

**CLICK HERE  
TO LEARN HOW  
TO GET OUT OF  
YOUR BUBBLE  
PART 3**



# EXERCISE 1: SOCIAL MEDIA VOCABULARY

Write down as many words as you can that comes to your mind in connection with social media.

eg. vlogger



## EXERCISE 2: VIDEO AND GROUP DISCUSSION

Watch the video on filter bubbles,  
then discuss the following questions in groups.

<https://www.youtube.com/watch?v=pT-k1kDIRnw>

1. How would you describe the phenomenon of filter bubbles? In what ways do they isolate you?



2. When we get stuck in our own filter bubble, how does it impact our lives? Give some examples.

3. How can we fight against getting into a filter bubble/echo chamber? What can we do to get out of it?

# 4 QUESTIONS TO HELP YOU OUT OF YOUR BUBBLE

## 1. HOW BALANCED IS YOUR MEDIA DIET?

Look at any debates at least from 2 points of view to get balanced.

<https://medium.com/@nicklum/tools-for-bursting-your-filter-bubble-51f482027128>

## 2. DO YOU TAKE THE CONVERSATION OFFLINE?

Limiting interactions to social media prevent us seeing people in their true context.

<https://www.deseret.com/2016/11/30/20601444/4-ways-to-burst-the-filter-bubble-isolating-you-from-different-viewpoints>

## 3. WILL YOUR INFORMATION BE TRUSTED INSIDE SOMEONE ELSE'S FILTER BUBBLE?

What might make sense in one filter bubble might seem nonsense in another.

## 4. DO YOU DARE ASKING QUESTIONS?

“Sometimes I’ve believed as many as six impossible things before breakfast.” (Lewis Carroll: Through the Looking Glass) Her main hero, Alice discovers a different world on the other side of a mirror with creatures she never thought could be possible. Don’t let social media justify your beliefs, and hide an objective appreciation of the alternatives!

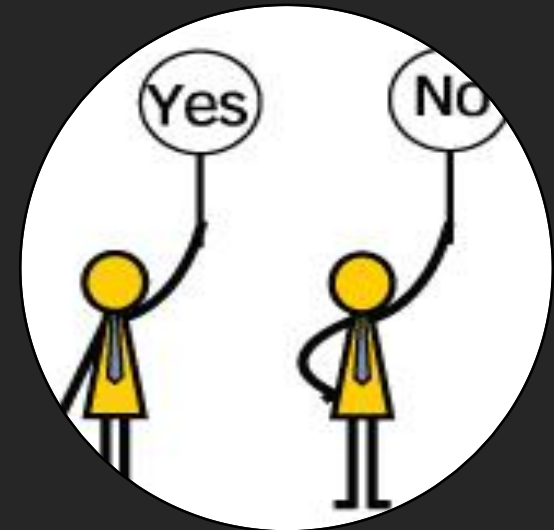
<https://contentmarketinginstitute.com/2016/11/social-media-questions/>



## **EXERCISE 3**

**HOW THICK  
IS YOUR SOCIAL BUBBLE?  
TAKE THE FOLLOWING  
CHALLENGE TO SEE.**

**DISCUSS THE NEXT  
4 QUESTIONS IN PAIRS  
WITH THE HELP OF THE  
GIVEN CLUES.**



This challenge was inspired by Charles Murray, political scientist's work.

1. DO YOU  
OFTEN SHARE OR LIKE  
A FACEBOOK POST  
WITHOUT READING IT  
JUST BECAUSE OF THE  
USER WHO POSTED IT,  
OR AN EYE-POPPING  
HEADLINE?



[www.thesciencepost.com](http://www.thesciencepost.com)

published an article titled, "**70% OF FACEBOOK USERS ONLY READ THE HEADLINE OF SCIENCE STORIES BEFORE COMMENTING.**" Although, the body of the article contained nothing more than a placeholder text, it was shared 46,000 times.

