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	Division: Computational Methods Division
	PRESENTATION TYPE: Paper : No, this is not a student paper.
	TITLE: Measuring Selective Exposure: A Systematic Comparison of Community Detection Algorithms in Coexposure Networks
	AUTHORS (FIRST NAME, LAST NAME): Subhayan Mukerjee[1]
	AUTHORS/INSTITUTIONS: S. Mukerjee, Communications and New Media, National University of Singapore, Singapore, Singapore, SINGAPORE;
	FIRST AUTHOR (EMAIL ONLY): mail@subhayan.com
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	ABSTRACT BODY: **Abstract:** Network analytic techniques such as community detection have seen widespread application in recent years for the purposes of understanding audience fragmentation and selective exposure to information. In this paper, I propose a formal mathematical model for audience co-exposure networks with an aim to understand which community detection algorithm is most suitable for measuring selective exposure in such networks. I do this by simulating audience behavior in an artificial media environment and constructing a large number of synthetic co-exposure networks for various combinations of the model parameters. I then use a variety of community detection algorithms to measure the extent of selective exposure in these synthetic networks, and compare their performances. Finally, I validate these findings using a novel empirical data-set of actual large-scale browsing behavior and demonstrate the model's utility in informing future analytical choices.
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