Course Project - Experiment

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For the basis of my experiment I only got one comment back. It was a mention saying, "everyone who supports Donald Trump is considered to be a white supremacist or Hitlerian". This is a stereotype I will elaborate on. Many people are elicited in thier opinions of Donald Trump due to the factually based actions, sources, and history that Donald Trump has completed for the American people.

I don't want to turn this paper into a political paper but I will mention that those who have an understanding of the law, this country's Constitution and Foundation which does involve respect for protecting the weak and innocent, truth, scientific fact, being selfless, or having faith look for truth despite whether or not it aligns with their personal beliefs or what they just want to hear.

It is really easy to see the many actions that this man has completed as well as the non-sovereign actions, media ploys, and slanders that have been committed against him. I elaborate on this with a list of grievances all based in fact about the opposing political side *(Atlantic, 2013) (Grabien, 2012) (Investment Watch Blog, 2016).* Also, a fact based list of over 300+ accomplishments; Donald trump has completed that is affected all communities in America of every race, color, and creed *(Liberty Counsel, 2018) (Armstrong, 2020) (USA WhiteHouse, 2020).*

Many people especially on social media have developed a cognitive and social bias through consuming bias subjective content. People blindly follow information they are told by bigger organizations that claim to be authorities. Aggregating this type of information, they hear while discussing potentially uncreditable information in Social Circles. Limiting themselves to a specific political and social bias. These are people the one more open to categorizing people into stereotypes as mentioned above *(USC Viterbi School of Engineering, 2020).*

Those who do not check facts or rely on their intuition to research correctly. Or those that seek the truth through valid objective sources of citation typically come to the same conclusion. As a college student, I pride myself on being a good researcher I have even published my book on the matter *(Pritchard, 2020)*. Not everybody understands how to research properly. Especially online in social media. Media information is supposed to adhere to specific ethics and guidelines. In today's world, they typically do not and use tactics such as spinning a story and writing styles to manipulate and peruse readers *(AllSides.com, 2020)*. It is very important in today's day and age to have a clear understanding of the research method including the ability to recognize information that is possibly subjective as opposed to being objective based in fact.

Just because people have different information does not mean that they should be labeling others with negative stereotypes to those they disagree with. Simply because they do not have or understand the information they pose. This is something we see more and more of in today's highly catalytic social media environment. Simply having ideas and opinions can be bad if they do not align with the subjective reasoning of others. This country was founded on the pretense that every man, woman, and child despite their race, color, and creed. Ultimately has the right as given to them by their creator to accomplish and seek their destiny based on their own choices, ideas, and beliefs *(Archives.gov, 1776).*

I feel the Integrity of this is being Dishonored through those who implement these kinds of stereotypes in general and on social media. Others with different opinions and information who wholeheartedly hold the principles to be true should not be subjected to these stereotypes. but this country advanced technological civilizations in all of human history. Are there problems today in government? sure, are we as people going to agree on everything? Not at all, but personally I do not believe that Donald Trump is the main cause for these countries appending hardships that have existed for decades. Or is the proponent responsible for the core of those problems. I believe that the bureaucratic establishment what is existed for decades with is many people and positions that have represented the people for their gain are the ones who contributed to the issues we have. Is fighting a man whose true purpose is to give the people to this nation back to the people.

Despite whether a stereotype is fair or not A stereotype is a preconceived notion about a group of people. People get categorized by stereotypes every day just by outward appearances or the group of people they are associated with. more so serotypes are misappropriated. The context-based on the reasoning for stereotyping is never truly known so in many cases harmful assumptions are made. These assumptions manifest through bias.

Society has become increasingly aware of the harmful stereotypes and biases perpetuated by the behaviorally targeted and interest-based advertisements that power the modern digital age. Social media are among the primary sources of news in the U.S. and across the world. Yet users are exposed to content of questionable accuracy, including conspiracy theories, clickbait, hyperpartisan content, pseudoscience, misinformation, and even fabricated “fake news” reports *(IPL, 2020)*.

A bias is a tendency, inclination, or prejudice toward or against something or someone.

Some biases are positive and helpful like choosing to only eat foods that are considered healthy or staying away from someone who has knowingly caused harm. But biases are often based on stereotypes, rather than actual knowledge of an individual or circumstance *(Zúñiga, 2016)*.

A person's perceived bias directly contributes to their choices involved in stereotyping and stereotypes on social media. Research shows that there are 3 types of bias that make the social media ecosystem vulnerable to both intentional and accidental misinformation *(ScientificAmerican.com, 2018)*.

**3 forms of bias:**

* Bias from society
* Cognitive bias
* Algorithmic bias

**Bias from society:**

When people connect directly with their peers, the social biases that guide their selection of friends come to influence the information they see.

**Cognitive bias:**

Cognitive biases originate in the way the brain processes the information that every person encounters every day. The brain uses several tricks. These methods are usually effective but may also become biases when applied in the wrong contexts.

**Algorithmic bias:**

The third group of biases arises directly from the algorithms used to determine what people see online. Both social media platforms and search engines employ them. These personalization technologies are designed to select only the most engaging and relevant content for each user. doing so, it may end up reinforcing the cognitive and social biases of users, thus making them even more vulnerable to manipulation.

We construct stereotypes from direct personal experience or, more commonly, from other people, or via social media *(ScientificAmerican.com, 2018)*. Social media has a large influence on stereotype formation when we have limited opportunities for meaningful exchange with people from outside our social group. Most people intuitively know that pervasive negative stereotypes are tough to deal with and cause offense. This gives cause to use these stereotypes with those who do not fit the same cultural and political narrative ideas they disagree with to offend. In essence, the bias makes people vulnerable to misinformation found on social media. Disinformation causes cognitive dissidence and by us, that can be directly associated with stereotypes .

Mistrust toward the media and social media, as well as their perception of media bias, have increased. I was very surprised at my initial questioning in the experiment. I did find that information I researched did meet my expectations. In regard to how bias and stereotype is aggregated in social media through the 3 types a bias. The only way we can tell is because of the cultural tension that divides most Americans today *(MCMATHIS, 2014)*.

I think more people should be aware of the reasoning which produce their bias and others. If more people understood the level of bias being manufactured to sway public trust and opinion. Educated themselves on proper methods to research and rely on objective information for the sole purpose of the truth whether they agree with it or not *(Alexander Moe Bingbing Zhang, 2020)*. While realizing that every individual has different sets of information that determines individual perspectives. And being these perspectives or what guides our individual beliefs, choices, and ideas. While understanding this does not make a person bad or cause to villainize individuals in such away.

We are all unique in regard to our individualism but that does not mean we are bad, wrong, evil, or deserve to be labeled with stereotypes prejudice for not thinking the same way as each other or having different information.

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