Online Appendix:

Ideological Segregation Online and Offline

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1 Estimates of Statistical Precision

In table 1 we present standard errors for our main estimates. For estimates that come from MRI or the GSS, we compute standard errors through a nonparametric bootstrap over samples of respondents. For estimates that come from comScore aggregate data, that is not an option. Instead we perform a parametric bootstrap in which we model the share conservative of each website as an independent binomial proportion with sample size determined by the size of the relevant comScore panel.

2 Additional Robustness Checks and Results

Table 2 presents results for MRI and GSS in which we weight all respondents equally instead of using recommended sample weights. (Unweighted estimates are not available for comScore data.)

Table 3 presents results for the GSS in which we exclude respondents who answer that they know "10 or more" strong conservatives or strong liberals in the given social category. (In the main results we topcode these responses arbitrarily at 12.)

Table 4 presents results for the GSS in which we treat each respondent's acquaintances as sample individuals. In the main results we only treat respondents as sample individuals for the purposes of calculating exposure and isolation.

Table 5 lists the sites in our main sample—those sites for which the comScore aggregate data include both site size and site share conservative.

Table 1: Standard Errors for Main Results

	Isolation Index	Standard Error
Internet	.075	.003
Offline Media		
Broadcast News	.018	.004
Magazines	.029	.005
Cable	.033	.003
Local Newspapers	.041	.012
National Newspapers	.104	.022
Face-to-Face Interactions		
County	.059	.007
Zipcode	.094	.011
Voluntary Associations	.145	.032
Work	.168	.036
Neighborhood	.187	.056
Family	.243	.044
People You Trust	.303	.033

Notes: Internet data are from comScore. County, zipcode, and offline media data are from MRI. Voluntary associations, work, neighborhood, family, and "people you trust" data are from the GSS. In comScore, standard error is calculated using a parametric bootstrap that assumes ideology is a binomial proportion and is independently distributed across sites. In MRI and GSS, standard errors are calculated using a nonparametric bootstrap over respondents. Bootstraps use 100 replications.

Table 2: MRI and GSS: Equal-weighted results

	Conservative Exposure of		
	Conservatives	Liberals	Isolation Index
Offline Media			
Broadcast News	.654	.629	.024
Magazines	.578	.541	.037
Cable	.699	.656	.043
Local Newspapers	.678	.632	.046
National Newspapers	.596	.483	.112
Face-to-Face Interactions			
County	.668	.605	.063
Zipcode	.627	.541	.087
Voluntary Associations	.633	.462	.171
Work	.623	.447	.176
Neighborhood	.635	.473	.161
Family	.696	.479	.216
People You Trust	.661	.373	.288

Notes: County, zipcode, and offline media data are from MRI. Voluntary associations, work, neighborhood, family, and "people you trust" data are from the GSS. Estimates weight all respondents equally. (The estimates in the paper use recommended weights.)

Table 3: GSS: Excluding Topcoded Responses

	Conservative Exposure of		
	Conservatives	Liberals	Isolation Index
Face-to-Face Interactions			
Voluntary Associations	.593	.507	.086
Work	.573	.386	.187
Neighborhood	.612	.416	.196
Family	.645	.406	.239
People You Trust	.682	.381	.302

Notes: Voluntary associations, work, neighborhood, family, and "people you trust" data are from the GSS. Estimates exclude respondents who say that they know "more than 10" strong conservatives or liberals in the given social category. (The estimates in the paper treat these responses as topcoded and equivalent to "12.")

Table 4: GSS: Treating Acquaintances as Part of the Sample

	Conservative Exposure of		
	Conservatives	Liberals	Isolation Index
Voluntary Associations			
Excluding Respondent	.584	.488	.095
Including Respondent	.585	.478	.107
Work			
Excluding Respondent	.566	.475	.091
Including Respondent	.571	.474	.097
Neighborhood			
Excluding Respondent	.631	.443	.189
Including Respondent	.628	.447	.181
Family			
Excluding Respondent	.675	.432	.244
Including Respondent	.672	.425	.247
People You Trust			
Excluding Respondent	.627	.453	.174
Including Respondent	.640	.443	.197

Notes: Data are from the GSS. Calculations treat each respondent's acquaintances as exposed to one another, either including or excluding the respondent from the group of acquaintances. (The estimates in the paper treat each respondent as exposed to her acquaintances and ignore exposure of acquaintances to the respondent or to one another.)

 Table 5: Websites in Main Sample

ABC News cartoonstock.com moveon.org slate.com AOL News cbc.ca msnbc.com stuff.co.nz BBC News cbn.org myfoxla.com tampabay.com Canoe cbsnews.com nationalreview.com tbo.com Capitol Advantage chicagotribune.com newsmax.com theatlantic.com Sina News chron.com newsmax.com theatlantic.com Sky News cnbc.com newsrunner.com theglobeandmail.com The Mail Online cnn.com newsrunner.com thenlil.com The Mail Online cnn.com newsrunner.com thenlil.com The Mail Online cnn.com newsweek.com theolympian.com about.com news & issues csmonitor.com newsveek.com theolympian.com actj.org ctv.ca newyorker.com thestate.com thestate.com alternet.org democraticunderground.com nyoailynews.com time.com ap.org drudgereport.com nyoailynews.com today.com australian broadcasting corp. economist.com pbs.org topnews.in barackobama.com freerepublic.com politico.com townhall.com billoreilly.com ft.com politico.com reehugger.com blackamericaweb.com gallup.com politico.com upi.com blackamericaweb.com gallup.com postchronicle.com usatoday.com blogcritics.org gop.com postchronicle.com usatoday.com blogtalkradio.com gopusa.com propeller.com villagevoice.com boston.com heraldtribune.com realclearpolitics.com vashingtonpost.com brotherald.com hotair.com rense.com washingtonpost.com brothorandle.com hotair.com rense.com washingtontimes.com brilbackspin.com humineyents.com rollingstone.com wn.com cagle.com latimes.com rushlimbaugh.com wnd.com canda.com metafilter.com salon.com sigate.com ws.gc.on				
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Note: See data section in paper for the definition of the main sample.