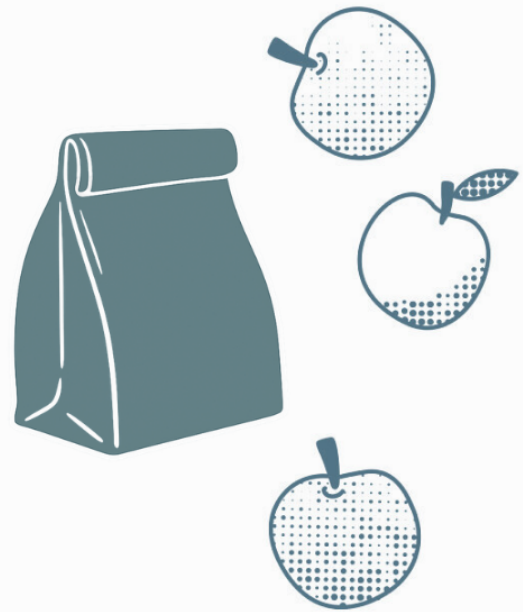


BROWN BAG SEMINARS



THURSDAY 8 OCTOBER 2026
13:15-15:00
MEETING ROOM, 3RD FLOOR

WHERE ECHO CHAMBERS LIVE: TELEVISION, THE WEB, AND THE POLITICAL MEDIA DIETS IN ITALY

MORENO MANCOSU | UNIVERSITY OF TURIN

DISCUSSANT: LEO AZZOLLINI

ABSTRACT:

Research on political echo chambers has converged on a reassuring conclusion: media diets are largely moderate, they overlap heavily across ideological camps, and the polarized tail is confined to a small minority. This conclusion rests almost entirely on evidence that comes from online browsing. This article asks whether the conclusion survives when the same individuals are observed on more than one medium. By employing a unique dataset combining passive metering of television and web browsing on the same respondents during the 29 days of the 2024 European election campaign with a two-wave survey measuring ideological self-placement and reported vote, two results emerge. First, the median diet is moderate on both media, which replicates previous findings in a media system that differs substantially from the American one, and the mechanism that produces this moderation is the generalist newscast. Second, a minority holds an almost entirely congenial diet, and this minority is detected on television but not on the web once occasional consumers are set aside.

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