

ONLINE APPENDIX

DIGITAL TECHNOLOGIES AND SELECTIVE EXPOSURE

Sample description. Our tracking sample is composed of 408 individuals. Of these individuals, 20 were dropped from the study because they did not visit any of the 42 news outlets included in our list and 88 were excluded because they were non-partisan—i.e., they self-placed themselves in position 5 of the left-right scale.

Table A1 offers a comparison between our sample and a representative sample of the Spanish Online Population, using data from the main Spanish National Poll, CIS. The CIS study does not include a question on general Internet use, but we have used the fact of never using Internet as a source of political information as a filter to approximate a representative sample of the Spanish online population (Column 1). In the table, we include information for a new variable where the original means for ideology are normalized on a 0-1 scale to make the differences comparable across samples.

Table A2 provides some information concerning key attitudes and socio-demographics for active (N=388) and inactive (N=20) panellists.

Table A1. Comparison between sample and general population in key demographic variables

	Spanish representative sample (excluded: Catalans and non-internet users) CIS study 3055. February 2015.	Our sample (before dropping the “inactive”)	Our sample (without the inactive but before dropping the “moderate”, placed 5 in our scale)
Gender (% women)	46.13	49.26	48.71
Age (average)	42.97	36.18	36.09
Education (% college)	46.13	53.19	53.3
Political interest (0-3 scale)	1.72*	1.76	1.76
Ideology (average)	4.15 (1-10 scale)	4.00 (0-10 scale)	4.03 (0-10 scale)
Ideology (normalized 0-1)	0.35	0.4	0.4
Extreme left	(1-2) 20	(0-1) 9.8	(0-1) 9.5
Moderate left	(3-4) 33.5	(2-3-4) 45.5	(2-3-4) 45.6
Moderate right	(6-7-8) 16.7	(6-7-8) 20	(6-7-8) 21.1
Extreme right	(9-10) 1.8	(9-10) 1.2	(9-10) 1
N	672	408	388

Table A2: Comparison between active and inactive panellists

	Inactive (means)	
	Yes (N=20)	No (N=388)
Age	38.0	36.1
Women	0.60	0.49
College	0.50	0.53
Political Interest	1.75	1.76
Ideology	3.65	4.02
Newspapers (1=every day; 6=never)	3.95	3.89
TV (1=every day; 6=never)	1.95	2.13
Radio (1=every day; 6=never)	3.85	3.62

Sample representativeness. To further test for the sample representativeness we took the first 50 domains visited in Spain according to Alexa in 2015. The Spearman correlation of this data with the global navigation data of the users who have participated in the study is 0.678 ($p < 0.05$). This result occurs despite three major handicaps: (1) the navigation of the first 3 months of 2015 is compared with the statistics of the whole year in which there were significant changes in Spain due to the massive emergence of Gmail accounts, (2) a new link-tax law was passed right before the study was launched, affecting pages of unlicensed access to audiovisual content that closed the first months of 2015; (3) the gap in the media that is consumed mostly in Catalonia given that these users have been excluded from the study.

Data collection. The data was collected via software. In contrast to proxy, software allows for direct access to device information and direct methods of extracting the relevant data. The technology used checked for browser activity every 2 seconds and recorded every change in the URL string. There is a timeout after 120 seconds of inactivity.

Panellists had an option to opt-out and they were also able to pause for intervals of time if they wished to do so. The technology used does not identify multiple (desktop) users, although different behaviours would then have showcased themselves from the data itself.

Validity of the tracking data. Below we report the total number of visits (and their percentage) by outlet (Table A3) and the distribution of online (news) activity by day by participant (Table A4).

