

# Online Appendix:

## Ideological Segregation Online and Offline

Matthew Gentzkow

Jesse M. Shapiro

*Chicago Booth and NBER*

March 2010

### **1 Estimates of Statistical Precision**

In table 1 we present standard errors for our main estimates. For estimates that come from MRI or the GSS, we compute standard errors through a nonparametric bootstrap over samples of respondents. For estimates that come from comScore aggregate data, that is not an option. Instead we perform a parametric bootstrap in which we model the share conservative of each website as an independent binomial proportion with sample size determined by the size of the relevant comScore panel.

### **2 Additional Robustness Checks and Results**

Table 2 presents results for MRI and GSS in which we weight all respondents equally instead of using recommended sample weights. (Unweighted estimates are not available for comScore data.)

Table 3 presents results for the GSS in which we exclude respondents who answer that they know “10 or more” strong conservatives or strong liberals in the given social category. (In the main results we topcode these responses arbitrarily at 12.)

Table 4 presents results for the GSS in which we treat each respondent’s acquaintances as sample individuals. In the main results we only treat respondents as sample individuals for the purposes of calculating exposure and isolation.

Table 5 lists the sites in our main sample—those sites for which the comScore aggregate data include both site size and site share conservative.

**Table 1:** Standard Errors for Main Results

	Isolation Index	Standard Error
Internet	.075	.003
Offline Media		
Broadcast News	.018	.004
Magazines	.029	.005
Cable	.033	.003
Local Newspapers	.041	.012
National Newspapers	.104	.022
Face-to-Face Interactions		
County	.059	.007
Zipcode	.094	.011
Voluntary Associations	.145	.032
Work	.168	.036
Neighborhood	.187	.056
Family	.243	.044
People You Trust	.303	.033

Notes: Internet data are from comScore. County, zipcode, and offline media data are from MRI. Voluntary associations, work, neighborhood, family, and “people you trust” data are from the GSS. In comScore, standard error is calculated using a parametric bootstrap that assumes ideology is a binomial proportion and is independently distributed across sites. In MRI and GSS, standard errors are calculated using a nonparametric bootstrap over respondents. Bootstraps use 100 replications.

**Table 2: MRI and GSS: Equal-weighted results**

	Conservative Exposure of		
	Conservatives	Liberals	Isolation Index
<b>Offline Media</b>			
Broadcast News	.654	.629	.024
Magazines	.578	.541	.037
Cable	.699	.656	.043
Local Newspapers	.678	.632	.046
National Newspapers	.596	.483	.112
<b>Face-to-Face Interactions</b>			
County	.668	.605	.063
Zipcode	.627	.541	.087
Voluntary Associations	.633	.462	.171
Work	.623	.447	.176
Neighborhood	.635	.473	.161
Family	.696	.479	.216
People You Trust	.661	.373	.288

Notes: County, zipcode, and offline media data are from MRI. Voluntary associations, work, neighborhood, family, and “people you trust” data are from the GSS. Estimates weight all respondents equally. (The estimates in the paper use recommended weights.)

**Table 3: GSS: Excluding Topcoded Responses**

	Conservative Exposure of		
	Conservatives	Liberals	Isolation Index
<b>Face-to-Face Interactions</b>			
Voluntary Associations	.593	.507	.086
Work	.573	.386	.187
Neighborhood	.612	.416	.196
Family	.645	.406	.239
People You Trust	.682	.381	.302

Notes: Voluntary associations, work, neighborhood, family, and “people you trust” data are from the GSS. Estimates exclude respondents who say that they know “more than 10” strong conservatives or liberals in the given social category. (The estimates in the paper treat these responses as topcoded and equivalent to “12.”)

**Table 4:** GSS: Treating Acquaintances as Part of the Sample

	Conservative Exposure of		
	Conservatives	Liberals	Isolation Index
Voluntary Associations			
Excluding Respondent	.584	.488	.095
Including Respondent	.585	.478	.107
Work			
Excluding Respondent	.566	.475	.091
Including Respondent	.571	.474	.097
Neighborhood			
Excluding Respondent	.631	.443	.189
Including Respondent	.628	.447	.181
Family			
Excluding Respondent	.675	.432	.244
Including Respondent	.672	.425	.247
People You Trust			
Excluding Respondent	.627	.453	.174
Including Respondent	.640	.443	.197

Notes: Data are from the GSS. Calculations treat each respondent's acquaintances as exposed to one another, either including or excluding the respondent from the group of acquaintances. (The estimates in the paper treat each respondent as exposed to her acquaintances and ignore exposure of acquaintances to the respondent or to one another.)

**Table 5: Websites in Main Sample**

ABC News	cartoonstock.com	moveon.org	slate.com
AOL News	cbc.ca	msnbc.com	stuff.co.nz
BBC News	cbn.org	myfoxla.com	tampabay.com
Canoe	cbsnews.com	nationalreview.com	tbo.com
Capitol Advantage	chicagotribune.com	newsbusters.org	technorati.com
Sina News	chron.com	newsmax.com	theatlantic.com
Sky News	cnbc.com	newsobserver.com	theglobeandmail.com
The Mail Online	cnn.com	newsrunner.com	thehill.com
Yahoo! News	cnsnews.com	newsvine.com	thenation.com
about.com news & issues	csmonitor.com	newsweek.com	theolympian.com
aclj.org	ctv.ca	newyorker.com	thestate.com
aclu.org	dailykos.com	npr.org	thinkprogress.org
alternet.org	democraticunderground.com	nydailynews.com	time.com
ap.org	drudgereport.com	nypost.com	today.com
australian broadcasting corp.	economist.com	nytimes.com	topix.com
azcentral.com	foxnews.com	pbs.org	topnews.in
barackobama.com	freerepublic.com	philly.com	townhall.com
billoreilly.com	ft.com	politico.com	treehugger.com
blackamericaweb.com	gallup.com	politicsdaily.com	upi.com
blackvoices.com	glennbeck.com	politifact.com	usatoday.com
blogcritics.org	gop.com	postchronicle.com	usnews.com
blogtalkradio.com	gopusa.com	propeller.com	villagevoice.com
boston.com	heraldtribune.com	realclearpolitics.com	voanews.com
bostonherald.com	heritage.org	reddit.com	washingtonpost.com
breitbart.com	hotair.com	rense.com	washingtontimes.com
businessweek.com	huffingtonpost.com	reuters.com	whitehouse.gov
bvblackspin.com	humanevents.com	rollingstone.com	wn.com
cagle.com	latimes.com	rushlimbaugh.com	wnd.com
canada.com	metafilter.com	salon.com	wsj.com
capitolconnect.com	micellemalkin.com	sfgate.com	

Note: See data section in paper for the definition of the main sample.