

AUDIENCE FRAGMENTATION

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Definition and Implications

- Audience fragmentation describes the trend over time in which overall news audiences have developed more diverse consumption habits while individual news consumers have developed more specific tastes and preferences.
- Even though it feels like we have infinite sources, we tend to interact with a small fraction.
- In terms of audience fragmentation, it is actually possible to have too many choices. This is called the paradox of choice.
- This fragmentation can lead to selective exposure, increased polarization and other negative behaviors.



Key Takeaways:

- Today's media audiences have more options than ever before for where to turn to find and consume news and non-news content, and they also have more options for what to consume.
- The term audience fragmentation describes the trend over time in which overall news audiences have developed more diverse consumption habits while individual news consumers have developed more specific tastes and preferences. This has resulted in mass audiences becoming a larger set of smaller audiences.
- The paradox of choice can make it tough for news consumers to leave their comfort zones and more likely to turn to news that supports their own point of views through the behavior of selective exposure.