

Examining the effect of online news usage on racial acceptance Rachel Henderson and Christopher Josey  
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Technology has dramatically altered how individuals consume news (Pew, 2018). Though there is ample research which focuses on traditional news outlets and how minorities are portrayed within, few examine newer mediated portrayals (Dixon & Josey, 2013). Further, not much is known outside of the genre of crime news or at the intersection of race and gender. This despite findings which illustrate that social identity (e.g., gender/race) play a role in the news we consume (Tewksbury & Schweufele, 2019). This dual method study remedies these shortcomings by performing an experimental test of news perceptions, coupled with a content analysis of race and gender within news. Scholars demonstrate (Melican & Dixon, 2008) that where an individual seeks news online is highly correlated with racial acceptance (e.g., New York Times) or racial animosity (e.g., Breitbart News). Using an equal probability sampling procedure in order to see if traditional (digitally migrant) news sites will feature more favorable portrayals of racial minorities than non-traditional (digitally native) news sites, a composite month was created drawing from a year's worth of archived news content from traditional online news outlets such as the New York Times, the Washington Post and USA Today and non-traditional news outlets like Brietbart or One America News. We find overall that traditional outlets' portrayals of racial minorities proved to be more accepting than non-traditional news outlets. We also performed an experimental test of whether a news author's race and gender impact a person's attitudes about racism, sexism and a number of other important social ideals. Our final sample was N=60. We hypothesize that most college students studying race and the media will hold less racist and misogynistic views towards Black and female authors of online news stories. Subsequently, the majority of the students with more tolerant attitudes are more likely to prefer news from traditional news sites.