing to consider the political and non-political coverage on these sites. Each headline was assessed by five coders from Amazon's Mechanical Turk. 47 total workers

labeled articles. They were required to have a 95% approval rating on previous HITs, have completed at least 500 total HITs and pass a political knowledge quiz.

Coders placed headlines into nine categories: U.S. Domestic Politics, International Politics, Business, Entertainment, Health, Science, Sports, Travel, and Other. Definitions and examples were provided for each topic. They separately indicated whether the article mentioned Donald Trump or crime to capture “soft” news with political relevance.

We consider an article “political” if it was placed in the U.S. Domestic Politics or International Politics categories OR if the article mentioned Donald Trump or crime. If an article did not meet these criteria, we consider it non-political. This scheme has a Krippendorff’s alpha of 0.68. Four or more coders agreed on the label in 88% of cases. To provide a final label we use a majority vote among coders. We consider an article non-political if three or more coders placed it in this category and otherwise consider it political.

Based on these final labels, 44% of the coverage on Fox News focuses on politics and 46% of the coverage on Huffington Post focuses on politics. Here our results align with those of Budak et al. (2016). Most importantly, this means over half the coverage from these online partisan news sources is not focused on politics and instead touches on non-political topics such as entertainment news (e.g., coverage of celebrities, movies and television shows).

To see how this looks, two non-political headlines featured on Huffington Post were “When Skin Care Is Also Self-Care” and “Gwyneth Paltrow Takes Credit For Yoga Boom. Twitter Bent Out Of Shape.” Two non-political headlines on Fox News were “Sridevi, Bollywood leading lady of ’80s and ’90s, dies at 54” and “Ryan of ToysReview, 7, is YouTube’s highest-paid star.” Such non-political coverage is a departure from the reputations of these sources.

A.2 Coverage by Prominence

While we took articles that appeared on each sources home page, the previous section does not consider the placement of these articles on the homepage. For this reason, we separate the articles into two groups, “prominent articles” which would be immediately visible upon visiting the website and “other articles” that would require scrolling to see.

Table A1: Share of Article Types on Partisan Websites by Prominence

	Non-Political	Neutral Political	Hostile Political
Prominent Articles	0.50	0.27	0.23
Other Articles	0.61	0.24	0.15

Table A1 reproduces our results, using the same rules as the preceding section, separately for the prominent and other articles. The prominent articles are more political and more hostile than those with less emphasis. However, even given this, there are substantial amounts of non-political coverage and neutral political coverage among the prominent stories.

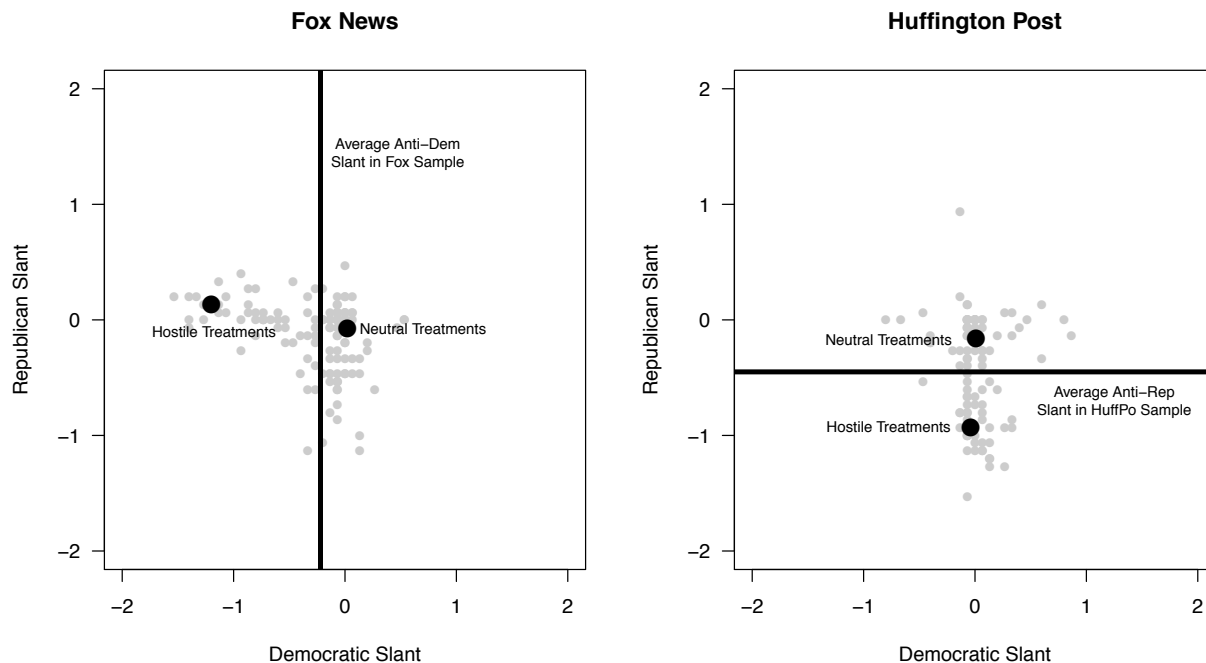
A.3 Slant of Political News from Online Partisan Media

After the initial round of coding that labeled an article’s overall category, we took articles placed in the political category and had them assessed in terms of their partisan slant. Each of the 206 political articles (107 from Fox News and 99 from Huffington Post) received labels from fifteen coders on Amazon’s Mechanical Turk. The requirements for coders to become eligible for this task were the same as the topic classification task.

After evaluating the headline and first 150 words of the article, coders placed it on a 5-point scale rating the bias towards Republicans and Democrats. Negative numbers indicate an article was perceived as very (-2) or somewhat (-1) negative towards a partisan group, positive headlines indicate a headline is very (2) or somewhat (1) favorable towards a partisan group and ratings of zero indicate a headline is neutral towards a partisan group.

Figure [A1](#) displays the average rating each of these political articles receive. As a point of reference, we also include points indicating perceptions of the articles later used in our hostile out-party and neutral political coverage treatments into this content analysis, which were evaluated at the same time as this random sample of partisan news articles. This shows how the experimental treatment categories compare to the typical coverage available from these news sources. These results are displayed in Figure [A1](#).

Figure A1: Coder Perceptions of Slant in Coverage from Online Partisan Media



Note: We plot each political article’s mean assessment based on the rating it received from 15 coders on Amazon’s Mechanical Turk. The solid lines indicates the average political article’s rating, in terms of its perceived slant against the out-party. The two labeled points are the average ratings received by the articles later used to represent those categories in our experimental treatments

We find evidence that the political coverage provided by these outlets is perceived as slanted in a manner consistent with their reputations, but the difference between these outlets is relatively muted. The average political article in the Fox News sample has a perceived slant

of -.22 towards Democrats, indicating a slight hostility towards this group. Similarly, the average political article from Huffington Post has a perceived slant of -.45 towards Republicans. In this respect, our findings align with what Budak et al. (2016) find in their content analysis of article slant from online news sources in general.

