Data's Illusion of Objectivity: Multimodal Design Plan

I'd present my research as a straightforward webpage aimed at people who aren't data scientists but want to understand what's actually happening when they interact with algorithmic systems. A webpage makes sense here because it's accessible, allows me to mix different types of content, and lets readers go at their own pace. Unlike a paper they'd have to download and slog through, a well-designed page can pull people in and actually change how they think about these issues.

The structure would be simple and deliberate. I'd start by asking readers to think about a time an algorithm made a decision about them: maybe they got denied for a credit card, or noticed their feed suddenly pushing certain content. Then I'd break down the process: first explaining why data feels so trustworthy, then showing exactly where human choices enter the system (data collection, feature selection, model design), then walking through a few real-world examples like sentencing algorithms or content moderation. The final section would lay out why this matters and what should change. Each part builds on the previous one without requiring technical background.

For the multimodal aspect, I'd use three approaches that actually serve the argument. Text would handle the main explanation and connect the pieces together. It would be written clearly enough that someone with no experience could follow along. Diagrams would show the pipeline visually: data goes in, humans make choices at multiple steps, results come out looking objective. I'd annotate these to highlight where assumptions hide. Then charts or side-by-side comparisons would make the impact concrete, like showing how the same person gets different risk scores depending on which variables you weigh, or visualizing how algorithmic recommendations shift based on engagement metrics versus accuracy metrics. These aren't decorations; they're arguing where pure text can't.

The whole point is to make people skeptical in a productive way. Not paranoid about technology, but informed enough to ask good questions. When someone tells you a decision is "data-driven", you should want to know: whose data, measuring what, optimized for which outcome? The design would prioritize clarity over flash: clean layout and information that builds logically rather than overwhelming readers all at once. If it works, people should finish the page understanding that algorithms are tools built by humans with specific goals and limitations, not neutral machines dispensing truth.