

THE 266TH IDEC ASIA SEMINAR

“Determinants of Newspapers’ Ideological Positions:

Theory and Evidence from Japan”

Lecture at IDEC Hiroshima University

Abstract

This paper examines 2 2 2 2 using data on Japanese local newspapers. Measures of ideological positions are estimated by conducting a textual analysis of newspaper editorials. A series of regression analyses finds that local newspapers have incentives to choose more conservative positions when consumers are more conservative, but more liberal positions when facing competition from strong conservative national papers relative to liberal ones. These results suggest that positions taken by newspapers are influenced not only by consumer preferences but also by competition from rival firms.

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