

## **News Selection Patterns as a Function of Race: The Discerning Minority and the Indiscriminating Majority**

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*This study examines whether White majority and Black minority members differ in selecting news stories that featured either individuals of their own group or dissimilar others. Hypotheses derived from social-cognitive theory, social comparison theory, and distinctiveness theories were tested utilizing unobtrusive observations of news story selections. This selective exposure research design overcomes methodological constraints of previous experimental studies that employed self-reports and forced-exposure techniques to measure responses of Blacks and Whites to race-specific media sources. Our sample consisted of 112 Blacks and 93 Whites, who browsed 10 online news stories while exposure was unobtrusively logged via software. The news site displayed equal numbers of Black and White characters, with the pictures associated with the news stories rotated across participants. Results indicate that Whites showed no preference based on the race of the character featured in the news story. In contrast, Blacks strongly preferred news stories featuring Blacks and spent more than twice the reading time on them compared to exposure to news stories featuring Whites.*

Media use has become an extensive daily activity in modern societies, and the media are often referred to as a socialization agent that conveys social norms

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