Table A3: Total visits by outlet

Outlets	Num.Visits	Percent
1 elmundo	5,672	13.94
2 elpais	5,339	13.12
3 telecinco	3,089	7.59
4 20minutos	2,628	6.46
5 abc	2,368	5.82
6 rtve	1,688	4.15
7 elconfidencial	1,587	3.90
8 antena3	1,400	3.44
9 meneame	1,301	3.20
10 lavozdegalicia	1,246	3.06
11 publico	1,214	2.98
12 elcorreo	1,073	2.64
13 diariovasco	1,069	2.63
14 cadenaser	1,027	2.52
15 huffingtonpost	888	2.18
16 cuatro	885	2.18
17 eldiario	878	2.16
18 lainformacion	784	1.93
19 laverdad	643	1.58
20 libertaddigital	609	1.50
21 levante-emv	562	1.38
22 europapress	481	1.18
23 lasexta	453	1.11
24 heraldo	426	1.05
25 lavanguardia	401	0.99
26 elplural	372	0.91
27 diarioinformacion	331	0.81
28 lasprovincias	280	0.69
29 vozpopuli	246	0.60
30 elmundotoday	236	0.58
31 infolibre	226	0.56
32 larazon	224	0.55
33 elperiodico	202	0.50
34 elconfidencialdigital	192	0.47
35 diariosur	150	0.37
36 farodevigo	140	0.34
37 cope	131	0.32
38 que	125	0.31
39 canarias7	111	0.27
40 ara	6	0.01

41	tvtres	0	0.00
42	naciodigital	0	0.00

Table A4: Online (news) activity by day by participant

	Day	Mean	Min	Max	Q1	Q3
1	26-01-15	2.27	0	17	0.5	3.0
2	27-01-15	2.25	0	19	1.0	3.0
3	28-01-15	2.35	0	12	0.0	3.5
4	29-01-15	2.33	0	17	0.0	4.0
5	30-01-15	2.12	0	13	0.5	3.0
6	31-01-15	2.36	0	16	0.0	3.0
7	01-02-15	2.61	0	14	1.0	3.0
8	02-02-15	2.00	0	15	0.0	3.0
9	03-02-15	2.32	0	16	0.0	3.0
10	04-02-15	2.36	0	15	0.0	3.0
11	05-02-15	2.52	0	18	1.0	3.0
12	06-02-15	2.30	0	13	1.0	3.0
13	07-02-15	2.35	0	14	1.0	3.0
14	08-02-15	2.56	0	14	1.0	4.0
15	09-02-15	2.62	0	16	1.0	3.0
16	10-02-15	2.41	0	17	0.0	3.0
17	11-02-15	2.06	0	14	0.0	3.0
18	12-02-15	2.18	0	16	0.0	3.0
19	13-02-15	2.34	0	16	1.0	3.0
20	14-02-15	2.15	0	11	1.0	3.0
21	15-02-15	2.41	0	12	1.0	3.0
22	16-02-15	2.19	0	22	1.0	3.0
23	17-02-15	2.13	0	15	0.0	3.0
24	18-02-15	2.29	0	12	0.0	3.0
25	19-02-15	2.17	0	20	0.0	3.0
26	20-02-15	2.14	0	22	1.0	3.0
27	21-02-15	1.94	0	11	0.0	3.0
28	22-02-15	2.61	0	15	1.0	4.0
29	23-02-15	2.66	0	23	1.0	3.0
30	24-02-15	2.42	0	21	0.0	3.0
31	25-02-15	2.25	0	22	0.0	3.0
32	26-02-15	2.45	0	16	1.0	3.0
33	27-02-15	2.49	0	19	1.0	3.0
34	28-02-15	2.09	0	14	1.0	3.0
35	01-03-15	2.01	0	13	1.0	3.0
36	02-03-15	2.25	0	18	0.0	3.0
37	03-03-15	2.18	0	12	1.0	3.0
38	04-03-15	2.04	0	17	0.0	3.0
39	05-03-15	2.36	0	21	1.0	3.0
40	06-03-15	2.24	0	16	1.0	3.0
41	07-03-15	2.03	0	11	1.0	3.0
42	08-03-15	2.47	0	15	1.0	3.0

