**Interview 1 – Profile 1: 20-year-old College Student**

**Interviewer:** What motivates you to use social media?  
**Interviewee:** I mostly use TikTok and Instagram to entertain and keep up with my friends. It’s fun, and I get to see what’s trending. Social media is also a way to stay connected, especially since my schedule is busy with classes, and I don’t always have time to meet people in person. I like watching short videos because they are quick and engaging. Sometimes, I also use Instagram to follow influencers who post about fashion or lifestyle tips. Positive

**Interviewer:** How familiar are you with algorithms curating content on social media platforms?  
**Interviewee:** I know social media platforms use algorithms to decide what shows up on my feed, but I don’t completely understand how it works. I’ve noticed that once I like or watch a specific type of content, I start getting a lot of similar videos. The app knows what I enjoy and keeps giving me more, but I don’t always think about how or why that happens. Neutr

**Interviewer:** Do you notice patterns in the content recommended to you? Can you give examples?  
**Interviewee:** Yes. If I watch one type of video, a funny meme video, my entire feed is filled with similar ones. The same happens if I watch a lot of dance challenges or beauty tutorials. I remember once I clicked on a video about studying techniques, and for a whole week, I kept getting “study with me” videos, productivity tips, and school-related content. It’s like the platform assumes that’s all I want to see. Neutr

**Interviewer:** How do you feel about the personalization of content by these algorithms?  
**Interviewee:** It’s helpful in some ways because it saves time—I don’t have to search for things I enjoy because they’re already there. But sometimes, I feel like I’m stuck in a loop. For example, I think that’s the “only” way to look or act if I keep seeing the same beauty trends or fitness routines. It can be overwhelming because it creates this idea that everyone is following the same trends, and if I don’t, I feel left out. Negative

**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 feel like I mostly see things that match what I already like. For example, if I watch many videos from one specific group of influencers, the platform keeps showing me more from them, not from other perspectives. I don’t see many opinions, especially on fashion, health, or news. Negative

**Interviewer:** How often do you encounter content or opinions that challenge your beliefs?  
**Interviewee:** Rarely. Most of what I see confirms what I already think. If I watch a lot of one type of content, the algorithm makes sure I keep seeing more of the same. When I see something different, it’s usually because someone in the comments is arguing about it, but that’s rare. Neutr

**Interviewer:** How does the content you see on social media affect your perception of others outside your immediate circles?  
**Interviewee:** I think it shapes how I view people a lot. For example, I assume that's how people live if I constantly see videos that make a specific lifestyle look perfect. Only when I step away, I realize it’s not always accurate. Also, since I don’t see much content from people with different views, I sometimes feel like everyone must think the way I do. Neutr

**Interviewer:** Do you think social media algorithms make it easier or harder to connect with people from different backgrounds or beliefs?  
**Interviewee:** I think it makes it more challenging. Since I mostly see content that aligns with my interests, I don’t get exposed to different perspectives. If I wanted to see other viewpoints, I would have to search for them actively, and even then, I might not get much because the algorithm keeps showing me what I already engage with. Negative

**Interviewer:** Have you ever tried to bypass or limit algorithmic recommendations? How did that affect your experience?  
**Interviewee:** I’ve tried a few times. I searched for new topics, followed different accounts, and cleared my watch history, but the algorithm eventually showed me what I liked. I feel like no matter what I do, it pushes certain content toward me. Negative

**Interview 2 – Profile 2: 16-year-old High School Student**

**Interviewer:** What motivates you to use social media?  
**Interviewee:** I mostly use social media to talk to my friends and see what’s happening. Many of my friends are always on TikTok and Instagram, so it’s the best way to stay updated. I also love watching funny videos, especially challenges or pranks. Sometimes, I use it to check out new trends, like fashion or music, and I’ll try to copy some of them. It’s also a bit of an escape because school can be stressful, so scrolling through TikTok or Instagram helps me relax. Positive

**Interviewer:** How familiar are you with algorithms curating content on social media platforms?  
**Interviewee:** I’ve heard about algorithms but don’t know precisely how they work. I know that I get more of it once I start watching something. Like, if I watch a lot of dance videos, I’ll keep getting more dance videos. It’s like the app is reading my mind, but I know it’s not doing that—it’s just guessing based on what I watch. Neutr

**Interviewer:** Do you notice patterns in the content recommended to you? Can you give examples?  
**Interviewee:** Yes, all the time! Watching a couple of videos about a specific topic is all I see for a while. I remember watching a couple of videos about celebrity gossip, and then my entire feed became gossip videos. It happens with music too. If I listen to a specific type of song, every video on my feed suddenly uses the same sound. Neutr

