



# **beyond the filter bubble**

*(or, how social media is changing what content is and how it works)*

dcc 2017

four things:

the relationship that we have with media

how this interacts with human nature

what this means for communication

what do to with all this stuff

but first, an introduction

*it seems important to set the stage*

hi, i'm jon

november 9, 2016



and then we all freaked out

# Who will win the presidency?



## Chance of winning

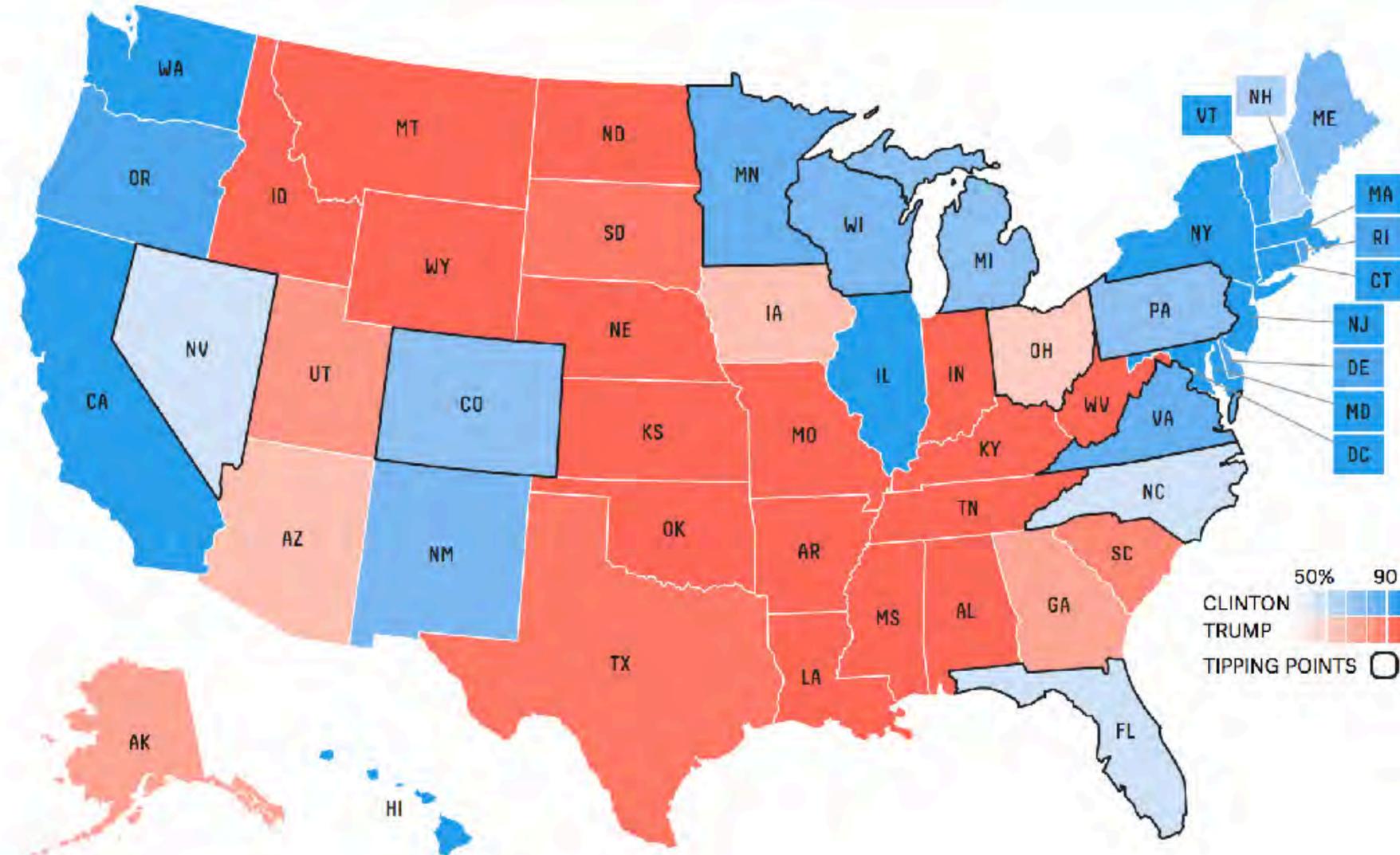


Hillary Clinton

**71.4%**

Donald Trump

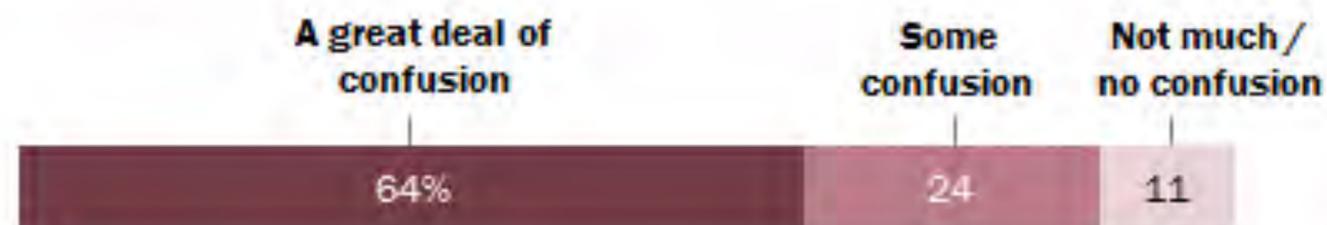
**28.6%**



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## Majority say fake news has left Americans confused about basic facts

*% of U.S. adults who say completely made-up news has caused \_\_\_ about the basic facts of current events*



Source: Survey conducted Dec. 1-4, 2016.

"Many Americans Believe Fake News Is Sowing Confusion"

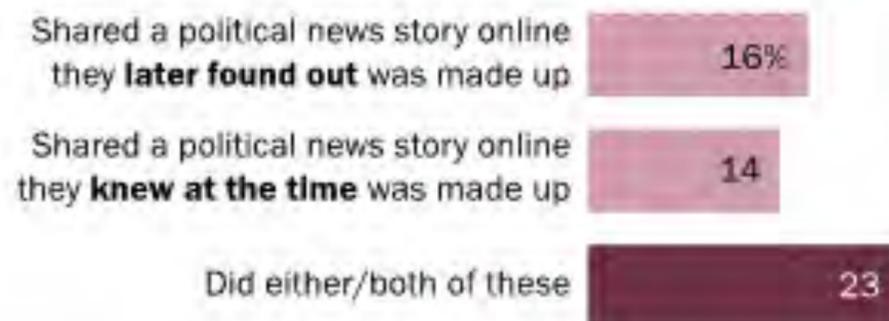
PEW RESEARCH CENTER

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## About one in four report sharing fabricated news – whether aware at the time or not

*% of U.S. adults who say they ...*



Source: Survey conducted Dec. 1-4, 2016.

"Many Americans Believe Fake News Is Sowing Confusion"

PEW RESEARCH CENTER

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## Previous Version

TRENDING     

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-  **United States Border Patrol**  
8.4K people talking about this
-  **Winter Storm Leo**  
20K people talking about this
-  **Brexit**  
4.2K people talking about this

 [See More](#)

## New Version

TRENDING     

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-  **United States Border Patrol**  
Border Patrol seizes \$3M from two cars heading to Mexico — foxnews.com
-  **Winter Storm Leo**  
Storm Brings Snow Into Midwest After Lashing California — weather.com
-  **Brexit**  
What the UK Supreme Court Ruling Means for Brexit — abcnews.go.com

 [See More](#)



# Building Global Community

 MARK ZUCKERBERG · THURSDAY, FEBRUARY 16, 2017

To our community,

On our journey to connect the world, we often discuss products we're building and updates on our business. Today I want to focus on the most important question of all: are we building the world we all want?

