

(Iris) I also wondered about how much Mosseri's position as CEO of Instagram influenced what he was saying, especially in terms of the tone and vocabulary that he used.

There was one time where Dax Shepard said Facebook was "selling data", and Mosseri was very quick to steer the conversation away from this topic and counter this specific term.

(David) I found that a lot of the explain and inform portions of the podcast were very closely tied with an opinion as to why it was good or bad.

It seemed that the craft was more focused on explaining to the reader what they should think rather than what actually happened. - David

(Hubert) - I listened to a section of the podcast again with this inside outside view in mind, and I had noticed that the insider (Adam) had corrected the outsiders time to time

"outside" - Dax. Adam, to some extent, directly influences and controls a lot of the issues they discuss for Instagram (which is a huge part of media), while Dax is a consumer - who is influenced by the decisions Adam makes // contrasting

adjust to that. EX: "People are always afraid of what they can't understand" --> What do we want to optimize? Are we trying to ease our audience into different perspectives by feeding them bits of new information (and minimizing fear

(Jessica) Sometimes they use a personal narrative to explain something, rather than directly explaining a topic. Listeners get informed/understand what is being said without the info/facts/topic being explicitly stated.

What inform and explain craft moves do you notice in this podcast? What podcast craft moves do you notice? Don't worry about having a name, describe them if you need to.



This is a great point, David! Can we have an explanation about an issue that isn't biased?

, spurring the guests to continue the conversation. Even after some informal sections or some spiralling into subtopics, he manages to seamlessly transition the conversation back towards something he pre

(George) Dax interjects his opinion quite frequently into the conversation into an effort to prompt a reaction/answer from his guest. He talks about his own experiences with different platforms

wanted to talk about in the podcast. Ex. When he redirects the conversation towards Cambridge Analytica.

ompared to a news article where it's more facts about what happened, the podcast introduced a lot of personal opinions. There were times that this led to disagreements between opinions and possibly self-justification? But

(Alex) Mosseri gives examples that he has a personal connection to or has experience with, poses questions that encourage thought, nature of podcast makes it conversational

(Jenny) Multiple people in podcast promoted more opinions + further discussion --> given insight into ideas that could've been otherwise unknown/not considered

Ex1: When Adam is explaining how Instagram's explore page adapts faster than the feed, he gives an example of how he followed just two beauty accounts and his explore page was quickly filled with beauty/makeup

speakers to be more transparent and engage in a conversation rather than a formal presentation of information (like the TED talk). I think that the transparency of the speakers allows listeners to have a deeper understanding

news platforms that are relevant and quite popular in today's society. Such as Instagram, Facebook, Twitter, Fox News and NYTimes. Bringing these up help the listener to relate to the topic more and become more interested in the

topics become stale. This makes the topics interesting but very biased because people are just stating their opinions without us knowing their understanding of the topic. As I was jotting down some info from the podcast, there

Information is often presented first as a question/ prompt that introduces the topic and provides facts, The respondent then shares their own opinion whether that be from experience or point of view. The discussion then

Talking about balanced news coverage—instead of a semi-monopoly of a couple of newspapers and a handful of news channels, we have 24-hour coverage of everything nowadays.

This difference—in the ability of the internet to essentially be able to push everything and anything—essentially puts the onus on the consumer to get that specific profile.

Mosseri takes this massive "improvement" to demonstrate why filtered content "is" useful. This c&c is very powerful—helped me understand the other side of the...

... story. (Andrew L.)

Mosseri also uses compare and contrast to great effect when talking about the differences between different platforms (Twitter, fb, ig)—and how they "promote" different types of thinking

Simply talking about pos/negs of FB and IG isn't fulfilling. By c&c 2+ platforms, ex. Twitter vs. IG, listener is able to understand more in-depth the issues pertaining the social media industry. Ex. Twitter has a -charge, is more of a "thinking" platform.

I love the way Mosseri transitions to different topics by providing backstory and then speaking from his own experience. To listeners, it feels very natural because

It doesn't sound like a question-answer interview, but more like a conversation. I think this also makes it easier for Shepard to respond because it's clear where Mosseri wants to move the conversation (Tina)

[Ivy D] Dax interviews Adam in a very casual, personal way. He asks questions in a way that relate to him, and sort of puts himself in the shoes of an everyday person who may not fully understand

[Ivy D] exactly how social media platforms filter content. His basic knowledge of the subject vs Adam's extensive knowledge allows him to ask questions that relate

[Ivy D] more to the average person. It also forces Adam to speak about the subject in a simplified way, and allows the listeners to understand better.

questions can be effectively used to draw in the listener's attention and make them think about the question as well, it can sometimes become kind of confusing and misinforming when the question is

co-host) offers a question or an opinion backed with evidence and leaves it in the air for his guest (Adam in this case) to pick up on. This allows both the host and the guest to control where the conversation goes.

