

# The Biology of Media A/Effects

How do humans process political information? What could new insights into information-processing tell us about trends in media content, or social media use, or engagement, partisanship and polarization? Work in political communication often hinges on how human brains (or bodies) process information, but (with some exceptions) research is based on the implicit assumption that direct, biological/physiological indicators related to information processing are too difficult or impossible to capture. This may not be the case; and consider the potential contribution of psychophysiological measures to some salient streams of political communications research:

## Motivated reasoning

Hot cognition [Abelson 1963](#); [Redlawsk 2002](#); [Lodge and Taber 2005](#)

Cognitive dissonance [Festinger 1957](#); [Donsbach 1991](#); [Knobloch-Westerwick & Meng 2009](#)

Selective exposure [Stroud 2007](#); [Garrett 2009](#)

## Media exposure

[de Vreese & Neijens 2016](#); [Potter 2008](#)

## Attentiveness & knowledge

[Chaffee & Schleuder 1986](#); [Price and Zaller 1993](#); [Eveland & Scheufele 2010](#); [Boydston, Hardy & Walgrave 2014](#); [Walgrave & Van Aelst 2006](#)

## Engagement & participation

[Shah, McLeod & Yoon 2001](#); [Bimber 2001](#); [Xenos, Vromen & Loader 2013](#); [Zuniga, Jung & Valenzuela 2012](#); [Campbell & Kwak 2010](#); [Aarts & Semetko 2003](#); [Bode, Vraga, Borah & Shah 2014](#); [Xenos & Moy 2007](#)

## Political polarization

[Baum and Groeling 2008](#); [Prior 2013](#); [Iyengar and Hahn 2009](#); [Hart and Nisbet 2011](#); [Arceneaux, Johnson and Murphy 2012](#)

## News & public policy

[Lawrence 2010](#); [Baum 2002](#); [Gross 2008](#); [Saleem, Prot, Anderson & Lemieux 2015](#)

## Affect & emotion

[Brader 2005](#); [Cho et al. 2010](#); [Fridkin & Kenney 2011](#); [Settle et al. 2016](#); [Marcus, MacKuen & Neuman 2011](#); [Valentino et al. 2010](#); [Hasell & Weeks 2016](#); [Origler & Just 2012](#); [Krupnikov 2011](#)

## New technology

[Dunaway and Searles 2018](#) Mobile technology

[Vaccari, Chadwick and O'Loughlin 2015](#); [Zuniga, Garcia-Perdomo & McGregor 2015](#) Dual screening