**Interviewer:** How do you feel about the personalization of content by these algorithms?  
**Interviewee:** It’s fun because I don’t have to search for stuff, but sometimes it gets annoying. If I want to see different kinds of content, I feel I can’t. Also, I think it makes me addicted to scrolling because every time I open the app, it’s showing me exactly what I want to watch, so it’s hard to stop. Negative

**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 mostly see stuff that matches my interests. If I see different opinions, it’s usually in the comments when people argue. But even then, the actual videos I see are mostly things I already agree with. Neutr

**Interviewer:** How often do you encounter content or opinions that challenge your beliefs?  
**Interviewee:** Rarely. The app keeps showing me things I already like, so I don’t get exposed to different ideas unless I look for them. Positive

**Interviewer:** How does the content you see on social media affect your perception of others outside your immediate circles?  
**Interviewee:** It makes me feel like everyone is the same as me, even though I know that’s not true. Since I only see certain types of content, I sometimes forget that other people have different opinions or experiences. Negative

**Interviewer:** Do you think social media algorithms make it easier or harder to connect with people from different backgrounds or beliefs?  
**Interviewee:** Harder, I think. It just keeps showing me people like me, so I don’t interact with different groups unless I actively try to. Neutr

**Interviewer:** Have you ever tried to bypass or limit algorithmic recommendations? How did that affect your experience?  
**Interviewee:** A couple of times. I tried searching for different things and following new accounts, but it didn’t change much. After a while, my feed went back to the same type of content. Neutr

**Interview 3 – Profile 3: 26-year-old Gamer**

**Interviewer:** What motivates you to use social media?  
**Interviewee:** I primarily use social media for gaming-related content. YouTube and Twitch are my leading platforms because they provide live streams, gameplay tutorials, and industry news. I follow a lot of gaming creators, and I enjoy watching speed runs, strategy breakdowns, and game reviews. It’s also a way for me to connect with the gaming community. Gaming can be isolating when you play solo, so being able to interact with other players, either through comments or Discord communities, helps me stay connected. positive

**Interviewer:** How familiar are you with algorithms curating content on social media platforms?  
**Interviewee:** I know how it works, especially on YouTube. If I watch a couple of videos about a particular game, my recommendations will be flooded with content related to that game for days. It feels like the platform quickly decides what I like and aggressively pushes similar content. I understand it’s meant to keep me engaged, but sometimes I feel stuck in a loop. negative

**Interviewer:** Do you notice patterns in the content recommended to you? Can you give examples?  
**Interviewee:** Absolutely. If I watch a new game review, I’ll immediately get more reviews, reaction videos, and "best settings" videos for that game. It’s like I can’t escape it. I also notice that if a particular game is trending, YouTube will prioritize videos, even if I haven't searched for it. A few months ago when *Elden Ring* came out, my feed became wholly dominated by *Elden Ring* videos, even though I had only watched one or two. negative

**Interviewer:** How do you feel about the personalization of content by these algorithms?  
**Interviewee:** It’s a double-edged sword. On one hand, it’s convenient—I don’t have to search for new content because the algorithm does it for me. On the other hand, it feels like I lose control over what I see. Sometimes, I want variety, but the algorithm keeps serving me the same content. It assumes I only care about one thing at a time. neutr

**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 narrows my perspective because I’m only exposed to certain types of content. The algorithm prioritizes what it says I’ll engage with, so I rarely see differing opinions. Even within the gaming world, it tends to amplify the most popular narratives while smaller, more niche perspectives get buried. negative

**Interviewer:** How often do you encounter content or opinions that challenge your beliefs?  
**Interviewee:** Rarely. If I do, it’s usually a heated debate in the comments rather than a video or post. The algorithm doesn’t seem to push alternative viewpoints—it just reinforces what it thinks I already believe. neutr

**Interviewer:** How does the content you see on social media affect your perception of others outside your immediate circles?  
**Interviewee:** It makes me feel like everyone thinks the same way as the community I engage with. For example, if everyone I follow is critical of a particular game, I assume that the entire gaming community feels the same way. But when I talk to people outside my algorithmic bubble, I realize that opinions are much more varied. negative

**Interviewer:** Do you think social media algorithms make it easier or harder to connect with people from different backgrounds or beliefs?  
**Interviewee:** Harder. The algorithm creates these micro-communities where people primarily interact with like-minded individuals. Coming across completely different viewpoints is rare unless you intentionally seek them out. neutr