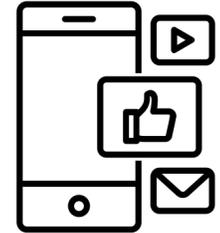
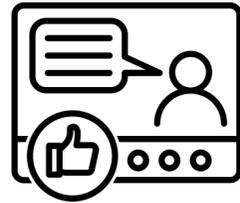
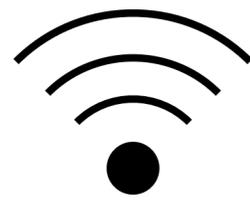
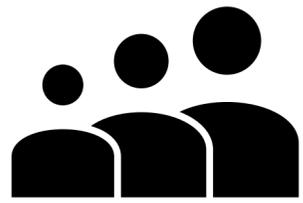
this isn't just about an election

it's about everything

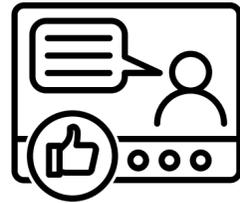
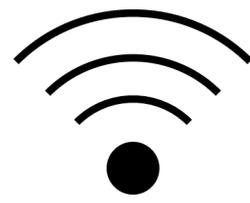
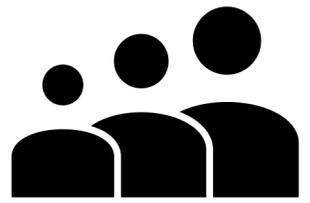
everything about media is changing all at once

