

YouTube's Filter Bubble Problem is Worse for Fox News Viewers | Tech Transparency Project

By Tech Transparency Project

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YouTube's recommendation algorithm pushes users into ideological filter bubbles that are stronger for viewers of right-wing content, according to new research by the Tech Transparency Project (TTP) that highlights how the platform drives political polarization.

Over hundreds of clicks and views, TTP researchers found that the YouTube algorithm creates a feedback loop for users who dabble in Fox News or MSNBC content, serving up the same ideological flavor of videos over and over again.

But the investigation also found that YouTube's filter bubbles are more robust for viewers of Fox News content, keeping them in an endless cycle of like-minded videos even as users who started with MSNBC content eventually broke free.

Another alarming finding: When researchers showed an interest in militant movements, YouTube suggested videos with titles like "5 Steps to Organizing a Successful Militia" and "So You Want to Start a Militia?" The platform also recommended videos about weapons, ammunition, and tactical gear to the militia-curious viewer.

The results highlight YouTube's role in keeping people in political echo chambers and reinforcing extremist views and behavior.

[...]

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