

**Principles:** Human oversight and determination, Transparency and explainability, Responsibility and accountability, Awareness and literacy

**Values:** Human Rights

**Stakeholders:** Civil society, Media, Private sector

## Move outside of your filter bubble

Joey is currently staying with her parents over the weekend and has gotten into a heated political debate with her parents over the upcoming election and social crisis impacting the state of her country. She decides to post about it on her feed. To her relief, she receives a wave of support from her friends and colleagues, asserting that 'boomers' are living in their own world and have no regard for the future generations to come. Joey decides to conduct an investigation and logs into her father's computer to inspect his social media profile.

Joey is shocked to find a plethora of rather right-wing news and information streaming through her father's social media feed as she enters the site. Her father's newsfeed differs significantly to her own. Joey believes the collection of personalized information her father is reading on a daily basis is only serving to reinforce his own beliefs.

Upon some self-reflection, Joey comes to the conclusion that her father is not the only person who has fallen victim to the echo chamber of social media, she too is living in a filter bubble, insulated by her own personal eco-system of information.

Joey understands that in order for her and father to have meaningful debates, they need to stop being so stuck in their own filter bubbles. She finds a few tools she can use to help both her and her father look at both right and left perspectives on political issues such as "[Read Across the Aisle](#)", an app that seeks to disrupt the polarization of people's filter bubbles by exposing them to news they wouldn't otherwise see in their regular newsfeeds.

Every time we click, watch, or even share a comment, social media and search engines collect our information, which generates personalized advertisements. In this sense, our phones and computers are like a one-way mirror into our very minds.

- Members of civil society can avoid filter bubbles by growing our own discernment of bias in news, educating ourselves to become better critical thinkers, and searching for tools that can expose us to a spectrum of opinions such as "[Read Across the Aisle](#)" and by taking everyday steps to seize control of their digital privacy, security, and wellbeing. For example, by logging out of Google and YouTube accounts and browsing in incognito mode and turning off auto-play. The [data detox kit](#) is an excellent resource (funded by the EU) for user to educate themselves on controlling online privacy and safety.
- Social media companies in the private sector need to take more accountability for the spread

of misinformation on their sites and explicitly flagging fake content or false information that has the potential to radicalize its users.

Human oversight & determination, respect and protection of human dignity, responsibility & accountability, transparency.

Know more about this case:

- “Artificial Intelligence created filter bubbles. Now it’s helping fight it”, TechTalks, <https://bdtechtalks.com/2019/05/20/artificial-intelligence-filter-bubbles-news-bias/>
- “Facebook and Twitter try to burst their own filter bubbles on election night”, the Business Insider, <https://www.businessinsider.fr/us/facebook-twitter-election-trump-biden-victory-fact-check-2020-11>

Additional Resources:

- The data detox kit: <https://www.datadetoxkit.org/en/home>
- Read Across the Aisle: [Read Across the Aisle](#)