While there is a range of coverage from these sources, and their coverage remains distinct in ways relevant for political information and policy opinion, the scope of our investigation here is on their treatment of the out-party. This content analysis shows the typical political article from these websites is more similar to the “neutral” experimental treatments we later employ than to the “hostile” experimental treatments that align with the reputations of these partisan news sources (we discuss the process used to select news articles for the experimental treatments in Appendix C and D). For Fox News, the hostile treatments we consider in our experiment are more negative towards the out-party than all but one of the news articles from our sample. For Huffington Post, the hostile articles are more negative towards the out-party than 77% of the articles in this sample.

Under a fairly stringent threshold of “neutral” (i.e., an article’s average is within -0.5 to 0.5 on both slant dimensions), 57% of political articles from these websites are perceived as neutral.

To see what this looks like in practice, this neutral political category includes topical coverage of politics that does not attack the opposition in an uncivil manner. For instance, Huffington Post featured neutral articles such as “North Carolina Republicans Renew Push For Voter ID Requirement” and “Report: FEMA Chief Misused \$150,000, Including Family Trip To Pineapple Farm.” And, Fox News’ neutral coverage included stories such as “Candidates vying for Corker’s Senate seat in Tennessee primary” and “Biden, Sanders viewed as top 2020 contenders among Iowa’s Democratic voters: poll.” While such articles may be

used to persuade voters or prime aspects of politics that are favorable for their party, their civil tone and the point-counterpoint article format they use are a clear departure from the more hostile coverage typically associated with such partisan news sources on cable television.

Of course, these partisan online outlets also provide hostile criticism of the other side in the manner that is typically associated with them. Our content analysis reveals some coverage of this type, although we note it is less prevalent than the non-political and neutral political stories previously discussed. In our content analysis, articles from Huffington Post like “Kirsten Gillibrand Slams GOP Senators As Patronizing Bullies For Kav Response” and “Bill Maher Roasts Trump Over His Close Relationship With Sean Hannity” are consistent with the website’s reputation. Fox News also provides such coverage, in articles such as “MARC THIESSEN: Obama took lying to new levels in Iran deal” and “Despite carbon footprint, Sanders spent big money flying privately: report.”

B Appendix B: Descriptive Study of Partisan Selective Exposure and Oppositional Media Hostility

The data for the descriptive analysis was collected in March 2018. The web tracking application had been installed by 1045 survey respondents. We focus on 699 partisan respondents who completed the survey and had at least one visit to Fox News or Huffington Post.

B.1 Descriptive Study Demographics

Survey respondents were recruited using YouGov’s standard procedure in which an initial, unrepresentative sample was matched to a national-representative target distribution. The table below displays the demographics of 1) all those respondents who assessed media outlets in the survey (used to assess perceptions of media outlet bias in the figure below) and 2) all those partisan respondents who visited at least one of Fox News and the Huffington Post in the web tracking data (those in the descriptive analysis that appears in the main text).

Table B1: Descriptive Study Demographics

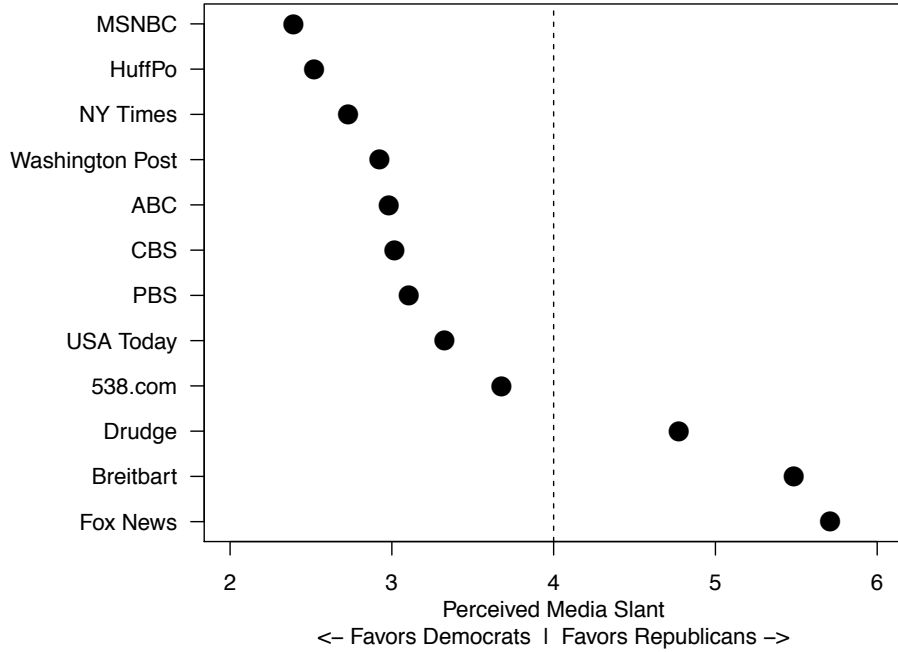
	Survey Sample (Weighted)	Traffic Sample (Unweighted)
Black	0.11	0.05
Hispanic	0.10	0.04
White	0.73	0.85
Other Race	0.06	0.06
College Plus	0.37	0.44
Female	0.55	0.53
Income	64901.46	72120.25
Age	50.94	58.16
Democrat	0.45	0.59
Republican	0.40	0.41
Independent	0.15	0.00
Sample Size	1045	699

B.2 Fox News and Huffington Post Reputations

The figure below uses the full, weighted survey sample discussed above and displays perceptions of partisan slant (measured on a seven-point scale from 1:“Liberal or pro-Democratic party bias” , to 4:“No bias at all”, to 7:“Conservative or pro-Republican party bias”) for twelve media organizations. Values below four indicate a perception that a news outlet has a left-leaning or pro-Democratic slant. Values above four indicate a perception that a news outlet has a right-leaning or pro-Republican slant. Placements at four indicate an outlet is perceived as not having any partisan or ideological bias.

These comparisons indicate that Fox News and Huffington Post have clear partisan reputations and are at the extremes of these assessments. From this assessment the reputations of these two sources seem to be perceived as ideologically extreme to roughly the same degree by respondents with Huffington Post (2.5, 1.5 points from the neutral mid-point of the scale) and Fox News (5.7, 1.7 points from the neutral mid-point of the scale) seen as roughly equivalent distances from providing neutral coverage, though in opposing directions.

