Coding Relevance

Algorithmic recommender systems as mediators in media publics

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Our Project: Media Centers of the Future

SCIENCE OF US
The 'Filter Bubble' Explains Why Trump Won and You Didn't See It Coming
By Drake Baer
Donald Trump's victory is blindsiding, like stepping into a crosswalk and getting slammed into by a delivery guy cycling the wrong way down a one-way street. This is because, as media scholars understand it, we increasingly live in a "filter bubble": The information we take in is so personalized that we're blind to other perspectives. It simultaneously explains why Trumpism has flourished and why so many of us are insulated from it.
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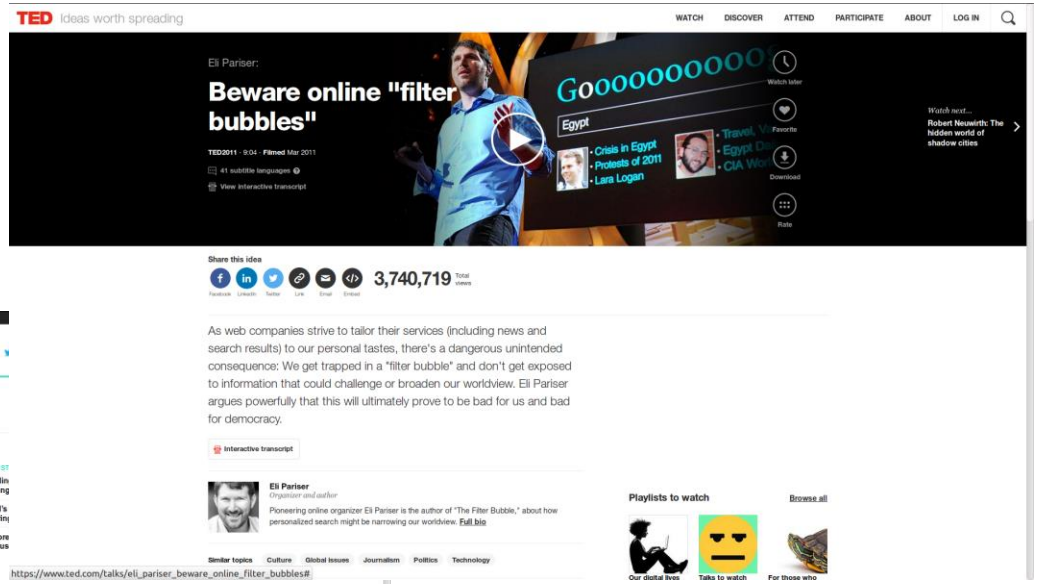
TED Ideas worth spreading
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Eli Pariser:
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As web companies strive to tailor their services (including news and search results) to our personal tastes, there's a dangerous unintended consequence: We get trapped in a "filter bubble" and don't get exposed to information that could challenge or broaden our worldview. Eli Pariser argues powerfully that this will ultimately prove to be bad for us and bad for democracy.
Interactive transcript
Eli Pariser
Organizer and author
Pioneering online organizer Eli Pariser is the author of "The Filter Bubble," about how personalized search might be narrowing our worldview. Full bio
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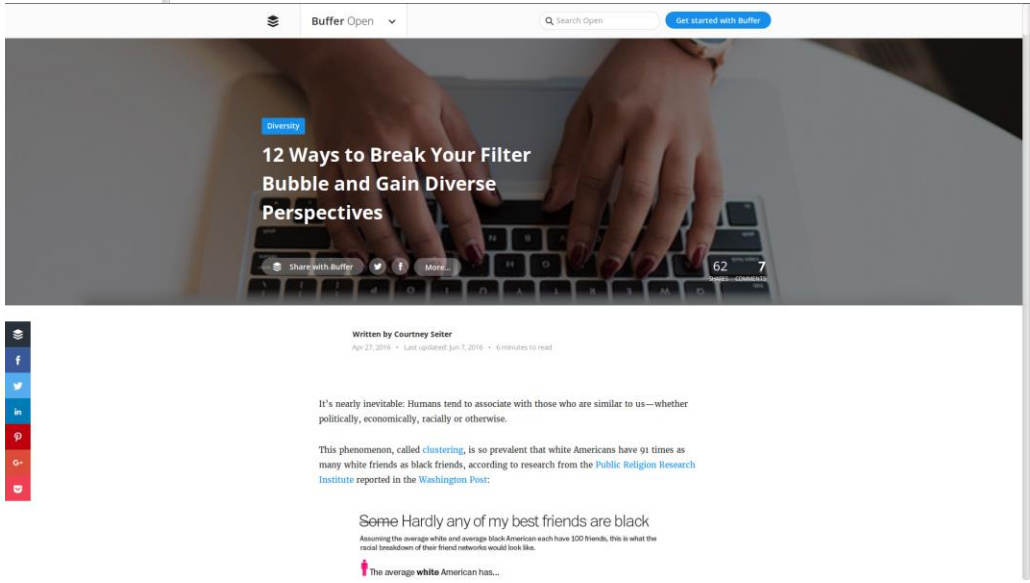
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Diversity
12 Ways to Break Your Filter Bubble and Gain Diverse Perspectives
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Written by Courtney Seiter
It's nearly inevitable: Humans tend to associate with those who are similar to us—whether politically, economically, racially or otherwise.
This phenomenon, called clustering, is so prevalent that white Americans have 91 times as many white friends as black friends, according to research from the Public Religion Research Institute reported in the Washington Post:
Some Hardly any of my best friends are black
Assuming the average white and average black American each have 100 friends, this is what the racial breakdown of their friend networks would look like.
The average white American has...

