

How social media algorithms create echo chambers:

Extension Activity – Lesson 6

If you have a social media account, ask the following questions about the content in your feed.

- What topics do you follow on your social media platforms that seem like they provide a positive, healthy forum to share interests?
- What topics do you follow on your social media platforms that seem like they represent only one perspective and could be a more toxic echo chamber that excludes multiple perspectives about controversial topics?

Search for a topic or issue in your feed using the platform's search function. Analyze what you see in the results.

- Do the posts reflect a variety of perspectives or opinions about the topic? Explain.
- Are there more posts reflecting one particular viewpoint?