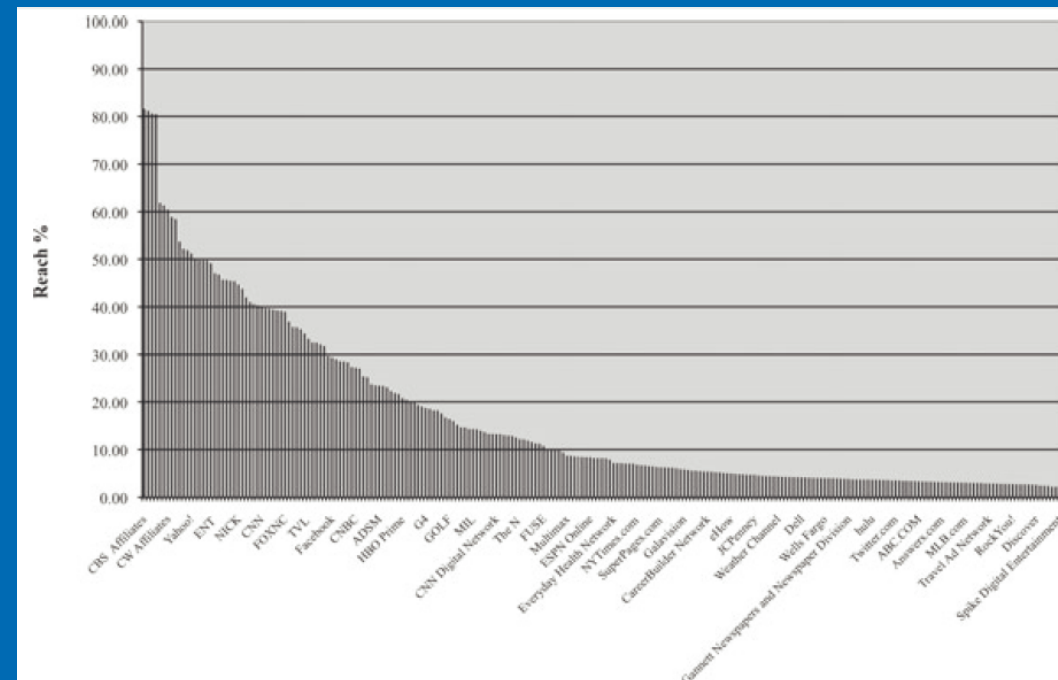
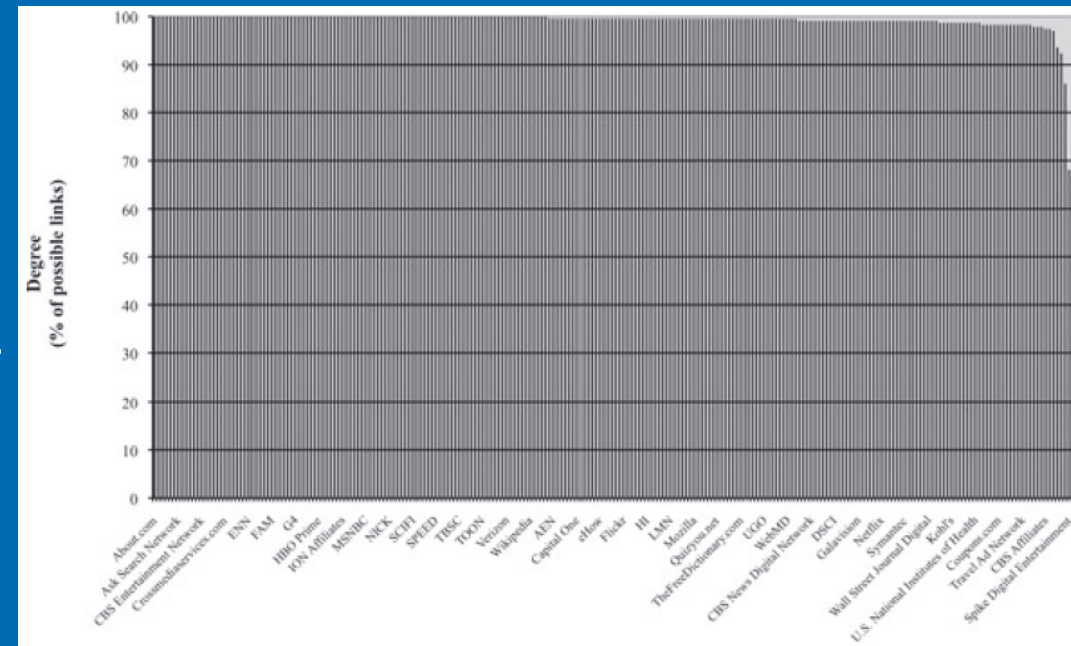


1 Does the “long tail” of online offerings lead to fragmentation of audiences—and society in general?



Webster & Ksiazek (2012), p. 49

2 Or do we live in a
“massively overlapping
culture” because people
combine multiple media
in their daily
repertoires?



Webster & Ksiazek (2012), p. 50

3

But how can we take into account what people actually use within large websites? Can more fine-grained usage data help?

- Nielsen clickstream data for June 2014
- All URLs accessed on YouTube and Spiegel Online
 - 8,575 users
 - 244,925 YouTube videos
 - 8,002 Spiegel Online articles
- How to assess fragmentation or overlap?
 - Pairwise comparison of observed vs. expected shared reach?
 - Phi coefficient to express association between usage of pairs of outlets?
 - Other ideas? → Come and talk to me 😊