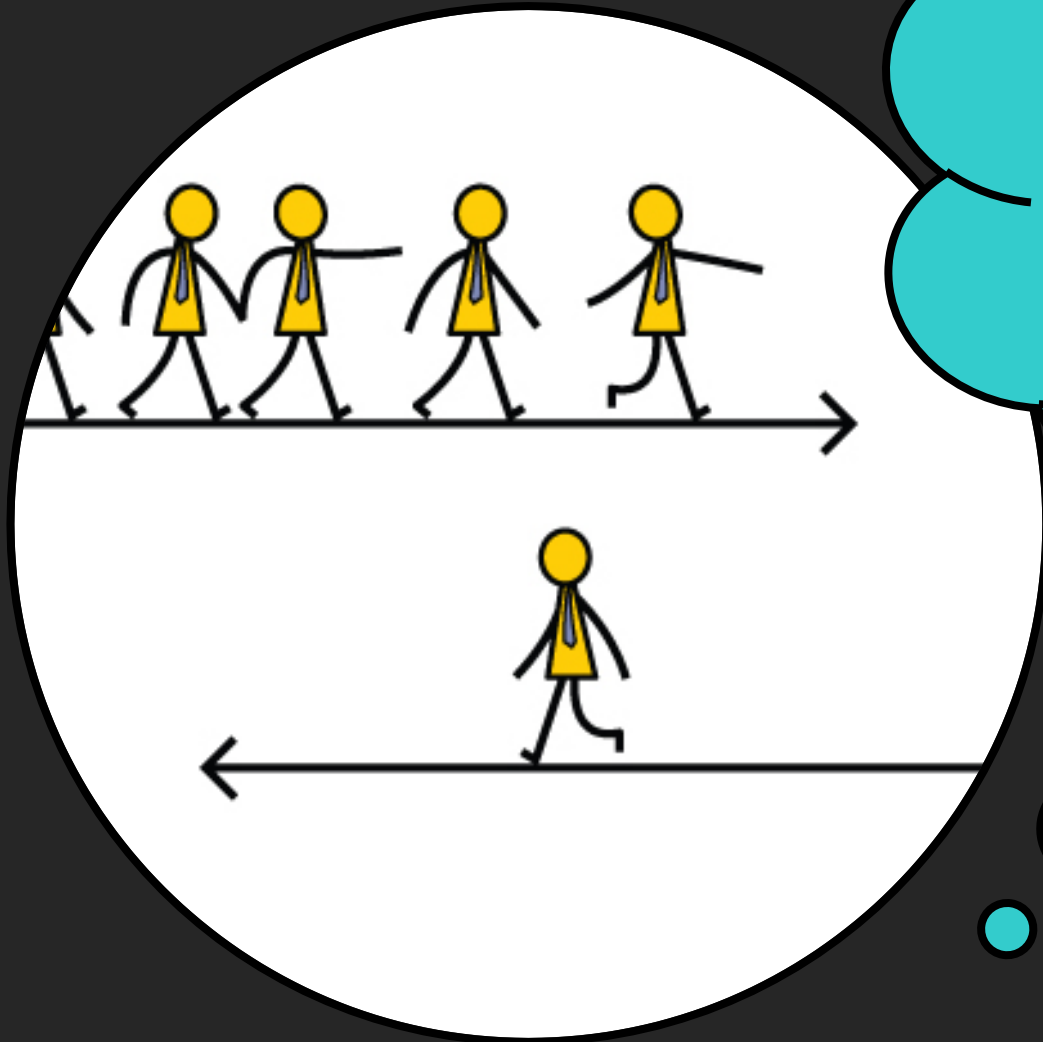
Research carried out by Columbia University and the French National Institute found that **ALMOST 60% OF LINKS** on social media are shared without being read.  
<https://www.marketingdive.com/news/study-59-of-readers-will-share-this-link-on-social-media-without-actually/421194/>

## **DID YOU KNOW?**

Studies show that we **LIKE** to confirm something about ourselves. Based on our **LIKE**, it's easy to tell whether we're white or black, gay or straight, liberal or conservative. As Josh Collins, speaker, said, "Why do we like and share on Facebook? Because we want to say 'me too'." [Quicksprout research]

<https://www.business2community.com/infographics/the-psychology-behind-the-facebook-like-infographic-01276048>





**2. HAVE YOU  
EVER REMOVED A FRIEND  
ON A SOCIAL MEDIA SITE  
BECAUSE YOU FOUND  
HIS/HER FRIENDS  
EMBARRASSING OR  
BOTHERSOME?**



**WHAT DO  
YOU THINK OF  
THE FOLLOWING  
RESULTS?**

According  
to Pew Research Center,  
**58% OF TEENS HAVE  
UNFRIENDED SOMEONE**  
they used to be friends with.

