52nd EPRA meeting, autumn 2020

EPRA Plenary 2

Media plurality in the age of algorithms

Transparency and trust: the user's perspective in online content navigation

LIST OF SUPPLEMENTARY MATERIALS TO ACCOMPANY THE PODCAST

1. Research

- **Study on media literacy and online empowerment issues raised by algorithm-driven media services** Rand Europe and Open Evidence for the European Commission (2019)
  Social media platforms and the algorithms they use to shape the news that people read, as well as people's behaviour online, all play a role in the rapid spread of disinformation. Research has shown that people tend to be unaware of their own cognitive biases and underestimate the influence of algorithms on their social media behaviour. Improving the media literacy of consumers and reducing their vulnerability to disinformation is a necessary part of the solution. This study proposes an approach based on behavioural science, which triggers people to be aware of their own online behaviour.

- **Behavioural study on transparency in online platforms** London School of Economics, Open Evidence, Universidad de Valencia, DevStat and TNS for the European Commission (2018)
  With a view to understanding how online platforms could be regulated to foster trust, transparency and fairness, this study used behavioural research to investigate the effect of enhanced transparency on consumer trust and behaviour in three areas:
  Area 1: The criteria for ranking and presentational features of search results
  Area 2: The identity of contractual parties
  Area 3: Quality controls on consumer reviews, ratings, and endorsement systems

- **Study on the impact of the internet and social media on youth participation and youth work**
  Open Evidence, Telecentre Europe for the European Commission (2018)
  The study examines the impact of the internet, social media and new technology on youth participation and looks at the role of youth work in supporting young people to develop digital skills and new media literacy.

2. Other resources

- **Harmony Square,** a game developed to 'inoculate' people against misinformation
  - See also press release
  - Review of Harmony Square's efficacy in the Harvard Misinformation Review

- '**Facebook's algorithms give it more editorial responsibility – not less**', article from the Conversation (2016)

- **The Journalism Trust Initiative** A project associated with Reporters Without Borders aimed at rewarding trustworthy news content with prominence in algorithms and news feeds.

- **Fairness Toolkit**

  Media literacy materials from the UnBias research project aimed at raising awareness and understanding of how algorithms work.