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No Laughing Matter: Examining "The Daily Show with Jon Stewart" as a Source of
Political
Information

Abstract

This talk presents findings from a content analysis comparing substantive political coverage in The Daily Show with Jon Stewart on Comedy Central and in the broadcast television networks' coverage of the political conventions and the first presidential debate of 2004. The Daily Show is becoming an increasingly important source of political information for under-30 voters. The presentation also analyzes survey data examining the relationship between viewing and political participation. Finally, a preview of an experimental study employing motivated cognition theory to examine differences in the way viewers process and remember campaign coverage presented on the broadcast networks and The Daily Show will be discussed.