

The Fragmentation of Views in a Democracy

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Abstract

People mostly get political information from the news sources that share their ideology. Why does this situation arise? I consider a game-theoretic model in which two media owners choose an editorial strategy and the citizens decide which media source to consume. Each media owner is trying to persuade the citizens to choose her preferred action and the goal of the citizens is to take the best action given the state of the world. In equilibrium, each citizen follows the media source the owner of which has closer preferences to her own.