



DIGI-Story

Digital Storytellers:
Empowering Youth
Through Media Literacy
and Transmedia

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ONLINE BEHAVIOUR GUIDE

Module 5
Content Personalization and Algorithms



Co-funded by
the European Union

What you will find in the guide?

Module 1



Internet & Social Network Usage Habits

The dopamine loop, variable rewards, the attention economy, and digital minimalism.

Module 2



Information and Disinformation

Lateral reading, the psychology of viral content, AI deepfakes, and active bystander intervention.

Module 3



Responsible Content Consumption and Production

The power of the prosumer, digital empathy, copyright, and the Transmedia storytelling canvas as a creator's checklist.

Module 4



Data Protection and Online Safety

The value of data, phishing, and artificial intelligence in scams, along with a security comparison of iOS vs. Android.

Module 5



Content Personalization and Algorithms

Collaborative and content-based filtering, implicit data collection, echo chambers, and algorithmic bias.

Module 6



Digital Footprint and Privacy Management

Active vs. passive footprint, the illusion of privacy, digital reputation, and the Green digital footprint.

Navigation in the Guide

Introduction



Key Learning Objectives



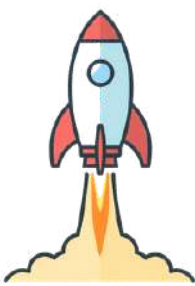
Challenge



Content of the Module



Call for Action



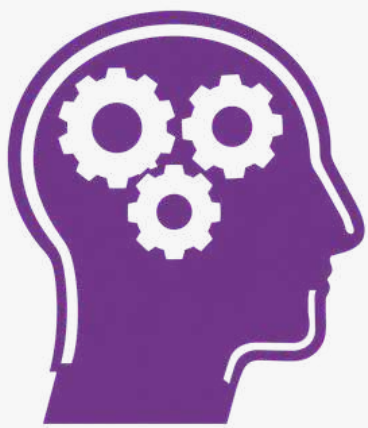
Additional Resources



Module's
overview

Module 5





Content Personalization and Algorithms



Introduction

Every time you unlock your phone, an invisible editor

an algorithm

reshapes your digital world in real-time.

Whether it's TikTok, Spotify, or online shopping, matchmaking robots analyze your habits with one goal:

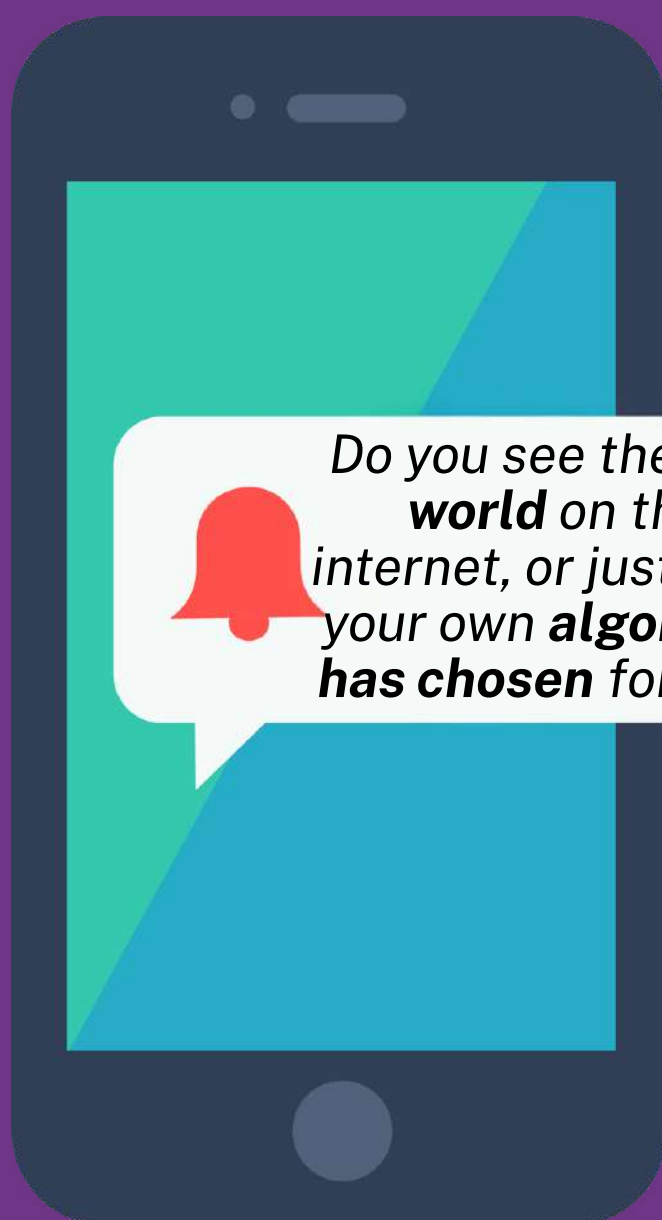
to hook your attention.