**Interviewer:** Have you ever tried to bypass or limit algorithmic recommendations? How did that affect your experience?  
**Interviewee:** I’ve tried switching to manual searches and subscribing to smaller creators, but it isn’t easy. The algorithm still favors significant, high-engagement content, so even if I subscribe to a channel, I might not always see their videos unless I actively look for them. negative

**Interview 4 – Profile 4: 38-year-old Marketing Professional**

**Interviewer:** What motivates you to use social media?  
**Interviewee:** My primary motivation is professional networking and industry news. I use LinkedIn to stay updated on marketing trends, Twitter to engage in discussions, and YouTube for educational content. Social media helps me stay ahead in my field and also serves as a tool for personal branding. I regularly post about marketing strategies and emerging trends on LinkedIn. positive

**Interviewer:** How familiar are you with algorithms curating content on social media platforms?  
**Interviewee:** Very familiar. Understanding how algorithms work is essential in marketing because they determine what content gets seen. Platforms like LinkedIn prioritize engagement, so posts with high interactions get boosted. Twitter’s algorithm favors trending topics and frequent engagement. It’s all about maximizing visibility through the right strategy. positive

**Interviewer:** Do you notice patterns in the kind of content recommended to you? Can you give examples?  
**Interviewee:** Absolutely. If I engage with posts about AI in marketing, my LinkedIn feed gets filled with AI-related content. On Twitter, once I follow certain hashtags, my entire feed starts revolving around that topic. The algorithm reinforces what I show interest in, but it also limits exposure to broader discussions. positive

**Interviewer:** How do you feel about the personalization of content by these algorithms?  
**Interviewee:** From a professional standpoint, it’s a powerful tool. It ensures that I see relevant content and that my posts reach the right audience. But as a user, it can feel restrictive. I sometimes wish I had more organic exposure to diverse perspectives rather than just highly optimized content. neutr

**Interviewer:** Do you think the content you see on social media reflects a wide range of perspectives? Why or why not?  
**Interviewee:** Not really. It’s an echo chamber. Since I interact with people in my industry, the algorithm assumes that’s all I want to see. It doesn’t often introduce me to alternative viewpoints unless I actively seek them out. negative

**Interviewer:** How often do you encounter content or opinions that challenge your beliefs?  
**Interviewee:** Rarely. Most of what I see aligns with my professional interests and existing views. Occasionally, I’ll come across a contrarian post, but it’s not frequent. positive

**Interviewer:** How does the content you see on social media affect your perception of others outside your immediate circles?  
**Interviewee:** It gives me a very specific view of my industry, but it also isolates me from broader conversations. Sometimes I have to remind myself that social media is not an accurate representation of reality—it’s curated content tailored to my interests. neutr

**Interviewer:** Do you think social media algorithms make connecting with people from different backgrounds or beliefs easier or harder?  
**Interviewee:** Harder. Social media should facilitate diverse discussions, but in reality, it pushes us into niche communities where we interact with the same kind of people. negative

**Interviewer:** Have you ever tried to bypass or limit algorithmic recommendations? How did that affect your experience?  
**Interviewee:** Yes. I’ve tried engaging with a wider range of content, following people outside of my industry, and using manual searches. It helps to an extent, but the algorithm always tries to revert back to what it thinks I want to see. negative

**Interview 5 – Profile 5: 42-year-old Journalist**

**Interviewer:** What motivates you to use social media?  
**Interviewee:** As a journalist, I rely on social media primarily for news gathering and real-time updates. Twitter is my go-to platform because it allows me to stay on top of breaking news and track developments as they happen. I also use it for networking with other journalists, public figures, and sources. Beyond news, I use Facebook for engaging with audience discussions and LinkedIn for professional connections. However, I try to keep a balance, as social media can sometimes become overwhelming. positive

**Interviewer:** How familiar are you with algorithms curating content on social media platforms?  
**Interviewee:** Very familiar. It’s something I deal with both as a user and as part of my profession. I know that platforms like Twitter prioritize engagement-driven content, which means sensationalized news and emotionally charged tweets often get more visibility. Facebook’s algorithm favors content that keeps users engaged longer, so controversial or viral stories tend to spread faster. Understanding these mechanisms is crucial for journalists, as they influence how information is disseminated. positive

**Interviewer:** Do you notice patterns in the kind of content recommended to you? Can you give examples?  
**Interviewee:** Absolutely. My Twitter feed is dominated by the topics I engage with most—politics, media, and global affairs. If I read or interact with a tweet about a certain issue, I suddenly start seeing more similar content, often reinforcing a particular narrative. For instance, during elections, my feed becomes a constant stream of political analysis, polls, and debates. However, it rarely exposes me to perspectives I haven’t already engaged with. positive

