

# Index

- ABC, 15–16, 33  
Adamic, Lada, 47–48  
Adobe Systems, 80–85  
advertising, 35–36, 56–58, 199, 200–  
201. *See also* public relations  
Agnew, Spiro, 156  
AIDS, 2–6, 165  
Aldrich, Gary, 167  
*All in the Family*, 71–74  
al-Qaeda, 22  
Alterman, Eric, 156–157  
Americans for Tax Reform, 207  
Ansolabehere, Stephen, 138  
Apple, 159–162, 183–185, 187–188  
Apricot Textile Company, 171–175,  
181  
Associated Press (AP), 15–16, 32  
Avery, Dylan, 85–94  
Awad, Nihad, 79
- Back, Kurt, 53  
Balloun, Joe, 27–31  
Banfield, Edward, 221–223, 226  
Beamer, Todd, 90–91  
Beck, Glenn, 146–147  
Berkman, Alexander, 29  
biased assimilation, 148–151  
    media as partisan and, 158–163  
    naive realism and, 151–158  
*Bias* (Goldberg), 169
- Bingham, Mark, 91–92  
bin Laden, Osama, 81, 94, 103  
Blackwell, Kenneth, 98–99  
Blair, Jayson, 174–175  
Bleifuss, Joel, 122  
*Blind Side* (Lewis), 69  
Blumenthal, Mark, 101–102,  
130–131, 133  
*Boston Globe*, 58  
Boudreaux, Ted J., 78–82, 84  
“Bowling Alone” (Putnam), 223  
Brandt, Karl, 164  
Brinkley, Douglas, 10–11  
Brock, Timothy, 27–31  
Brogan, Chris, 129  
Buchanan, Pat, 138–139  
Buckley, William F., 166–167  
Bush, George W., 75, 82, 178–180,  
193–194, 215–216  
    Iraq War and, 22–23, 189, 190  
    No Child Left Behind, 190–191  
    2000 election and, 46, 98  
    *See also* 2004 election
- Cacioppo, John, 118–122  
Cahill, Mary Beth, 55  
Cantril, Hadley, 67–71  
capital punishment, 150–151, 152,  
155  
CarFax.com, 186, 199

- Carter, Jimmy, 105–107, 111  
*Cast Away*, 202  
 Cavett, Dick, 201  
 CBS, 15–16, 32, 36, 103, 178–180  
 Center for Media and Democracy (CMD), 193–195, 199  
 Centers for Disease Control, 5–6  
 Chaiken, Shelly, 120  
*Chew on This* (Wilson, Schlosser), 213–214  
*Choice*, 203–205  
 Clinton, Bill, 24, 34, 95, 111, 130, 142, 167–171  
 Clinton, Hillary, 168  
 CNN, 18–19, 76, 143–148, 149, 171–175, 180–181  
 cognition, peripheral process, 118–122, 193  
 cognitive dissonance, 29–31, 40–48  
 Colbert, Stephen, 188–189, 229  
 Confessore, Nicholas, 212–217  
*Conservative Mind, The* (Kirk), 167  
 Contemporary Books, 167  
 Conyers, John, 112–113  
 Cooper, Anderson, 146  
 Coulter, Anne, 147, 165  
 Council on American-Islamic Relations (CAIR), 78–80, 84  
 Crow, Harlan, 56  
  
 Darden, Bobby, 172–173  
 Dartmouth College, 66–71, 152, 158  
 DCI Group, 211–217  
 Dean, Howard, 38, 39  
 DeCamp, John, 74  
 Democrats  
   Democratic National Committee, 139  
   on economy, 23–25  
   news source study, 18–19, 40–48, 129, 159  
*Dick Cavett Show, The*, 34, 201  
 Dobbs, Lou, 143–148, 171–175, 180–181  
  
 Dopp, Kathy, 108–113, 121–122, 126, 130–131, 139, 141  
 “Dr. Fox effect,” 113–118, 121, 122  
 Drudge, Matt, 58  
 Drudge Report, 58, 169, 170  
 DS Simon, 185, 195  
 Duesberg, Peter, 5, 165  
 Dykeman, Kathy, 129  
  