*it's actually a pretty big deal, and not just for news companies*

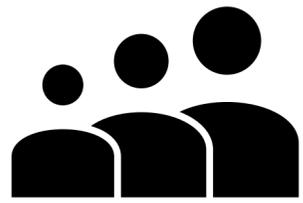
2,000,000,000 people



7.5  
billion



7.5

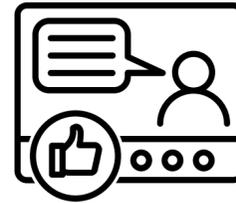


billion

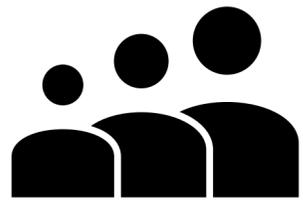
3.8



billion



7.5



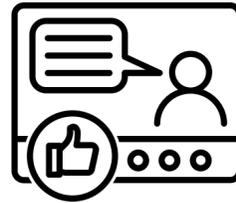
billion

3.8



billion

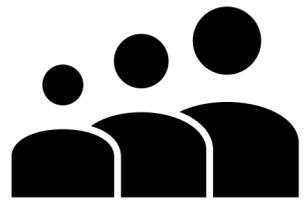
2.8



billion

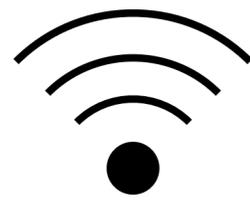


7.5



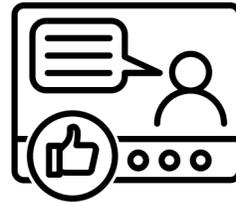
billion

3.8



billion

2.8

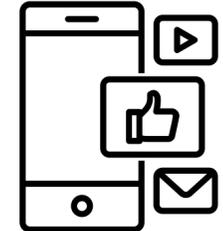


billion

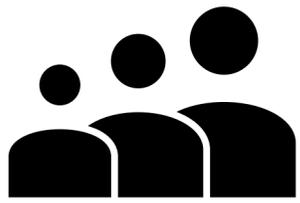
4.9



billion



7.5



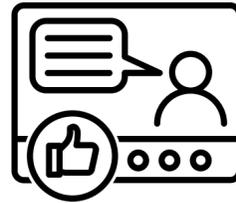
billion

3.8



billion

2.8



billion

4.9



billion

2.5

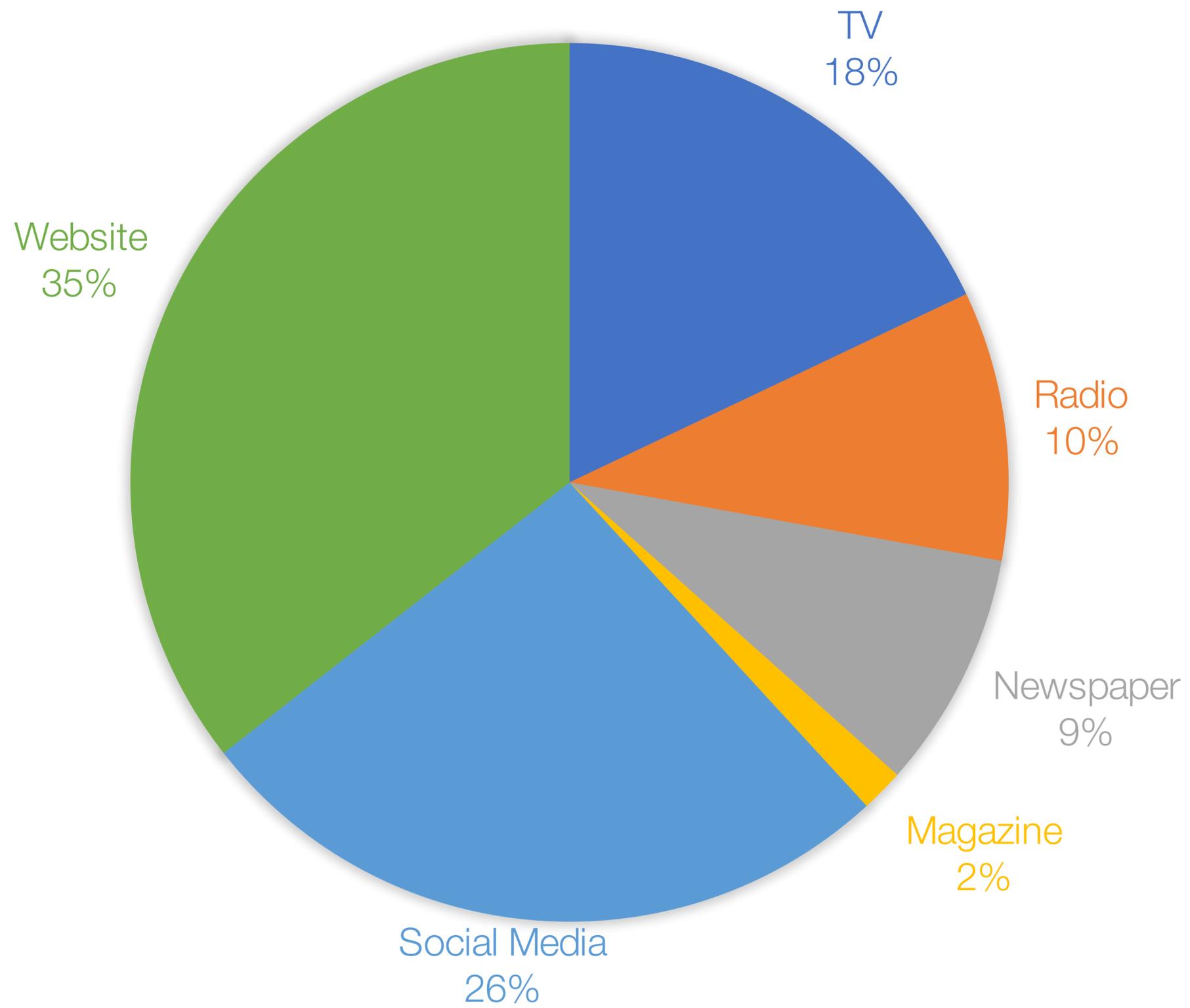


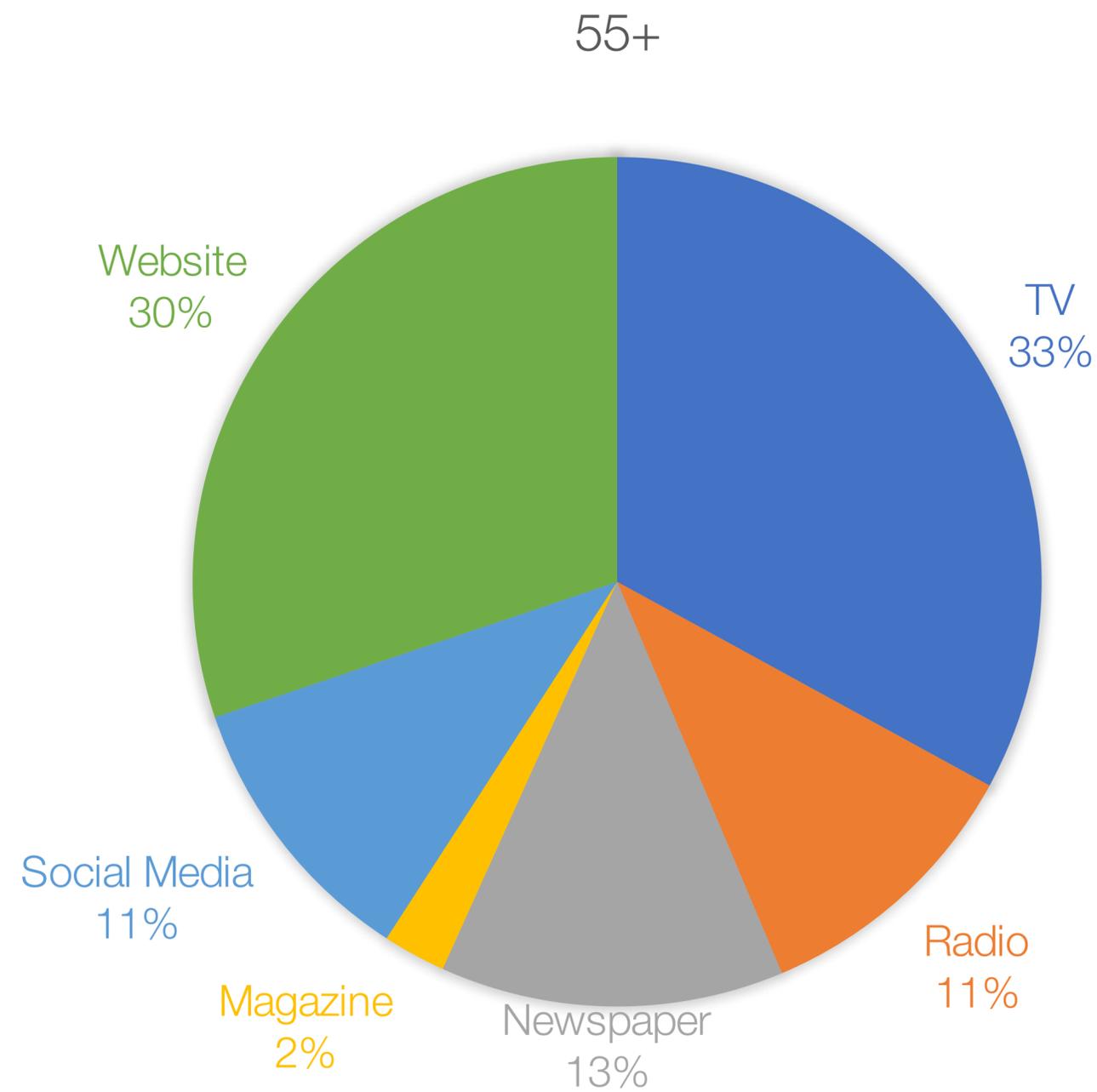
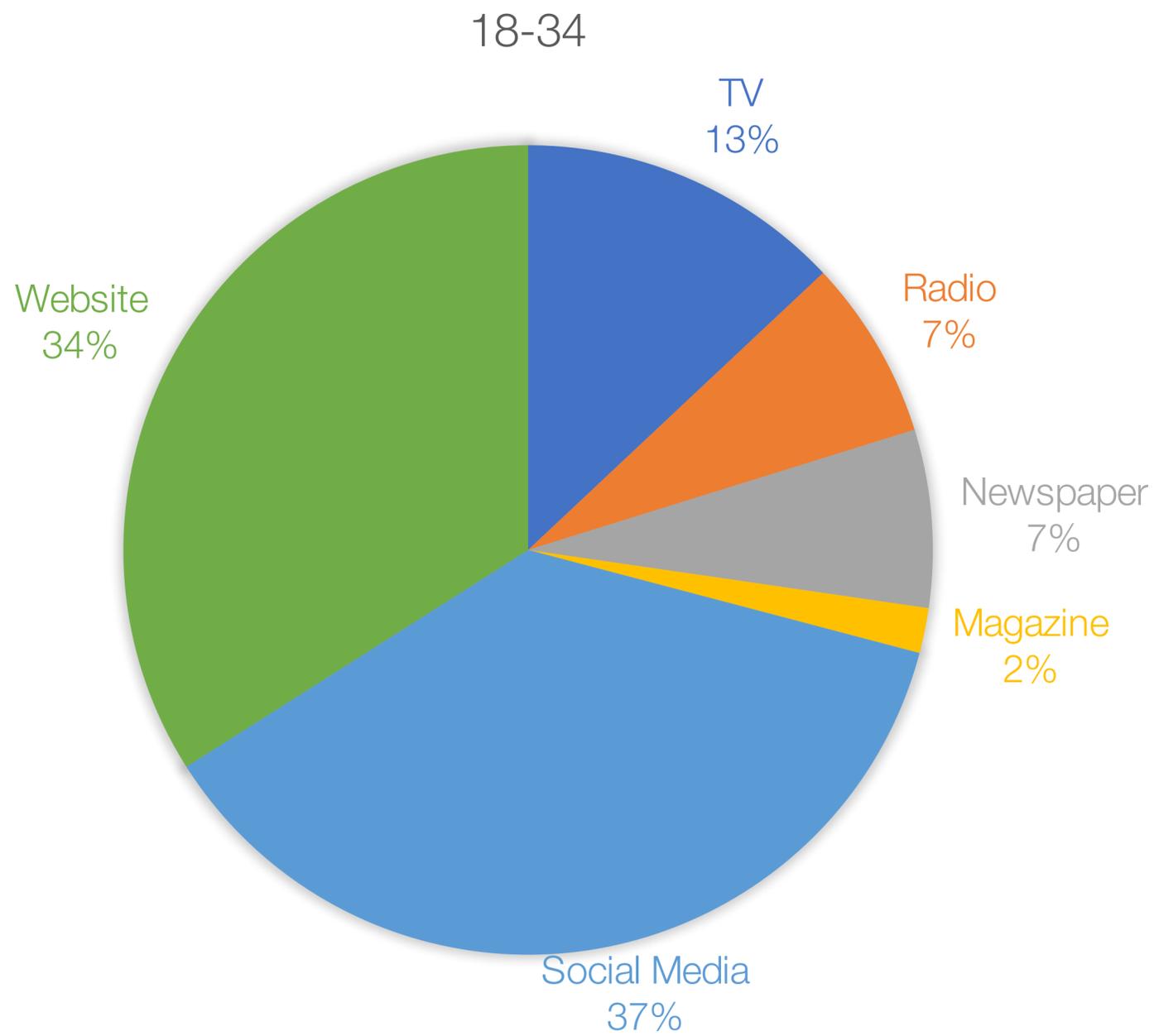
billion

social media is taking over the world

social media is a rapidly maturing platform

it's also rapidly becoming the information platform of choice





in 2015, Facebook passed Google as the biggest referrer to news sites\*

\*data from [parse.ly](http://parse.ly), as reported by Adweek & Fortune

so there's a good chance even 'website' news starts in social



Home



Sony Pictures Canada @SonyPi...  
On July 28, the world inside your phone is about to break out into ours. @EmojiMovie



10 31 87

Promoted



The Outline @outline · 48s  
Ever heard of SECRET HELL? It's usually reserved for famous women married to famous men



and 2 others like New Balance Canada.



New Balance Canada

Sponsored ·



Just in time for Canada Day! 🇨🇦  
We're introducing the NRML x New Balance 998 'Parliamentary Runner'.



