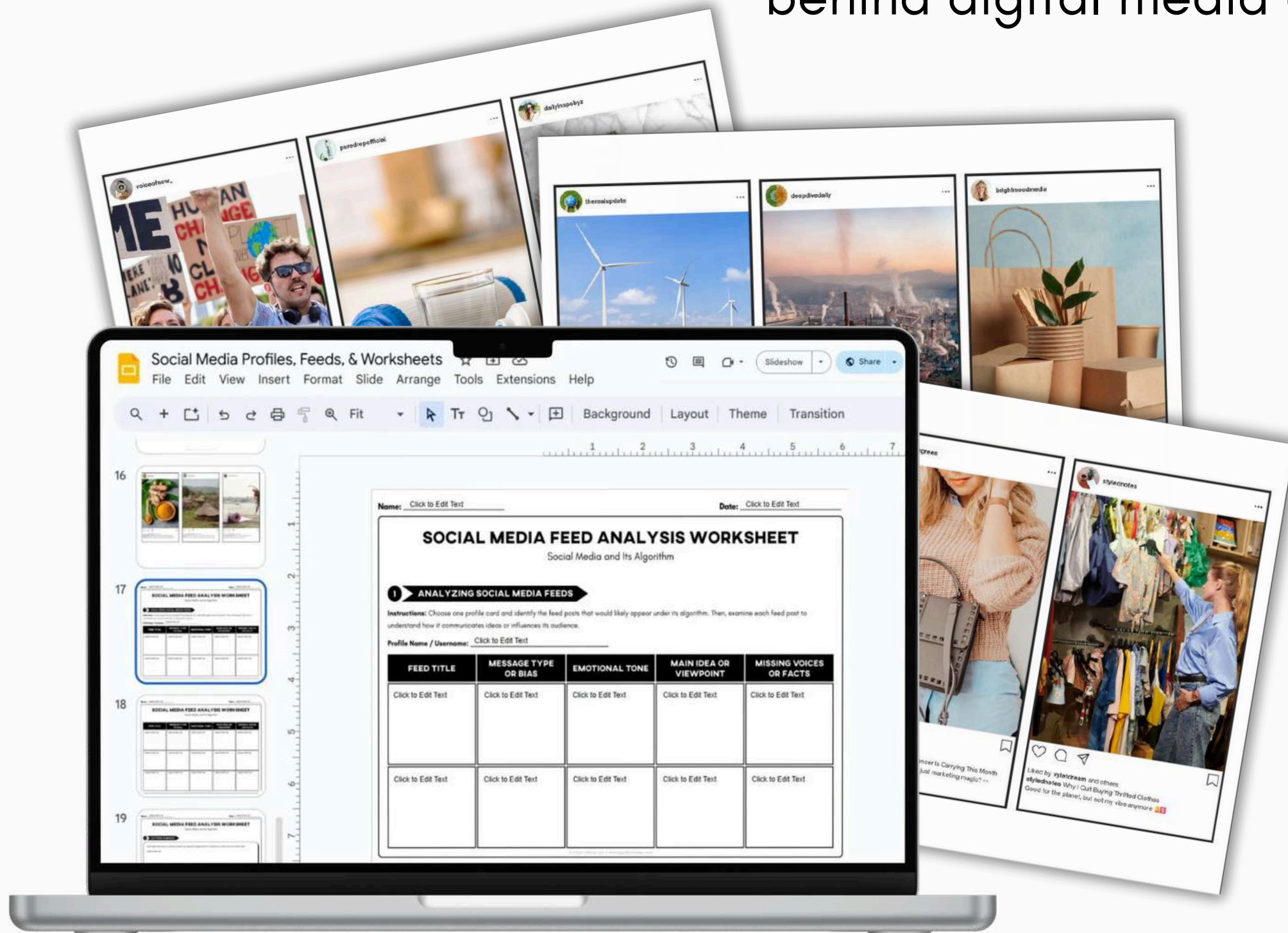


Analyzing Algorithms, Filter Bubbles, and Echo Chambers

This lesson deepens understanding of bias, misinformation, and the mechanics behind digital media consumption