 Eagle Publishing, 167  
 Edelman, Julie, 200  
 Edelman, Murray, 129  
 Edison Media Research, 124  
 Election Science Institute, 130  
 Elliot, George, 58  
 “Evidence Mounts That the Vote May Have Been Hacked” (Hartmann), 110  
 expertise, 102–108, 226–227  
   academia and, 136–138  
   “Dr. Fox effect” and, 113–118, 121, 122  
   peripheral processing and, 118–122  
   *See also* 2004 election  
  
 Farber, Celia, 5  
 Farsetta, Diane, 193–195, 199  
*Fast Food Nation* (Schlosser), 213–214  
 “Fast Talk Nation,” 214–217  
 Federal Communications Commission (FCC), 194  
 Federal Trade Commission, 35  
 Festinger, Leon, 29–31, 53  
 Fingerhut, Eric, 141  
 Fonda, Jane, 82–83  
 Foster, Vincent, 168  
 Fox, Michael, 113–118, 121, 122  
 Fox News, 18–19, 43, 47–48, 90  
   objectivity and, 146, 147, 149, 156, 168, 170  
   VNRs and, 184–185

- Franklin Cover-Up* (DeCamp), 74  
 Freeman, Steven, 122–126,  
 130–136, 139, 141–142  
 Frey, James, 189–191  
 Fuhrman, Mark, 169
- Gallagher, Maggie, 191  
 Gardner, Steve, 13  
 generalized trust, 223–225  
 Gentzkow, Matthew, 174–180  
 Germany, 119–120, 131–132,  
 163–164, 166  
 “Germany Is Our Problem”  
 (Brandt), 164  
 Get Government Off Our Back  
 (GGOOB), 206–211  
 Gigerenzer, Gerd, 119  
 Glance, Natalie, 47–48  
 Glassman, James, 212–217  
 global warming, 23, 228  
*God and Man at Yale* (Buckley),  
 166–167  
 Goffman, Erving, 113  
 Goldberg, Bernard, 169  
 Goldstein, Daniel, 119  
 Goldwater, Barry, 41–47  
 Goodyear, Douglas, 211  
 Gore, Al, 46, 138–139, 142,  
 216–217  
 Gorelick, Jamie, 95–96  
 Gould, Jack, 74  
 Grace, Nancy, 146
- Hagan, Tim, 141  
 Hartmann, Thom, 110  
 Hastorf, Albert, 67–71  
 Headline News (CNN), 146–147  
 Henninger, Daniel, 148  
 Herron, Michael, 138, 140–142  
 heuristics, 119  
*High Cost of Vengeance, The* (Utley),  
 166, 170  
 “high” prejudice, 73  
 “high-” vs. “low-feedback” news,  
 175–181  
 Hill, Clinton, 63  
 HIV, 2–6, 165  
 Hobson, Laura, 72–74  
 Hooper, Ibrahim, 78  
 Horne, Andrew, 32  
 hostile media phenomenon,  
 157–158, 160, 165–166,  
 173–174, 193  
 Hull, Cordell, 163–164  
 Hussein, Saddam, 22, 189, 227, 228  
 Hyde, Timothy, 211
- Inconvenient Truth, An*, 216–217  
 Ingraham, Laura, 57, 165  
 “Inventing the AIDS Virus”  
 (Duesberg), 165  
 Iraq War, 78–82, 84, 189, 190,  
 193–194, 227  
 Israel, 153–155  
 Iyengar, Shanto, 18–19, 46
- Jayhan, Phillip, 59–62, 64–66, 74–78,  
 87–88  
 Jefferson, Lisa, 90–91  
 Jobs, Steve, 161  
 Johnson, Lyndon, 16, 41–47  
 Jones, Charley, 40  
 Justice, Kent, 184
- Kazmaier, Dick, 66–71  
 Keech, Marion, 29–30  
 Kennedy, John F., 42, 62–66, 77–78,  
 94–96, 158  
 Kennedy, Robert F., Jr., 97–98, 108,  
 122, 126, 133, 135, 142  
 Kerry, John, 9–15  
 O’Neill and, 10, 33–35, 201  
 Photoshop picture of, 82  
 See also Swift Boat Veterans for  
 Truth; 2004 election  
 Killian, Jerry, 178–179

