**8.**

**Interviewer:** Do you think the content you see on social media reflects a wide range of perspectives? Why or why not?  
**Interviewee:** Not really. I think it mostly reinforces the opinions I already have. Even in parenting groups, you tend to see the same parenting philosophies over and over, rather than a full range of approaches.

**Interviewer:** How often do you encounter content or opinions that challenge your beliefs?  
**Interviewee:** Not often. If I do, it’s usually because someone in a parenting group is debating an issue, but my feed itself mostly shows me things I agree with.

**Interviewer:** How does the content you see on social media affect your perception of others outside your immediate circles?  
**Interviewee:** It definitely shapes how I view other parenting styles. If my feed is full of gentle parenting tips, I start assuming that’s the “right” way, even though I know there are other valid approaches.

**Interviewer:** Do you think social media algorithms make connecting with people from different backgrounds or beliefs easier or harder?  
**Interviewee:** Harder. It keeps you in a certain niche, so you don’t get exposed to a lot of different ideas unless you actively seek them out.

**Interviewer:** Have you ever tried to bypass or limit algorithmic recommendations? How did that affect your experience?  
**Interviewee:** Yes, I’ve tried following different accounts to mix things up, but the algorithm still prioritizes what it thinks I like.

**Interview 9 – Profile 9: 22-year-old Social Activist**

**Interviewer:** What motivates you to use social media?  
**Interviewee:** I use social media mainly for activism and raising awareness about social justice issues. Instagram and Twitter are my primary platforms because they allow for real-time discussions and help me reach a broader audience. I post about issues related to gender equality, climate justice, and human rights, and I follow accounts that align with these causes. Social media is an important tool for organizing events, mobilizing people, and sharing important information that might not always get attention in mainstream media.

**Interviewer:** How familiar are you with algorithms curating content on social media platforms?  
**Interviewee:** I am very aware of them. I know that platforms prioritize engagement, which means that the most viral, controversial, or emotionally charged content tends to spread the fastest. This can be useful for activism, but it can also be harmful because it often leads to oversimplified discussions and polarization. I’ve seen how the algorithm amplifies certain voices while burying others.

**Interviewer:** Do you notice patterns in the kind of content recommended to you? Can you give examples?  
**Interviewee:** Yes, absolutely. Since I engage a lot with activism-related content, my feed is full of similar posts. If I like or share a post about environmental justice, I suddenly see a wave of similar content. The same thing happens when I interact with feminist accounts—I get recommended more feminist content but rarely see opposing viewpoints unless someone is criticizing them.

**Interviewer:** How do you feel about the personalization of content by these algorithms?  
**Interviewee:** It’s both helpful and frustrating. On one hand, it keeps me informed about the causes I care about and helps me connect with like-minded individuals. But on the other hand, it makes it harder to engage in balanced discussions. If the algorithm only shows me perspectives I already agree with, it can create an illusion that everyone thinks the same way, which isn’t true in real life.

**Interviewer:** Do you think the content you see on social media reflects a wide range of perspectives? Why or why not?  
**Interviewee:** Not really. My feed is mostly filled with voices that align with my values. While that helps in organizing and strengthening movements, it also creates an echo chamber. When I try to explore different viewpoints, it’s often through heated debates rather than nuanced discussions.

**Interviewer:** How often do you encounter content or opinions that challenge your beliefs?  
**Interviewee:** Not very often. When I do, it’s usually in a very confrontational way, like someone arguing in the comments rather than a thoughtful discussion. If I don’t go out of my way to seek out alternative perspectives, I don’t see them.

**Interviewer:** How does the content you see on social media affect your perception of others outside your immediate circles?  
**Interviewee:** It definitely shapes how I view people. Since I mostly see content from activists and progressive voices, I sometimes feel like social change is happening faster than it actually is. But when I talk to people outside of social media, I realize that not everyone is having the same conversations or is as informed about these issues.

**Interviewer:** Do you think social media algorithms make connecting with people from different backgrounds or beliefs easier or harder?  
**Interviewee:** I think it makes it harder. While social media allows us to connect globally, the algorithm keeps us in specific communities where we mostly interact with people who think like us. This makes it difficult to build bridges with those who have different perspectives.

**Interviewer:** Have you ever tried to bypass or limit algorithmic recommendations? How did that affect your experience?  
**Interviewee:** Yes, I try to follow diverse accounts, even those I might disagree with, to get a broader perspective. But the algorithm still prioritizes the content that aligns with my past behavior. Even when I follow accounts with different viewpoints, they don’t show up on my feed as much as the content I usually engage with.

**Interview 10 – Profile 10: 65-year-old Retiree**

**Interviewer:** What motivates you to use social media?  
**Interviewee:** I use Facebook and YouTube primarily to stay informed and stay in touch with family. I like watching news clips, historical documentaries, and videos about health and wellness. Facebook helps me keep up with my children and grandchildren since they don’t always have time to call. I also enjoy joining groups related to my hobbies, like gardening and cooking.

**Interviewer:** How familiar are you with algorithms curating content on social media platforms?  
**Interviewee:** I have a basic understanding. I know that what I see on Facebook and YouTube is based on what I’ve watched before, but I don’t know exactly how it all works. I’ve noticed that if I watch one type of video, similar ones keep popping up, sometimes even when I don’t want them to.

**Interviewer:** Do you notice patterns in the kind of content recommended to you? Can you give examples?  
**Interviewee:** Yes, for sure. If I watch a few videos about healthy eating, suddenly my YouTube homepage is filled with health-related content. The same thing happens with news—if I read about a certain political issue, I start seeing more articles about it, sometimes from sources I’ve never heard of.

**Interviewer:** How do you feel about the personalization of content by these algorithms?  
**Interviewee:** It can be helpful, but sometimes it feels like I’m being pushed in a certain direction. For example, if I watch a couple of videos about one side of a political issue, I start seeing more of that perspective and less of anything else. It can make it hard to know what’s really true because everything starts looking one-sided.

**Interviewer:** Do you think the content you see on social media reflects a wide range of perspectives? Why or why not?  
**Interviewee:** No, I think it mostly reflects what I’ve already interacted with. If I don’t make an effort to look for different viewpoints, I mostly see the same kinds of opinions over and over.

**Interviewer:** How often do you encounter content or opinions that challenge your beliefs?  
**Interviewee:** Not very often. When I do, it’s usually because someone I know shares something different, but my usual feed doesn’t show much variety.

**Interviewer:** How does the content you see on social media affect your perception of others outside your immediate circles?  
**Interviewee:** It definitely shapes my views. If I see a lot of negative news about a certain group of people, it can make me feel like that’s the full story, even though I know that’s not fair. I try to remind myself that social media doesn’t always give the full picture.

**Interviewer:** Do you think social media algorithms make connecting with people from different backgrounds or beliefs easier or harder?  
**Interviewee:** Harder, I think. Social media makes it easy to stay in touch with family and friends, but when it comes to different perspectives, it feels like we’re all being separated into different worlds.

**Interviewer:** Have you ever tried to bypass or limit algorithmic recommendations? How did that affect your experience?  
**Interviewee:** Yes, I’ve tried searching for different topics manually, but it doesn’t always work. Even when I try to broaden what I watch, the recommendations still lean toward the same things I’ve interacted with before.