**Between Individuals and News Organizations: Developing the ‘News Niche’ as a Conceptual Tool for Examining Audience Fragmentation**

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Data Availability Statement

The dataset and manipulation files associated with this article can be found at: Barnidge, Matthew (2022), “2020 Audience Fragmentation Dataset”, Mendeley Data, V1, doi: 10.17632/nc7nb7rgsz.1 [Note: DOI is reserved and will be activated upon publication].

Authors’ Notes

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**Acknowledgements**

The authors would like to acknowledge Jiehua Zhang, doctoral candidate at the University of Alabama, for her role in coding the open-ended media data.

**Declaration of Interests**

The authors declare no conflicts of interest.