

Inside the Algorithm

How Social Media Shapes What We See, Think, and Believe





About WIHA

- **Mission:** To improve the health and well-being of all people as we age by disseminating evidence-based programs and practices and by engaging in collaborative public health strategies in Wisconsin and beyond.
- <https://wihealthyaging.org>
- **Age Well Newsletter**



Introduction to Speaker

Dietram Scheufele

Investigator and Vilas
Distinguished Achievement
Professor in the Morgridge
Institute for Research, UW
Madison



UW-MADISON
LSC

Dietram Scheufele
Investigator – Morgridge

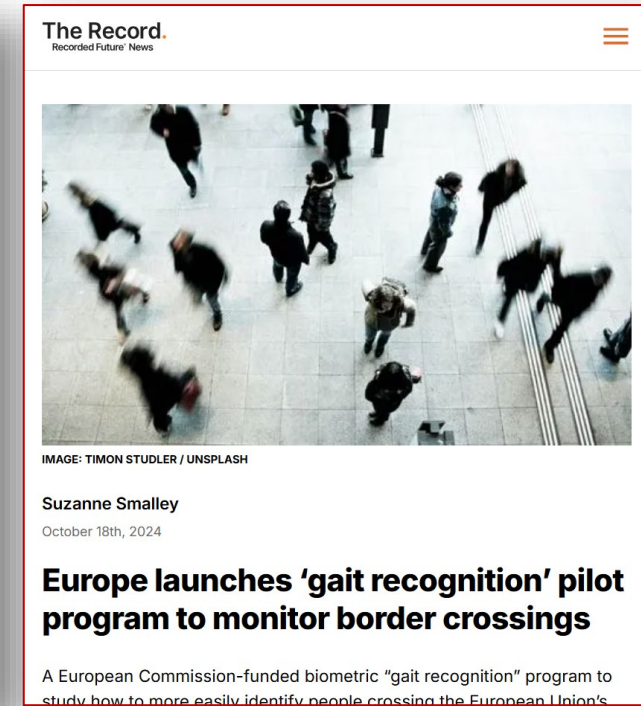


- Our new normal of “wicked” technologies
- Algorithmic information ecologies
- A few challenges (and opportunities) ahead?

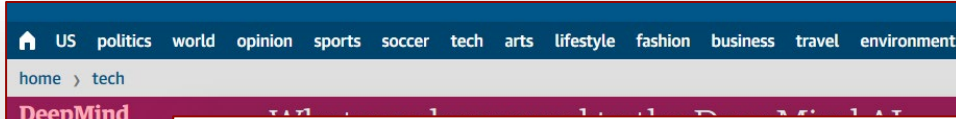


- **Our new normal of “wicked” technologies**
- Algorithmic information ecologies
- A few challenges (and opportunities) ahead?

“WICKED PROBLEMS” – POLICY DILEMMAS THAT SCIENCE CAN INFORM BUT NOT SOLVE



AI: A LOT HAS HAPPENED SINCE WE FIRST CROSSED COMPUTATIONAL AND STORAGE THRESHOLDS ...



THE NOBEL PRIZE

Nobel Prizes & laureates About Stories Educational Events & museums

Nobel Prize in Chemistry 2024

Demis Hassabis Facts



Demis Hassabis
Nobel Prize in Chemistry 2024

Born: 27 July 1976, London, United Kingdom

Affiliation at the time of the award: Google DeepMind, London, United Kingdom

Prize motivation: “for protein structure prediction”

Prize share: 1/4

© Nobel Prize Outreach.
Photo: Clément Morin

Summary

Laureates

- David Baker
- Demis Hassabis

- Facts
- Nobel Lecture
- Prize presentation
- Interview
- Nobel diploma
- Photo gallery
- Other resources

John Jumper

Prize announcement

EVEN WHEN WE ANTICIPATE WICKEDNESS, THINGS ARE OFTEN A LOT MORE COMPLICATED THAN WE THINK

REUTERS

My View Following Save

Healthcare & Pharmaceuticals

Vertex/CRISPR price sickle cell disease gene therapy at \$2.2 mln

Reuters
December 8, 2023 12:58 PM CST · Updated 3 months ago

Dec 8 (Reuters) - Vertex Pharmaceuticals (VRTX.O) and its CRISPR Therapeutics (CRSP.BN) said on Friday their sickle cell disease gene therapy would be available at a list price of \$2.2 million in the United States. Bluebird bio (BLUE.O) said it has set a list price of \$3.1 million for its Lyfgenia, for the condition. Both the therapies were approved by the U.S. health regulator. Reporting by Bhanvi Satija in Bengaluru