- Kirk, Russell, 167  
 Knoll, John, 80–82  
 Knoll, Thomas, 80–82  
 Kohut, Andrew, 23–25  
 Kranish, Michael, 58  
 Ku Klux Klan, 226
- Lake, Ed, 83–84  
 Lear, Norman, 72–74  
 Lebanon, 153–155  
 Lenski, Joe, 130  
 Lepper, Mark, 149–151, 157–159  
 Lewin, Kurt, 49–53  
 Lewis, Michael, 69  
 “liberal” media, 156–158  
 Light, Ken, 82–83, 85  
 Limbaugh, Rush, 38, 57, 116–117  
 Lincoln Group, 191  
 Lindeman, Mark, 133  
*Loose Change*, 77, 85–94  
 Lord, Charles, 150  
 Louder Than Words, 86  
*Lou Dobbs Tonight* (CNN), 144, 172  
 Lowin, Aaron, 41–47  
 “low” prejudice, 73  
 “low-” vs. “high-feedback” news, 175–181  
 Lynn, Amy, 187–188
- Made It Happen on Purpose (MIHOP), 60, 65, 80, 88  
 Maggiore, Christine, 2–5  
 mass media, 1–7, 15–16, 55–58  
   coverage of Swift Boat Veterans, 31–34, 54–58  
   disclosure by, 187, 195, 199  
   distribution of, 195–198  
   expertise in, 102–108  
   fragmentation of, 14–15, 147, 163–171  
   news source study, 18–19, 40–48, 129  
   radio talk shows, 37–40, 57, 168, 170–171  
   television and trust, 224  
   *See also* “new media”; objectivity; propaganda; selective exposure; selective perception; *individual names of media outlets*
- McCain, John, 215–216  
 McDonald’s, 214–217  
 McManus, Michael, 191  
 Mebane, Walter, 110–113, 135, 138–142  
 Mellman, Mark, 55, 57  
 Merkle, Daniel, 129  
 Microsoft, 159, 212  
 Miller, Jim, 67  
*Million Little Pieces, A* (Frey), 189–191  
 Mitovsky, Warren, 124–130, 132, 136  
 Mondale, Walter, 36  
 Mongoven, Biscoe, and Duchin (MBD), 206–211  
 “Montegrano,” 221–223, 226  
*Moral Basis of a Backward Society, The* (Banfield), 222  
 Morgenthau, Henry, 163–164  
 Morin, Richard, 18–19  
 Mossberg, Walt, 161  
*Mother Jones*, 205–206
- Nadler, Jerrold, 113  
 NAFTA, 144–145, 171–175, 181  
 naive realism, 151–158  
 National Election Data Archive, 113  
 National Institute of Standards and Technology, 76  
 National Rifle Association, 40, 207  
 NBC, 15–16  
 “new media,” 2, 161, 168–169  
   digital photography, 80–85  
   distribution and, 195–198  
   early alternative media, 36–37  
   Internet, data availability, 111–112

- “new media” (*continued*)  
   propinquity effect and, 54  
   trust and, 224–230  
   YouTube, 64, 77, 196, 216–217, 229  
   *See also* mass media  
*New York Times*, 22, 67, 105, 170, 174–175, 177, 190  
   *on All in the Family*, 72–74  
   *on Kerry/Fonda photo*, 82–83  
   *on Swift Boat Veterans*, 32  
   *on VNRs*, 193–194  
   *on Windows Vista*, 159  
 9/11. *See* September 11, 2001 terrorist attacks  
 Nixon, Richard, 111, 156, 158  
 No Child Left Behind, 190–191  
 Norquist, Grover, 207–211  
*Now and After* (Berkman), 29  
 NPR, 18–19, 47, 159, 174  
  