**Interviewer:** How do you feel about the personalization of content by these algorithms?  
**Interviewee:** I have mixed feelings. On the one hand, it’s useful because it helps me stay updated on topics that matter to me. On the other hand, it creates a filter bubble, limiting exposure to diverse perspectives. As a journalist, I have to make a conscious effort to step outside this bubble, actively seeking different viewpoints rather than just consuming what the algorithm serves me. neutr

**Interviewer:** Do you think the content you see on social media reflects a wide range of perspectives? Why or why not?  
**Interviewee:** No, not naturally. The algorithm tends to reinforce what it thinks I want to see rather than what I might need to see. If I only interacted with mainstream media sources, my feed would be limited to those narratives. That’s why I try to follow independent journalists, international outlets, and diverse sources to balance the information I consume. negative

**Interviewer:** How often do you encounter content or opinions that challenge your beliefs?  
**Interviewee:** Not often enough, unless I actively seek it out. Occasionally, I come across dissenting opinions when a controversial topic is trending, but those viewpoints are usually framed in an argumentative or confrontational way rather than as balanced discussion. positive

**Interviewer:** How does the content you see on social media affect your perception of others outside your immediate circles?  
**Interviewee:** It definitely influences my perception, even though I’m aware of the biases. If my feed is constantly showing political conflicts or extreme opinions, it can make the world seem more divided than it actually is. Social media amplifies polarization, and that affects how people perceive each other, including myself. positive

**Interviewer:** Do you think social media algorithms make connecting with people from different backgrounds or beliefs easier or harder?  
**Interviewee:** Harder. Social media should, in theory, expose us to a wide variety of perspectives, but in reality, the algorithm reinforces silos. People mostly engage with like-minded communities, and those who disagree often interact in ways that lead to conflict rather than understanding. negative

**Interviewer:** Have you ever tried to bypass or limit algorithmic recommendations? How did that affect your experience?  
**Interviewee:** Yes, I make a conscious effort to follow accounts outside my usual interests, manually search for news from different sources, and avoid engaging too much with sensationalist content. It helps, but it doesn’t completely override the algorithm’s influence. positive

**Interview 6 – Profile 6: 26-year-old AI Expert**

**Interviewer:** What motivates you to use social media?  
**Interviewee:** I use social media mostly for professional networking, research, and knowledge-sharing. As an AI expert, platforms like LinkedIn and Twitter help me stay informed about advancements in AI, machine learning, and tech policies. I also use Twitter to follow discussions in the AI community, engage with researchers, and contribute my own insights. Occasionally, I use YouTube for tutorials and deep-dive technical content. negative

**Interviewer:** How familiar are you with algorithms curating content on social media platforms?  
**Interviewee:** Very familiar. I understand how these algorithms work at a technical level, including how they prioritize content based on engagement metrics, user behavior, and machine learning models. I know that personalization is designed to maximize user retention, often at the cost of content diversity. positive

**Interviewer:** Do you notice patterns in the kind of content recommended to you? Can you give examples?  
**Interviewee:** Yes, it’s quite predictable. If I engage with AI ethics discussions, my feed quickly fills with similar conversations. If I read articles about deep learning advancements, the recommendations shift toward those topics. It’s clear that the algorithm is reinforcing my interests, but sometimes that means missing out on broader tech discussions. neutr

**Interviewer:** How do you feel about the personalization of content by these algorithms?  
**Interviewee:** It’s efficient but flawed. While it helps me stay updated on my field, it also narrows my exposure. For example, if I’m primarily engaging with AI research, I might miss important discussions about broader societal impacts of technology. Personalization is useful, but it requires manual intervention to avoid being trapped in a bubble. neutr

**Interviewer:** Do you think the content you see on social media reflects a wide range of perspectives? Why or why not?  
**Interviewee:** Not by default. The algorithm prioritizes content that aligns with my existing interests, meaning I have to actively seek out alternative perspectives. If I don’t make an effort, I end up with a one-sided view of certain debates. negative

**Interviewer:** How often do you encounter content or opinions that challenge your beliefs?  
**Interviewee:** Rarely. Even in discussions on AI ethics, I mostly see viewpoints that align with my own. It takes deliberate effort to engage with opposing perspectives. Negative

**Interviewer:** How does the content you see on social media affect your perception of others outside your immediate circles?  
**Interviewee:** It shapes my perception in subtle ways. When an algorithm curates my feed, it creates an illusion that certain discussions are more prevalent than they actually are. This can distort the way I view societal debates, making it seem like consensus exists when it might not. negative

