

The Hidden Biases of Social Media Algorithms and Their Influence on Your Digital World

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Abstract: *The pervasive use of social media platforms in our digital age has given rise to a complex and often overlooked phenomenon known as the "Filter Bubble." This article delves into the hidden biases inherent in social media algorithms and their profound impact on our digital experiences. These algorithms, designed to curate our online content based on our preferences and behaviors, inadvertently contribute to echo chambers and reinforce preexisting beliefs. This article examines the mechanisms behind filter bubbles, discussing their implications for information consumption, social polarization, and the erosion of diverse perspectives. By shedding light on these biases, it becomes evident that understanding and addressing the filter bubble phenomenon is crucial for a more informed and interconnected digital world.*

Keywords: Filter, Bubble, Social, Media, Algorithms, Personalization, Information, Consumption, Polarization, Algorithm, Transparency