Figure B1: Perceived Media Outlet Slant

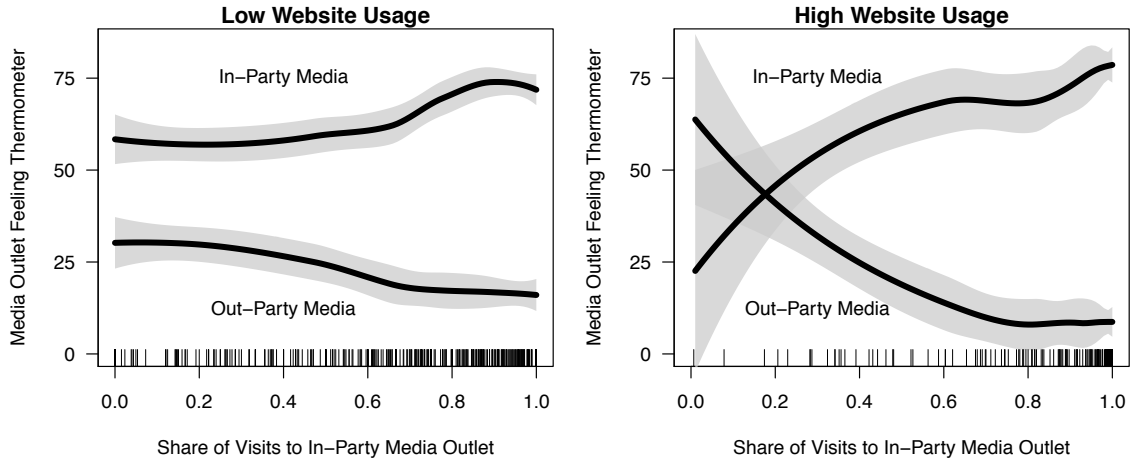


Note: Figure displays the average ideological ratings of various news outlet among all survey respondents in March 2018 (n=1045). Results are weighted using sampling weights provided by YouGov.

B.3 Relating News Exposure and Oppositional Media Hostility

This section considers the relationship between media exposure and the media feeling thermometer. We assess the robustness of the results from Figure 1 of the main text by separating those with high (more than 99 total visits to the combination of Fox News and Huffington Post) and low levels of political news exposure (those with fewer than 99 total visits to the combination of Fox News and Huffington Post). These results are displayed in Figure B2. This shows these relationships are magnified among the most frequent news consumers, but also generally hold among those with less overall exposure to these two websites.

Figure B2: Media Outlet Favorability by Use (Fox News and Huffington Post)



Note: Figure displays predicted values from LOESS regressions of partisan survey respondents’ approval of Fox News and Huffington Post on their relative use of the websites. The in-party source for Republicans is Fox News and for Democrats is Huffington Post. In-party visit share is the number of visits to their in-party site divided by their total number of visits to Fox News and Huffington Post. The left panel displays those with 99 or fewer visits to the two websites (i.e., the bottom three quartiles of users), while the right panel considers those with more than 99 visits to the two websites (i.e, the top quartile of users).

We also address the robustness of these relationships by estimating regressions that control for other, potentially confounding variables. Table [B2](#) does this for the difference between in and out-party ratings of these media outlets, an analogue to the common measure of partisan affective polarization. Table [B3](#) examines the in-party media thermometer as the outcome. Table [B4](#) does so using only the out-party media thermometer as the outcome.

In each table the “Bivariate” column displays the results from regressing the outcome on the media exposure variable. The next column does this only for Democrats in the sample. The third column does so only for Republicans in the sample. The fourth column does so only for the the top quartile of the sample in terms of overall number of visits to these sites, the fifth column regresses the outcome on the the media exposure measure and also includes the following covariates: the 7-pt Party ID scale, gender, race, age, income and political interest.

Across each of these specifications there is a consistent pattern: more one-sided exposure to co-partisan media sources predicts more positive views of the in-party media outlet, more negative views of the out-party media outlet, and a larger gap between these two ratings.

Table B2: DV: In-Party Media Therm - Out-Party Media Therm

	Bivariate	Dems Only	Reps Only	High Usage	W/Covariates
(Intercept)	19.70*	33.53*	3.87	7.77	21.83
	(3.45)	(4.42)	(5.35)	(8.58)	(25.71)
In Party Source Share	42.60*	27.76*	59.51*	63.68*	26.95*
	(4.33)	(5.46)	(6.90)	(9.65)	(4.09)
<i>N</i>	699	415	284	204	699

Standard errors in parentheses

* indicates significance at $p < 0.05$

Table B3: DV: In-Party Media Therm

	Bivariate	Dems Only	Reps Only	High Usage	W/Covariates
(Intercept)	52.75*	57.55*	46.65*	45.07*	33.39
	(2.30)	(2.83)	(3.65)	(6.05)	(17.92)
In Party Source Share	21.85*	11.81*	36.16*	33.33*	15.96*
	(2.89)	(3.50)	(4.70)	(6.80)	(2.85)
<i>N</i>	699	415	284	204	699

Standard errors in parentheses

* indicates significance at $p < 0.05$

Table B4: DV: Out-Party Media Therm

	Bivariate	Dems Only	Reps Only	High Usage	W/Covariates
(Intercept)	33.04*	24.02*	42.78*	37.30*	11.55
	(2.30)	(2.86)	(3.47)	(5.19)	(17.07)
In Party Source Share	-20.75*	-15.95*	-23.34*	-30.34*	-11.00*
	(2.88)	(3.53)	(4.47)	(5.84)	(2.71)
<i>N</i>	699	415	284	204	699

Standard errors in parentheses

* indicates significance at $p < 0.05$

These descriptive analyses motivate our three experiments by showing an association between

selective exposure and negative views of out-party media and, conversely, between cross-cutting exposure and positive views of out-party media.

B.4 Predicting Selective Exposure

In this section we consider variables that predict one-sided news exposure to these websites. In line with previous research on partisan selective exposure (e.g., Stroud 2010, Levendusky 2013a) we expect that those with stronger partisan attachments and higher levels of political interest to have more one-sided patterns of news exposure to the partisan sources we consider.

We operationalize this by regressing a respondent’s share of visits to their in party news source, our key independent variable in the preceding analysis, on whether or not they are a strong partisan and whether or not they have a high level of political interest. The results are displayed below in Table B5.

Table B5: Predicting In Party Source Share

	In Party Source Share
(Intercept)	0.51* (0.04)
Strong Partisan	0.08* (0.02)
High Political Interest	0.19* (0.04)
<i>N</i>	699

Standard errors in parentheses

* indicates significance at $p < 0.05$

We find both partisan strength and political interest are correlated with more partisan selectivity, both producing statistically significant increases of in party source share. This motivates our use of survey experiments, which allow us to randomly assign news exposure that would not occur if respondents actively chose the news they wished to encounter.

