

CONFIRMATION BIAS

How does confirmation bias affect what we see on social media?



Definition



Confirmation bias is the idea that we as humans seek information that confirms our already held beliefs about the social world around us.



EFFECTS



Liquid matter is made up of loosely held particles that flow around each other. It does not have a definite shape and will adjust to the shape of its container.



ALGORITHM



Because social media apps feed us posts that they know we will interact with, we can get stuck seeing the same information we already know, never engaging with the a different point of view.



ECHO CHAMBER



Once a platform gets a grasp of the kind of ideas that we align with, it starts to push more and more content onto our feed that shares our already held beliefs; this is called an echo chamber.



PREVENTIVE MEASURES



it can be difficult to break out of out echo chambers but listening to and understanding other points of view is important to keep polarization in check. Make sure you do your fact checking with a variety of sources.