43	09-03-15	2.47	0	16	0.0	3.0
44	10-03-15	2.22	0	16	0.0	3.0
45	11-03-15	2.33	0	19	0.0	3.0
46	12-03-15	2.40	0	16	0.0	3.0
47	13-03-15	2.20	0	13	1.0	3.0
48	14-03-15	2.08	0	14	0.0	3.0
49	15-03-15	2.59	0	13	1.0	4.0
50	16-03-15	2.36	0	20	0.0	3.0
51	17-03-15	2.29	0	17	0.0	3.0
52	18-03-15	2.33	0	21	0.0	3.0
53	19-03-15	2.41	0	14	0.0	4.0
54	20-03-15	2.31	0	23	0.0	3.0
55	21-03-15	1.99	0	9	1.0	3.0
56	22-03-15	2.82	0	23	1.0	3.0
57	23-03-15	2.39	0	15	0.0	3.0
58	24-03-15	3.06	0	22	0.0	4.0
59	25-03-15	2.60	0	20	1.0	3.0
60	26-03-15	2.84	0	23	0.0	4.0
61	27-03-15	2.62	0	19	1.0	3.0
62	28-03-15	2.60	0	15	1.0	4.0
63	29-03-15	2.50	0	15	1.0	4.0
64	30-03-15	2.51	0	23	1.0	3.0
65	31-03-15	2.71	0	23	1.0	3.0
66	01-04-15	2.42	0	17	1.0	3.0
67	02-04-15	2.57	0	14	0.0	4.0
68	03-04-15	1.88	0	19	0.0	2.0
69	04-04-15	2.49	0	19	1.0	3.0
70	05-04-15	2.29	0	16	1.0	3.0
71	06-04-15	2.34	0	22	0.0	3.0
72	07-04-15	2.19	0	17	0.5	3.0
73	08-04-15	2.66	0	21	1.0	4.0
74	09-04-15	2.47	0	18	0.0	3.0
75	10-04-15	2.19	0	13	0.0	3.0
76	11-04-15	2.05	0	14	0.0	3.0
77	12-04-15	2.25	0	17	1.0	3.0
78	13-04-15	2.10	0	19	0.0	2.5
79	14-04-15	2.62	0	23	0.0	4.0
80	15-04-15	2.35	0	21	0.0	3.0
81	16-04-15	2.63	0	17	1.0	3.0
82	17-04-15	2.31	0	15	1.0	3.0
83	18-04-15	2.65	0	14	1.0	3.5
84	19-04-15	2.40	0	16	1.0	3.0
85	20-04-15	2.43	0	20	1.0	3.0
86	21-04-15	2.38	0	15	1.0	3.0
87	22-04-15	2.50	0	15	1.0	3.0
88	23-04-15	2.16	0	19	0.0	3.0

89	24-04-15	2.35	0	17	0.0	3.0
90	25-04-15	2.28	0	19	0.0	3.0
91	26-04-15	2.35	0	18	0.0	3.0
92	27-04-15	2.23	0	18	0.0	3.0

