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Importance of Algorithms

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Algorithms are used in apps I use every day such as Spotify, Facebook, and Google Search. Spotify uses algorithms to find songs you like and then they suggest them to you to keep you on their app. Their algorithm includes seeing if you skip a song or not within the first 30 seconds of the song playing. If the user skips the song within 30 seconds, then Spotify sees that as the user not enjoying the song. This algorithm has been successful to Spotify in keeping users to generate ad revenue and premium memberships. Facebook’s algorithm has the same goal of keeping users on their app. Their algorithm ranks available posts to their users and shows the posts on the user’s feed that they most likely will engage with. Google has an algorithm that scores websites by how many sites they have, directing users to that site. Sites with higher scores will appear higher on the list.

Sources:

Invisibly. (2024, February 29). *10 algorithm examples in everyday life*. Invisibly. https://www.invisibly.com/learn-blog/algorithm-examples-everyday-life/