(Lauren) Adam asks a series of rhetorical questions. E.g, at 40:15 ish "Are you trying to get ppl more information?" He is engaging listeners more by making them think beforehand.

Adding on to Iris' point, Instagram user data is probably being sold too tbh - gracelyn



What inform/explain craft moves do you notice Pariser using in his TED talk? What TED Talk craft moves are used?

(Lynn) he has an intro, middle and the end - he starts off by explaining the concept of filter bubbles, then he further delves into it by providing examples of search results from his friends,

and at the end, he talks about what companies can do to reduce/prevent filter bubbles from happening (Lynn)

internet and uses his personal stories to engage the audience in his talk. Story telling is a common craft move in many TED talks. Through storytelling, Pariser explains an everyday experience which audience members may connect to and

various comparisons to provide the audience with multiple perspectives. For example, he talked about our expectations vs the reality of the internet and the differences between the human "gatekeepers" and

Adding onto George and Lynn, after explaining the issue, Pariser uses a call to action at the end to encourage change

(Elias) He uses a lot of pictures and analogies to increase the audience's understanding of a topic. He also uses several real-world examples to make it clearer.

(Joshua) The most obvious craft move Pariser uses is slides and pictures. This is helpful to more visual learners.

For Ex. when talking about the the 57 signals Google looks at (computer you use, browser, etc.) to tailor the user's results, he has a picture in his slideshow to emphasize what is going on behind the screen.

and contrasting two screenshots of search results from two different people to explain Google's search algorithms. Also talks directly to Google and Facebook employees near the end, which further emphasizes the

audience to understand and connect with your topic/idea. This was achieved in this TED Talk primarily with the use of examples from real people (e.g. the Egypt search results) as well as the use of analogies to explain abstract concepts in a

(Jenny) Pariser's ideas and opinions are all supported by quotes from famous people (ex. Zuckerberg) as well as examples (the Egypt search results) --> makes his points stronger

showing the contrast between the search results of his two friends, Pariser uses a real-life example to add to his credibility. He has actual evidence to support his point, and to illustrate the severity/relevance this

(Venkat) In his speech, the speaker likes to use diagrams that would normally represent social media and such as a representation, to drive the relevance of his discussion

He also uses practical examples of his points through "thought experiments" such as his two friends comparison or his political comparison, so that listeners know the importance of this information

society to drive home those critical points. He also relates back to himself, adding in his own experiences to the message. He brings in other voices to show how it doesn't just affect him but almost everyone. His talk follows a general outline. as he talks

own experiences to the message. He brings in other voices to show how it doesn't just affect him but almost everyone. His talk follows a general outline, as he talks about the problem first, then move to how this ends up

affecting us, and finally moves towards what a possible solution might be.

(Sarah A.) Pariser used direct quotes from relevant people (e.g. Eric Schmidt, Mark Zuckerberg) to support his arguments. These quotes were also very impactful (e.g. caring

more about squirrels dying in your backyard than people dying in Africa), which strengthened his arguments by appealing emotionally to the audience.

(Arthur) Pariser tells these anecdotes/stories about his experiences (eg his facebook feed). These can often be relatable for the audience which makes these presentations more engaging

(Conner) Pariser uses personal anecdotes that make the abstract concept of an entire internet seem much more manageable and relatable.

the rules are that determine what gets through our filters." This call for change to how algorithms currently work places emphasis on the importance of his issue (Tina)

(Lauren) He brings in quotes from well-known ppl which makes his arguments seem more credible or trust-worthy. He uses anaphora with the phrase "We need" to invoke emotion.

issue/topic to another. He uses these narratives to connect better with the audience (such as when he made a TV show comparison/reference, which had a clear effect on the audience). These

(Andrew L) In his talk, Pariser walks us through his ideas by pointing out concrete examples (i.e. his friends' search results or quotations from Google's CEO). These examples help...

... us better understand the tailoring of content to form filter bubbles. (Andrew L)

Call to action: In his ending, Pariser urges members of his audience from tech organizations to ensure that algorithms are made transparent enough so "we can see what

(Richard Z) Pariser often uses analogies and comparisons to other, better understood concepts to explain more complex or abstract ideas.