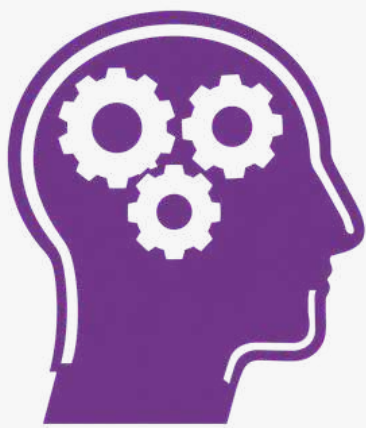
While hyper-personalization is convenient, it slowly

traps you in filter bubbles

of repeating opinions.

It's time to look under the hood and reclaim control over your feed!





Content Personalization and Algorithms



Key Learning Objectives



WHY It is important

- Algorithms secretly decide what you see, buy, and what you *think* about every day.
- Tailored content saves you *time*, but it traps you in a bubble where you lose *critical thinking*.
- Online behaviour *shapes* the recommendations you receive and the information you trust.
- Understanding *algorithmic risks* helps you make more *informed and independent decisions* online.



WHAT You will learn

- Understand the business *purpose of recommender systems* and the mechanisms they use to *hook you*.
- Recognize how social media *categorize you* and how to *break out of those boxes*.
- Learn how your behaviour *influence algorithms* and how to build *healthier digital habits*.
- Recognize *filter bubbles, algorithmic bias, and misinformation*, and apply practical strategies to *take control*.

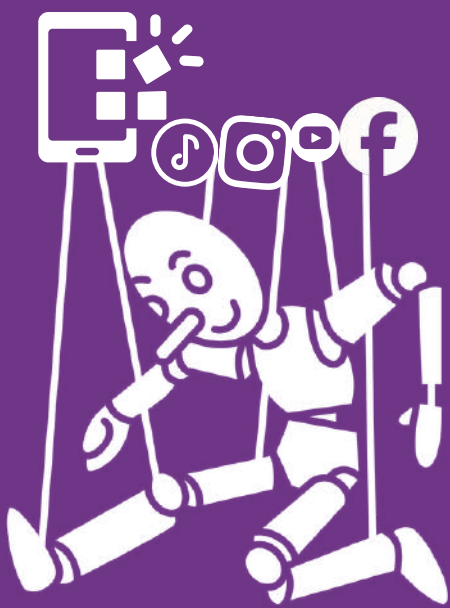




Content Personalization and Algorithms



Challenge



**CHALLENGE
YOUR FREE
WILL!**



You must learn to distinguish useful recommendations from strictly manipulative design, bringing critical thinking back into the driver's seat.

