











in collaboration with GEsis

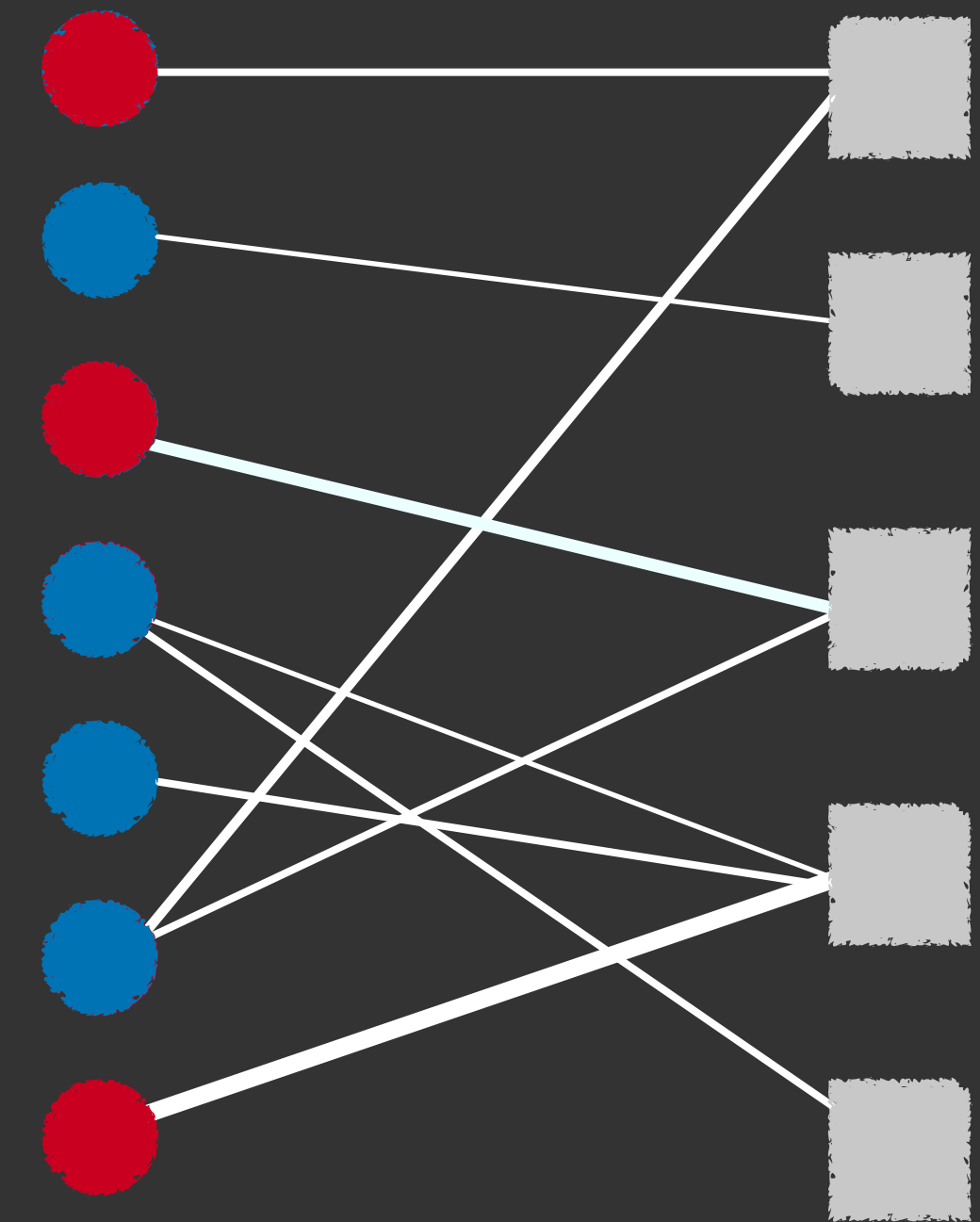
Mapping News Audience Fragmentation

study audience fragmentation and political polarization

use information on individual attributes and patterns of media use
to understand audience fragmentation selective exposure or news avoidance

investigate the dynamics of audience fragmentation

- understand how audience structures and individual news choices impact each other
- build a SAOMs framework for two mode audience networks



Team