

"THE ALGORITHM"

**HOME** ABOUT RESOURCES CONTACT

Whether in personalized content, search results, or targeted advertising, much of our digital lives have become governed by "The Algorithm" – but what *is* the algorithm?

In this Mozilla Creative Media Award project, learn how recommender systems work and how they could be different.

You are invited to test the algorithm for a fictional social media app, and browse through animations along the way.

GET STARTED →