C Appendix C: Additional Material for Experiment 1

C.1 Experiment 1 Demographics

Table C1 displays demographics of partisan respondents in Experiment 1. This sample was from a Survey Sampling International panel. It included “pure” independents, but we exclude them for our analysis as we cannot determine cross-cutting exposure for this group.

Table C1: Experiment 1 Demographics

	Experiment 1
Black	0.13
Hispanic	0.13
White	0.66
Other Race	0.08
College Plus	0.33
Female	0.51
Age	44.85
Democrat	0.57
Republican	0.43
Sample Size	1879

C.2 Experiment 1 Article Selection

Non-political articles were selected by reading coverage from a variety of news sources prior to fielding the survey. These headlines, their category and source, are displayed in Table C2.

Table C2: Non-Political Articles in Experiment 1

Headline	Category	Appeared On
Female film protagonists reached all-time high in 2016	Arts and Culture	CNN
Hewlett Packard Earnings: What’s Up for Q1 Earnings?	Business	Yahoo Finance
Are You a Netflix Cheater?	Entertainment	CNN
Acupuncture Shows Promise In Migraine Treatment, Study Says	Health and Wellness	CNN
Roaming telescope brings Kenyan kids views of night sky	Science	Yahoo News
Lakers put Magic Johnson in Charge of Basketball Ops	Sports	Fox News
Kendall Jenner, Bella Hadid and Winnie Harlow Party With Love Magazine	Style	New York Times
Everything we know about the next iPhone so far	Tech	Yahoo News
America’s most popular national parks are ...	Travel	Fox News

The process for selecting political articles was more involved to ensure articles fit the appropriate category in terms of their partisan valence. Coders on Amazon’s Mechanical Turk were asked to rate headlines drawn from Huffington Post (10 headlines), Fox News (10 headlines) and the Associated Press (20 headlines) using the following question “Is this headline positive, neutral, or negative towards members of the [Democratic/Republican] party?” These headlines were selected by searching for headlines mentioning the opposing political party on Huffington Post and Fox News and collecting a set of political stories from the AP Newswire.

We focus on these headline ratings as this was the material available to respondents when they were selecting whether or not to read the article. To improve the quality of these ratings, there were several qualifications required for Mturk workers to qualify for this task. First, they needed to complete a short 3-item political knowledge test. Second, they needed to have a 95% approval rating on their prior HITs. Third, they needed to have completed at least 500 total HITs. This follows best practices to ensure quality ratings that have been previously employed when crowdsourcing measures of media bias (e.g., Budak et al. 2016).

Each headline received 50 ratings. Respondents separately rated each headline’s slant towards Republicans and Democrats with a 5-point scale where negative numbers indicate a headline is very (-2) or somewhat (-1) negative towards a partisan group, positive ratings indicate a headline is very (2) or somewhat (1) favorable towards a partisan group and ratings of zero indicate a headline is neutral towards a partisan group.

With the goal of creating a set of clearly partisan and clearly neutral stories we removed headlines that received mixed ratings from coders to produce a final set of 17 headlines matching the needs of each treatment group. Respondents were then randomly assigned one of the stories in the appropriate category when taking the survey.

Table C3 displays these headlines, their category, the average slant rating they received across the 50 coders and the inter-coder agreement for placing a headline in its category. Agreement occurred when a coder gave the headline a negative rating towards the relevant party for the “Partisan-HuffPo” or “Partisan-Fox” categories and a rating between -1 (somewhat negative) and 1 (somewhat positive) towards both parties for the “Neutral” category.

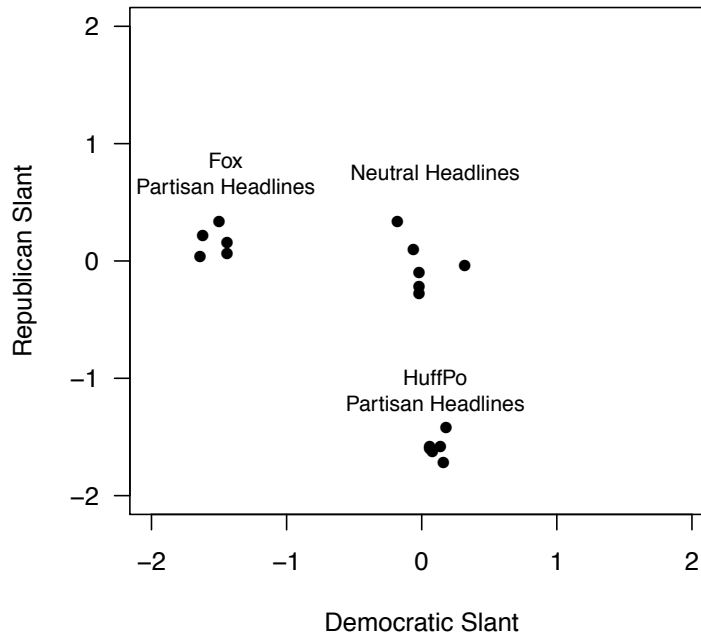
Table C3: Political Headline Ratings by Treatment Category (Experiment 1)

Headline	Category	Dem-Slant	Rep-Slant	% Agreement
1 Trump’s speech to Congress: ‘Time for small thinking over’	Neutral	-0.18	0.34	90
2 Trump Set to Roll Back Federal Fuel-Economy Requirements	Neutral	-0.06	0.10	100
3 Republican Members of Congress face Trump foes at Town Halls	Neutral	-0.02	-0.28	100
4 Forget about insurance coverage; new Republican buzzwords in Washington are health care access	Neutral	-0.02	-0.22	96
5 Doctor-turned-pundit with conservative views is Trump’s pick to lead Food and Drug Administration	Neutral	-0.02	-0.10	94
6 Democratic former state senator weighs run for Wisconsin governor	Neutral	0.32	-0.04	100
7 Democrats Keep Showing Off Their Civic Ignorance	Fox-Partisan	-1.64	0.04	92
8 Disgraceful: Top Dems Couldn’t Put Politics Aside, Remained Seated When Navy SEAL’s Widow Was Honored	Fox-Partisan	-1.62	0.22	88
9 ‘It’s Disgusting’: Judge Jeanine Says Dems ‘Will Use Anything’ They Can Against Trump	Fox-Partisan	-1.50	0.34	90
10 Meet the Democrats Who Don’t Dare Face Voters at Town Halls	Fox-Partisan	-1.44	0.06	96
11 Amazon best-seller ‘Reasons to Vote for Democrats’ book is just empty pages	Fox-Partisan	-1.44	0.16	90
12 President Trump’s VOICE Is About Justifying White Supremacy	HuffPo-Partisan	0.06	-1.60	90
13 Republican Pick-Up Lines Are About As Creepy As You Might Imagine	HuffPo-Partisan	0.06	-1.58	96
14 Before Meeting With Muslim Constituents, Republican Lawmaker Asks If They Beat Their Wives	HuffPo-Partisan	0.08	-1.62	96
15 Bill Maher Shreds Republicans For ‘Letting Trump Run Down America’	HuffPo-Partisan	0.14	-1.58	94
16 What Are You, A Sociopath? The Lack Of A Conscience In The Republican Agenda	HuffPo-Partisan	0.16	-1.72	96
17 World’s Saddest Trump Rally Draws Just 8 Supporters	HuffPo-Partisan	0.18	-1.42	90

Overall, “neutral” headlines received ratings close to zero and few coders saw them as positive or negative towards one of the parties. Headlines in the “Fox-Partisan” category received a very negative average rating towards Democrats and a higher percentage of the raters agreed that the headlines portrayed the Democrats negatively. Headlines in the “Anti-Rep” category received a very negative rating towards Republicans and again a high percentage of coders agreed the ratings portrayed Republicans negatively.

