The Influence of **News Recommender** technology on **Selective Exposure** and Sharing.

Khadiga Seddik | *khadiga.seddik@uib.no (PhD candidate)*
Erik Knudsen, Christoph Trattner, Damian Trilling (Supervisors)
WP2/InfoMedia, UiB

01 *The Problem*

Overly personalized **news recommendations** lead to greater levels of **selective exposure** and sharing.

These negative consequences are not given, but they could depend on **conditions** and **factors** under which news recommenders amplify or reduce selective exposure and sharing.

02 *The Questions*

RQ1: ***How*** can recommender algorithm be designed to shape selective exposure and sharing?

RQ2: ***What*** are the effect of promoting factors that are likely to influence selective exposure and sharing?

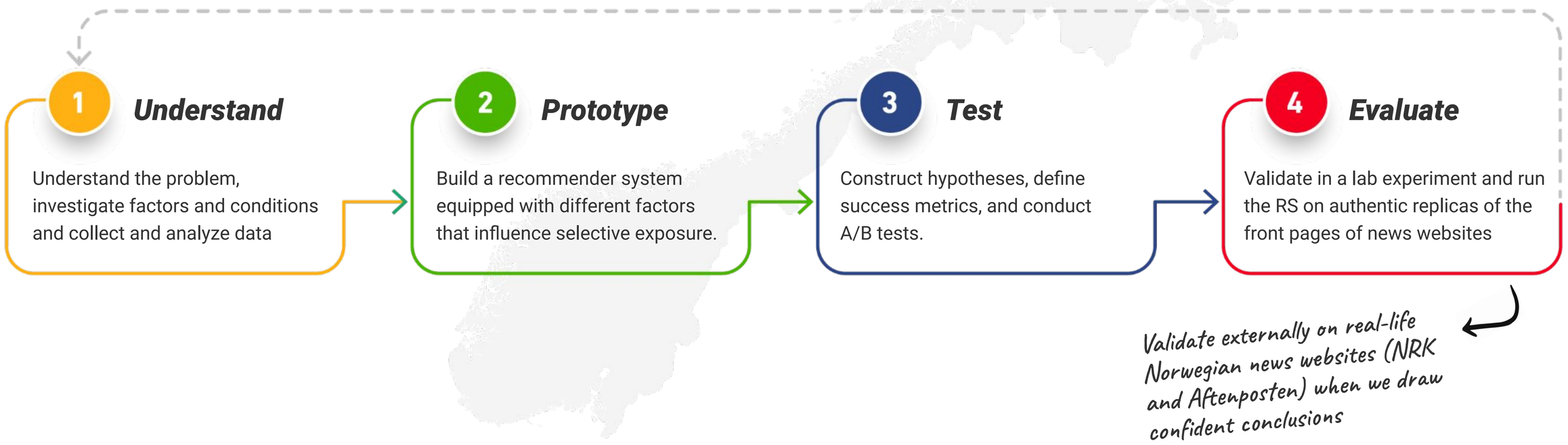
RQ3: ***To what extent*** our recommender system effectively steers users to “useful” recommendations?

03 *The Plan*

A novel approach to ***design a recommender system*** that incorporates factors that shape selective exposure and sharing.

I will study different factors and conditions that may influence users’ selection and sharing behavior. Afterward, I will design and develop a news recommender system and incorporate the relevant factors into the system. The system will be designed to promote factors that influence selective exposure and sharing. Finally, I will track the causal effects of the recommender on the user's selection and sharing behavior.

04 *The Process*



PARTNERS

HOST

UNIVERSITY OF BERGEN

FUNDER

This research is funded by SFI MediaFutures partners and the Research Council of Norway (grant number 309339).