Colbert did better than any other news source at teaching,” Hardy said. “There were two reasons. First was the narrative structure. He walked us through creating a super PAC and every episode was a continuation of that story. And second was the use of humor and satire.” Though a 2008 study of Jon Stewart’s “The Daily Show” found it less effective than traditional news media at informing viewers about the Supreme Court nominating process, the current study suggests that the two examples are very different since “The Colbert Report” succeeds by allowing Colbert to play an activist role. That study concluded that “Colbert’s efforts were educational, not just a proliferation of jokes.” Regular viewers of The Daily Show and the Colbert Report were most likely to score in the highest percentile on knowledge of current affairs. [4]. Structurally, The Daily Show combines elements of both traditional news shows and late night variety programs. Two commercial segments divide the 30 minute show into three distinct parts. Viewership data provided by Comedy Central, April 29 2008. Source: Nielsen Media Research analysis at MediaBistro.com. Available at: http://www.mediabistro.com/tvnewser/original/1Q’08%20(LIVESD)%20FINAL%20P2%20Cable%20News%20Program%20Ranker.pdf 7. Once in a while guests appear for two separate segments: the second as well as the third.