Figure C1 below shows these measures of slant for each headline and indicates there is a clear distinction between the headlines placed in different treatment categories for the experiment.

Figure C1: Perceived Slant by Headline Category (Experiment 1)



Note: Figure displays each headline’s mean slant rating towards the Democratic and Republican parties across ratings offered by 50 coders on Amazon’s Mechanical Turk.

After respondents were assigned to a particular political news coverage category, they were randomly assigned one of the headlines from the appropriate category. As we discuss in the main text, this aids the generalizability of the experimental treatments in this study. Our results do not hinge on one particular type of political news coverage story in each category, helping to address concerns that would otherwise arise about the potentially idiosyncratic nature of the headline used to represent a broader theoretical category of news coverage.

C.3 Supplementary Analysis: Pooling In-Party and Out-Party Conditions

In Table C4 we pool together the two in-party and two out-party exposure conditions presented in Table 2 of the main text. We do this to provide comparison between the overall effects of out-party and in-party media exposure which are discussed in the main text.

Table C4: Media Outlet Thermometer Ratings by Exposure

	In-Party Media	Out-Party Media	In-Party - Out-Party
(Intercept)	62.67*	37.33*	25.33*
	(1.31)	(1.72)	(2.01)
Out-Party Exposure	0.22	8.64*	-8.43*
	(1.51)	(1.98)	(2.33)
In-Party Exposure	4.10*	3.26	0.84
	(1.49)	(1.96)	(2.30)
<i>N</i>	1879	1879	1879

Reference category is no news exposure

Models control for party

Standard errors in parentheses

* indicates significance at $p < 0.05$

C.4 Supplementary Analysis: News Choice as Outcome

The two-stage process of Experiment 1 also provides an outcome variable beyond perceptions of various media outlets. After they saw the initial article, respondents were able to select a second news story to read from the news outlet they reached and could choose between a political story (randomly assigned to be neutral or consistent with the source’s reputation) or another non-political piece of coverage (randomly assigned from the non-political categories they had not already seen). Below we consider the effects of the type of political article that was made available to them on their news choices for the second article.

Table C5: Pr(Select Political Story) By Source and Article Content in Experiment 1

	Overall	By Political Content Type
(Intercept)	0.50 (0.35)	0.50 (0.36)
Out-Party Source	-0.08* (0.03)	-0.00 (0.04)
Partisan Article		0.04 (0.03)
Out-Party Source \times Partisan Article		-0.15* (0.05)
N	1508	1508

Robust standard errors in parentheses

* indicates significance at $p < 0.05$

Models control for respondent partisanship, news website and the type of non-political alternative

The first column shows that respondents were less likely to select a political article when assigned to an out-party source relative to when they reached an in-party source. The second column shows this is concentrated among those who saw partisan news articles. The interaction between out-party source and partisan article is large indicating that respondents were particularly deterred from selecting highly-partisan articles when on an out-party website. In contrast, there is no detectable difference in their likelihood of selecting the neutral political articles based on whether they were assigned to an in-party or out-party news source.

We also consider the variables that predict avoidance of the out-party hostile political content in Table C5. Among those in the out-party conditions, we regress their choice of the political story on whether or not they were a strong partisan and had a high degree of political interest. We separately consider the neutral political coverage from an out-party source (Column 1) and those considering the hostile political coverage from an out-party source (Column 2).

Table C6: Pr(Select Out-Party Political Story) By Article Content in Experiment 1

	Chose Out-Party Neutral Political	Chose Out-Party Hostile Political
(Intercept)	0.48*	0.41*
	(0.06)	(0.06)
Strong Partisan	0.05	0.02
	(0.05)	(0.05)
High Political Interest	0.09	0.04
	(0.06)	(0.06)
<i>N</i>	344	369

Robust standard errors in parentheses

* indicates significance at $p < 0.05$

While these covariates do not reach statistical significance, it is notable that the strong partisanship is more predictive of selecting the neutral content from the out-party than it is for selecting the hostile content from the out-party. Likewise, political interest is more predictive of selecting the neutral political coverage than it is of selecting the hostile coverage.

In tandem, these patterns help explain the null findings in the main text, where seeing a partisan headline did not shift views of the out-party source relative to encountering a neutral political article. Consistent with previous work (Arceneaux and Johnson 2013), this indicates respondents avoided hostile political coverage, with suggestive indications this was strongest among the types of individuals who may have responded more negative to these forms of out-party coverage. This potentially insulated them from the negative effects encountering this coverage would have on their out-party outlet assessments.

D Appendix D: Additional Material for Experiments 2 and 3

D.1 Experiments 2 and 3 Article Selection

For the second and third experiments we used a similar procedure as the first experiment to determine the news coverage to display. However, there was one key modification. In these studies all of the news coverage respondents encountered had originally appeared on the news outlet to which it was attributed, this ensures we capture any ways in which a website’s partisan leanings intrude into its non-political and ostensibly neutral coverage of politics (e.g., perhaps by emphasizing certain topics over others).

Based on this requirement, we determined non-political articles that appeared on Fox News and the Huffington Post. The headlines of these non-political articles are displayed below.

