

# Selective Exposure Theory

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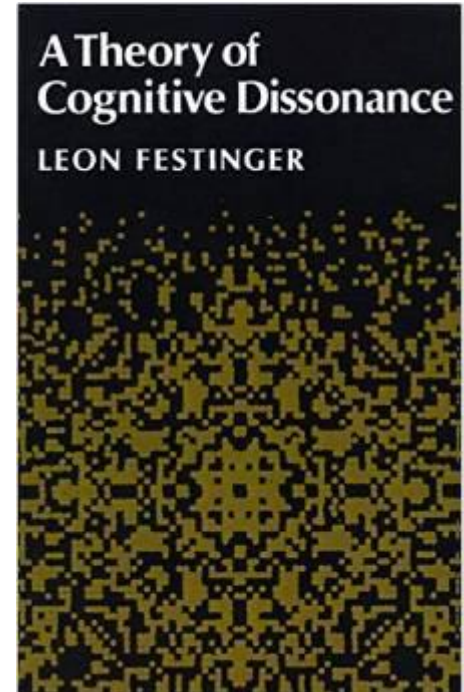
# Selective Exposure Theory

Intro

## Leon Festinger

*Considered as the father of modern social psychology*

*Cognitive dissonance (1957) is the foundation of selective exposure*



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# Selective Exposure Theory

Intro

## Selective Exposure

Psychology, often used in media and communication research

Refers to individuals' tendency to favor information which reinforces their pre-existing views while avoiding contradictory information

Also been known and defined as “congeniality bias” or “confirmation bias”

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# Selective Exposure Theory

## Intro

Can be seen as a young woman or an older woman

According to selective exposure theory,

People tend to seek out the version of a stimulation that they want to be exposed to



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# Selective Exposure Theory

## Key Concept

4 Factors : effect on decision-making

1. Individual versus group decision-making
2. Effect of information quantity
3. Accuracy motivation and defense motivation
4. Personal attribution

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## Selective Exposure Theory

### Key Concept

Individual versus group decision-making

→ Selective exposure can often affect the decisions people make as individuals or as groups because they may be unwilling to change their views and beliefs either collectively or on their own

→ Example,

: in 2020 U.S. president election, no information was available that presidential candidate Joe Biden's son Hunter was under investigation by the FBI

: many media outlets would not report this story, or called in Russian disinformation

: it conflicted with their preferred view of candidate Biden

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# Selective Exposure Theory

## Key Concept

### Effect of information quantity

→ According to research study by fischer, sculz-hardt, et al. (2008) the quantity of decision-relevant information that the participants were exposed to had a significant effect on their levels of selective exposure

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# Selective Exposure Theory

## Key Concept

Accuracy motivation and defense motivation

- Fischer and Greitemeyer (2010) explored individuals' decision making in terms of selective exposure to confirmatory information
- Selective exposure posed that individuals make their decisions based on information that is consistent with their decision rather than information that is inconsistent



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## Selective Exposure Theory

### Key Concept

#### Personal attribution

→ Selective exposure avoids information inconsistent with one's beliefs and attitudes

→ For example,

: former Vice President of U.S. Dick Cheney only enter a hotel room after the television was turned on and tuned to a conservative television channel