

Over the past few years, social media has started to reach more and more people and has, therefore, gained a very big impact on society. This rising importance of social media occurred, because these media are becoming better and better at keeping people active in these apps by collecting the data of the user and creating different algorithms for their different users, entirely focused on what these users seem to like most.

A very important factor in the increasing importance of social media apps is that 'echo chambers' are created due to these algorithms. This means that users only encounter posts or texts from people who have the same beliefs as them. That can then create situations in which one only runs into confirmations of their own beliefs and this concept is thus called an 'echo chamber'. At first glance, such an 'echo chamber' does not seem too unacceptable, but if an individual only encounters people with the same beliefs for a longer period of time, the situation really has the potential to escalate. This is, because people are probably encouraging each other to, for example, spend a lot of money on the topic or thing that interests them or even go further than that. In my opinion, social media could, thus, definitely be dangerous due to the fact that there is a possibility that people get included in these 'echo chambers' leading them to have very limited and poor perspectives of the world.

I think that it is really important for individuals to get to know different perspectives about certain topics, because otherwise, one can become very shortsighted. Moreover, if someone then does come into contact with a person who has completely other opinions than they do, this can lead to really bad situations. Furthermore, the most disastrous outcome of these 'echo chambers' could be that people who only virtually meet others with the same political views, for example, can become more and more extremist and perhaps even support others in being extremist as well, resulting in awful situations.

In conclusion, 'echo chambers' are quite dangerous from my point of view and people should, therefore, try not to get too involved with one.