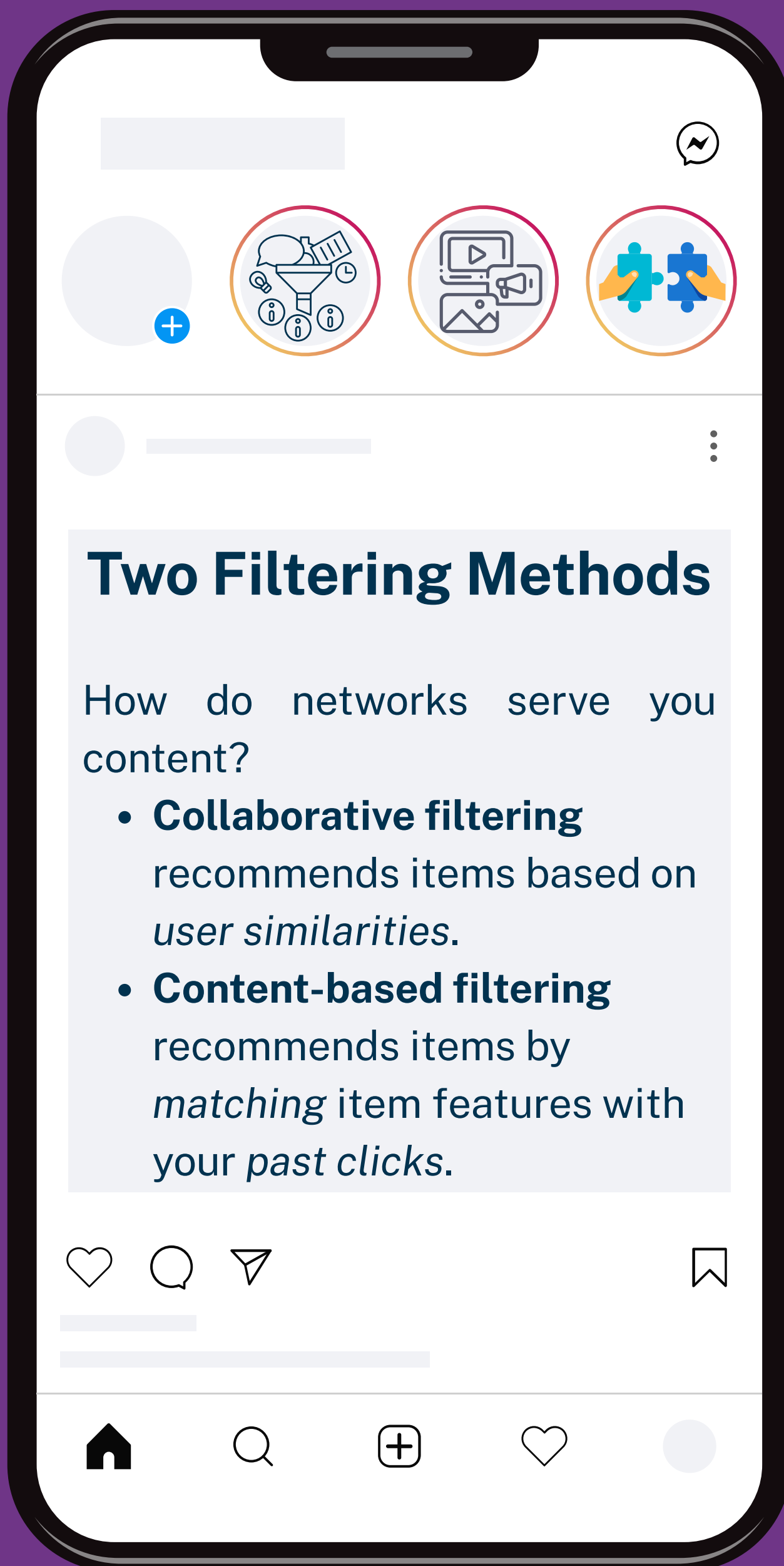
Your challenge is to *understand that although you feel you have free will online, invisible systems have long been guiding your choices.*



Content Personalization and Algorithms



Content of the Module



Two Filtering Methods

How do networks serve you content?

- **Collaborative filtering** recommends items based on *user similarities*.
- **Content-based filtering** recommends items by *matching* item features with your *past clicks*.



