Double Jeopardy in the Long Tail: 
Measuring the Internet in a Fragmented, Niche Subcultural Age

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Abstract

With a multitude of options to choose from on the Internet, consumers are faced with turning their attention towards domains with mass appeal versus domains that would be considered niche. In this niche, subcultural age where all consumers are consuming their personal preferences and attitudes, on what basis do audiences fragment? This is a study examines users and usage of the Internet, and weather that usage falls under the marketing law of Double Jeopardy, an empirically derived law in marketing according to which, barring a few exceptions, brands with lower market share in a market have fewer buyers who are also less loyal than buyers of popular brands. In other words, it challenges the highly intuitive idea of “small but niche” consumers.