Only 150 pairs available

Available July 1

Shop Now

Only 150 pairs available

Available July 1

24

3 Comments

Like Comment Share

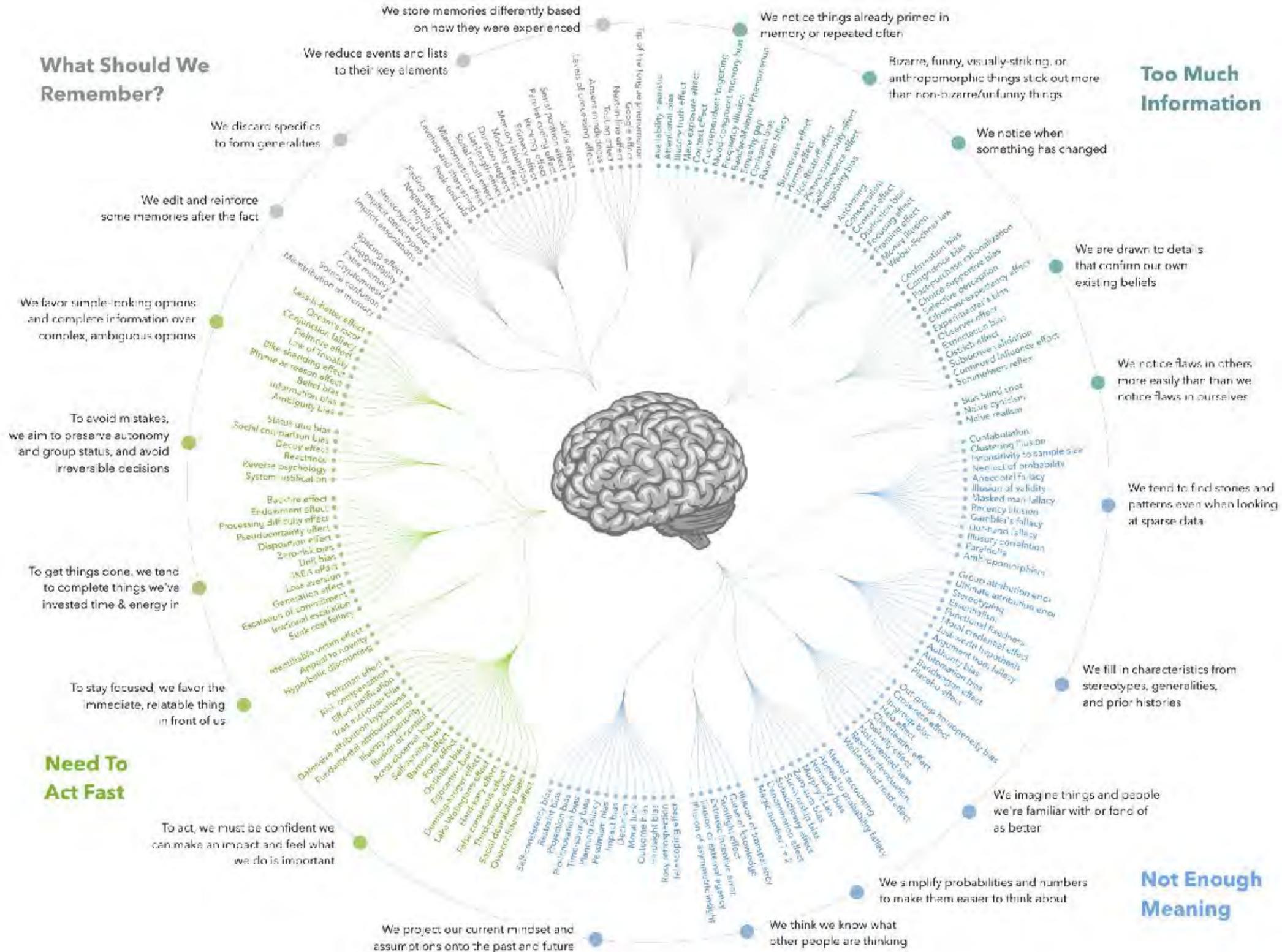


which changes how we interpret the world

your brain isn't good at the new media landscape

*it's okay though, no one's is*

# COGNITIVE BIAS CODEX







social media exploits some major cognitive biases

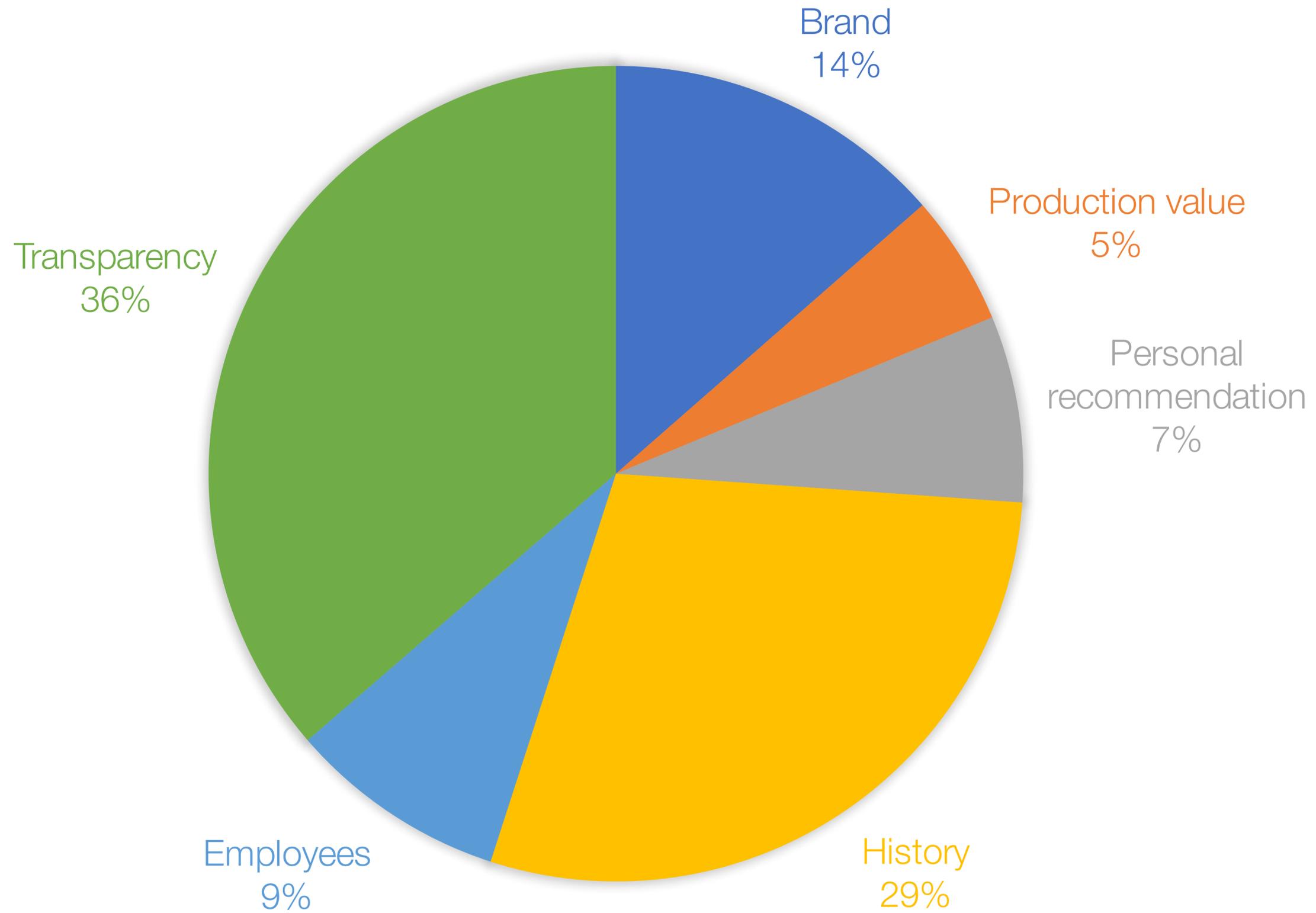
confirmation bias, authority bias, subjective validation, anecdotal fallacy,  
in-group bias, etc etc etc

no matter what you make, social media is going shape how it's seen

what this new reality looks like

*filters and windows and confusion and opportunity*

trust comes from the expected places



transparency + history are what makes it real to 65% of people

most of whom are getting out of context news from social media

it's pretty hard to verify something you never read

“According to a new study by computer scientists at Columbia University and the French National Institute, 59 percent of links shared on social media have never actually been clicked: In other words, most people appear to retweet news without ever reading it.”

- *Caitlin Dewey, Washington Post*

“Even with the best-crafted headline in the world, for every person who clicks on it, there are hundreds, if not thousands, who see it, digest it, and simply move on. People *get their news from headlines* now in a way they never did in the past, just because they see so many of those headlines on Twitter and Facebook.”

- *Felix Salmon, Nieman Lab*

headlines, issues and topics are divided by worldview

# Which issues are talked about the most on Twitter

	Guns	10.05%
	Racial Issues	8.65%
	Immigration	8.65%
	Terrorism	8.3%
	Jobs	6.84%
	Economy	5.44%
	Education	3.23%
	Combination of issues	