Our Standards: [The Thomson Reuters Trust Principles](#)

The Washington Post
Democracy Dies in Darkness

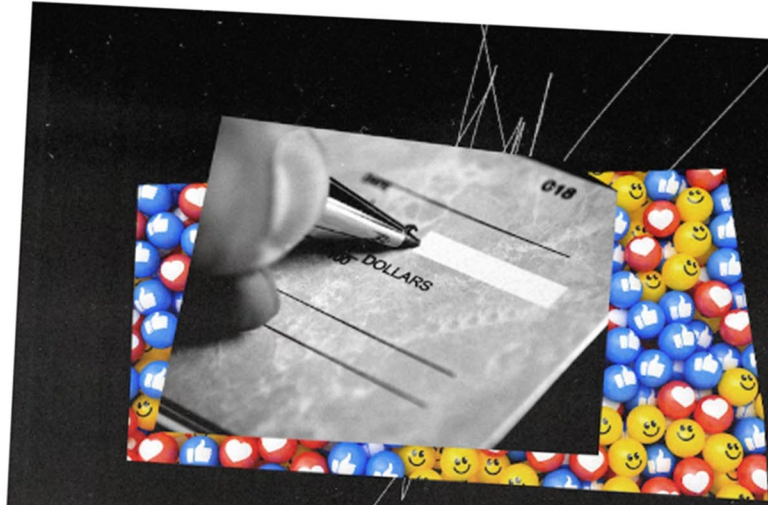
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TECH Help Desk Artificial Intelligence Internet Culture Space Tech Policy

Big Tech funds the very people who are supposed to hold it accountable

As big technology companies like Google and Meta fund researchers, they are expanding their influence on the scientific community.

By [Joseph Menn](#) and [Naomi Nix](#)
Updated December 7, 2023 at 1:50 p.m. EST | Published December 6, 2023 at 11:11 a.m. EST



(Illustration by The Washington Post; iStock)

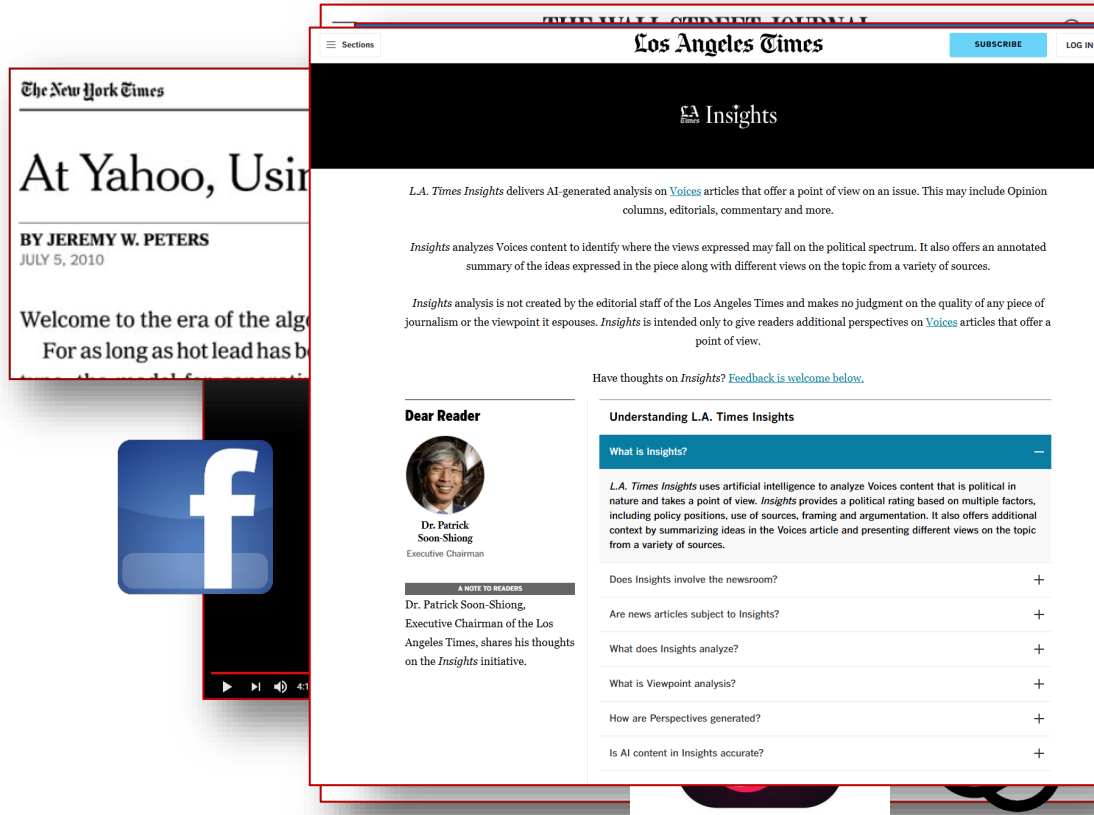
Listen 12 min Share Comment Save

“Of 33 professors whose funding could be traced who wrote on AI ethics for the top journals *Nature* and *Science* ... all but one had taken grant money from the tech giants or had worked as their employees or contractors.”



