

PARTISAN SELECTIVE EXPOSURE IN DAILY SPORTS NEWSPAPERS

Selective exposure and **partisan selective exposure** have been a recurrent theme in the literature on the media consumption; a lot of researchers have written about this theme: Humanes (2014); Iyengar & Hahn (2009); Jones, Ferraiolo & Byrne (2011); Levendusky (2013); Stroud (2010); Valentino, Banks, Hutchings & Davis (2009), among others. However, these two concepts have been linked very little (or even not at all) to the sports media use. Moreover, the academics writings on sports media and sports journalism aren't abundant.

Selective exposure is the tendency for individuals to seek out only those news sources that reinforce their current preferences and beliefs (Valentino et al., 2009). The **partisan** selective exposure means that people select media outlets that match their preexisting political beliefs and avoid information sources that clash with them; therefore, citizens can isolate themselves more easily from perspectives that are different from their own (Jones et al., 2011). As Garret (2009) explains, the changing communication environment, and especially the rapid adoption of online news, has helped to spur renewed interest in this topic. Hence, the selective exposure can appear in both traditional media and other Internet.

This research examines the selective exposure associated to football teams and also the partisan leanings of sport newspapers from readers who reside in Catalonia and have different political ideologies. In the **Catalan** territory there are five **sports newspapers** that concentrate most of the audience: *Mundo Deportivo*, *Sport*, *Marca*, *As* and *L'Esportiu*. In order to define the use of selective sport newspapers based on three axes (sports, classic nationalist right and left axis), it has been used a **survey** with a representative sample of the study population.

The results have shown that readers expose to sports newspapers because of the football club and the nationalism. Nevertheless, sports newspapers receive different profiles of consumers: therefore, there is evidence that news users are not screening out other perspectives (Garret, 2009). The left-right axis doesn't seem to be important in the consumption of this type of media and consequently an ideological contamination on readers can take place. Hence, the reader is exposed to political ideas with which they can be unfastened with a source of information that is not explicitly political (Wojcieszak & Mutz, 2007).