Challenge

Call for action

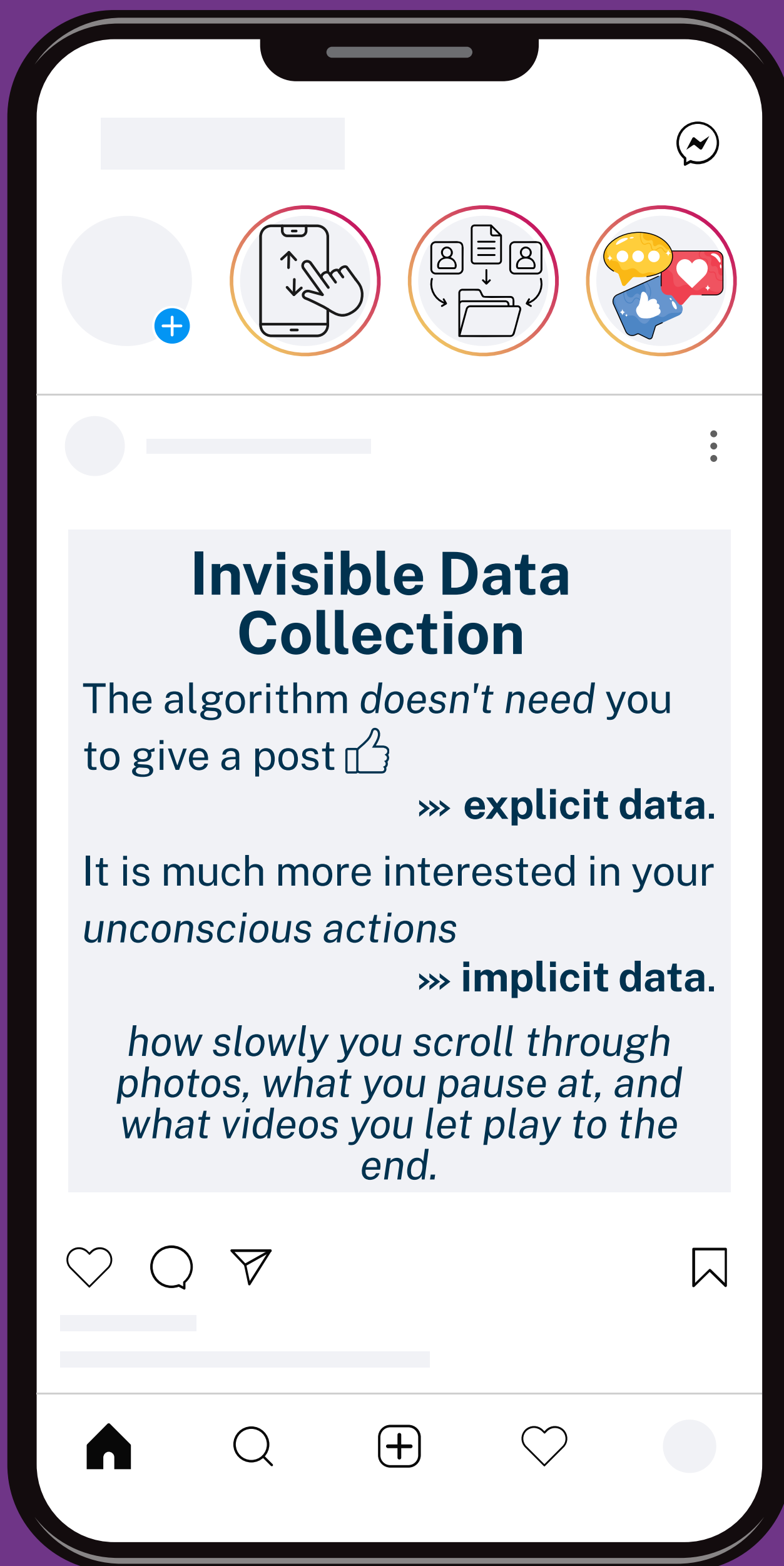




Content Personalization and Algorithms



Content of the Module



Challenge

Call for action

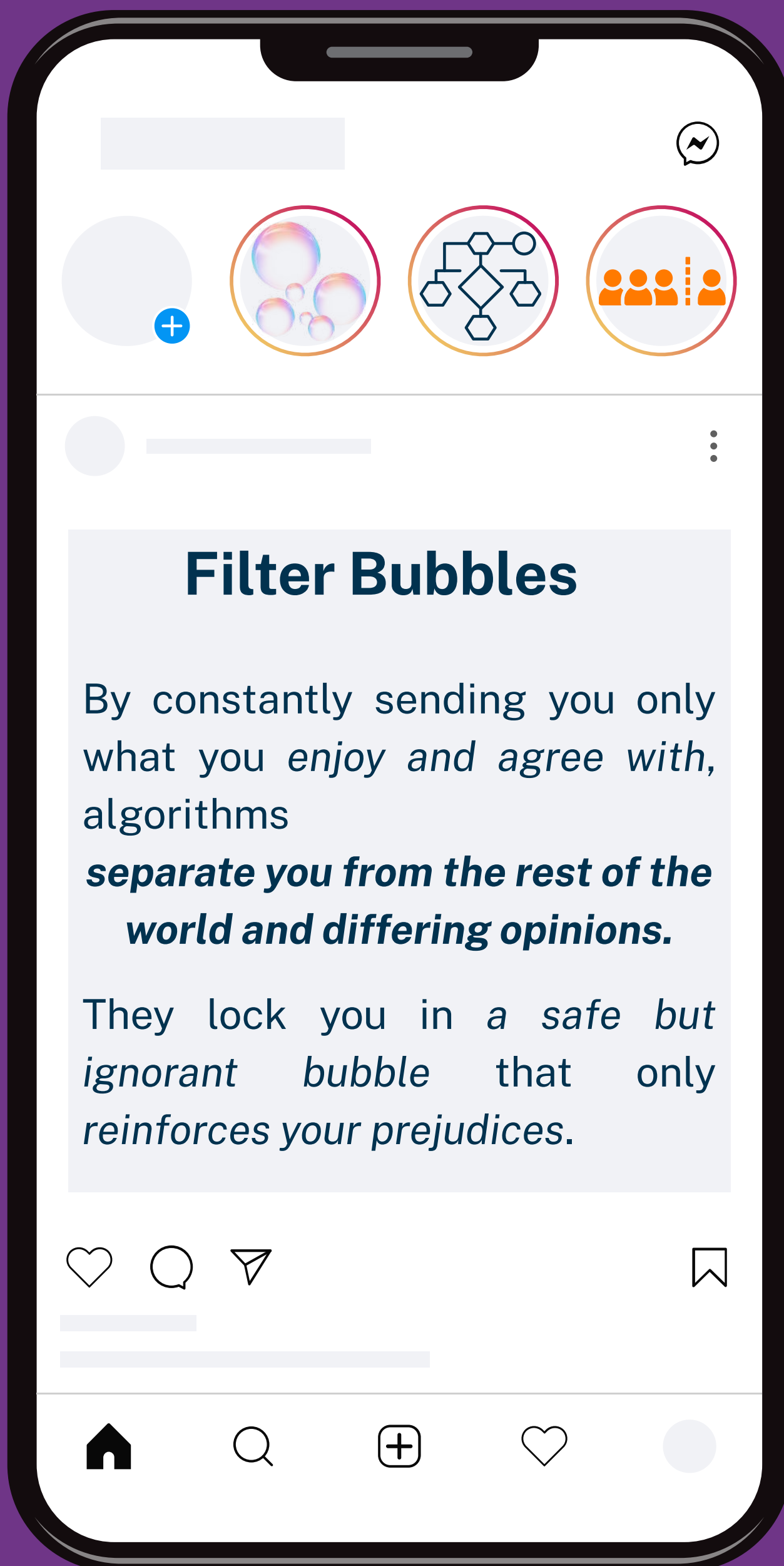




Content Personalization and Algorithms



Content of the Module

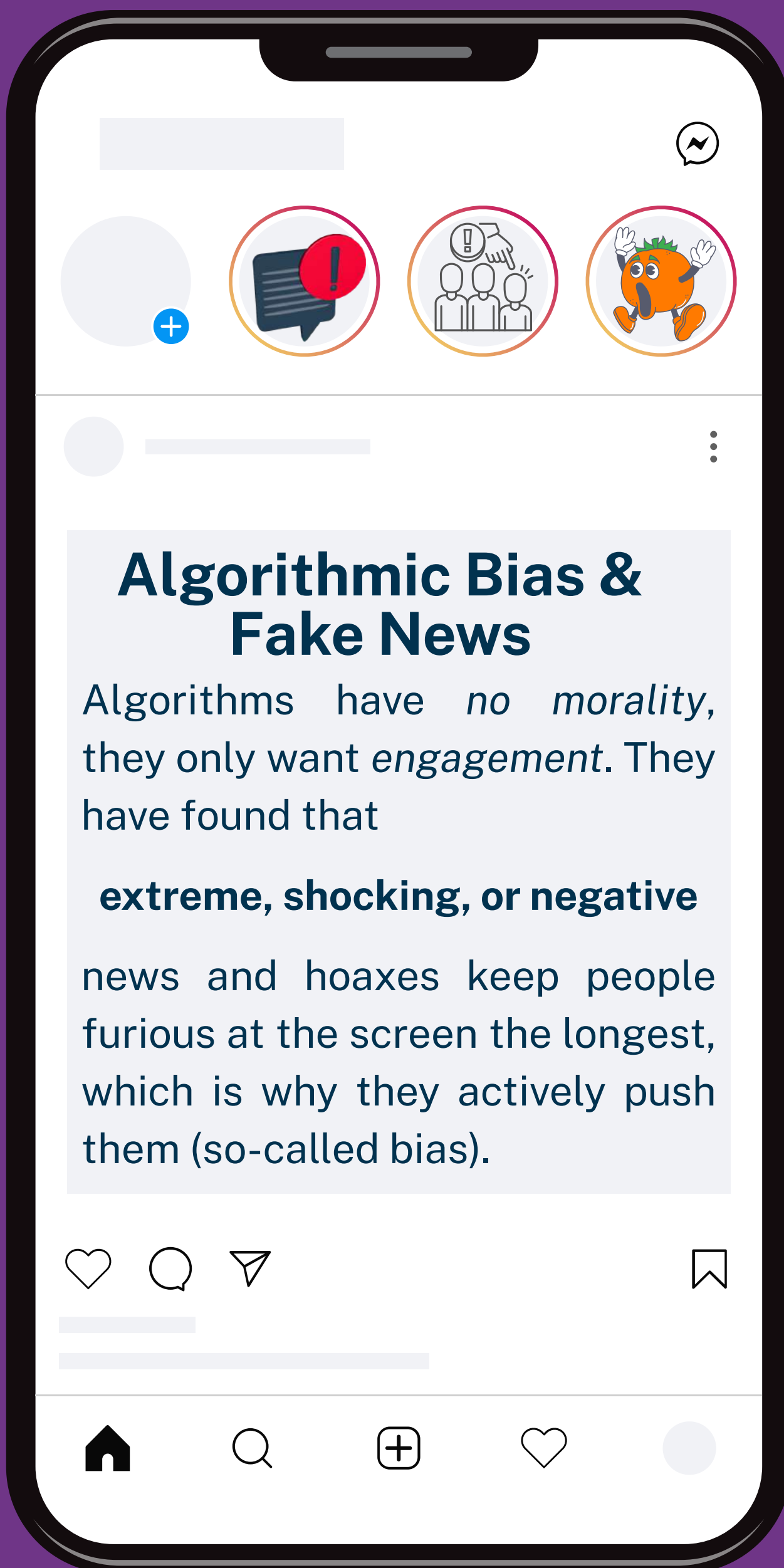




Content Personalization and Algorithms



Content of the Module



Challenge

Call for action





Content Personalization and Algorithms



Call for Action

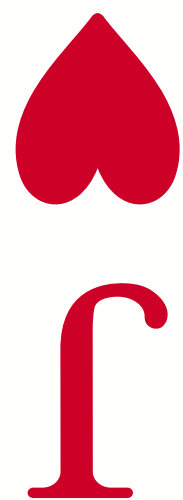
My Algorithm Feed

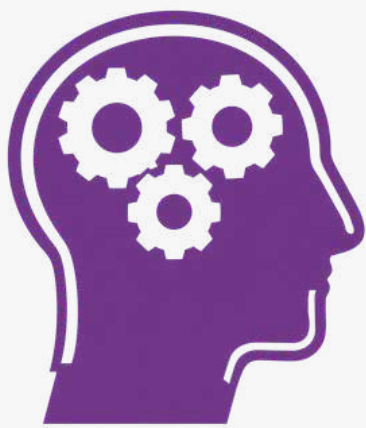


Open   >> review 5 randomly recommended videos.

Identify patterns in your behaviour that influenced the algorithm and analyze manipulative elements.

- **Emotional Language**
Words designed to provoke feelings instead of facts.
- **Lack of Sources**
Missing links, expert quotes, or evidence.