<https://www.pewresearch.org/internet/2015/08/06/chapter-5-conflict-friendships-and-technology/>

NM Incite asked  
1,865 Facebook users why they  
remove friends. **23% OF THEM  
REMOVE FRIENDS FOR  
DEPRESSING COMMENTS,  
AND ALMOST 10% UNFRIEND  
SOMEONE JUST BECAUSE  
THEY DON'T LIKE THEIR  
FRIENDS.**

<https://marketingland.com/infographic-on-facebook-we-friend-real-friends-1854>



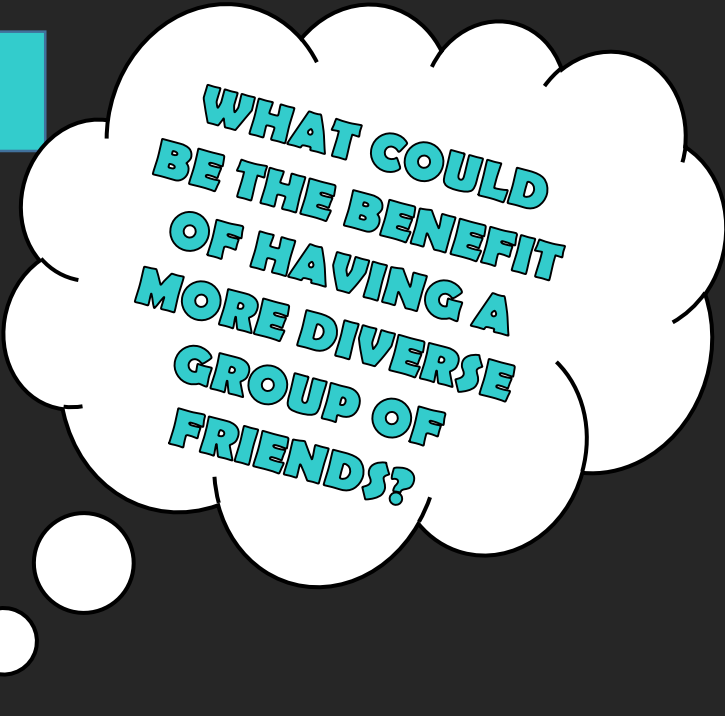
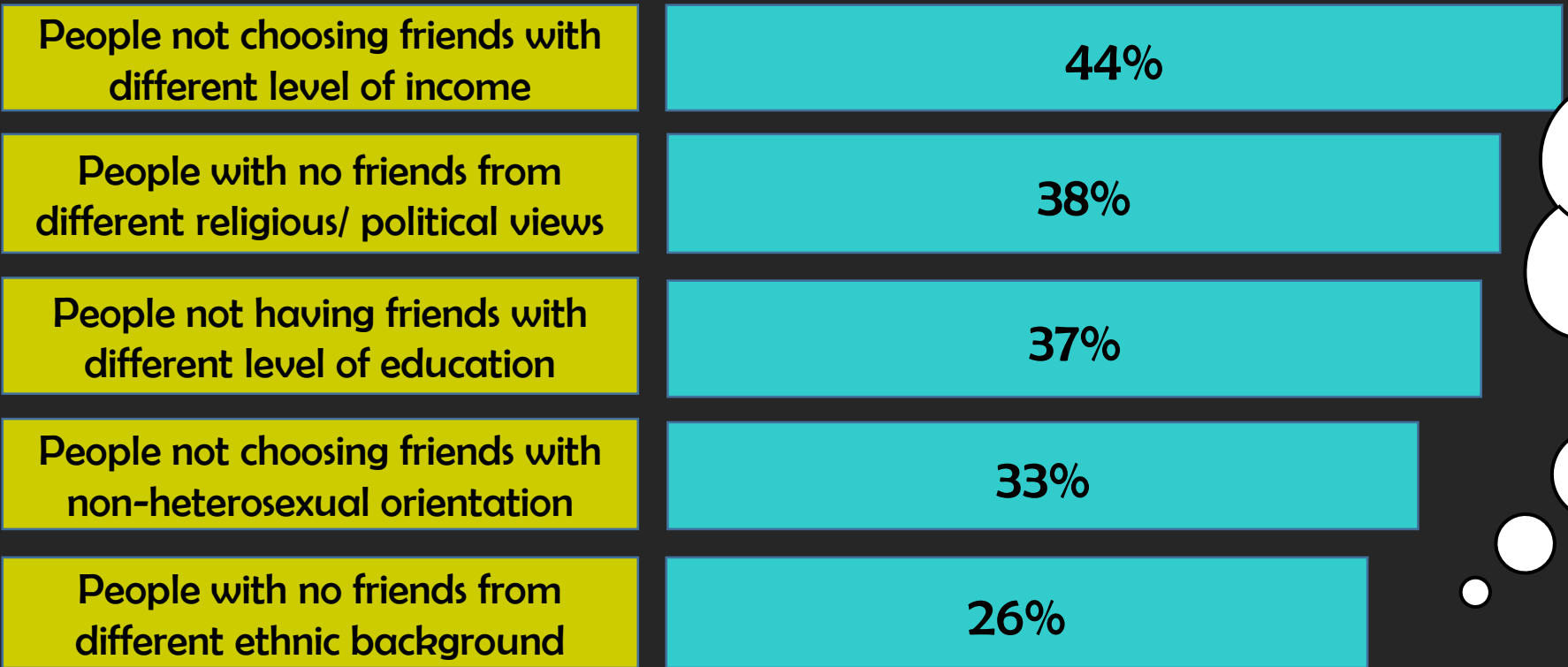
**3. DO YOU MOSTLY  
HANG OUT WITH LIKE-  
MINDED FOLKS  
AVOIDING CONTACT  
WITH THOSE WHO DON'T  
FIT IN YOUR SOCIAL  
CLUB?**



