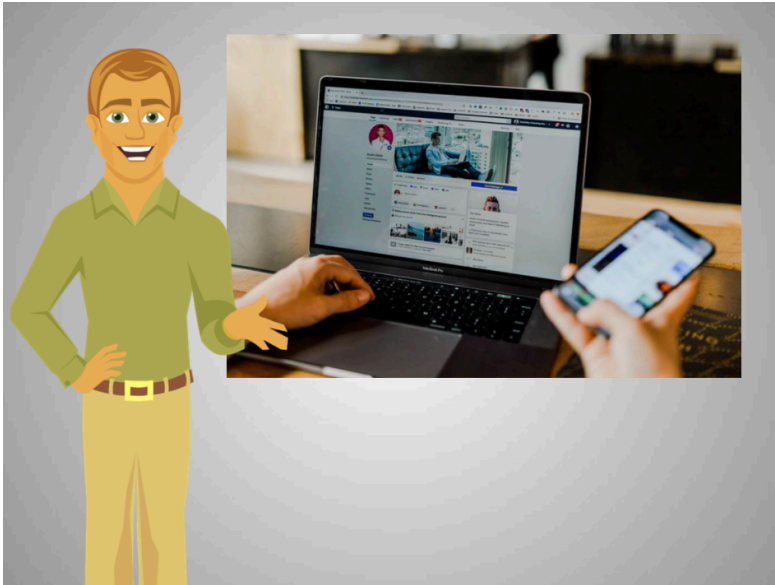



Filter Bubbles and Biases



Biased information in social media can make people more vulnerable to be the target of misleading information, because in a way, social media shows people what they want to see.

And why should Tom be concerned about it? Because people purposely creating disinformation exploit these biases. Tom needs to be aware of social media biases and protect himself as much as possible. Disinformation is created on purpose and exploiting biases is an effective way to get the job done.



Basics of Disinformation

Courses >> Basics of Disinformation [Start Course](#)

4 Activities
25 Minutes
+ Beginner

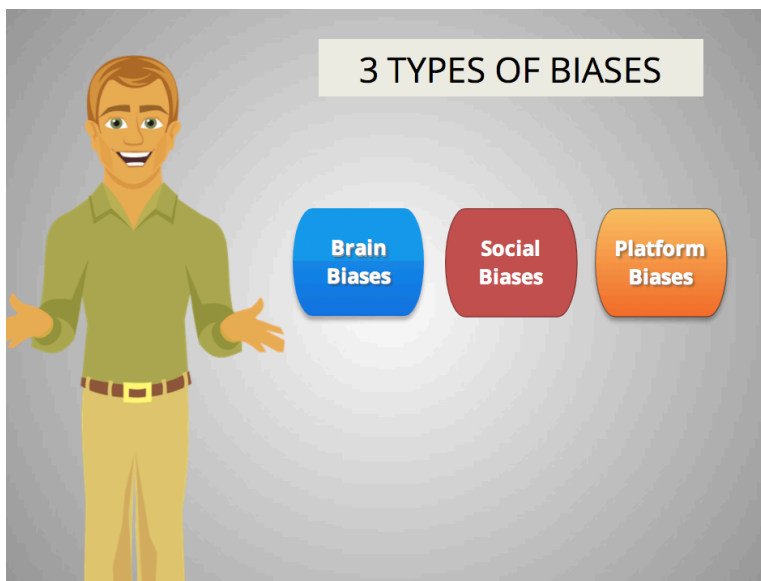
Contributed by Chicago Public Library
Topics: Communication & Social Media

Learn about disinformation and why it matters including how to spot disinformation, how and why disinformation is created and the types of disinformation.

Activities in This Course
Click on a lesson below to begin.

1 Information Overload Information is constantly being produced and always accessible, but sorting what is true and accurate may be overwhelming. 04:00 Start	2 Identifying Disinformation Disinformation is created on purpose. Learn how using online searching skills can help you identify disinformation. 05:00 Start	3 Types of Disinformation Disinformation is created to mislead people. Find out about the most common types of false stories and the forms that they can take. 10:00 Start
4 How Disinformation is Created Discover how easy it is to create disinformation and learn ways to find more information about a story before you share it. 06:00 Start		

If you are unfamiliar with how to distinguish between truth and fiction online watch the course Basics of Disinformation in Chicago Digital Learn.



