

Data Science and Society Colloquium Series Talk

**OUR PERSONALIZED WEB: THE ROLE
— AND CONSEQUENCES — OF
RECOMMENDATION ALGORITHMS
FOR NEWS**

Much of our online experience is personalized for us – whether we know it or not. In this talk I will discuss the ways in which digital news media companies leverage personalization to recommend content to readers. I will discuss the data collection and algorithms that power this work as well as reader perceptions of recommendation algorithms. Next, I will touch on the potential drawbacks of this work, including concerns that the use of such algorithms on social media and news media websites lead to “filter bubbles” that limit exposure to new ideas. Finally, I’ll point to ways in which we can use the same technology for good.



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4:00PM
New England 206**