

Priming

Communications & Media

Coverage changes the yardstick people judge leaders and institutions by.

Whatever the news makes accessible becomes the yardstick people reach for when they evaluate.

Coverage → accessibility → evaluation weight

Economy leads news

In leader ratings

Economy weighs more

Security leads news

Same leader

Security weighs more

Scandal leads news

Trait judgements

Character weighs more

THE COMMON MISTAKE

✗ **Treating priming as a change of opinion**

✓ **Treating it as a change of criteria**

The underlying views can be stable while the weight given to each one moves with the news agenda. The judgement changes; the beliefs need not.

Priming is agenda-setting's downstream cousin: salience first, then the evaluation standard that salience supplies.