

Discussion Questions for 17.951, Political Behavior

Media Effects

- What kinds of effects are the media believed to have? Does the media persuade people to new perspectives or beliefs, or have priming and framing effects? How have researchers' views of media effects changed over time, and why?
- How do we measure the effect of media on the public?
- How do media effects vary across individuals?
- What is the role of supply and demand in determining the content of media?
- What are the effects of changes in the media environment, such as the decline of network TV news and the rise of the internet?