 objectivity, 226–227  
   biased assimilation and, 148–151  
   Dobbs and, 143–148, 171–175, 180–181  
   “low-” vs. “high-feedback” topics, 175–181  
   media as partisan and, 158–163  
   media fragmentation and, 14–15, 147, 163–171  
   naive realism and, 151–158  
 Ohio University, 65–66  
 1-800-Flowers, 199–201  
 O’Neill, John, 10, 33–35, 56, 165, 170, 201  
 Ong, Betty, 91, 93–94  
 “On the National Media” (Agnew), 156  
 O’Reilly, Bill, 43, 147  
 Oreskes, Naomi, 23, 137  
 Oswald, Lee Harvey, 63–64, 94–95  
  
 Page, Benjamin, 102–108  
 Palestinians, 153–155  
 particularized trust, 225–229  
 patent-application study, 120  
 Pathfire, 197–198  
 PBS, 127  
 peripheral processing, 118–122, 193  
 Perry, Bob, 56  
 person-to-person marketing, 36, 39  
 Petty, Richard, 118–122  
 Pew Research Center, 23, 24, 148–149, 157  
 Philip Morris, 203  
 Photoshop (Adobe Systems), 80–85  
 Pickens, T. Boone, 56  
 Pogue, David, 159–162  
 Pollster.com, 101–102, 130  
*Presentation of Self in Everyday Life, The* (Goffman), 113  
 Princeton University, 66–71, 152, 158  
 propaganda, 217–219, 227  
   DCI group and, 211–217  
   disclosure and, 187, 195, 199  
   tobacco industry and, 202–211  
   “truthiness” and, 188–193, 229  
   VNRs and, 183–188, 193–202  
   *See also* public relations  
   propinquity effect, 53–54  
   public relations  
     DCI group and, 211–217  
     SMTs and, 183–188  
     Swift Boats Veterans’ strategy, 34–40  
   tobacco industry and, 202–211  
   VNRs and, 183–188, 193–202  
   *See also* propaganda  
 Putnam, Robert, 223  
  
 R. J. Reynolds (RJR), 203–205

- Radio and Television News Directors Association, 199
- RAND Corporation, 6
- Raskin, Robin, 183–185, 187–188
- Rather, Dan, 36, 178–180
- Ratneshwar, S., 120
- Reagan, Ronald, 11–12, 35–37, 167
- reality. *See* objectivity; selective exposure; selective perception
- recognition heuristics, 119
- Reed, Rick, 56–57
- Regnery, Alfred, 167–171
- Regnery, Henry, 164–171
- Regnery Publishing, 164–171
- Republicans, 46–47
- on economy, 23–25
- GGOOB and, 209
- news source study, 18–19, 40–48, 129, 159
- radio talk shows and, 37–40, 57, 168, 170–171
- Rich, Frank, 190
- Rokeach, Milton, 73–74
- Rolling Stone*, 97–98, 108, 122, 126, 133, 135, 142
- Ross, Lee, 149–151, 157–159, 163
- Ross, Margi, 168–170
- Sabra (Lebanon), 153–155
- Salon*, 47, 58, 110, 168
- SALT II, 105–107
- satellite media tours (SMTs), 183–185, 187–188
- Schachter, Stanley, 53
- Scheuren, Fritz, 130
- Schlosser, Eric, 213–214
- Scovill, Eliza Jane, 2–5
- Sekhon, Jasjeet, 138
- selective exposure, 54, 226–227
- dissonance/consonance and, 40–48
- propaganda and, 193
- selective perception and, 71, 77–78, 92
- smoking study and, 27–31
- 2004 elections and, 136
- selective perception, 71, 152, 193, 226–230
- All in the Family*, 71–74
- Hastorf/Cantril study of, 67–71
- Iraq War photos and, 78–84
- Kennedy assassination, 62–66, 77–78, 94–96
- Kerry/Fonda photo and, 82–83
- Loose Change*, 85–94
- Princeton-Dartmouth football game and, 66–71, 152
- September 11, 2001 theories and, 59–62, 64–66, 74–78, 85–96
- September 11, 2001 terrorist attacks, 22, 147, 227, 228
- explosion theory, 66, 93
- Jayhan on, 59–62, 64–66, 74–78, 87–88
- Loose Change*, 85–94
- missile theory, 61–62, 64–66, 75–78, 87–88, 95–96
- 9/11 Commission, 75–76, 94–96
- Shapiro, Jesse, 175–178
- Shapiro, Robert, 102–108
- Shatila (Lebanon), 153–155
- Shrum, Bob, 55
- Sitzman, Marilyn, 62
- smoking, 27–31, 203–205
- Smoking Gun, 189–190
- “social capital,” 223, 225
- Sontag, Susan, 84–85
- Southern Illinois University, 116
- Spaeth, Merrie, 10–15, 34–40, 41, 56, 58, 95
- Starr, Kenneth, 34
- Stewart, Charles, 132
- Stoloff, Robin, 198
- Stouffer, Samuel, 52

