

Classification of Americans' "News Diet" for Gallup Research

Gallup recognizes that no classification of Americans' news consumption is perfect. Reasonable people could disagree on what constitutes a liberal, moderate or conservative news source and to what bucket each specific news source should be assigned. To ensure the results derived from news diet are not the artifact of subjective decisions by the analyst, Gallup adopted the following procedure.

1. Each respondent in a recent series of Knight Foundation/Gallup surveys answered the following open-ended question: "Please name the top 2-3 news sources you use. Be as specific as possible."
 - a. A coder then assigned these open-ended responses to specific news outlets.
 - b. Another coder reviewed the initial coding to ensure correct assignment of each source.
2. Two independent coding schemes -- MBFC (**Media Bias/Fact Check**) and AS (**Allsides**) -- were used to assign each source as liberal, moderate or conservative.
 - a. MBFC and AS code the ideological leaning of news outlets in the following manner:
 - i. MBFC -- Left; Left-Center; Least Biased; Right-Center; Right.
 - ii. AS -- Left; Lean left; Center; Lean right; Right
 - iii. These codes were then assigned numeric values:
 1. Left
 2. Left-Center, Lean left
 3. Least Biased, Center
 4. Right-Center, Lean right
 5. Right
 - a. For some sources, AS distinguishes between news and opinion and assigns one source two scores. For instance, *The New York Times* (NYT) receives a score of 2 (lean left) for news articles and a score 1 (left) for opinion articles. When this occurs, the average score is calculated so that the NYT gets a score of 1.5 from AS.
 - b. MBFC and AS often assign sources the same value, but sometimes there are small discrepancies between MBFC and AS. For such cases, the average score is calculated. For instance, MBFC assigns the NYT a score of 2 (Left-Center). As discussed above, the AS score for NYT is 1.5. Therefore, the final score for NYT is 1.75.
 - c. For some less-frequently used sources, only AS or MBFC assigns a rating. In such cases, that single rating is the final score. For instance, MBFC assigns Conservative Tree House an ideological lean of "Right," whereas AS does not rate the source. So, Conservative Tree House receives a score of 5.
 - d. What did not receive a score?
 - i. Local TV stations and small local newspapers.
 - ii. General sources (TV, newspaper, internet, Google, etc.)
3. After each news source had a score, that source was assigned as liberal, moderate or conservative. See Table 1 below.
 - a. Liberal = 1.00 to 2.49
 - b. Moderate = 2.50 to 3.50
 - c. Conservative = 3.51 to 5.00
4. A respondent was then categorized into a news diet.
 - a. "Conservative news diet" describes those who cite only conservative news sources (e.g., Fox News, Breitbart, One America News, the National Review) as top sources.
 - b. "Liberal news diet" is assigned to those naming only liberal news sources (e.g., CNN, MSNBC, *The New York Times*, Vox) as top sources.
 - c. "Mixed news diet" includes those who name multiple sources that cut across partisan lines or include neutral sources (e.g., Associated Press, *USA Today*, *The Economist*)
 - d. "Undesignated" refers to those who provide only generic categories (e.g., internet, TV, newspaper) or who did not answer the open-ended question.

Table 1: Chart of the Most Commonly Named Sources, by Ideology Classification

Ideology	Score	News source		
Liberal	1	Crooked Media	Daily Beast	Daily Kos
		Democracy Now	Huffington Post	MSNBC
		<i>The New Yorker</i>	Slate	Talking Points Memo
		The Intercept	The Young Turks	Vox
	1.25	CNN		
	1.5	Buzzfeed	Mother Jones	Vice News
	1.75	<i>The New York Times</i>	The Week	
	2	ABC	Al Jazeera	CBS
		<i>Los Angeles Times</i>	<i>The Atlantic</i>	<i>The Guardian</i>
		<i>Time Magazine</i>	<i>The Washington Post</i>	
2.25	NPR			
Moderate	2.5	Axios	BBC	Bloomberg
		Business Insider	CNBC	<i>The Economist</i>
		PBS	Politico	<i>USA Today</i>
	3	AP	Ars Technica	C-SPAN
		<i>Financial Times</i>	NBC	Reuters
3.5	<i>Chicago Tribune</i>	Real Clear Politics	The Hill	
Conservative	3.75	<i>Wall Street Journal</i>		
	4	American Family Radio	<i>Reason Magazine</i>	<i>Washington Times</i>
	4.5	Drudge Report	<i>New York Post</i>	One America News
	4.75	Fox	Newsmax	
	5	ACLJ	Daily Caller	Daily Mail
		Daily Signal	Daily Wire	EIB Network
		<i>Epoch Times</i>	EWTN	National Review
		The Blaze	The Federalist	

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