Table D1: Non-Political Articles in Experiments 2 and 3

Headline	Category	Appeared On
Italian church, cops dupe art thieves by swapping out original \$3M masterpiece for fake	Arts and Culture	Fox News
Top Movies And TV Shows Lack Characters With Mental Health Conditions	Arts and Culture	Huffington Post
Costco sells \$7B in clothing a year, surpassing some apparel retailers	Business	Fox News
Google Investing \$1 Billion To Fix Bay Area’s Tech-Driven Housing Crisis	Business	Huffington Post
Netflix will curb smoking in original programming following complaints about ‘Stranger Things’	Entertainment	Fox News
‘Stranger Things’ Report Prompts Netflix To Cut Back On-Screen Smoking	Entertainment	Huffington Post
New study suggests that certain diets lower risk of death from breast cancer	Health and Wellness	Fox News
Burnout Is Now A Legitimate Diagnosis, Says World Health Organization	Health and Wellness	Huffington Post
Saturn’s moon Enceladus could support life as more evidence emerges	Science	Fox News
Now Wasps Are Forming Massive ‘Super Nests’ Because Life Just Isn’t Scary Enough	Science	Huffington Post
Tiger Woods no longer target of wrongful-death suit	Sports	Fox News
Ex-Olympics Official Got \$2.4 Million In Severance After Larry Nassar Cover-Up	Sports	Huffington Post
Don’t expect ‘Friends’ star Jennifer Aniston to ever change her signature hair color	Style	Fox News
Mindy Kaling Told Us Her Secret To Stunning Skin On Less Sleep	Style	Huffington Post
Domino’s pizza pie to be delivered using robotic vehicle	Tech	Fox News
Facebook Goes Back To Its Roots With Dating App Feature	Tech	Huffington Post
TSA reports that nearly \$1 million was left in US airports in 2018	Travel	Fox News
Hero 4-Year-Old Tells Air Passenger Where To Stick Her Stinky Bare Foot	Travel	Huffington Post

When determining political articles, we used the same crowd-sourcing procedure as the first experiment, this time with the added need to determine neutral political coverage that appeared on Fox News and Huffington Post. From an initial 67 candidate political headlines,

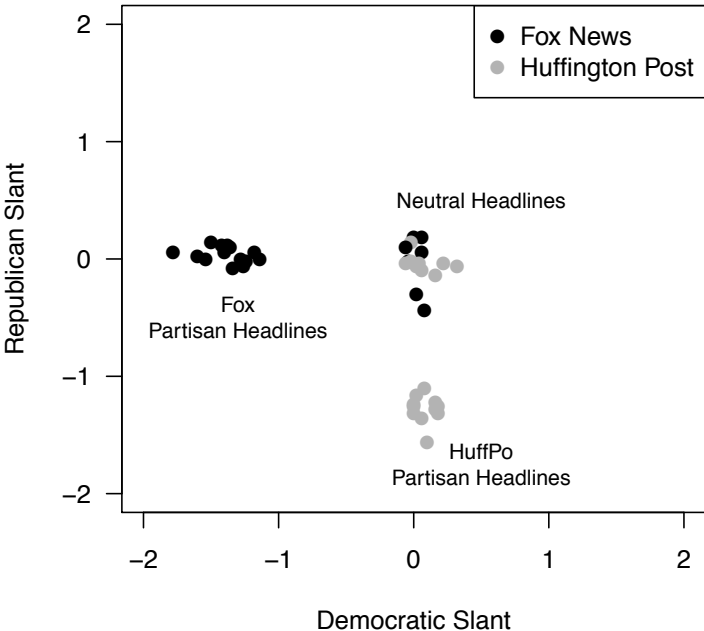
we selected 41 in the table below to use based on their clear alignment with the requirements for a category (i.e., either perceived as neutral or partisan in the intended manner).

Table D2: Political Headline Ratings by Treatment Category (Experiments 2 and 3)

Headline	Category	Dem-Slant	Rep-Slant	% Agreement
1 Florida Dem admits lying about treating Pulse shooting victims: 'I just made it up'	Fox-Partisan	-1.78	0.06	96.00
2 Ingraham: California a 'Democrat-induced disaster'	Fox-Partisan	-1.60	0.02	88.00
3 Rush Limbaugh: 'The left is totally crazy,' Democratic Party will 'fall apart' if Biden nominated	Fox-Partisan	-1.54	0.00	90.00
4 Rep. Cheney: Dems' actions 'really shameful'	Fox-Partisan	-1.50	0.14	92.00
5 Nikki Haley slams 'disgusting' silence from Dems after Mexican flag raised at ICE facility	Fox-Partisan	-1.42	0.12	86.00
6 Hannity: Dems abusing their power, guilty of 'presidential harassment'	Fox-Partisan	-1.40	0.06	88.00
7 Trump 2020 press secretary: 'Time after time we see these anti-American remarks' from Democrat 'squad'	Fox-Partisan	-1.38	0.12	88.00
8 Ingraham: 'Left' trying to destroy what it means to be American	Fox-Partisan	-1.36	0.10	84.00
9 Hannity: 'All-out war' going on within the Democratic Party	Fox-Partisan	-1.34	-0.08	88.00
10 Dem socialist Julia Salazar allegedly dipped into trust fund during state senate campaign: report	Fox-Partisan	-1.28	0.00	90.00
11 Former ICE director: Dems 'drive' to see Trump fail more important to them than immigrant lives	Fox-Partisan	-1.26	-0.06	82.00
12 Conway blasts Dems' 'tired' claims of racism, says she 'totally disagrees' with husband's scathing op-ed	Fox-Partisan	-1.24	-0.02	86.00
13 Collins slams Pelosi for Trump remark: Dems have run roughshod over House institutions	Fox-Partisan	-1.18	0.06	86.00
14 Hannity: 'Deep wounds' divide the Democrats	Fox-Partisan	-1.14	0.00	92.00
15 Republican Compared Anti-LGBTQ Proposal To Saving Jews From Holocaust	HuffPo-Partisan	0.00	-1.32	82.00
16 Donald Trump Calls Lawmakers 'Racist' After His Own Racist Attacks On Them	HuffPo-Partisan	0.00	-1.26	80.00
17 For 3 Years, This Husband Has Fought For His Wife. Trumps Muslim Ban Keeps Them Apart.	HuffPo-Partisan	0.00	-1.24	84.00
18 Texas Republican Says Women Should 'Absolutely' Be Jailed For Having An Abortion	HuffPo-Partisan	0.02	-1.16	80.00
19 Trump Lies About Congresswomen Of Color Referring To 'Evil Jews'	HuffPo-Partisan	0.06	-1.36	82.00
20 Donald Trump Resurrects Lie That China Is Paying His Tariffs	HuffPo-Partisan	0.08	-1.10	82.00
21 Republicans Silent On Trump's Racist Remarks To Congresswomen	HuffPo-Partisan	0.10	-1.56	98.00
22 Asylum Officers Slam Trumps Border Policies As Contrary To America's Moral Fabric	HuffPo-Partisan	0.16	-1.28	84.00
23 Trump's Record Of Ethically Tainted Cabinet Departures Rises With Acosta's Exit	HuffPo-Partisan	0.16	-1.22	82.00
24 Major European Business Leader Slams Trump For Promoting 'Racism And Exclusion'	HuffPo-Partisan	0.18	-1.32	82.00
25 Dalai Lama Says Donald Trump Lacks 'Moral Principle'	HuffPo-Partisan	0.18	-1.26	86.00
26 Trump tells Congress to immediately approve Mexico-Canada trade deal, says US moving past stupid years of trade policy	Fox-Neutral	-0.06	0.10	84.00
27 California becomes 1st state to give taxpayer-funded health benefits to illegal immigrants	Fox-Neutral	-0.04	-0.02	80.00
28 Sasse leads fresh calls to use seized 'El Chapo' money to pay for border security	Fox-Neutral	0.00	0.18	92.00
29 GOP rep unveils bill to implement DNA testing at border, as officials warn of child recycling	Fox-Neutral	0.02	-0.30	90.00
30 DOJ announces release of 3,100 inmates as part of criminal reform push	Fox-Neutral	0.06	0.06	92.00
31 Border apprehensions decline 28 percent following US-Mexico partnership, DHS says	Fox-Neutral	0.06	0.18	92.00
32 Rep. Will Hurd says Texas Republicans need to do more to diversify their ranks	Fox-Neutral	0.08	-0.44	88.00
33 We Still Don't Know How Many People Died In American Jails 4 Years Ago	Huffpo-Neutral	-0.06	-0.04	96.00
34 Chili Beef Heats Up Between Governors Of Colorado, New Mexico	Huffpo-Neutral	-0.02	-0.02	98.00
35 Trump Responds To UK Ambassador Kim Darroch's Resignation	Huffpo-Neutral	-0.02	0.14	86.00
36 Chicago Mayor Permanently Bans ICE From Accessing Police Databases Ahead Of Raids	Huffpo-Neutral	0.02	-0.06	88.00
37 House Panel Accuses Juul Of Directly Targeting Kids At School And Summer Camp	Huffpo-Neutral	0.04	-0.04	96.00
38 Treasury Watchdog Will Look Into The Delay On The Harriet Tubman \$20 Bill	Huffpo-Neutral	0.06	-0.10	92.00
39 California Passes Measure Requiring Presidential Candidates To Release Tax Returns	Huffpo-Neutral	0.16	-0.14	88.00
40 Cory Booker Wants Prisoners' Sentences To Get Second Look After 10 Years	Huffpo-Neutral	0.22	-0.04	98.00
41 Oregon Just Passed The Best Family Leave Law In The U.S.	Huffpo-Neutral	0.32	-0.06	92.00