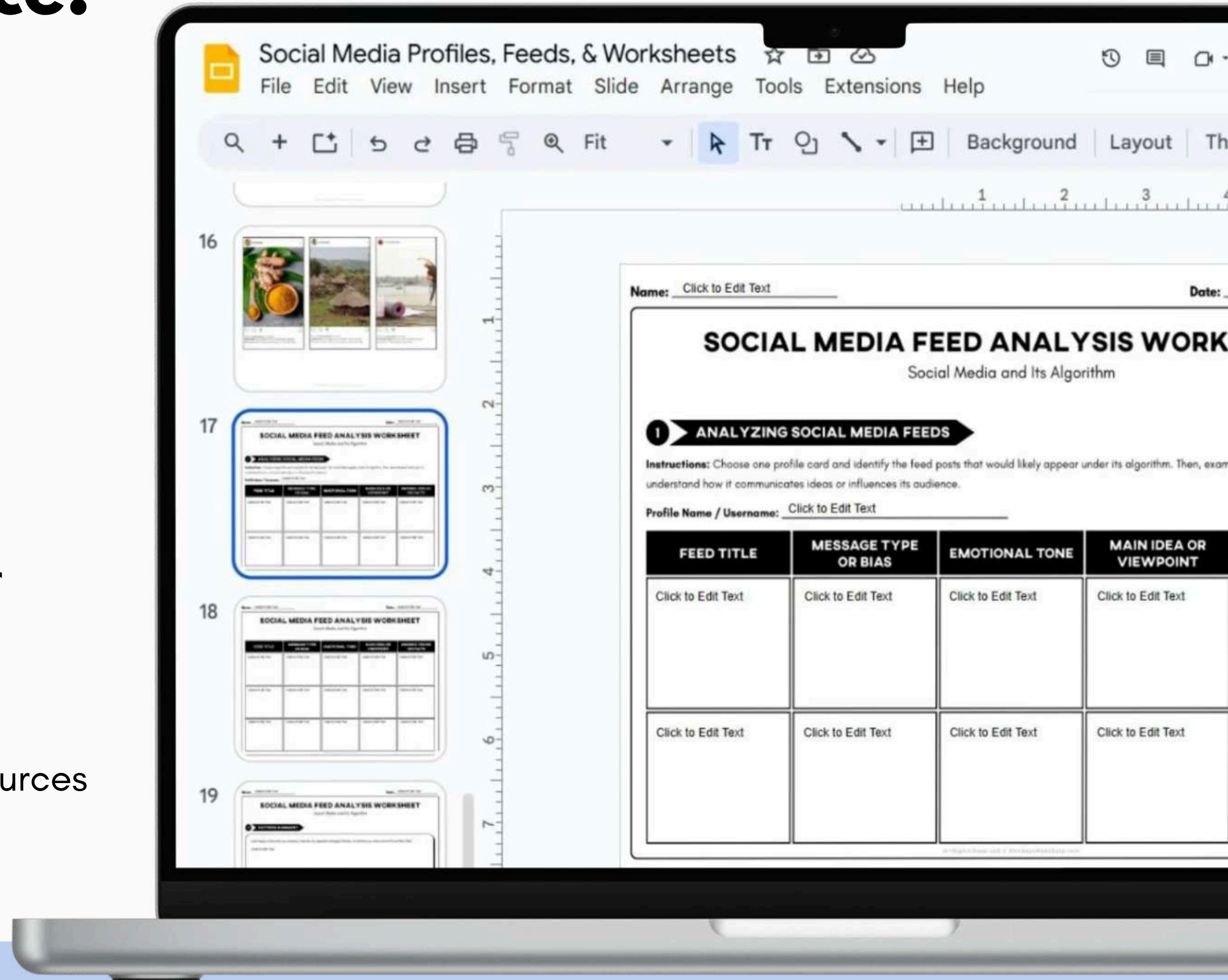
- **Analyze fictional social media profiles to identify bias**, evaluate credibility, and recognize missing perspectives.
- **Conduct hands-on simulations** of feed cards to illustrate how algorithms affect information exposure and digital identity.
- **Facilitate discussions and assessments with analysis organizers**, model responses, and reflective tasks for informed media consumption perspectives.

Explore how algorithms influence online experiences

PURCHASE HERE

Included with this resource:

- ✓ Social Media and Its Algorithm **Informational Handout**
- ✓ **Social Media Profiles Activity**
- ✓ **6 Fictional Social Media Profiles**
- ✓ **30 Social Media Feed Cards**
- ✓ Social Media Feed Analysis **Graphic Organizer**
- ✓ **Sample Answers** to Model Student Responses
- ✓ **Teacher Instructions** for how to use these resources



Includes Digital Version for Google Drive®

Social Media and Its Algorithm Informational Handout

Introduce key concepts such as algorithmic filtering, curated feeds, and digital influence

Name: _____ Date: _____

4 Bias

A slant or preference toward one side or viewpoint. Bias can appear in the words, tone, or images used to make you agree with a message.