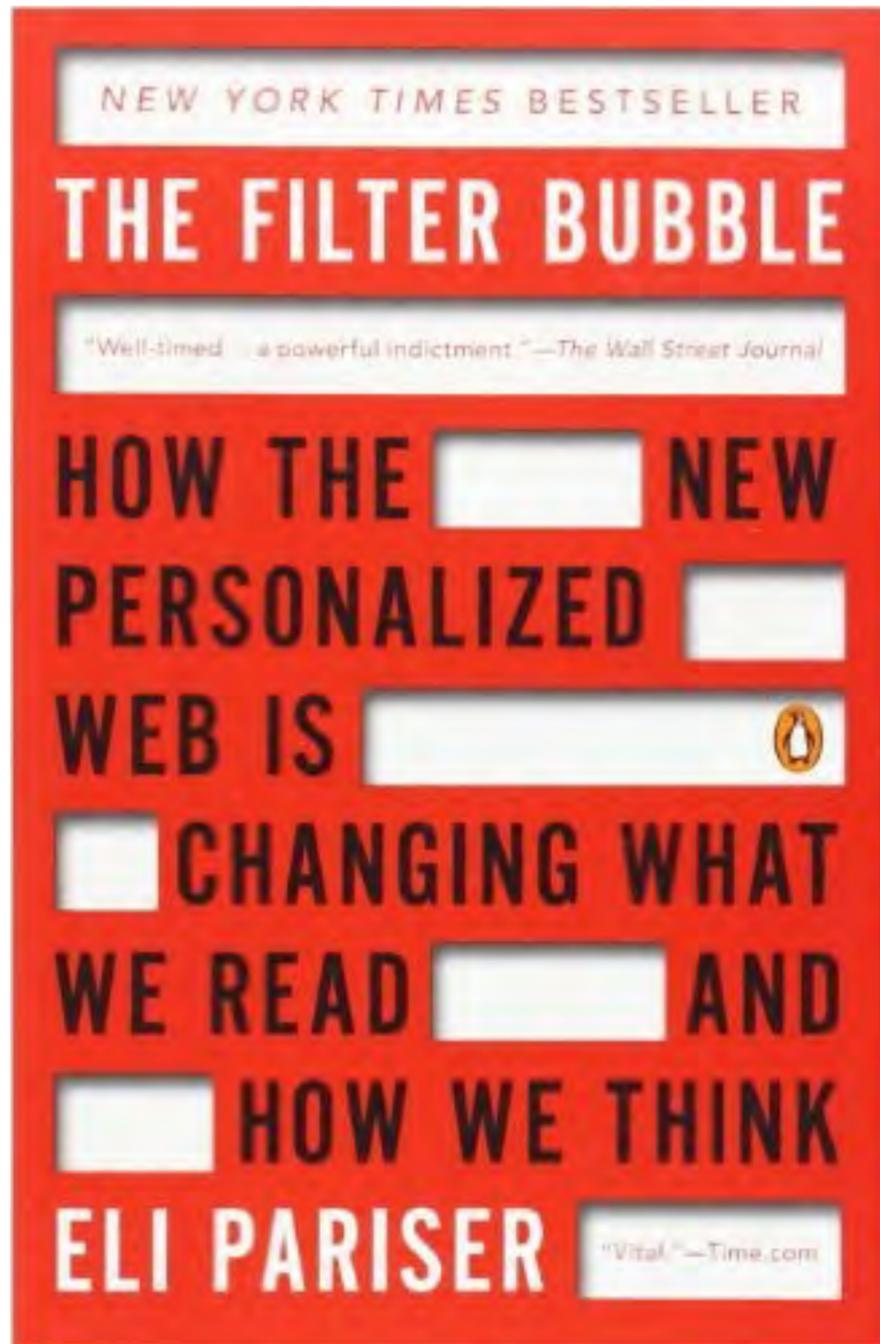
**Clinton Supporters**

Racial issues are the exclusive focus of 8 percent of the user group, more than any other issue except guns. There is also an extremely high level of connectivity among these users which suggests both solidarity and insularity.

Guns are the sole focus of over 10 percent of the user group, the most of any issue. Similar to immigration, there are clusters of "guns" users on both ends of the spectrum and they are almost completely disconnected from each other. Gun rights users and gun control users live in separate online worlds.

Less than 4 percent of the user group talk solely about education and those who do are very disconnected from most of the political conversation.

**Trump Supporters**



US & WORLD | TECH | FACEBOOK

## The author of The Filter Bubble on how fake news is eroding trust in journalism

*'Grappling with what it means to look at the world through these lenses is really important to us as a society'*

by Casey Newton | @CaseyNewton | Nov 16, 2016, 1:54pm EST

[f SHARE](#) [TWEET](#) [in LINKEDIN](#)



NOW TRENDING

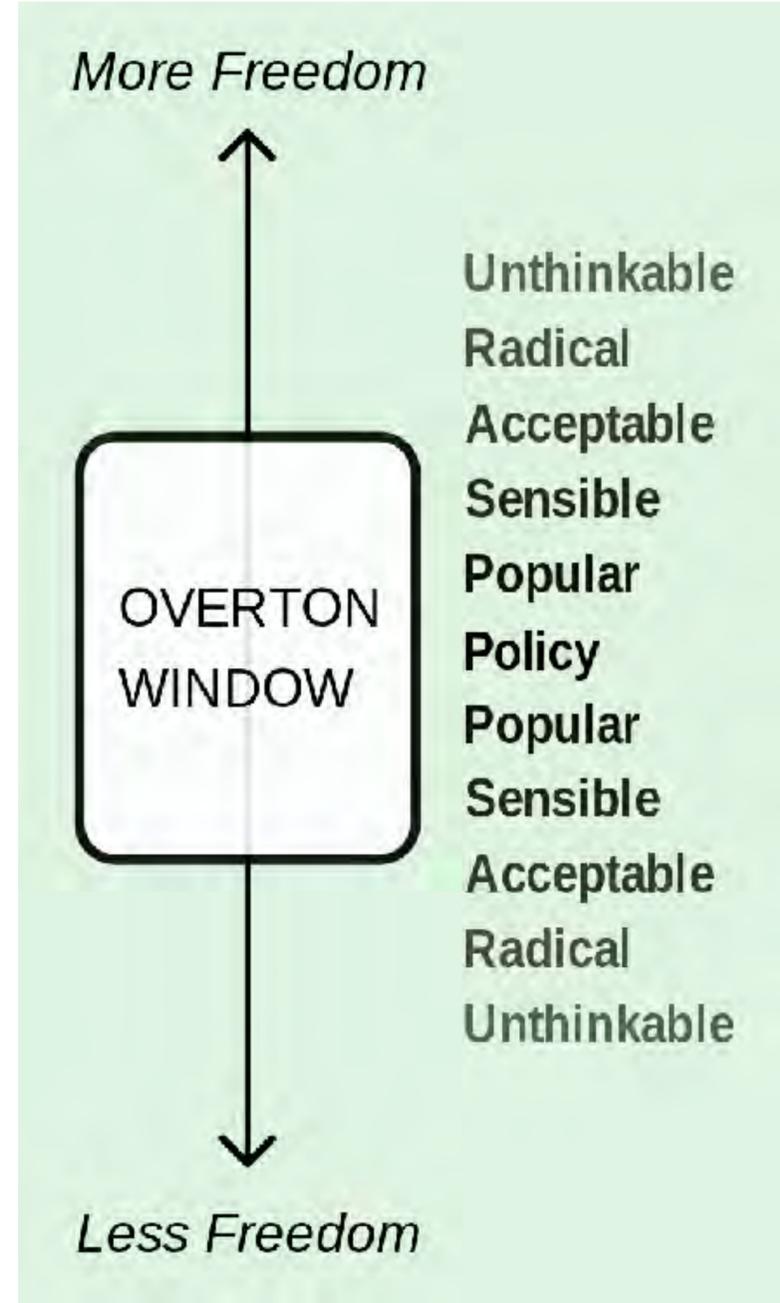


“the filter bubble: the idea that personalization tools from companies like Facebook and Google have isolated us from opposing viewpoints, leading conservatives and liberals to feel like they occupy separate realities.”

- *Casey Newton, The Verge*

information segregation

the overton window



“At any one time, some group of adjacent policies along the freedom spectrum fall into a "window of political possibility." Policies inside the window are politically acceptable, meaning officeholders believe they can support the policies and survive the next election.”

- *Joseph Lehman, Mackinac Center for Public Policy*

but we don't have one audience

so we don't have one window

filter bubbles + overton windows

filter windows

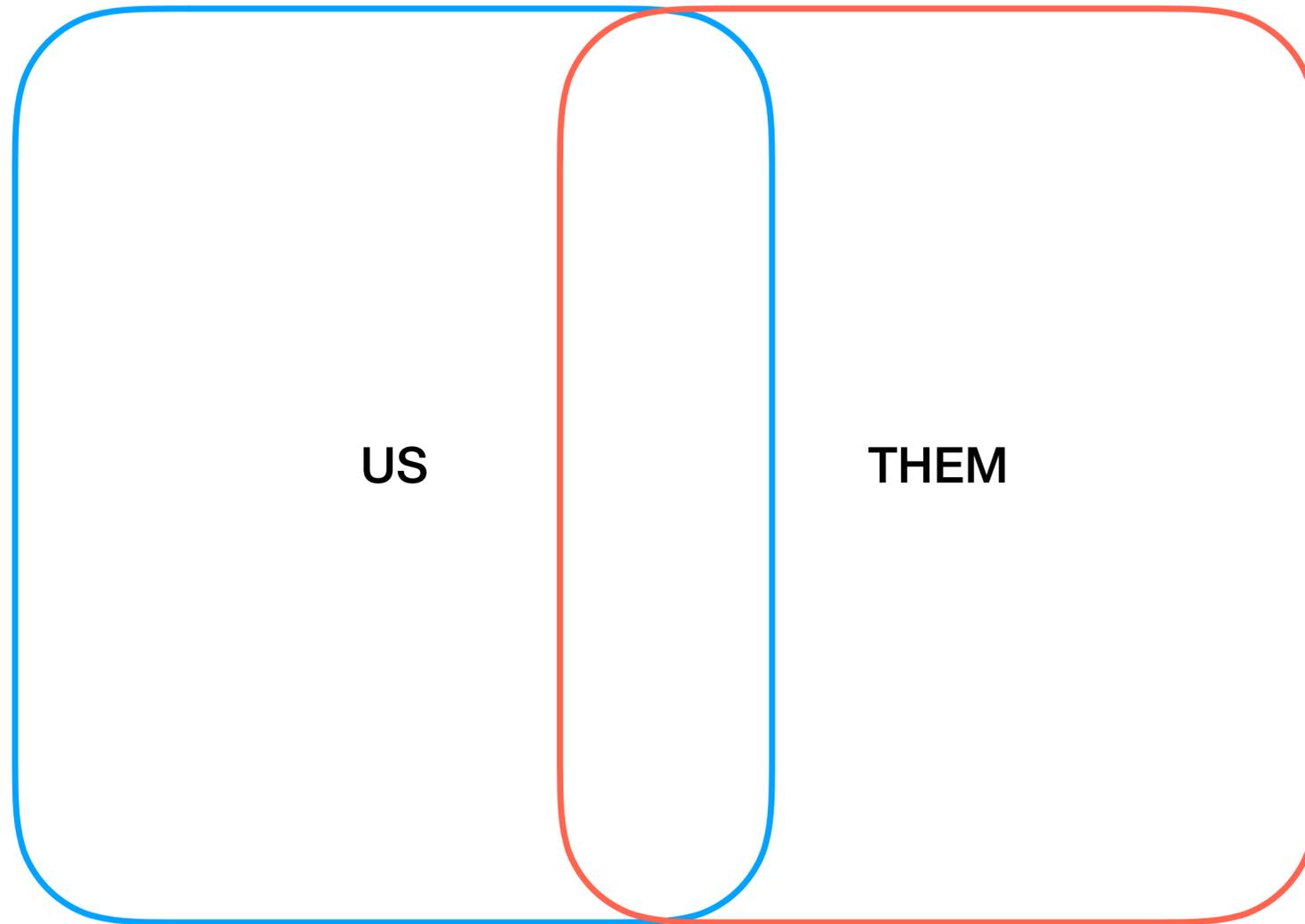
filter windows:

different sociocultural groups, given different and contrasting information diets, end up having an incredibly narrow range of overlap in ideas they consider acceptable for discussion, when they engage with someone from outside their group.

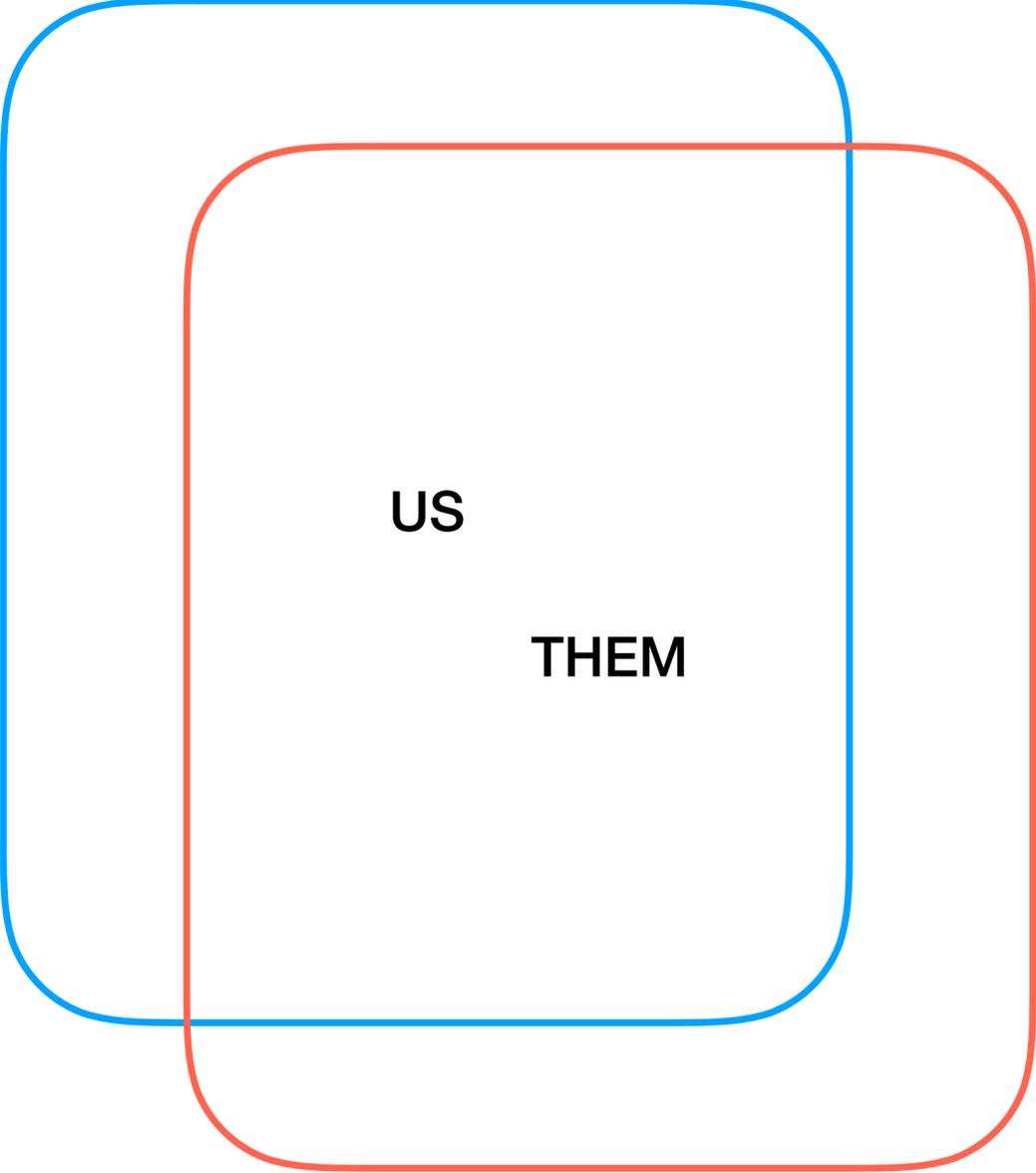
filter windows:

why it's nearly impossible to have a conversation that is both substantive  
and polite with someone who you disagree with on a 'political' issue in  
2017

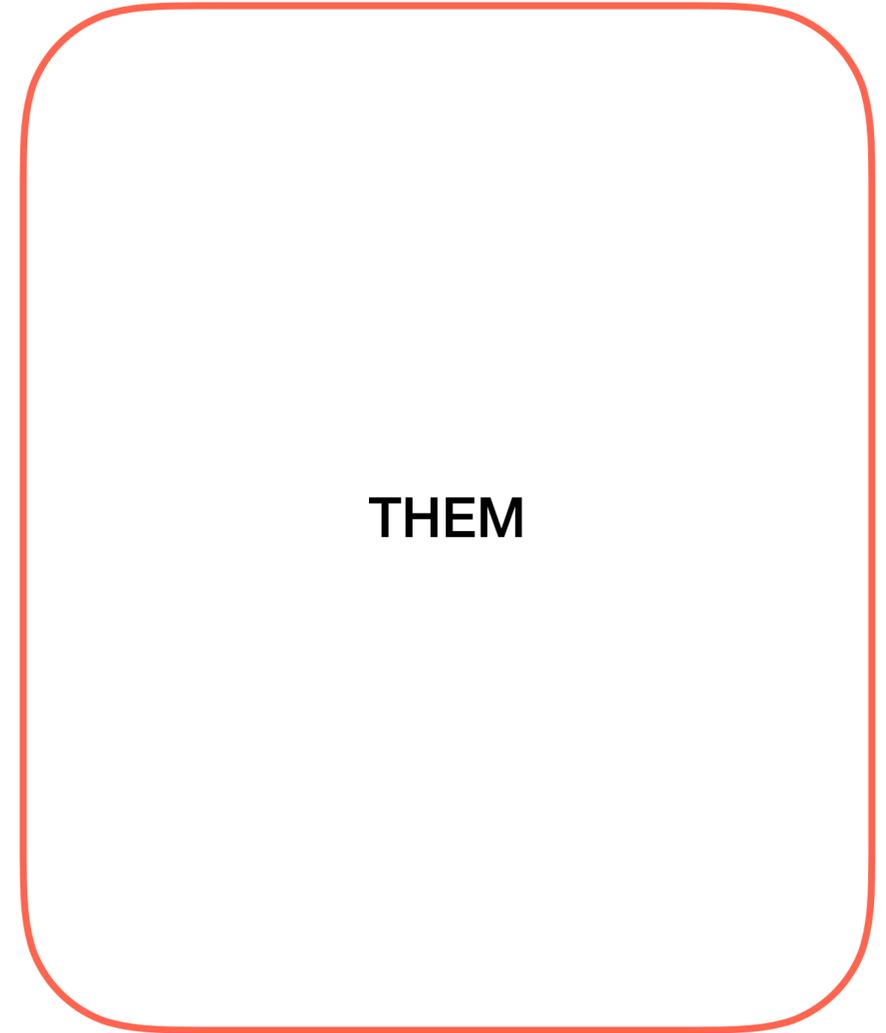
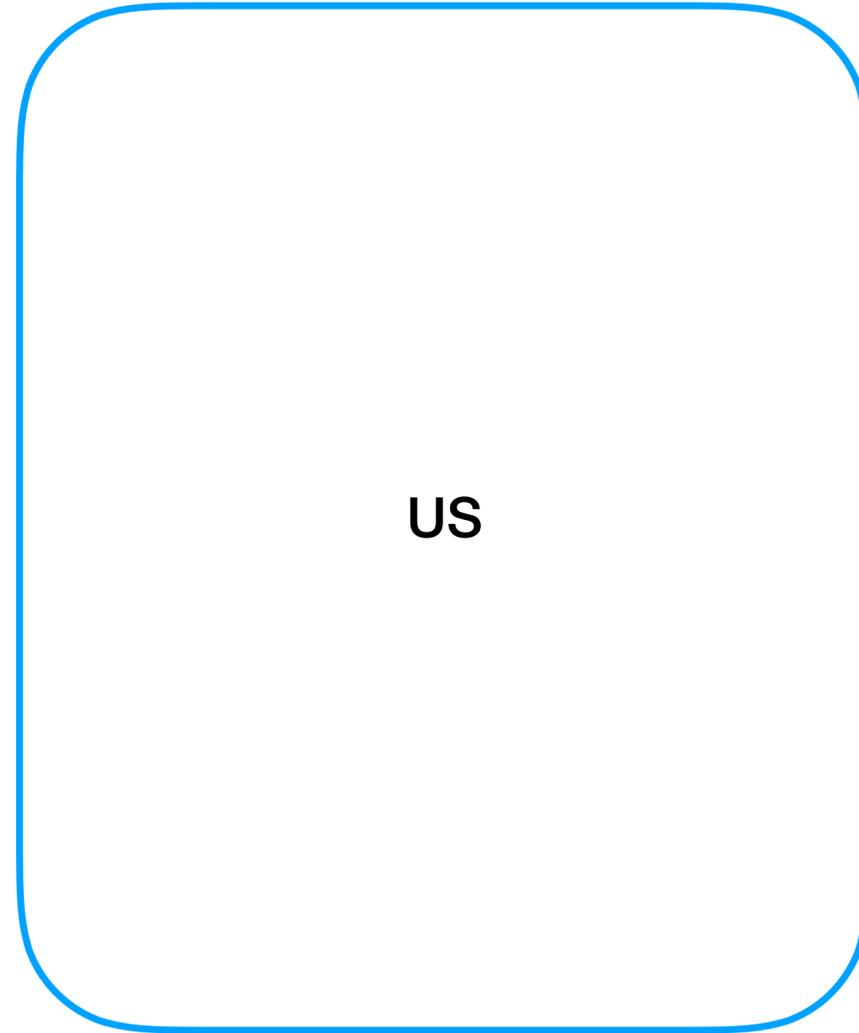
political parties