Figure D1 displays the slant ratings these headlines received and also indicates the source they originally appeared on. This indicates there is a clear divide between the groups of headlines we assign respondents to the in second and third experiments.

Figure D1: Perceived Slant by Headline Category (Experiments 2 and 3)



Note: Figure displays each headline’s mean slant rating towards the Democratic and Republican parties across ratings offered by 50 coders on Amazon’s Mechanical Turk.

D.2 Experiment 2: Additional Material

D.2.1 Experiment 2 Demographics

Table [D3](#) displays the demographics of partisan respondents examined in the analysis of Experiment 2 in the main text. This sample was drawn from a panel maintained by Lucid. The sample also included “pure” independents, but we exclude them for our analysis as we do not have an ability to determine what cross-cutting exposure consists of for this group.

Table D3: Experiment 2 Demographics

Experiment 2	
Black	0.11
Hispanic	0.07
White	0.70
Other Race	0.13
College Plus	0.41
Female	0.51
Age	45.48
Income (\$)	55338.94
Democrat	0.54
Republican	0.46
Sample Size	4250

D.2.2 Supplementary Analysis: Consistent Partisans Only

For 95% of respondents, the partisanship available from the panel information provided by Lucid, the measure of partisanship that was used to assign them to out-party media exposure conditions, agreed with the partisanship they indicated in questions asked at the end of our survey. Because there is some discrepancy between these two measures, our primary analysis incorrectly assigns some individuals for the purposes of understanding their views of out-party media sources. For this reason we reassess our findings in this experiment after dropping individuals with inconsistent measures of partisanship between the panel measure and the post-treatment measure in our survey. These findings are shown in Table [D4](#).

Table D4: Out-Party Media Ratings by Exposure Condition (Consistent Partisanship Only)

	Out-Party Media	Media Difference
(Intercept)	13.10*	53.79*
	(0.98)	(1.35)
Hostile Out-Party	-1.02	0.54
	(1.05)	(1.43)
Neutral Out-Party	3.34*	-2.25
	(1.06)	(1.44)
Non-Political Out-Party	4.63*	-3.32*
	(1.04)	(1.43)
<i>N</i>	4075	4075

Reference category is no news exposure

Models control for party and pre-treatment views of out-party media bias

Standard errors in parentheses

* indicates significance at $p < 0.05$

This shows we obtain similar evidence after removing those individuals with inconsistent measures of partisanship between the panel data and the survey.

D.2.3 Supplementary Analysis: Differences in Perceived Content (Pairwise Tests of Differences)

In Table 4 in the main text we show the perceived likelihood that various types of coverage appeared on a website to capture public perceptions of these sources. In Table D5 and Table D6 we formally test the pairwise difference in the perceived likelihood of appearance between each pair of coverage types and present a associated p-value for the statistical significance of the difference. We place the key comparisons between the perceived likelihood of hostile coverage attacking the out-party and neutral or non-political coverage in bold in each table.

Table D5: Difference in Perceived Likelihood Coverage Appeared on Huffington Post

	Difference	P-Value
Hostile to Dems - Neutral	-0.31	0.00
Hostile to Reps - Neutral	0.33	0.00
Non-Political - Neutral	-0.40	0.00
Hostile to Dems - Non-Political	0.09	0.19
Hostile to Reps - Non-Political	0.72	0.00
Hostile to Reps - Hostile to Dems	0.64	0.00

Table D6: Difference in Perceived Likelihood Coverage Appeared on Fox News

	Difference	P-Value
Hostile to Dems - Neutral	0.53	0.00
Hostile to Reps - Neutral	-0.16	0.02
Non-Political - Neutral	-0.52	0.00
Hostile to Dems - Non-Political	1.04	0.00
Hostile to Reps - Non-Political	0.36	0.00
Hostile to Reps - Hostile to Dems	-0.68	0.00

The results support the claims in the main text in that the counter-reputational coverage used in our experiments, and commonly available from these sources online, is perceived as much less likely to appear on them than reputationally-consistent coverage that attacks the other party. We have placed these key comparisons in bold. All of the differences between categories are statistically significant with the lone exception that, for the Huffington Post, respondents perceived the non-political and political coverage hostile to Democrats as equivalently likely to appear on the website.

D.2.4 Supplementary Analysis: Reputations Among Out-Partisans Only

The analysis in the main text considers headline perceptions among all respondents in the control group. Here we subset to only individuals evaluating an out-party news sources and find a similar pattern, with this group considering hostile coverage attacking the out-party as the most likely type of news to appear on these websites. These results are below.