5 Framing

How a message is presented, including what is emphasized or left out, to make you feel a certain way about a topic.

6 Sponsored Content

Posts that look like personal opinions but are actually advertisements or paid promotions meant to influence you.

What to Notice in a Post

When you scroll through a post, pause and ask:

| FEED TITLE | MESSAGE TYPE OR BIAS | EMOTIONAL TONE | MAIN IDEA OR VIEWPOINT | MISSING VOICES OR FACTS |
|--------------------------------------------------------------|----------------------------------------------------|------------------------------------------------------|-------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| What is the title of the feed post? | Is the post factual, opinion-based, or persuasive? | What emotion does the post try to make readers feel? | What is the main message or idea the post is trying to share? | What information or viewpoints are not shown in the post? |
| Example: Online Classes Are the Future of Learning | Example: Opinion-based, persuasive | Example: Excited and confident | Example: The post promotes online education as the best and most modern way to learn. | Example: It doesn't mention challenges like internet access, student motivation, or social interaction in traditional schools. |

These questions help you recognize hidden bias and avoid falling into filter bubbles. If your feed always agrees with you, are you really seeing the full picture? Your feed is not random, it's designed for you. Understanding that design helps you make smarter, more balanced choices about what you believe and share online.

Name: _____ Date: _____

Social Media and Its Algorithm

How Online Platforms Shape What You See and Think

Your **social media feed** does not just show random posts; it is personalized for you. Every like, comment, or share teaches the algorithm what you are most interested in seeing. This means two people can search the same topic, such as fashion, sports, or climate change, and still see completely different posts.

In this activity, you will learn how online feeds are shaped by algorithms, how bias appears in posts, and why it is important to look beyond your digital bubble.



Key Ideas to Know

1 Algorithm

It is a computer system that decides what appears in your feed. It studies your likes, views, and clicks to keep showing you more of what you already enjoy.

2 Filter Bubble

The personalized "bubble" created by algorithms. You mostly see posts and opinions that match your interests and fewer that challenge them. For example, if you like posts about one sports team, your feed might stop showing other teams entirely.

3 Echo Chamber

When your feed becomes an environment where the same ideas keep repeating because you're only surrounded by similar opinions. You start to believe everyone thinks the same way.

Name: _____ Date: _____

Profiles and Feeds Activity

1. Social Media Profile & Feed Post Cards

- Explore a set of social media profiles and feed posts representing different online identities.

2. Social Media Feed Analysis Worksheet

• Analyzing Social Media Feeds

Choose one profile from the activity and analyze all of its posts to understand the overall pattern and message of the user's feed.

• Pattern Summary

After analyzing the posts, look for patterns that appear across the feed. Describe the repeated messages, themes, or emotions you notice and how they represent the profile's online identity.

• Reflection

Think about the bigger picture. Explain how the overall feed might shape what the user believes, supports, or ignores, and what the algorithm might assume about this person's interests or identity.

Due Date for Social Media Feed Analysis Worksheet: _____

Social Media Profiles Activity

Students will analyze each curated digital identity by reviewing posts for tone, bias, and missing perspectives

Using the graphic organizer, students will evaluate each post's **message type**, **emotional tone**, and **point of view**, while identifying any **omitted facts or voices**.

6 CURATED PROFILES!

The image displays three worksheets and two smartphone screens. The worksheets are titled "SOCIAL MEDIA FEED ANALYSIS WORKSHEET" and include sections for "ANALYZING SOCIAL MEDIA FEEDS", "PATTERN SUMMARY", and "REFLECTION QUESTIONS". The smartphone screens show Instagram profiles: "stylebyemma" (fashion blogger) and "ecowarrior_25" (recycling advocate). A large yellow circle on the left contains the text "6 CURATED PROFILES!".

SOCIAL MEDIA FEED ANALYSIS WORKSHEET
Social Media and Its Algorithm

1 ANALYZING SOCIAL MEDIA FEEDS

Instructions: Choose one profile card and identify the feed posts that would likely appear under its algorithm. Then, examine each feed post to understand how it communicates ideas or influences its audience.

