

Study: Breitbart-led Right-wing Media Ecosystem Altered Broader Media Agenda | Columbia Journalism Review

By Yochai Benkler, Robert Faris, Hal Roberts, and Ethan Zuckerman

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In this article from March 3, 2017, Yochai Benkler, Robert Faris, Hal Roberts, and Ethan Zuckerman argue that a “right-wing media network anchored around Breitbart developed as a distinct and insulated media system, using social media as a backbone to transmit a hyper-partisan perspective to the world”. Read more at:

We began to study this ecosystem by looking at the landscape of what sites people share. If a person shares a link from Breitbart, is he or she more likely also to share a link from Fox News or from *The New York Times*? We analyzed hyperlinking patterns, social media sharing patterns on Facebook and Twitter, and topic and language patterns in the content of the 1.25 million stories, published by 25,000 sources over the course of the election, using Media Cloud, an open-source platform for studying media ecosystems developed by Harvard’s Berkman Klein Center for Internet & Society and MIT’s Center for Civic Media.

When we map media sources this way, we see that Breitbart became the center of a distinct right-wing media ecosystem, surrounded by Fox News, the Daily Caller, the Gateway Pundit, the Washington Examiner, Infowars, Conservative Treehouse, and Truthfeed.

Source: [Study: Breitbart-led right-wing media ecosystem altered broader media agenda – Columbia Journalism Review](#)