



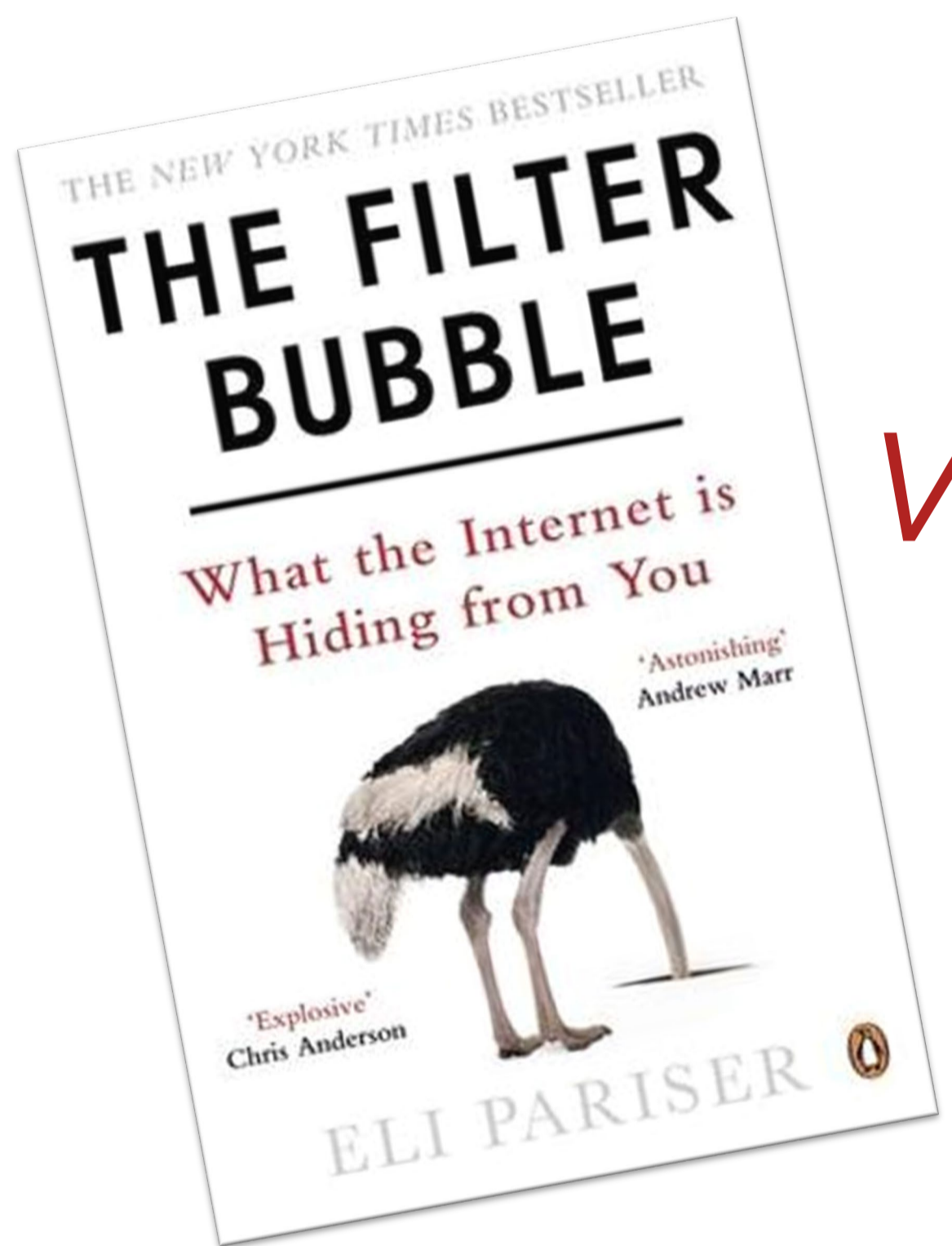
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Media
 Futures ●

WP1 & WP2

How can news sites **personalize** people's news experiences **without** making readers more **polarized** and **fragmented**?

If **you** and the person next to you visit the same online news site, you will occasionally see two different versions of the front page due to **algorithms** that try to match you with news that are deemed relevant for you.



VS.



There is an ongoing academic debate about whether such technology can create **“filter bubbles”** where people mainly encounter news they agree with.

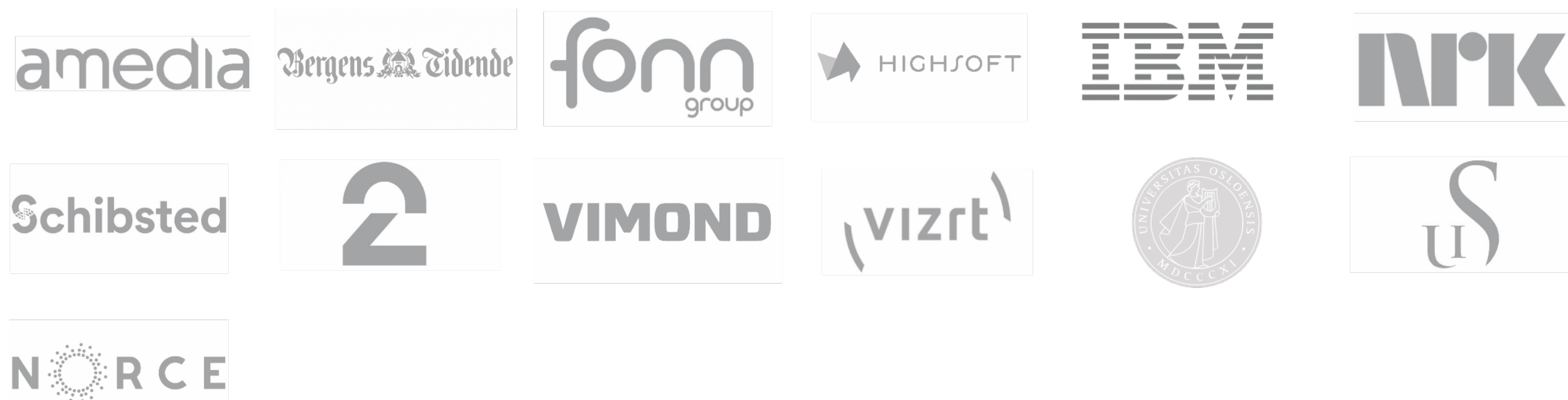
Together with the NRK and Schibsted, I will nuance this debate by studying how news recommender technology can be designed to **decrease**, rather than increase, **fragmentation** and polarization of media use.

Methods: survey experiments and tracking data.

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