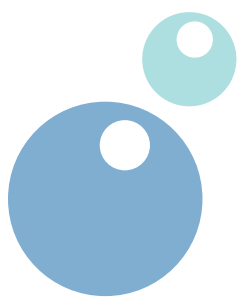


# "FILTER BUBBLES", SOCIAL MEDIA & BIAS



## WHAT IS A "FILTER BUBBLE"?

A filter bubble is an environment, especially an online environment, in which a person only ever comes in to contact with opinions and views that are the same as their own.

## WHAT IS "BIAS"?

Bias is an opinion in favour of or against a particular person, group, or idea. We all have certain biases, it's almost impossible to avoid them. This is OK but we need to acknowledge that we have them as they will impact our response to the news.



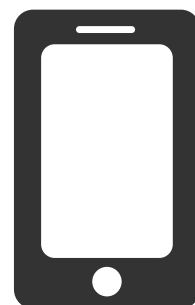
## WHAT IS "POLITICAL BIAS"?



Political bias is your preferred political stance. Almost every newspaper has one. Again, this is not a problem - we just need to know it's there. Mainstream newspapers are usually quite open about their political stance - this is a good thing.

## WHAT ABOUT SOCIAL MEDIA?

Most of us get our news from social media. What we see on our social media is decided by a computer programme called an "algorithm", it shows us things that we are likely to enjoy. This means the news you see will almost always align with your views.



## WHAT'S THE PROBLEM HERE?



If you only ever read news that confirms your point of view, then you won't have a balanced understanding of events. If you don't have the full picture, it can be hard to know what's actually happening!

## WHAT CAN I DO TO AVOID THIS?

Read articles from a wide range of sources to get a balanced view. Be aware of bias while you read (your own and that of the news source).

