

Social Media Algorithm

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Filter Bubble

A **filter bubble** is a term coined by Internet activist Eli Pariser to refer to a state of intellectual isolation: As a result of the algorithm of personalized searches, users become isolated in their own ideological bubbles as they become separated from information that disagrees with their viewpoints.

Confirmation Bias and Circulation of Fake news

The filter bubble tends to dramatically amplify confirmation bias: Consuming information that conforms to our ideas of the world is easy. While consuming information that challenges us to think in new ways is difficult. As a result, we become more secure in our bubbles and tend easily to believe in biased and misinformation. In 2015, before the months of the US election, fake news stories outperformed real news. For example, one story reported that Pope Francis endorsed Trump and was shared million times on social media feeds.

Filter Bubble Algorithm Threatens Democracy

Democracy needs informed voters, and social media is supposed to expand people's horizons to the world around them. However, the algorithm used has made people less informed and enclosed in their own bubbles.

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The results of the Brexit referendum (EU), 52% Leave and 48% Remain shows

Enormous turbulence caused by the trending #IVotedLeave hashtag on the day of the referendum.

Their message was also highly emotionally charged, which facilitated the viral spread of Leave ideas.

Filter Bubble Algorithm Threatens Democracy

Democracy requires citizens to see things from one another's point of view, but instead we're more and more enclosed in our own bubbles. Democracy requires a reliance on shared facts; instead, we're being offered parallel but separate universes."

Eli Pariser, The Filter Bubble: What the Internet is Hiding From You