The Evolution of Social Media Algorithms: A Study of Their Impact on Public Opinion

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Abstract

This paper investigates how social media platforms' algorithms have evolved over time and their influence on shaping public opinion. We analyze the transition from chronological feeds to algorithmically-curated content and examine how this change has affected user behavior and information consumption. The paper explores the role of filter bubbles, echo chambers, and the spread of misinformation in the context of algorithm-driven platforms. Additionally, we discuss the ethical implications of algorithmic decision-making and propose strategies to mitigate the negative effects of these algorithms on democracy and society.

References