Profile Name / Username: _____

| FEED TITLE | MESSAGE TYPE OR BIAS | EMOTIONAL TONE | MAIN IDEA OR VIEWPOINT | MISSING VOICES OR FACTS |
|------------|----------------------|----------------|------------------------|-------------------------|
| | | | | |
| | | | | |
| | | | | |

SOCIAL MEDIA FEED ANALYSIS WORKSHEET
Social Media and Its Algorithm

| FEED TITLE | MESSAGE TYPE OR BIAS | EMOTIONAL TONE | MAIN IDEA OR VIEWPOINT | MISSING VOICES OR FACTS |
|------------|----------------------|----------------|------------------------|-------------------------|
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SOCIAL MEDIA FEED ANALYSIS WORKSHEET
Social Media and Its Algorithm

2 PATTERN SUMMARY

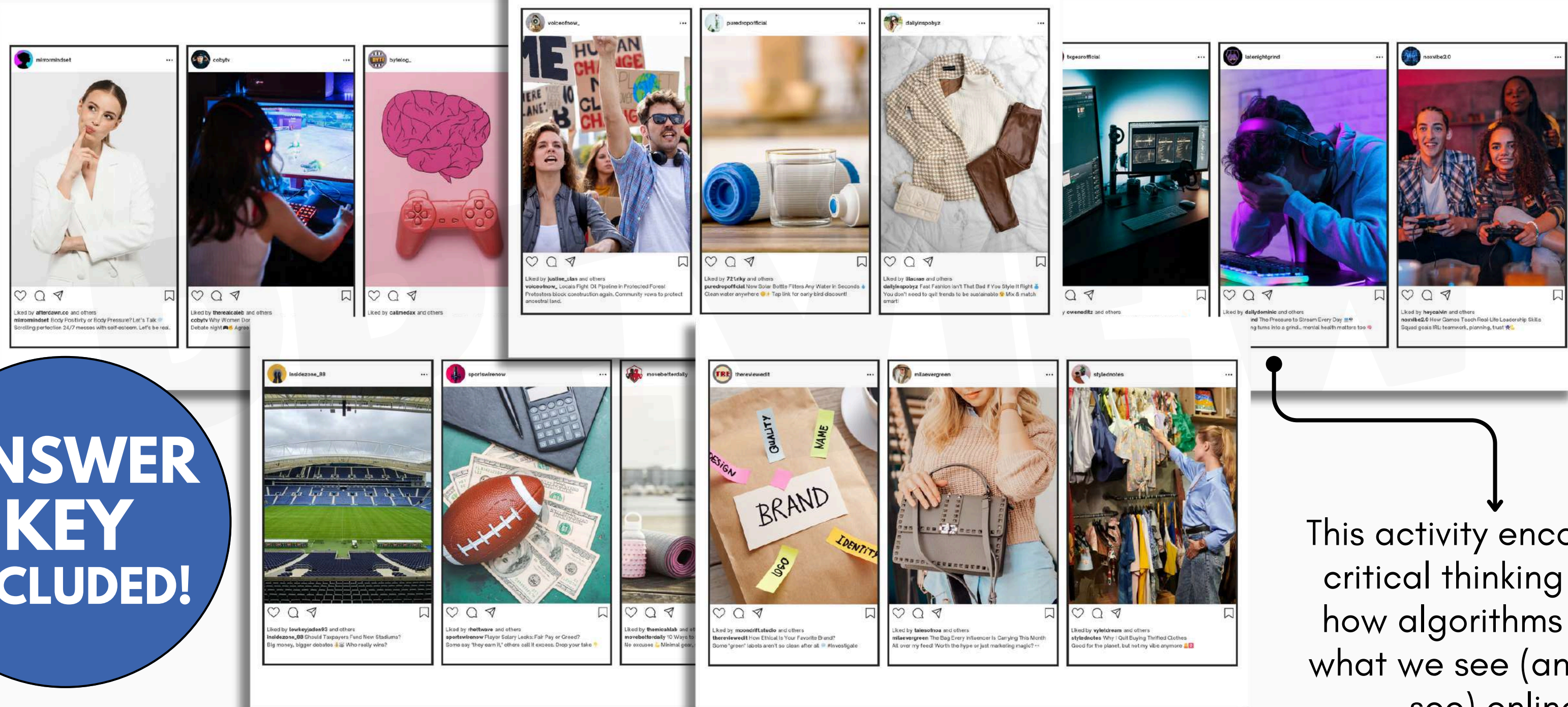
Look closely at the posts you analyzed. Describe any repeated messages, themes, or emotions you notice across this profile's feed.

3 REFLECTION QUESTIONS

Think about the bigger picture and explain how these patterns might shape what the user believes, supports, or ignores, and what the algorithm might assume about this person's interests or identity.

Includes 30 Social Media Cards!

After completing their profile analyses, students will determine which posts each profile is most likely to encounter based on their digital footprint and interests



ANSWER
KEY
INCLUDED!

This activity encourages critical thinking about how algorithms shape what we see (and don't see) online