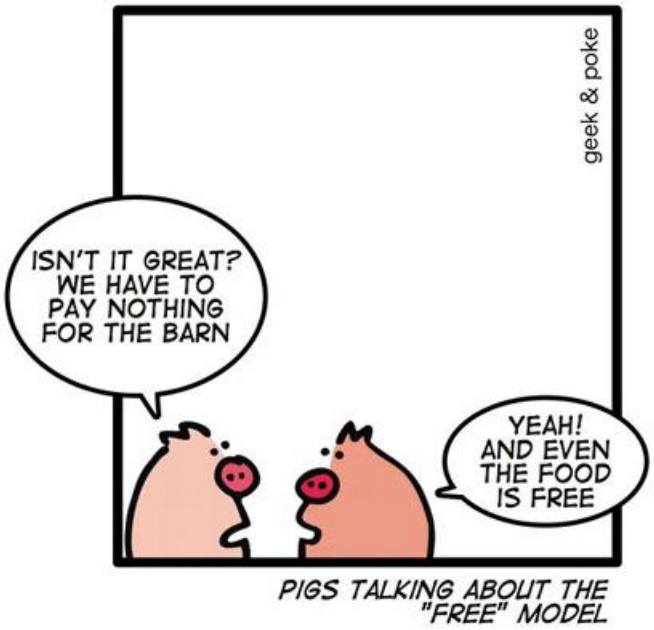
Platform Logics

Filter Bubbles are creating traffic

Platforms want to bind the users because *“you are the product“*

Breaking the Filter Bubble is the responsibility of the user

But: PBS follows another logic



Programme Mandate

Social and political function

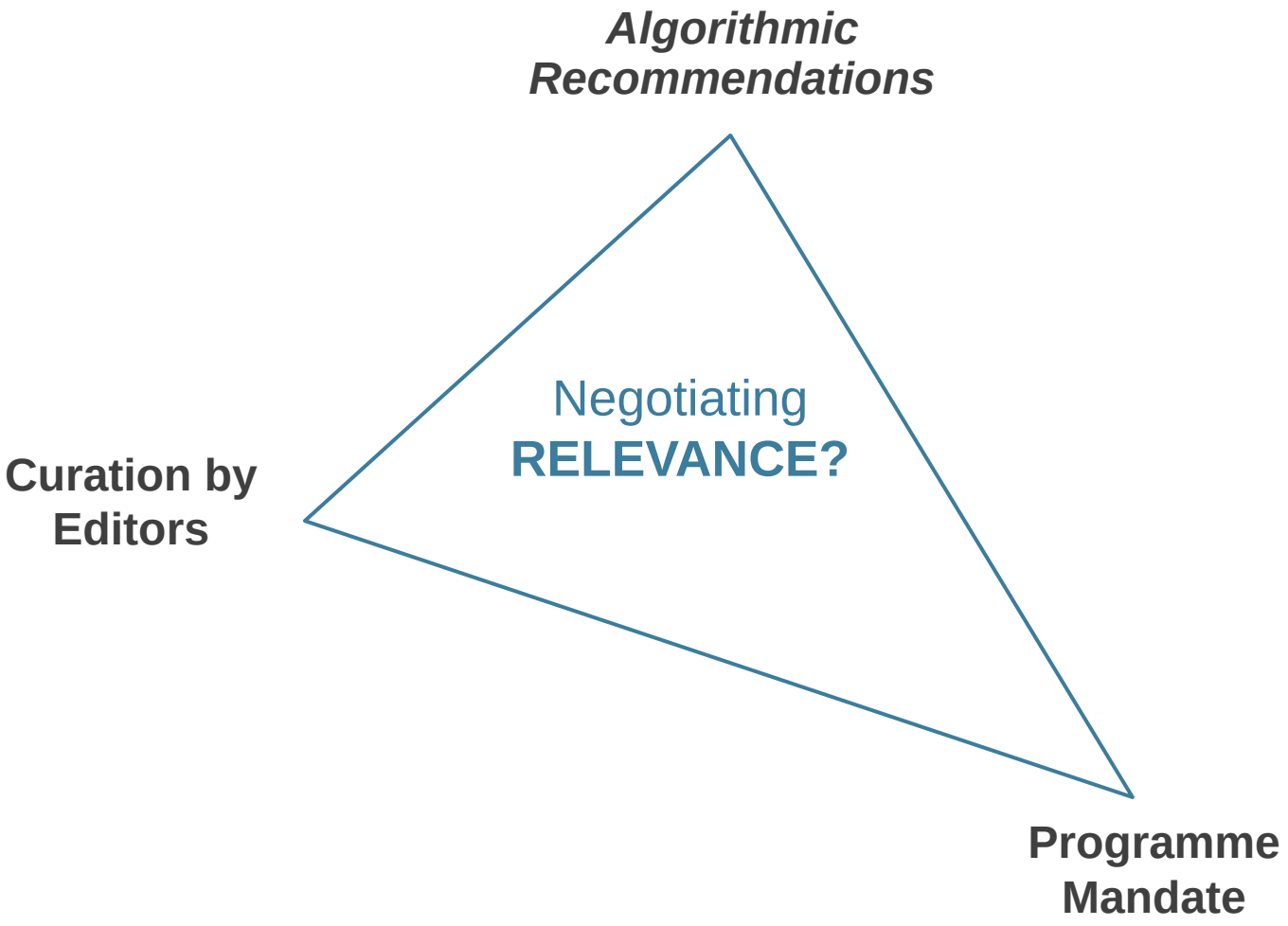
Market logic not applicable

Relevance is defined differently

<u>Different Platform Logic</u>

Bundesarchiv, B 145 Bild-F074847-0022
Foto: Wegmann, Ludwig | 3. April 1987

From linear to non-linear



Algorithmic Forms of Mediation
Infomediaries

