

#filterbubble

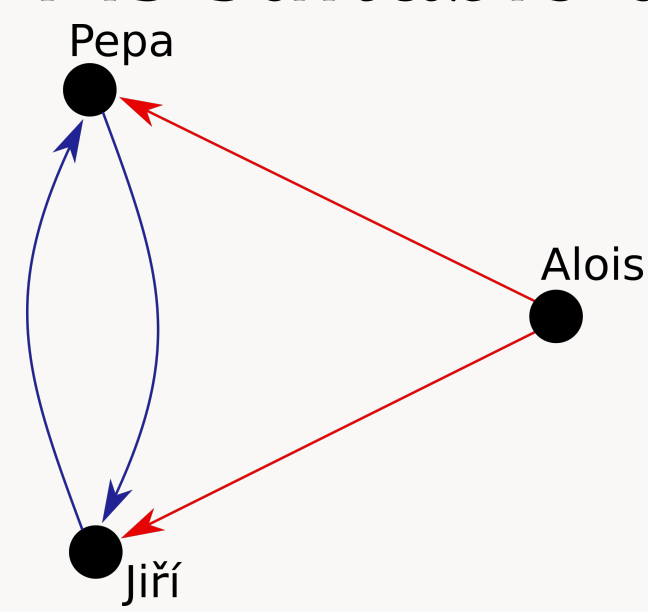
Filter Bubble

Living in one's own information environment.

- ▶ occurs on social networks
- ▶ caused by preferential algorithms
- ▶ first mentioned by Eli Pariser (2011)

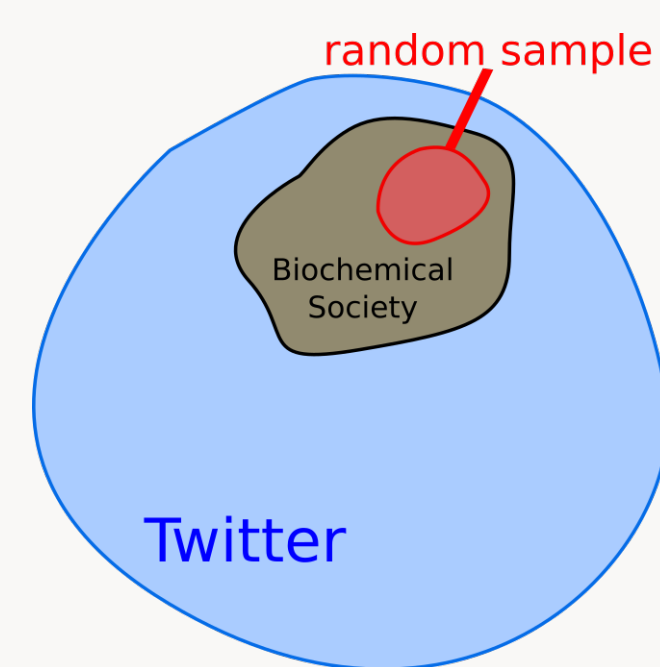
Twitter

- ▶ microblogging platform
- ▶ **following, followers** system
- ▶ Twitter API is suitable data source



Studied groups selection

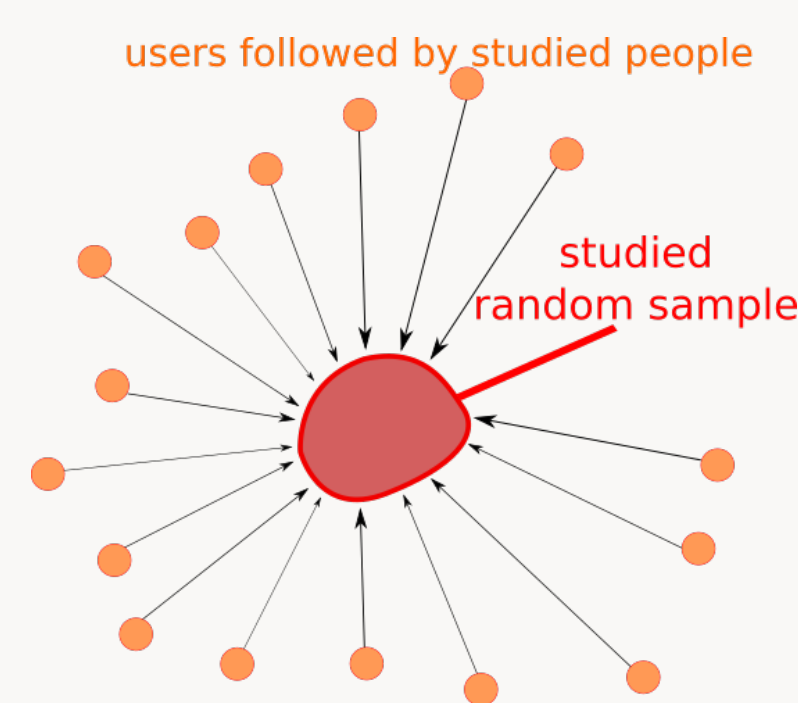
- ▶ random sample from followers of the significant group



Twitter → Biochemical Society →
studied people

Tweets collection

- ▶ analysing content affecting the studied people



- ▶ i. e. content from **followed people**

Tweets filtering

- ▶ filter only tweets on given topic

Keyword "**Trump**":

- ✗ I had fish and chips for lunch.
- ✓ I'm glad Donald **Trump** is the president of the USA.

Sentimental analysis

- ▶ **positive** vs. **negative** tweets
- ▶ classification
- ▶ machine learning, big data

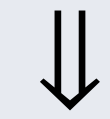
Donald Trump is a terrible person.
(0.14)

Donald Trump is a great person.
(0.95)

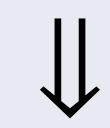
Motivation

Threats for democracy:

content **homogeneity**



loss of objectivity



radicalization

Goals:

- ▶ filter bubble detection
- ▶ filter bubble quantification