

Modifying the filter bubble on Facebook

Aim	To configure the filter bubble of a Facebook account together
Duration	Several weeks
Number of participants	any
Difficulty	difficult
Conditions	The exercise takes some time. A Facebook account is necessary that the participants can work on and that has been in existence for a while.
Material	Facebook profile

Preparation

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Description

Phase 1: Analysing the initial situation

By means of an existing Facebook account the participants analyse the following: Which ads are displayed as a result of which activity? Which postings of which persons are displayed? Which contents appear particularly frequently due to which activities? Which ad settings does the account have? (

https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen)

How can the contents be changed in a concrete way? How can the ads displayed be changed? The participant should try it out and keep a record.

Phase 2

The participants should try to change the contents in such a way that only a certain political persuasion is displayed ("left-wing do-gooder", "xenophobe", etc.). Is this possible? Why or why not?

Phase 3

Is it possible to return the account to its original state? How can the profile be set back to its original state? How can this be recognised? Is this desirable? Which contents do we prefer and how can we influence whether we see them?

Note: It is easier to influence the ads displayed than the algorithms in the timeline.

Source OIAT/Saferinternet.at

Link <http://peerbox.at/?p=290>