

#filterbubble

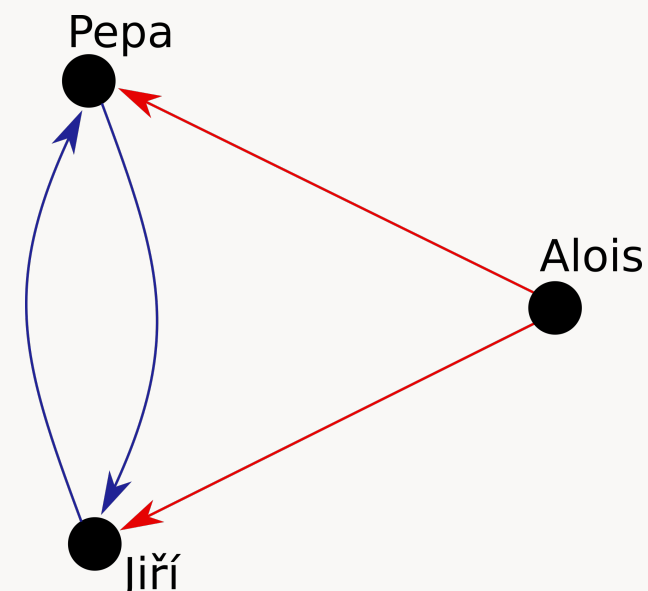
Filter Bubble

Living in one's own information environment.

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

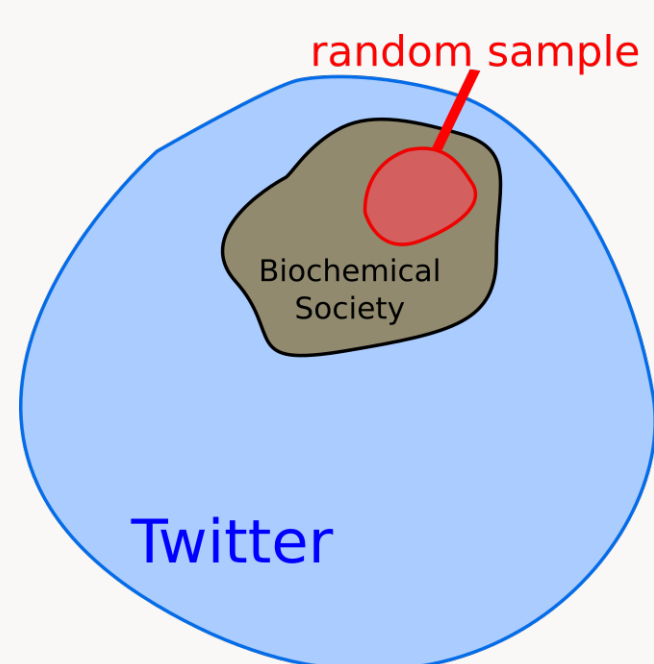
Twitter

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



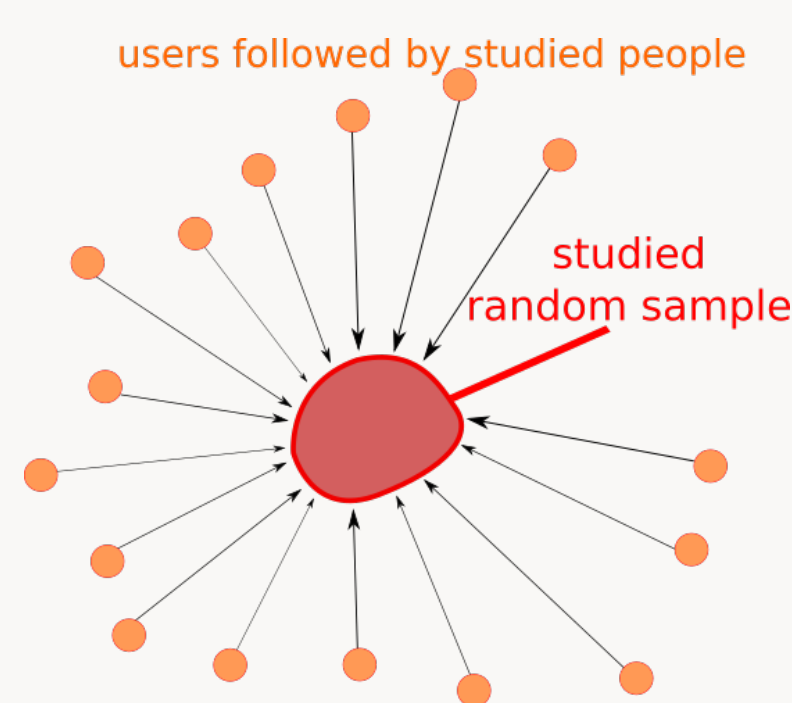
Studied groups selection

- ▶ 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.

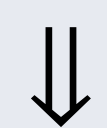
Sentimental analysis

- ▶ measure sentiment of collected tweets
- ▶ **positive** vs. **negative** tweets
Donald Trump is a terrible person.
(0.14)
Donald Trump is a great person.
(0.95)

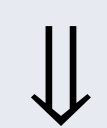
Motivation

Threats for democracy:

content **homogeneity**



loss of objectivity



radicalization

Goals:

- ▶ filter bubble detection
- ▶ filter bubble quantification