Table A5. Media classification

News Media	Right	Neutral	Left	Partisan	Right	Left
elmundo	57.7	37.7	4.6	1	1	0
elpais	11.0	32.3	56.7	1	0	1
abc	81.7	11.5	6.9	1	1	0
elconfidencial	45.8	45.8	8.3	0	0	0
20M	2.9	57.6	39.4	0	0	0
lavanguardia	40.7	37.0	22.2	0	0	0
telecinco	27.6	41.9	30.5	0	0	0
meneame	2.4	33.3	64.3	1	0	1
publico	0.9	11.9	87.2	1	0	1
rtve	57.7	40.4	1.9	1	1	0
europapress	5.3	78.9	15.8	0	0	0
eldiario.es	0.0	26.2	73.8	1	0	1
libertaddigital	57.4	27.7	14.9	1	1	0
antena3	34.3	54.7	11.0	0	0	0
huffingtonpost	1.3	45.5	53.2	1	0	1
elperiodico	14.6	48.8	36.6	0	0	0
lavozealgacia	32.5	55	12.5	0	0	0
lainformacion	20.7	58.6	20.7	0	0	0
cuatro	10.4	31.2	58.3	1	0	1
cadener	4.7	26.4	68.9	1	0	1
lasexta	9.8	15.4	74.8	1	0	1
vozeopuli	12.9	54.8	32.3	0	0	0
elcorreo	30.6	50	19.4	0	0	0
lasprovincias	54.5	40.9	4.5	1	1	0
ara	0.0	33.3	66.7	1	0	1
diariosur	47.4	42.1	10.5	0	0	0
larazon	67.1	21.4	11.4	1	1	0
levante	7.4	51.9	40.7	0	0	0
heraldo	33.3	66.7	0.0	0	0	0
que	9.5	42.9	47.6	0	0	0
elplural	3.3	23.3	73.3	1	0	1
laverdad	54.2	33.3	12.5	1	1	0
diarioinformacion	10.5	57.9	31.6	0	0	0
infolibre	2.1	18.8	79.2	1	0	1
elmundotoday	5.0	25	70	1	0	1
tv3	14.3	42.9	42.9	0	0	0
farodevigo	35.7	35.7	28.6	0	0	0
naciodigital	0.0	100	0.0	0	0	0
canariassiete	11.1	88.9	0.0	0	0	0
diariovarsco	58.8	29.4	11.8	1	1	0
cope	82.1	15.4	2.6	1	1	0

Table A6. Models with other referrals as category of reference

	<i>Dependent variable:</i>					
	Selective exposure					
	(1)	(2)	(3)	(4)	(5)	(6)
Origin: Direct		0.035 (0.033)	0.034 (0.033)	0.111* (0.063)	0.181 (0.120)	0.171 (0.170)
Origin: Facebook		0.122* (0.068)	0.122* (0.068)	0.217** (0.104)	-0.262 (0.200)	0.027 (0.295)
Origin: Google		-0.249*** (0.060)	-0.252*** (0.060)	-0.245** (0.117)	0.396* (0.203)	-0.173 (0.314)
Ideology(left)			-0.724*** (0.170)	-0.722*** (0.181)	-0.596*** (0.203)	-0.727*** (0.180)
Political interest			0.561*** (0.103)	0.566*** (0.102)	0.562*** (0.103)	0.572*** (0.121)
College			-0.074 (0.155)	-0.071 (0.155)	-0.064 (0.155)	-0.072 (0.156)
Direct*Left					-0.097 (0.139)	
Facebook*Left					0.662*** (0.232)	
Google*Left					-0.927*** (0.244)	
Direct*Pol.Int						-0.032 (0.082)
Facebook*Pol.Int						0.095 (0.141)
Google*Pol.Int						-0.039 (0.152)
Constant	-0.882*** (0.084)	-0.886*** (0.087)	-1.360*** (0.252)	-1.453*** (0.258)	-1.543*** (0.271)	-1.460*** (0.287)
N(grp)	300	300	300	300	300	300
ICC	.34	.34	.32			
Intercept Std.Dev	1.29	1.29	1.23	1.24	1.24	1.24
Random slope	No	No	No	Yes	Yes	Yes
Observations	32,013	32,013	32,013	32,013	32,013	32,013
Log Likelihood	-16,172.730	-16,158.110	-16,136.730	-15,887.120	-15,871.040	-15,886.670
Akaike Inf. Crit.	32,349.460	32,326.220	32,289.470	31,808.240	31,784.080	31,813.340
Bayesian Inf. Crit.	32,366.210	32,368.080	32,356.460	31,950.600	31,959.940	31,980.820

Note:

*p<0.1; **p<0.05; ***p<0.01

