Athey will share her perspective on the Internet’s effect on news media and how people consume news, particularly how they select among outlets and how many different outlets they frequent. She will discuss the implications for advertisers, including the increase in competition and the changing structure of advertiser demand in a two-sided market setting. She will explore how aggregators and intermediaries affect consumer demand and the type of news that is consumed, including how Google News has become a complement for news consumption at small-to-midsized outlets and a substitute for the largest outlets. The talk will conclude with a brief exploration of the role social media plays, especially relating to the types of articles people read on the same topic.