**Abstract:** While conformity pressures assimilate people in a community, an individual occasionally migrates among communities when the individual feels discontent with the community. These two factors cause segregation and cultural diversity over communities in the society. By formulating migration dynamic as best response dynamic and embedding it into Kuran & Sandholm's model (2008) on dynamic of preference assimilation, we build an agent-based dynamic model to see how the variance of preferences in the entire society quantitatively changes over time. We find from Monte-Carlo simulations that, while preferences assimilate within a community, self-selected migrations enlarge diversity of preferences over communities in the society. We further study how the arrival rate of migration opportunities and the degree of conformity pressures affect the variance of preferences.