**Interviewer:** Do you think social media algorithms make connecting with people from different backgrounds or beliefs easier or harder?  
**Interviewee:** Harder. The algorithm promotes engagement-driven content, which often leads to polarizing conversations rather than meaningful dialogue. negative

**Interviewer:** Have you ever tried to bypass or limit algorithmic recommendations? How did that affect your experience?  
**Interviewee:** Yes, I try to follow a diverse range of accounts and manually search for content outside my regular topics. It helps, but the algorithm still dominates what I see unless I actively intervene. Neutr

**Interview 7 – Profile 7: 29-year-old Resident from a Rural Area**

**Interviewer:** What motivates you to use social media?  
**Interviewee:** I use social media mainly to stay connected with friends and family. Living in a rural area, I don’t get to see my friends as often as I’d like, so Facebook is a big part of how I keep in touch. I also use it for local community groups—things like town announcements, events, and even buying and selling. Other than that, I occasionally watch YouTube videos, mostly for DIY tutorials or news updates. positive

**Interviewer:** How familiar are you with algorithms curating content on social media platforms?  
**Interviewee:** I don’t know the technical details, but I do know that Facebook and YouTube seem to show me content based on what I’ve watched before. If I interact with a particular topic, I keep seeing more of it, which can be useful, but sometimes I wonder what I might be missing. neutr

**Interviewer:** Do you notice patterns in the kind of content recommended to you? Can you give examples?  
**Interviewee:** Yes, definitely. If I watch a few videos about farming or rural life, suddenly that’s all I see. The same thing happens with news—if I read a couple of articles about a certain political issue, my feed fills up with related content. I noticed this especially during elections when I felt like I was only seeing one side of the argument. positive

**Interviewer:** How do you feel about the personalization of content by these algorithms?  
**Interviewee:** It’s helpful in some ways, but it also feels like I don’t have full control over what I see. I like staying updated on topics I’m interested in, but I also wish I got a broader mix of information. Sometimes it feels like the app decides what’s important instead of me. negative

**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 shown interest in. It’s like social media assumes I only want to see things I agree with, so I don’t get exposed to much outside of that. neutr

**Interviewer:** How often do you encounter content or opinions that challenge your beliefs?  
**Interviewee:** Rarely. When I do, it’s usually because someone shares something from another viewpoint, but that’s not often. Most of the time, my feed feels like an echo chamber. positive

**Interviewer:** How does the content you see on social media affect your perception of others outside your immediate circles?  
**Interviewee:** It definitely reinforces certain views. If I only see one type of opinion all the time, it starts feeling like that’s how everyone thinks, even though I know that’s not true. It can make it harder to understand where other people are coming from. positive

**Interviewer:** Do you think social media algorithms make it easier or harder to connect with people from different backgrounds or beliefs?  
**Interviewee:** Harder. It seems like social media keeps me in a bubble of people and content that are similar to me. It’s not like I’m against different perspectives, but I just don’t see them much unless I go looking. negative

**Interviewer:** Have you ever tried to bypass or limit algorithmic recommendations? How did that affect your experience?  
**Interviewee:** A few times. I followed some different pages and tried searching for things outside my usual interests, but it didn’t change much. The algorithm still seemed to favor what it thought I wanted to see. negative

**Interview 8 – Profile 8: 32-year-old Stay-at-home Parent**

**Interviewer:** What motivates you to use social media?  
**Interviewee:** I use Facebook and Instagram mostly to connect with other parents. There are a lot of parenting groups where we share tips, ask questions, and offer support. It’s really helpful, especially when you’re at home all day with kids and don’t have as much social interaction. I also follow some lifestyle and health influencers who post about family life, meal planning, and mental wellness. positive

**Interviewer:** How familiar are you with algorithms curating content on social media platforms?  
**Interviewee:** I have a basic understanding. I know that social media learns what I engage with and then shows me more of the same. Sometimes I’ll interact with one parenting post, and then suddenly, my whole feed is full of similar content. positive

**Interviewer:** Do you notice patterns in the kind of content recommended to you? Can you give examples?  
**Interviewee:** Yes! If I click on a post about child nutrition, I start seeing tons of articles and videos on the same topic. I also notice that if I engage with one influencer’s parenting style, I get more content that aligns with that, rather than different perspectives. positive

**Interviewer:** How do you feel about the personalization of content by these algorithms?  
**Interviewee:** It’s good when I’m looking for specific advice, but it also makes me feel like I’m missing out on other viewpoints. Sometimes it feels like I’m only seeing what the algorithm wants me to see, rather than what’s actually out there. neutr