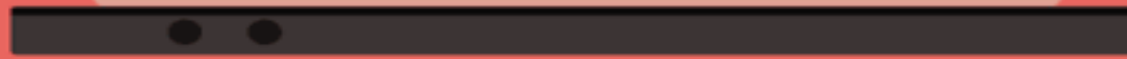





Social Media



The background of the image is a dark blue surface covered with numerous small, three-dimensional blocks. Each block is a different color and features a white icon of a popular social media platform. Visible icons include YouTube (red play button), Instagram (purple camera), WhatsApp (green speech bubble with white phone handset), Facebook (blue 'f'), a thumbs-up icon, a speech bubble with a lightning bolt, a yellow ghost (Snapchat), a musical note (TikTok), and a magnifying glass (Pinterest). The blocks are scattered and slightly out of focus, creating a sense of depth.

What role do you think
algorithms play in social
media?



Algorithms in Social Media

- Algorithms decide what you see and don't see on social media
 - Developed for different reasons
- In this context, they can be thought of as sorting machines
 - Sorted based on your behavior
 - Assumes information

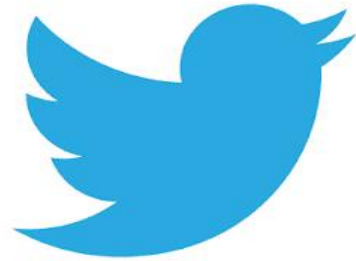
The background of the slide features several 3D cubes and blocks of various sizes, each displaying a different social media icon. The icons include YouTube (red play button), Instagram (camera), Facebook (blue 'f'), Twitter (blue bird), Pinterest (red 'P'), and Messenger (green speech bubbles). The blocks are arranged in a cluster, with some overlapping, creating a sense of depth. A semi-transparent white circle is overlaid on the right side of the image, containing the text and list.

In your group, discuss the following questions:

- *What do you normally see on your feed*
- *If anyone has multiple accounts, is the content you see different on each one?*
- *Do you feel the content you get shown always aligns with who you are as a person?*

- In 2020, TikTok released an article about its algorithm
- When you open TikTok you have a for you page
 - Makes it easy to find content you love by suggesting content
- Powered by a recommendation system (weighted)
 - User interactions
 - Video information
 - Device settings

How does the TikTok Algorithm work?



MEET ALEX





- Music
- Comedy movies
- Dogs
- Marvel Movies
- Soccer



Alex Fake



@heyits_alex

100

Following

135

Followers

344

Likes

Follow



- Video games
- Dancing
- Camping

friends and family >>>

I read and sometime write stuff too

English major 



- Music
- Comedy movies
- Dogs
- Marvel Movies
- Soccer
- Baking
- Traveling
- Basketball



Alex Fake



@heyits_alex

100

Following

135

Followers

344

Likes

Follow



Manhattan, NY 🏙️

friends and family >>>

I read and sometime write stuff too

English major 📖

Keep animals out of cages



- Video games
- Dancing
- Camping
- Football
- Horror Movies
- Cats



Link to coding activity:
<https://bit.ly/3PeqTxA>



1. Go to the above link
2. Copy the first two coding blocks into a new notebook



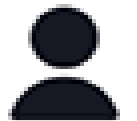
Home



Discover



Inbox



Profile