Table D7: Perceived Likelihood Headline Type Appears on Website (Out-Partisans Only)

	Fox News	Huffington Post
Most Likely (1)	Hostile Towards Democrats (4.0)	Hostile Towards Republicans (3.6)
(2)	Neutral Political (3.3)	Neutral Political (3.3)
(3)	Hostile Towards Republicans (3.2)	Non-Political (2.9)
Least Likely (4)	Non-Political (2.8)	Hostile Towards Democrats (2.8)

Note: Table displays the perceived likelihood, measured on a five-point scale, that various types of headlines appear on a website from control group respondents evaluating an out-party source in Study 2 (n=540).

D.3 Experiment 3: Additional Material

D.3.1 Experiment 3 Demographics

Table [D8](#) displays the demographics of partisan respondents examined in Experiment 3. This is a convenience sample from Amazon’s Mechanical Turk. The sample included “pure” independents, but we exclude them for our analysis as we do not have an ability to determine cross-cutting exposure for this group.

Table D8: Experiment 3 Demographics

Experiment 3	
Black	0.09
Hispanic	0.05
White	0.69
Other Race	0.17
College	0.58
Female	0.49
Democrat	0.63
Republican	0.37
Sample Size	2263

D.3.2 Additional Outcome Measures

The third experiment included several survey questions about a respondent’s evaluations of out-party media used to create a scale. This scale includes the feeling thermometer. It also

includes one item with a four-point scale that asked respondents whether the out-party outlet dealt fairly with all sides, a second item with a seven-point scale that asked respondents whether the out-party outlet provided accurate information, and a third item that asked whether the out-party source had an ideological bias on a three-point scale (this was asked in a slightly different format than the pre-treatment question).

We combine these items into a single outcome measure by centering and re-scaling the four survey items, conducting principal components analysis on them and extracting the first principal component, which accounts for 68% of the variation in these assessments of out-party media sources. Based on the item loadings, indicated in the table below, positive values indicate more favorable views of the out-party media. We scale this outcome to have mean zero and standard deviation one. This approach helps reduce any measurement error present when using individual survey items and considers a broader range of outcomes which should also be moved by cross-cutting exposure.

Table D9: Out-Party Media Assessment - PCA Loadings

Survey Item	PC1 Loading
Out-Party Media Thermometer (101-pt scale)	0.55
Out-Party Media Fairness (4-pt scale)	0.54
Out-Party Media Accuracy (7-pt scale)	0.55
Out-Party Media Unbiased (3-pt scale)	0.34

E Appendix E: Pooled Analysis of Experiments

While they differ, there are shared features across our three experiments. Here we pool together common arms included in different studies. We also examine heterogeneity in these effects by separately analyzing results for Democrats and Republicans.

E.1 Pooled Effects of Non-Political Exposure

Conditions examining non-political exposure, relative to no news exposure, are included in the first and second experiments. Table E1 pools these results together. We find a pattern similar to the analysis of the individual experiments in the main text, with exposure to non-political coverage from out-party media sources improving views of these outlets and reducing the divide between assessments of in-party and out-party media sources.

Table E1: Pooled Effects of Non-Political Exposure on Views of Out-Party Media (Experiments 1 and 2)

	Out-Party Media	Media Difference
(Intercept)	44.46*	21.23*
	(1.37)	(1.68)
Non-Political Out-Party	5.45*	-4.61*
	(1.13)	(1.38)
<i>N</i>	3290	3290

Reference category is no news exposure

Models control for party and survey wave

Standard errors in parentheses

* indicates significance at $p < 0.05$

We now consider these effects separately for Democrats and Republicans. We observe a consistent pattern to the overall results, but there is some heterogeneity as the effects are larger for Republicans than for Democrats. This may speak to a greater difficulty in moving Democrats' views of Fox News given the network's reputation also reflects the coverage it provides on cable television, while Huffington Post is only available online.

Table E2: Pooled Effects of Non-Political Exposure on Views of Out-Party Media (Experiments 1 and 2) - Democrats Only

	Out-Party Media	Difference
(Intercept)	40.31*	20.73*
	(1.73)	(2.03)
Non-Political Out-Party	3.76*	-1.96
	(1.63)	(1.92)
<i>N</i>	1836	1836

Reference category is no news exposure

Models control for survey wave

Standard errors in parentheses

* indicates significance at $p < 0.05$

Table E3: Pooled Effects of Non-Political Exposure on Views of Out-Party Media (Experiments 1 and 2) - Republicans Only

	Out-Party Media	Difference
(Intercept)	44.07*	21.54*
	(1.64)	(2.14)
Non-Political Out-Party	7.60*	-7.97*
	(1.50)	(1.96)
<i>N</i>	1454	1454

Reference category is no news exposure

Models control for survey wave

Standard errors in parentheses

* indicates significance at $p < 0.05$

E.2 Pooled Effects of Neutral Political Exposure

Experiments 2 and 3 compare exposure to hostile coverage from an out-party source and neutral coverage from an out-party source. We pool these conditions in Table [E4](#). Again, we find similar results. Both in terms of improving views of the out-party media outlet and reducing the divide between a respondent's assessment of in-party and out-party media sources, exposure to neutral political coverage reduces oppositional media hostility.

Table E4: Pooled Effects of Neutral Political Exposure on Views of Out-Party Media (Experiments 2 and 3)

	Out-Party Media	Difference
(Intercept)	14.68*	50.83*
	(0.88)	(1.20)
Neutral Out-Party	3.06*	-3.21*
	(0.68)	(0.94)
<i>N</i>	4336	4336

Reference category is hostile out-party news exposure

Models control for party, pre-treatment views of out-party media and survey wave

Standard errors in parentheses

* indicates significance at $p < 0.05$

Next, we separate the analysis by party in Table E5 and Table E6. We observe a similar pattern in which these treatments have a stronger influence on Republicans than Democrats, although the directions of these treatment effects are the same among both sets of partisans.

Table E5: Pooled Effects of Neutral Political Exposure on Views of Out-Party Media (Experiments 2 and 3) - Democrats Only

	Out-Party Media	Difference
(Intercept)	12.58*	49.22*
	(0.94)	(1.20)
Neutral Out-Party	2.64*	-2.62*
	(0.90)	(1.15)
<i>N</i>	2517	2517

Reference category is hostile out-party news exposure

Models control for pre-treatment views of out-party media and survey wave

Standard errors in parentheses

* indicates significance at $p < 0.05$

Table E6: Pooled Effects of Neutral Political Exposure on Views of Out-Party Media (Experiments 2 and 3) - Republicans Only

	Out-Party Media	Difference
(Intercept)	17.26* (1.16)	48.17* (1.76)
Neutral Out-Party	3.57* (1.03)	-3.96* (1.56)
<i>N</i>	1819	1819

Reference category is hostile out-party news exposure

Models control for pre-treatment views of out-party media and survey wave

Standard errors in parentheses

* indicates significance at $p < 0.05$