How information shape political behaviour - Epis BLOG

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Fed, Not Informed — *How algorithms and fast news are reshaping what we believe in*

Nowadays, citizens have access to more information than at any other time in history, yet feel more polarized and less knowledgeable. The influence of the media on our everyday lives has grown considerably over the last few decades. Furthermore, the way news is delivered and received has undergone enormous changes. Digitalization gave birth to faster and more dynamic communication, which is open to everyone, and where anybody can contribute with their opinion. Indeed, social networks are websites that allow people to communicate and share information online using a computer or mobile phone. These tools have given us the ability to publicly express our views on any topic. While the concept is extremely democratic, in reality, what someone says online seems to be filtered by the platform's algorithm. This phenomenon is known as “Filter Bubble”, and occurs when personalized internet algorithms limit a user's exposure to diverse viewpoints and information, ultimately shaping their perspective in a narrow way.
The term was coined by Eli Pariser and refers to the fact that individuals often receive information that only reinforces their existing beliefs. This happens because the engines of social media platforms that prioritize 'active' interactions (such as likes and shares) create a dynamic feedback loop that systematically amplifies extreme content, exposing users to what is in line with their preferences and ideologies. This creates a significant issue for individuals who rely on social media for updates. News does not circulate stably, and the number of critiques and appreciations surrounding a particular event will differ for each member of the public.

Migration Narrative Case

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https://dictionary.cambridge.org/dictionary/english/social-network

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https://www.ebsco.com/research-starters/social-sciences-and-humanities/filter-bubble