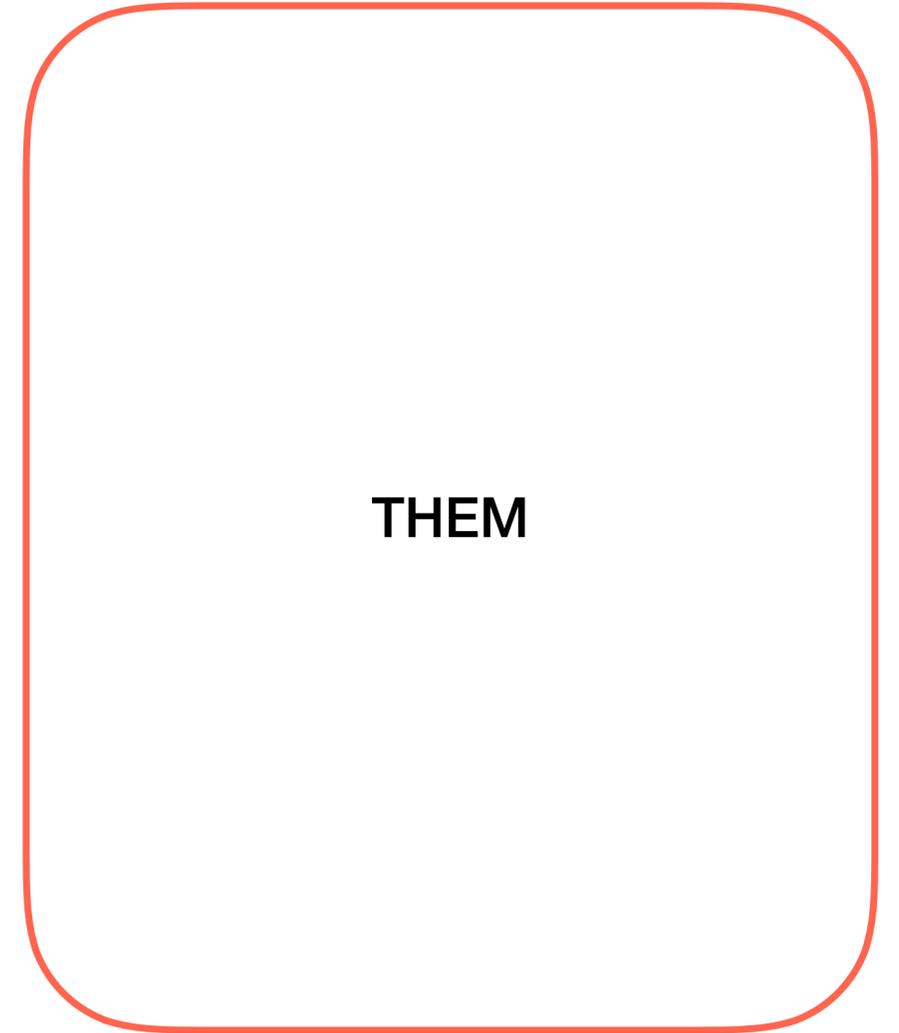
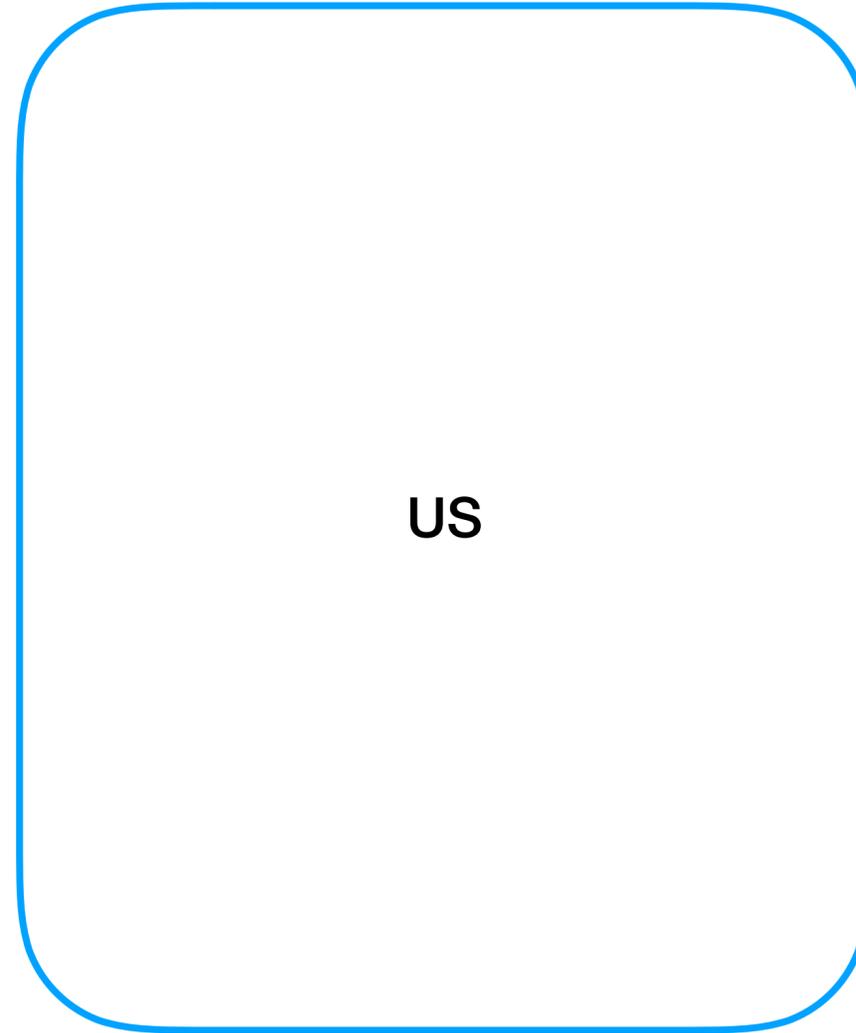
patriotism



racism



literature



is Riverdale good?