# LOOK AT THE RESULTS OF RESEARCH CARRIED OUT BY BARNAGROUP IN THE USA AND NEW YOUNGOV IN THE UK ON PATTERNS HOW WE CHOOSE OUR FRIENDS.

<https://www.barna.com/research/friends-loneliness/>

<https://yougov.co.uk/topics/politics/articles-reports/2018/05/03/one-third-white-britons-dont-have-any-friends-ethn>



**4. HAVE YOU  
EVER REACTED TO A  
POST WITH LOVE OR  
ANGRY EMOTICONS  
ON GLOBAL WARMING,  
MIGRANTS, OR GAY  
RIGHTS JUST TO  
IMPRESS YOUR  
PEERS?**



Pew Research Center  
has been studying the online  
behaviour of teens and found that  
**39% OF TEENS FEEL A LOT OF  
PRESSURE TO ONLY POST CONTENT  
ON SOCIAL MEDIA THAT MAKES  
THEM LOOK GOOD TO OTHERS, OR  
TO POST CONTENT THAT WILL GET  
COMMENTS AND LIKES.**

<https://www.pewresearch.org/fact-tank/2015/08/06/6-key-takeaways-about-teen-friendships-in-the-digital-age/>

### **YOU SHOULD KNOW!**

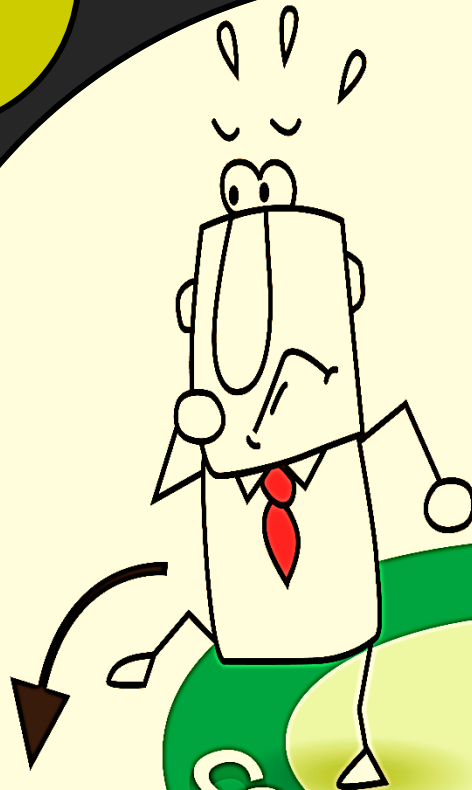
Certain algorithms of social  
media platforms take note of the last  
interactions you've had and  
**OFFER CONTENT FROM THE SAME  
USERS OR PAGES IN YOUR FEED.**

So if you read a post on Covid-19 in the  
morning, the next day you will  
probably meet posts on the same  
issue in your feed.

<https://buffer.com/resources/understanding-facebook-news-feed-algorithm/>

If you've answered  
**NO** 2 or 3 times, your  
social bubble is really thin  
to let you grow in your  
stretch zone.  
**CONGRATS!**

If you've answered  
**YES** 2 or 3 times, your  
social bubble is really thick,  
you need to **GET OUT**  
**OF YOUR COMFORT**  
**ZONE!**



**COMFORT ZONE**



## **EXERCISE 4**

### **VOCABULARY**

Match the sentence halves  
to create expressions that  
you have heard in  
the video.

<https://learningapps.org/display?v=pu0440vak20>



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