

Elections & Social Media

Social Media & Social Media Algorithms* have the ability to influence the decisions we make

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*an algorithm is a set of rules that help computers make decisions, almost like a recipe!



Questions to ask when looking at political ads or information on social media:

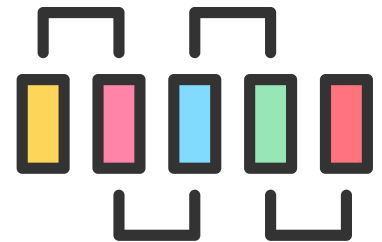
Always think about the purpose of a politically-charged post on social media!

(inform, entertain, persuade)

- Who is being promoted in this?
- Who does this information benefit?
- Who does this information not benefit?
- Can I verify any of this information?

Echo Chamber: Having your beliefs and opinions reinforced and 'echoed' back to you through social media personalized algorithms and users you interact with

Being "stuck" in an echo chamber reinforces and confirms beliefs, regardless of how true they are



Interacting with social media posts informs the website about content you may want to interact with (even if you actually don't!) so make sure to be conscious of what you're interacting with on social media