**US**

**THEM**

the more we live in our bubbles, the less we can collaborate across them

creating content for now

*what to do with all of this*

you can't assume shared context anymore



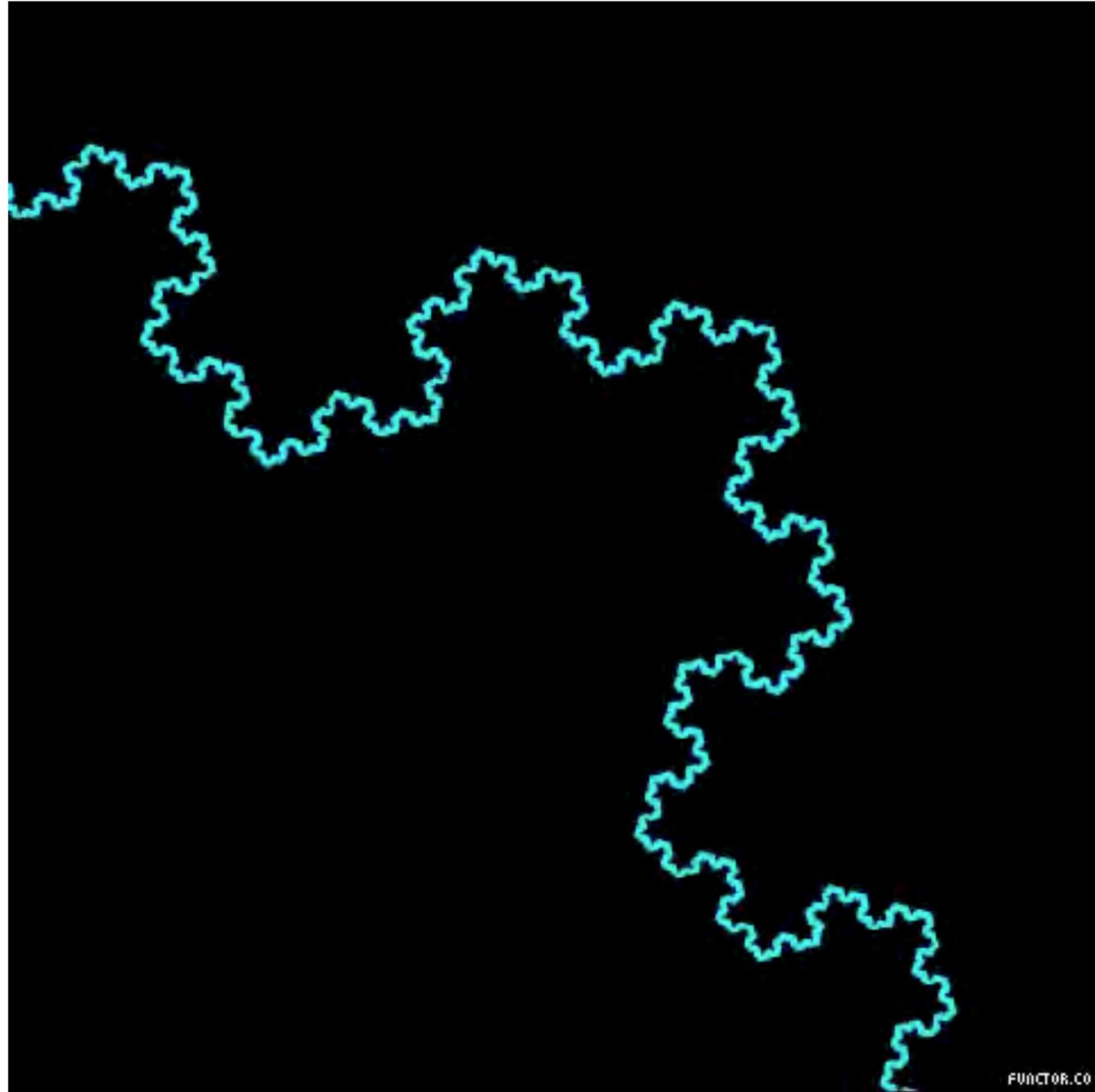
**84 LUMBER**

create without context

**or**

embed context

communicate in fractals



make content that tells the **same** story in a headline, in a paragraph, in an image, and in a page

leverage social reinforcement

SHARE



33



No matter what happens to him when he gets there, Barrett will be one of the key players in Team Canada for the next generation. Last summer, he became the youngest player in Canadian history to receive an invitation to a training camp with the senior team. Canada has enough NBA-caliber players to fill out a roster, from Wiggins to Jamal Murray, Tristan Thompson, Kelly Olynyk, Cory Joseph, Nik Stauskas, and Justin Jackson, a projected first-round pick in 2018 who currently plays for Maryland, but they will need plenty of star power to actually beat Team USA at the Olympics or World Championships. R.J. Barrett could provide that. He has already knocked off the Americans once, and he will get many more chances over the next decade. **Canada could be looking at its biggest basketball star ever.** International basketball just got a lot more interesting.

You highlighted

THE  
RINGER

NBA SHOW

LISTEN TO  
THE LATEST  
EPISODE  
NOW!

R

SHARE



33



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RESPONSES



Jon Crowley

(Feedback)

PRIVATE NOTES

WHO CAN SEE THIS?

Send Jonathan Tjarks a private note...

THE  
RINGER

NBA SHOW

LISTEN TO  
THE LATEST  
EPISODE  
NOW!



No matter what happens to him when he gets there, Barrett will be one of the key players in Team Canada for the next generation. Last summer, he became the youngest player in Canadian history to receive an invitation to a training camp with the senior team. Canada has enough NBA-caliber players

SHARE



33



"Is R.J. Barrett the Greatest Canadian Basketball Prospect Ever?" — @JonathanTjarks <https://theringer.com/rj-barrett-fiba-u19-greatest-canadian-basketball-prospect-fbe374453d92#---258-636>  
107/140



You highlighted

Tweet

Cancel

‘dark social’, personal recommendations, content sharing, or personal subscriptions will cut through more than ‘your friend likes this’

back it up



SARAH KENDZIOR

## Trump family troubles: Who will protect Donald Jr.?

SARAH KENDZIOR

Special to The Globe and Mail

Published Tuesday, Jul. 11, 2017 6:02PM EDT

Last updated Tuesday, Jul. 11, 2017 7:32PM EDT

86 Comments



Moreover, the younger Trump's tweets provide yet more evidence of collusion and possible treason, allegations that have only been supported by President Trump's behaviour since his meeting with Russian President Vladimir Putin at the G20 meeting last week in Hamburg. On Sunday, the President **vaguely tweeted** that he "gave the country away." The day before, he announced the creation of a joint U.S.-Russia "cyber-security group", despite the fact that Russia has not only interfered in U.S. elections but hacked U.S. infrastructure, including recent **attacks on nuclear plants** that may give Russians the ability to impact U.S. power grids. In his every action, Mr. Trump displays enthusiasm for collaborating with a hostile state threatening U.S. interests.

In the midst of this morass is Donald Trump Jr. who, unlike his favoured sister Ivanka, has never held a position in the White House, seemingly sidelined in this **burgeoning dynastic kleptocracy**. After the Times broke the story of Mr. Trump Jr.'s illicit meeting, Mr. Trump Jr. hired a lawyer who specializes in defending **Russian hackers**, white-collar criminals, and the Mafia. In one case, the lawyer had a **client turn on his father** to avoid jail.



SARAH KENDZIOR

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Donald J. Trump

@realDonaldTrump

Following

If Chelsea Clinton were asked to hold the seat for her mother, as her mother gave our country away, the Fake News would say CHELSEA FOR PRES!

7:47 AM - 10 Jul 2017

26,107 Retweets 105,312 Likes



53K

26K

106K



## Russians Are Suspects in Nuclear Site Hackings, Sources Say

By Michael Riley, Jennifer A. Dlouhy and Bryan Gruley

July 6, 2017, 8:12 PM EDT | Updated on July 7, 2017, 2:55 AM EDT



METRO

## Son of 'coke ring' pizza shop owner turns on dad to avoid jail

By Tom O'Connor and Lia Eustachewich

July 22, 2016 | 2:08am

bake the proof into the story, whether it's your actions, hard data, or anecdotal reinforcement

create a message you can't disagree with



Centre St and Worth St  
Foley Square  
citi bike

Get \$15 back  
when you buy  
an annual  
membership  
with a CNY card.  
Spend the savings on  
certain items.



NORTH

citi bike

01

07152

attaching your message to the common good, if done well, finds the areas of overlap between the overton windows of different groups

A woman in a tan coat and hat is blowing bubbles in a crowd. The scene is filled with many bubbles of various sizes, some in sharp focus and others blurred. The background is a bright, sunlit outdoor setting with many people, though they are out of focus. The overall mood is joyful and celebratory.

thanks.

[attentionindustry.com](http://attentionindustry.com)

@joncrowley