

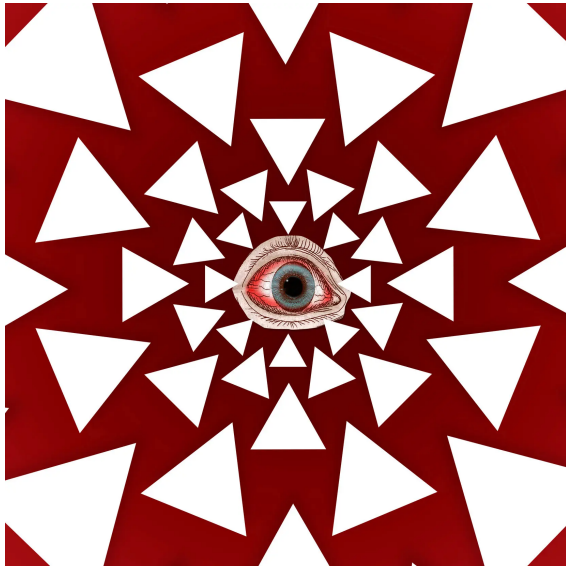
Setting the Agenda for Studying Social Media: A Supply and Demand Framework

Kevin Munger
EUI

June 10, 2025

Something is Wrong on The Internet

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Setting the Academic Agenda



The New York Times

@nytimes

Suivre



Contributing Op-Ed Writer: YouTube, the Great Radicalizer

À l'origine en anglais



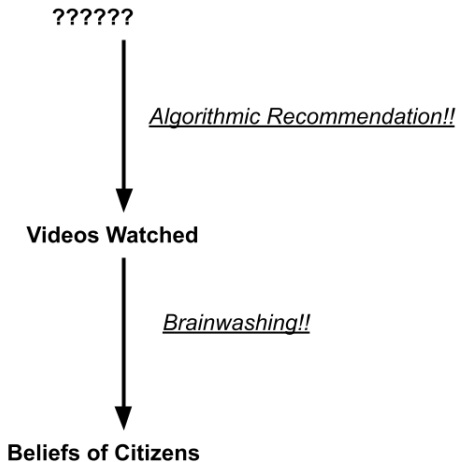
Opinion | YouTube, the Great Radicalizer

The videos it recommends seem to get more and more extreme.

[nytimes.com](https://www.nytimes.com)

Implicit Model of YouTube Politics

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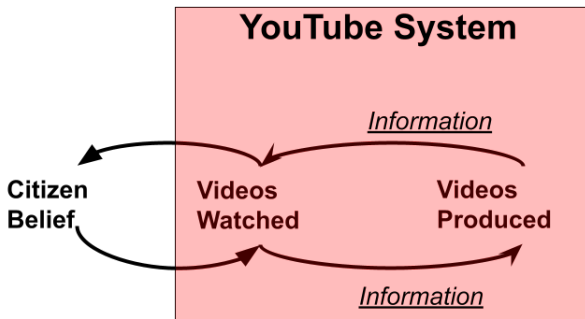
A Larger Model



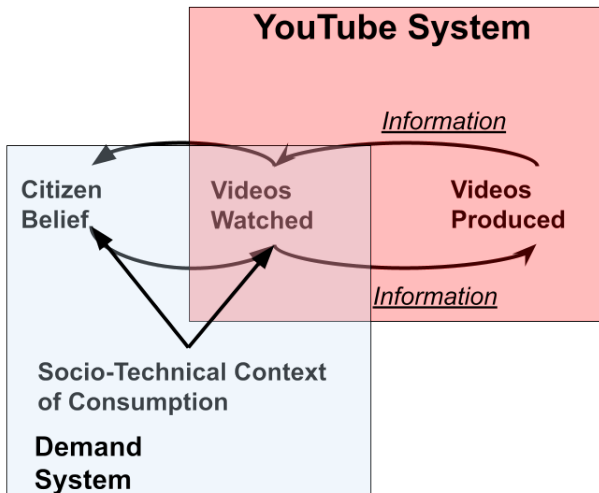
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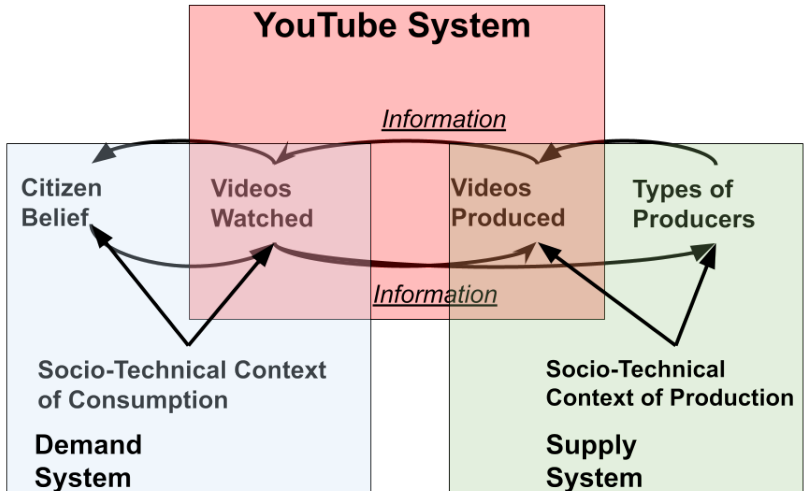
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A Supply and Demand Framework



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- Social media is *social*

A Supply and Demand Framework

- Schematic theory: requires deep theoretical + empirical knowledge of each case

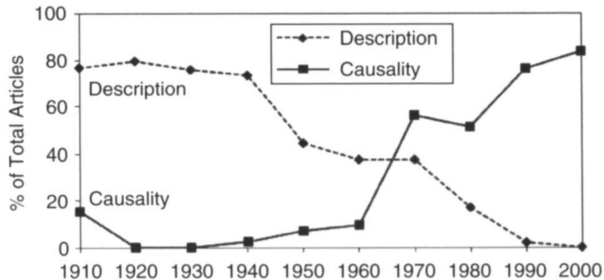
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- Agenda setting: study what is understudied!

