

Artificial Intelligence: opportunities and risks in the field of Media and Entertainment in the period of 2019-2024.

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The term "filter bubble" can be traced back to Eli Pariser, who in his book described it as a situation in which individuals only come across information that confirms their existing views and interests (Pariser, 2012). Search engines and social media platforms utilize algorithms to tailor information based on user data, and these algorithms are mostly responsible for this. Previous studies mostly defined filter bubbles as a phenomenon where users are shielded from diverse perspectives, potentially leading to political polarization and a skewed understanding of reality (Haim et al., 2017). For example, users who have a history of consuming a lot of sports news will receive even more sports news, presumably at the cost of other topics (e.g., political news).

It is necessary here to clarify exactly what is meant by the "filter bubble" in the context of our research on artificial intelligence (AI) in media and entertainment. Although the initial idea mainly focused on news and knowledge, it is important to note its wider implications for entertainment. Currently, AI algorithms are generating customized recommendations for music, social media sites like Instagram, TikTok among others forms of entertainments; this might limit a person's exposure to different viewpoints and further strengthen their already held preferences.

This demonstrates the necessity of being clear about how filter bubbles affect how people interact with media and entertainment. In our research we will investigate ways in which AI-powered personalization affects content consumption patterns.

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