

A Study on the Influence of Social Media Algorithms on Public and Political Opinion

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Abstract: *From serving as a forum for personal communication, social media has developed into a major means of disseminating information and forming opinions. Sophisticated algorithms at the heart of these platforms select and tailor content according to user information, such as preferences, previous actions, and interaction history. Although the goal of this algorithmic curation is to improve user experience and engagement, it also has a big impact on political behaviour and public opinion[1]. This study looks at how social media algorithms affect users' perceptions, exposure to different ideologies, and political polarization. It explores the ways in which algorithms magnify and filter information, producing filter bubbles and echo chambers that support preexisting opinions.*

Keywords: *personal communication*

