

AI Algorithms

How Well Do They

Know You?

Usually after watching a video on YouTube or when opening TikTok, these apps feed us what we want to see.



But how are these apps so good at knowing?

They are using recommendation algorithms, which are a type of artificial intelligence (AI) that decides what content to show for someone.

How do these algorithms recommend content?



AI is trained on data like things we watch, like, comment, and share then show us content they think we'll like.



They also consider what everyone else is liking and watching, too.



Tech companies keep their algorithms top secret so it's hard to know exactly how they work.



Did you know?

By showing us things we like, companies keep us using the app as long as possible so they can make more money.

We end up in a bubble of seeing things we already know and like, and we miss out on discovering new and different stuff

How can you make algorithms "work" better for you?

tip

01

Be mindful of how algorithms work by questioning why am I seeing this content?

tip

02

Think before you like and share something.

tip

03

Use your voice, be a creator of content and have conversations with others.