

Social Media Algorithms

Pros & Cons to Algorithms Controlling our Feeds

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Ethicacy, Week 12, Room 2

The background is a solid pink color. In the top right corner, there is a decorative pattern of overlapping triangles in various shades of pink and magenta, creating a geometric, abstract design.

PROS

Why algorithms are our friends on social media...

By: Ashley Ufret

Social Media Algorithm Benefits (Pros)

- Time/Interests
- Social Media Algorithm Facts
- Content is not blocked!
 - Freedom to Search
 - Friends



Who has the time?



2,329,304,445

Google searches **today**



2,216,642

Blog posts written **today**



262,420,007

Tweets sent **today**



2,439,749,027

Videos viewed **today**
on YouTube



28,435,751

Photos uploaded **today**
on Instagram



47,827,951

Tumblr posts **today**

If you really took the time...

Sorting through the **chaos** in itself takes time. Then, we have to consider the time it would take to find content that you are interested in.

Let's consider, after all of that work sorting...

- Would we find out about things that we are interested in, but didn't know about? (how could you search for it?)
- Is being on social media something we would even want to do any more?
- Who would still be engaged enough to share, comment or even liking posts?

Algorithm are ...

- designed to improve your experience
- informed by your choices & interests screen time, likes, reposts, opening links etc.
- dynamic - morphing based on YOUR response to suggestions
- changing constantly to fix the kinks and respond to feedback of users

Algorithm are ...

- pushing companies to create unique content that is fun, interesting & engaging for you to enjoy
- different for each platform you use - means you are still exposed to a huge amount of unique content
- working hard to get rid of “FAKE News,” and keep out “transaction only” posts

References:

[Code-Dependent: Pros and Cons of the Algorithm Age](#),
<https://sproutsocial.com/insights/social-media-algorithms>

Full Access is Still There!

Social Media Algorithms don't block access to content:

- They choose the order of the posts on your feed by prioritizing the ones you would like the most (most likely to interact with) by keeping them at the top.
 - BUT keep scrolling, more will keep load, scroll some more - get more posts (you will probably notice that the more you scroll, posts get further and further away from catching your attention).
- The people you follow, your friends, and your preferences also add variety to your feed.
- Your feed includes content from posts shared, liked, and quoted by all friends and everything that you are tagged in.

Full Access is Still There!

You are Free to Search Everything and ANYTHING you want to!

You may see posts that are consistent with your views first, but:

- If you are interested in a topic on your feed or are alerted to anything you didn't already know about YOU are still free to search for other sides/info about it and see all related posts.
- You wouldn't have that option if algorithms didn't bring it to your attention first!
- Relevant and helpful results from searches are possible because of these Algorithms!

Resources (pros & cons)

<https://sproutsocial.com/insights/social-media-algorithms/> Includes Pros & Cons to this argument

[How Do Social Media Algorithms Work? | Digital Marketing Institute](#) *Includes the algorithm factors for each of the big companies

<https://www.onenought.one/post/algorithms-making-our-life-easier> - A post about algorithms as a whole (not only for social media)

Peer Reviewed Research Article: [The Ethics of Social Media Data Algorithms](#)

[why-algorithmic-social-media-feeds-good](#) By JOHN AWA-ABUON (John is a Consumer Technology Writer at MUO)

[Code-Dependent: Pros and Cons of the Algorithm Age](#) - Research article includes ethical concerns

<https://www.sciencefriday.com/educational-resources/discussing-the-impacts-of-social-media-algorithms/>

A high school lesson plan to teach your students about social media algorithms (includes worksheets & resource list)

* Note: [This site](#) has a ton of awesome lesson plans and resources on topics that students will love!