Reality shaped by digital media

Digital media shapes the way we see the reality by their content algorithms filters and we might be not aware of it.

Digital media are constantly receiving data from our searches and media consumption in internet. By receiving the data and applying its algorithm Facebook can suggests us a new post to read, google a new article to buy, Spotify can suggest us a new band to listen to, Netflix a new TV series to watch. However, it turns out that all those suggestions are mostly based mostly on our friend's activities and our own record of likes and views.

By this feedback dynamic, the content we might be potentially in touch with is basically restricted to the content we are used to consume. For example, if you have some specific view or opinion towards a political topic, you might like and asses more pages that comply with this same point of view. At this stage, those algorithms plays a role in keeping us living inside our own bubbles just seeing that content by the same panorama. Thus, giving us a few opportunities of facing the contradictory, distinct point of views or having distinct experiences. Considering that nowadays our information source is mostly from digital media, we should be wise enough to be aware of those traps. For this to happen, we should embrace our power to choose what kind of content we want to consume, what we want to learn and in which point of view. In other words, not letting a statistics based algorithm decide it for us.

Otherwise, we may end up being oblivious about different ways of seeing a matter or losing opportunities to experience different things. Being aware of this obliviousness may also make it easier the dialogue between distinct parties with different backgrounds which is a common situation in our global daily life.