… organizational entities that monitor, collect, process and repackage cultural and technical usage data into an informational infrastructure that shapes the presentation and representation of cultural goods (Morris, 2015, p. 452)

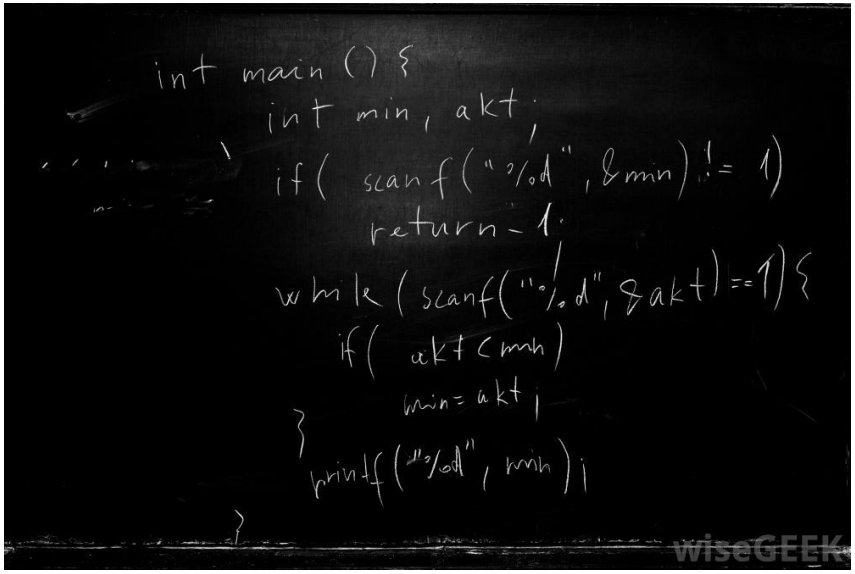
Algorithmic Forms of Mediation
Recommender Systems

Collaborative Filtering

vs.

Content-based Filtering

Different Filter Bubbles are produced!



Shaping Mediation

Algorithms are embedded in an media eco-system

Level of Algorithms | Data Practices | User Interface

Whats next?

Influence of Infrastructures

Measuring Diversity

Institutional and regulative contexts

Agnostic Algorithms?

The power of algorithms must be explained.

It is not self-evident!