What should Tom do to avoid being a victim of biased information?

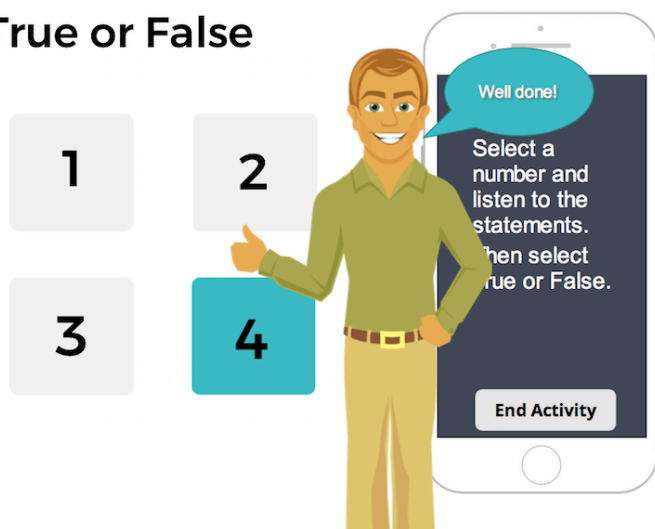
Tom needs to recognize the three types of biases.

First, the biases in his own brain: the overload of information makes it seem very hard to find time to compare accounts of information before sharing it, resulting in the sharing of low quality content.

Second, the social biases that guide Tom's selection of friends will influence the information he sees, because Tom will tend to evaluate information more favorably if it comes from within his own social circles. Tom remembers how the algorithms work to create those social media circles. First, strangers are thrown together in one group, then similar people are connected together; pairs introduce each other to friends much in the same way that cliques happen, forming their own cultures. And those cultures become polarized echo chambers, at risk of manipulation and polarization.

And third, the platform's biases that create filter bubbles, tailoring messages to people who are already inclined to believe them.

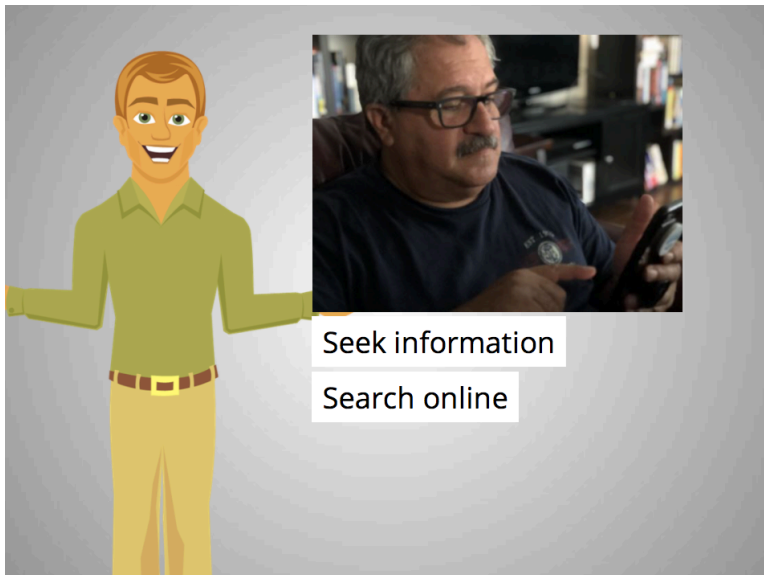
True or False



How can Tom make better decisions when it comes to information he finds on social media?

Listen to the statement and select True or False

- All social media feeds look the same; people get the same content pushed and everyone sees the same posts.
 - False
- Online companies will take and use consumers' data to target people to sell their products and services, but also for political gains.
 - True
- Tom can avoid disinformation by seeking news outside of his social media, instead of relying only on news articles he sees on Facebook or YouTube.
 - True
- When a post just happens to pop up in his feed, he should repost it because it comes from within his network.
 - False



Tom hasn't stopped using social media, but now he prefers to seek information and news and avoids relying on what news a social media feed offers him to get a more balanced view of the world. And now he searches online to confirm information before sharing it on social media. He is questioning and verifying information he gets online. Like him, you too can learn to make better decisions with the information we find online.