CONTENTS

Preface

SECTION I Overarching Terms and Theories

1	Building Blocks of the Selective Exposure Paradigm	3
	Basic Propositions and Relevance	3
	Structure of the Book	4
	Focus on Mass Communication Context	5
	Approaches to the Concept of Selective Media Exposure	5
	Preconditions for Selective Exposure	10
	Choice in Selective Exposure	11
	Preference in Selective Exposure	14
	Origins of Preferences in Selective Exposure	15
	Fundamental Differentiations	19
	Addressing Key Terms	21
	Conclusions	24
2	Theories Relating to Selective Exposure	25
	Theories Pertaining to Selective Information Exposure	25
	Theories Pertaining to Selective Entertainment Exposure	33
	Sociological and Social-Psychological Theories Pertaining	
	to Selective Exposure	41
	Conclusions	49

sec now in Methodological Considerations

ix

III NOTO1

Information Context

vi Content	ts
------------	----

SECTION II Methodological Considerations

IV	iethodological Considerations	51
	3 Self-Reports of Media Exposure Recollections	53
	Media Exposure Measures in Gratifications Research	54
	Media Exposure Measures in Media Effects Research	67
	Methodological Conclusions Regarding Self-Report Media	07
	Exposure Measures	77
	Conclusions	84
4	Selective Exposure Man	
	Selective Exposure Measurement and Research Designs Measuring Selective Exposure	86
	Longitudinal Exposure Measurement	87
	Specific Past or Habitual Exposure	90
	Anticipated and Hypothesical Cl	97
	Anticipated and Hypothetical Choices Observation of Actual Media Choices	100
	Establishing Selecting Frances	105
	Establishing Selective Exposure Antecedents Conclusions	110
		124
	CTION III formation Context	
m	formation Context	127
5	Cognitive Dissonance and Related Research	100
	Theoretical Groundwork	129
	Studies in Communication and Barond	130
	Conclusion and Research Loads	136
	Conclusion and Research Leads	155
6	Informational Utility Model and Related Research	150
	heoretical Groundwork	158
	Empirical Evidence	158
	Conclusion and Descende Level	164
		181
7	Sensation Value and Journalistic Cues	183
	Sensation Value of Information	183
	Journalistic Cues Conclusion and Research Loads	198
	Conclusion and Research Leads	207
	Theories Pertaining to Selective Entertainment Expositive	-07

Contents	vii
----------	-----

	onsequences of Selective Exposure and the VI NOIT	
En	tertainment Context	209
0	Theorizing Media Effects	044
8	Situational Factors in Selective Entertainment Exposure Theoretical Groundwork	
		212
	Empirical Evidence for Mood Management Theory and Related Hypotheses	221
	Concluding the Evidence	221 238
	Concluding the Evidence	238
9	Selective Entertainment Exposure Beyond	
	Mood Management	239
	Situational Mood Management vs. Stable Mood	
	Management Tendencies	239
	Challenges to the Mood Optimization Premise	254
	Conclusion and Research Leads	265
SEC	TION V	
Cre	ossroads of Information and Entertainment	267
10	Information vs. Entertainment and Infotainment	269
10	Information vs. Entertainment	269
	Infotainment	209
	Conclusion and Research Leads	287
	Conclusion and research Leads	207
11	Socio-Psychological Processes	288
	Theoretical Groundwork	288
	Empirical Evidence for Socio-Psychological Processes	293
	Conclusion and Research Leads	321
SEC	TION VI	
Lo	oking Ahead	323
10	New Media Contexts	
12	ere klemenski inferio Meno, konstructe Nies, Niekel, Len Patrie	325
	Conceptual Groundwork Specific New Medie Settinger	325
	Specific New Media Settings	327
	Types of Online Information Cues	336
	Impacts of Online Information Cues on Selective Exposure Video Games	340
	Conclusions	351
	Conclusions	357

viii Contents

13	Consequences of Selective Exposure and the	
	SESAM Model	
	Theorizing Media Effects	359
	Routes for Advancement in Media Effects Theorizing	365
	The Selective Exposure for Self- and Affect-Management	
	(SESAM) Model	368
	Applications of the SESAM Model	375
	General Conclusions	381

385

433

443

References Subject Index Author Index