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- Make this more central: quantitative description

Quantitative Description?



Gerring (2012)

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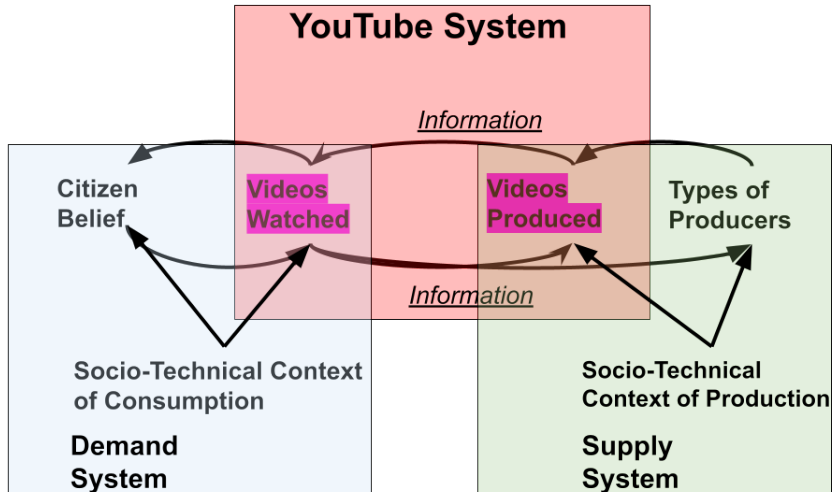
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- Academics are unrepresentative, poor intuitions
- World serves up enough “events”
- Data access can change overnight
- Necessary for synthesis/extrapolation

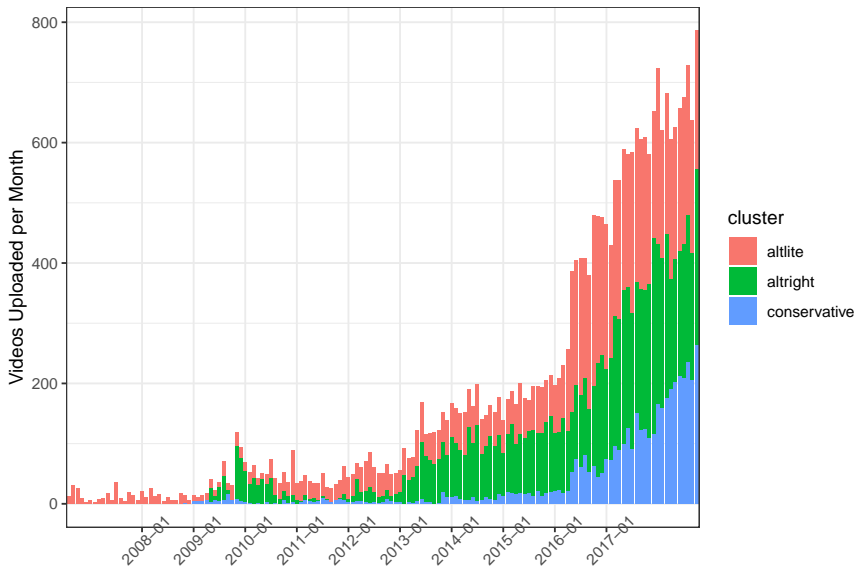
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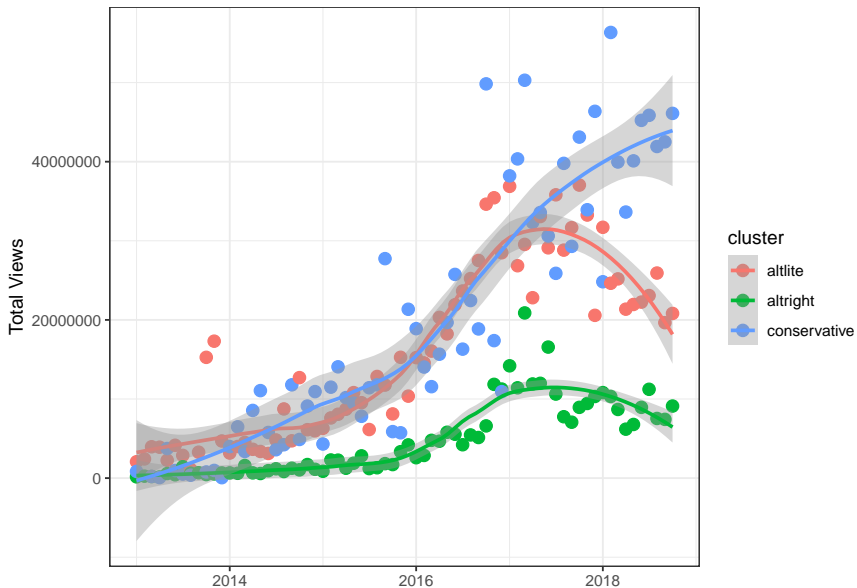
Quantitative Description of the YouTube Right



Quantitative Description: Videos Produced, by Cluster



Quantitative Description: Videos Viewed, by Cluster



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 - ▶ What is unique about TikTok? What is the experience of posting TikToks like?

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- Where to intervene in the system?

Thank you!