- **Clickbait Elements**
Sensationalized headlines pure designed to farm attention.





Content Personalization and Algorithms



Call for Action

Collaborative vs. Content-Based Filtering



Next time you are on Netflix or Amazon, analyze your recommendations.

Which recommendations are based on

»» *what similar users watched*
collaborative,

»» *the characteristics of the items you clicked*
content-based?

Think about which system
***traps you* in a bubble faster.**





Content Personalization and Algorithms



Call for Action

Break Your Bubble

K



Start intentionally **confusing the algorithm!**

Deliberately *follow* creators or politicians with completely *opposite opinions* to yours.

Go to your app settings and *clear* your watch and search *history*.

The algorithm will lose your trail and start building your profile from scratch.



K





Content Personalization and Algorithms

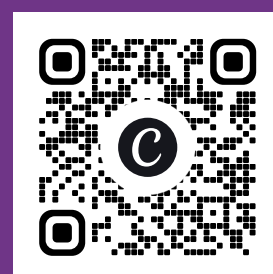
Additional Resources

Scan or click to explore more!



TED Talk: Eli Pariser - Beware online filter bubbles

A great hub loaded with tools, insights, and resources to help you build a healthier, more intentional relationship with your screens.



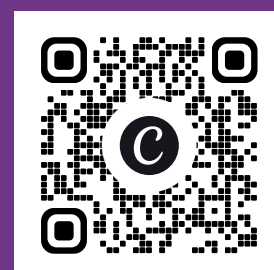
New America - Algorithmic Recommendation Systems

Detailed breakdowns of how recommendation systems on YouTube, Netflix, and Amazon evaluate your data to customize information.



UOC Article on Personalization

A deeper Spanish article exploring the psychological and technical mechanics of algorithmic personalization and its impact on users.



Coordinator

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Partners

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Storytellme - Portugal



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