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

Webster & Ksiazek (2012), p. 49
Or do we live in a “massively overlapping culture” because people combine multiple media in their daily repertoires?

Webster & Ksiazek (2012), p. 50
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 😊