

Political Communication

Political Science

How political information reaches people, and what that does.

The environment and its effects.

Features

Fragmented audiences across channels

Algorithmic ranking of content

Low-cost targeted advertising

Direct channels bypassing journalism

Rapid spread of unverified claims

Effects debated

Extent of filter bubbles is contested

Exposure to opposing views may polarise

Misinformation reach concentrated in small groups

Effects on attitudes smaller than assumed

Educational reference. Evidence on filter bubbles is mixed; most people encounter more cross-cutting content than the term implies.