For example, he compares our need for informational diversity to "information vegetables" and "information dessert".

or analogy throughout his talk breaks down complicated topics like information availability and gives further context to ideas he first explains in theory. The further context shows the ramifications of filter bubbles and makes it more relatable for the

used quotes to support his thinking and referenced ace ventura when he wanted to move into the more "proof" part of his talk (The beginning was more like introducing the idea of personalizing the web and how its bad whereas the part

personal and specific. For example, when he showed the vastly contrasting search results of his friends, not only was he using a personal anecdote, but also created a personality and interests for each of the people he used as

personal anecdote allows him to explain to the audience at a simple level what the problem is, then allowing him to dive into the big picture allowing the audience to more easily comprehend the larger issue - repeats this pattern (specific



What inform/explain craft moves are used in the article you read? How are these craft moves different from media texts?

diagrams which allow readers to follow along with the story more easily as it communicates the complex information effectively through a visualization. The article may be more appealing for visual learners and differs from media texts by

(Iliad) Wired introduces the article with a narrative that hints the reader towards what the article will be about. They also implant images every few paragraphs to help the reader understand.

(Iris) The article from wired.com is told in story-like fashion The author begins with an email from Mark Zuckerberg that says that he doesn't feel there is a significant "data leak strategic risk"

The author repeatedly brings it back to this, as a way of trying to prove that the scandal can be blamed solely on Zuckerberg's ignorance in 2012, painting him as an antagonist

article format allows her to easily cite her claims using links to further information on specific details, even on words she uses. This is very difficult to do with other forms of media like podcasts, where further information can be

(Jessica) Lapowsky, the author of the wired.com article includes different opinions/ideas in her writing. This allows the reader to have a wider, more open view of the issue (social media privacy) being discussed.

talks about the consequences of the lack of privacy, Lapowsky also writes about the downsides of too much privacy, saying it can also do damage by creating more dark spaces on the internet for the spread of

(Miranda) The New York Times also followed a question (header) and answer format. This organizes the information and allows the user to easily navigate through the page.

Unlike the podcast, they explained who the key players were and what actions they took, providing a deeper understanding of the issue.

(Arthur) What I like about the Vox article is that it feels very organized. It has headings with guiding questions each one being more detailed than the previous allowing for a nice flow.

This makes the article very reader-friendly as it starts off simple, and makes its way towards the minutia of it all. And the reader can follow along with what David described as 'developing' graphs

The wired.com article talked about events from different years, so they laid it out chronologically - making it easy to follow and also helped establish a timeline (Lynn)

explain news topics, and that's a very succinct and comprehensive approach. The connections between the various actors involved in the Cambridge Analytica scandal are convoluted and a purely text-based

(Saesha) The Vox article crafted the information in a hybrid of text and visuals that allowed for learners of different kinds to look more into the scandal. Unlike other articles, this one did a good job of ...

summarizing and consolidating ideas concisely. The format of question/answer was especially effective to answer any questions that may have arisen from the reader while reading.

(Andrew W.) In the vox article, the author presents his information in a "list" format and asks questions, etc. This helps guide readers and highlight certain topics for them.

Lapowsky (author of the WIRED article) answered the question from the title with a one-sentence paragraph. This emphasizes the sentence. -James

started with an overarching, simple, big picture approach and started filling in the details + the holes with successive details (assisted by the visuals) Generally, the article had great flow and gave the reader choice as to how much they

stands out from other media texts by using graphs, which help to illustrate and explain the processes how the Trump campaign used micro-targeting to win the election. The graphs build on top of one another which further emphasizes the complexity of the

(Lavan) The NY Times Article was done in a question and answer format. This makes the article very organized and makes it easier to understand.

(Conner, nytimes) The article uses layman's terms to explain the nuance of the issue. There also exists concise sections that come in the forms of FAQs, taking a step further to explain

(George) Much unlike podcasts which generally tend to veer off into multiple subtopics with little planning beforehand, this article chooses to take the reader through a chronological path that makes the whole

article easy to understand. This gets the point across to the reader quickly and efficiently.

(David) The Vox.com article differentiates itself from other basic articles by meaningfully incorporating a series of 'developing' graphs.

The graph starts off simple and then after each subsequent paragraph, another layer is built upon the previous graph allowing for the reader to follow along very easily. - David

question was an immediate answer (e.g. Q:Who collected all that data? A: Cambridge Analytica, a political...). The answer followed a format where the first paragraph was the

(Jenny) NY Times asked + answered questions to convey information instead of directly telling the reader, kind of mimicking a conversation between the reader and author

The Vox article carries a "crash course" tone, using short paragraphs and diagrams in a Q/A format to get its message across quickly. - Edison

steps. It helps the reader understand the topic very well since it very clearly outlines the who, what, where, when, why, how and answers common questions right on the article. The last section also offers points of view from a