- Swift Boat Veterans for Truth, 9–15,  
19–22, 25, 31–34, 54–58  
advertising by, 19–22, 56–58  
news sources/partisan selectivity  
study and, 40–48  
public relations strategy, 34–40  
*Unfit for Command* (O’Neill), 165,  
170
- Sylvester, Lisa, 144–145, 172
- Synhorst, Thomas, 211
- Tech Central Station* (TCS), 212–217
- Terranova, Carl, 172
- “The Wrong Man Is President!”  
(Mebane), 139
- tobacco industry, 201–211, 217
- Tour of Duty* (Brinkley), 10–11
- trust, 224–230
- “truthiness,” 188–193, 229. *See also*  
propaganda
- 2000 election, 46, 98, 138–139
- 2004 election  
Dopp on, 108–113, 121–122, 126,  
130–131, 139, 141  
“Dr. Fox effect” and, 113–118,  
121, 122  
expertise and academia, 136–138  
expertise and public opinion,  
102–108  
Freeman on, 122–126, 130–136,  
139, 141–142  
Kennedy on, 97–98, 108, 122, 126,  
133, 135, 142  
Mebane on, 110–113, 135,  
138–142  
Mitovsky on, 124–130, 132, 136  
peripheral processing and,  
118–122
- Unfit for Command* (O’Neill), 165,  
170
- University of Pennsylvania, 19–20
- Unlimited Access* (Aldrich), 167–171
- USCountVotes, 113
- Uslaner, Eric, 224, 225–226
- Utah Count Votes, 121
- Utley, Frida, 166, 170
- Vallone, Robert, 154
- video news releases (VNRs),  
185–188  
distribution of, 196–198  
examples of, 183–185, 198–201  
history of, 193–196, 201–202
- Vidmar, Neil, 73–74
- Wall Street Journal*, 148, 216–217
- Ware, John, 113–118, 121, 122
- Washington Post*, 15, 18–19, 22,  
57–58, 82, 191
- “Was the Election Stolen?”  
(Kennedy), 97–98, 108, 122,  
126, 133, 135, 142
- Was the 2004 Presidential Election  
Stolen?* (Freeman, Bleifuss),  
122
- Westmoreland, William, 106
- Wexler, Robert, 113
- What if Everything You Thought You  
Knew about AIDS Was Wrong?*  
(Maggiore), 3–4
- What Liberal Media?* (Alterman),  
156
- Wikipedia, 87
- Williams, Armstrong, 190–191
- Wilson, Charles, 213–214
- Wilson, Curt, 187
- Winfrey, Oprah, 189–191
- Yanukovych, Viktor, 131
- YouTube, 64, 77, 196, 216–217,  
229
- Yushchenko, Viktor, 131, 132
- Zapruder, Abraham, 62–66, 77–78
- ZDF, 131–132
- Zuck, Jonathan, 212