- Our new normal of “wicked” technologies
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ALGORITHMIC INFORMATION ENVIRONMENTS HAVE ALWAYS BEEN *DESIGNED* TO EXPLOIT OUR BIASES



- Social media platforms maximize user engagement, not truth ...
 - Exploit limits of human cognition
 - Predictively model behavior
 - Narrowcast news toward human preferences and echo chambers
 - AI-generated content creation and tailoring to audience preferences

AN INEVITABLE AGE OF POST-SYNTHETIC REALITY

Cacciatore, M. A., Scheufele, D. A., & Iyengar, S. (2016). The end of framing as we know it . . . and the future of media effects. *Mass Communication and Society*, 19(1), 7-23. doi:10.1080/15205436.2015.1068811



The Verge / Tech / Reviews / Science / Entertainment / AI / More +

ARTIFICIAL INTELLIGENCE / TECH / OPENAI

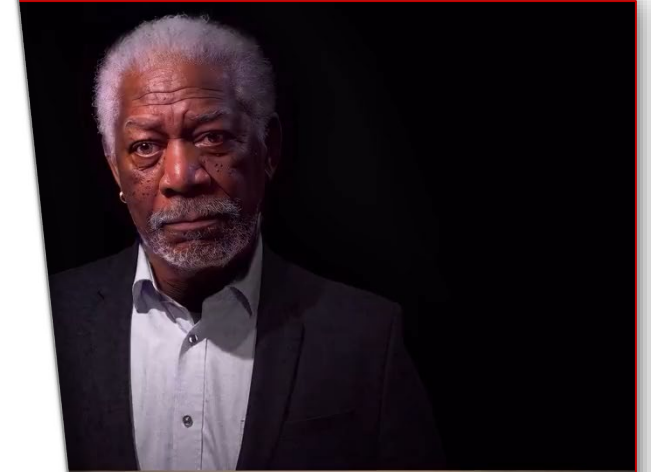
OpenAI's voice cloning AI model only needs a 15-second sample to work

Called Voice Generation, the model has been in development since late 2022 and powers the Read Aloud feature in ChatGPT.

By [Emilia David](#), a reporter who covers AI. Prior to joining The Verge, she covered the intersection between technology, finance, and the economy.

Mar 29, 2024, 6:10 PM CDT

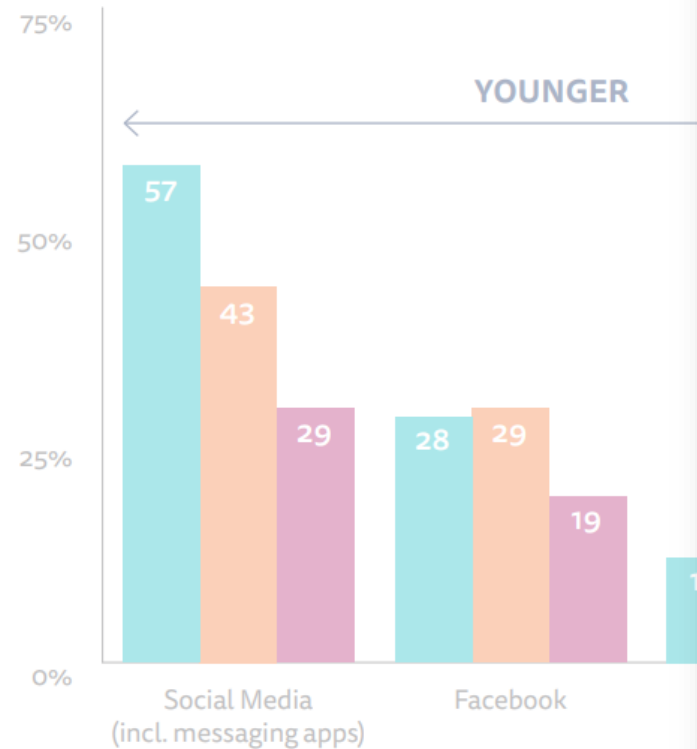
52 Comments (52 New)



AT THE SAME TIME, ALGORITHM-FREE NEWS IS DYING OUT

<https://reutersinstitute.politics.ox.ac.uk/sites/de>

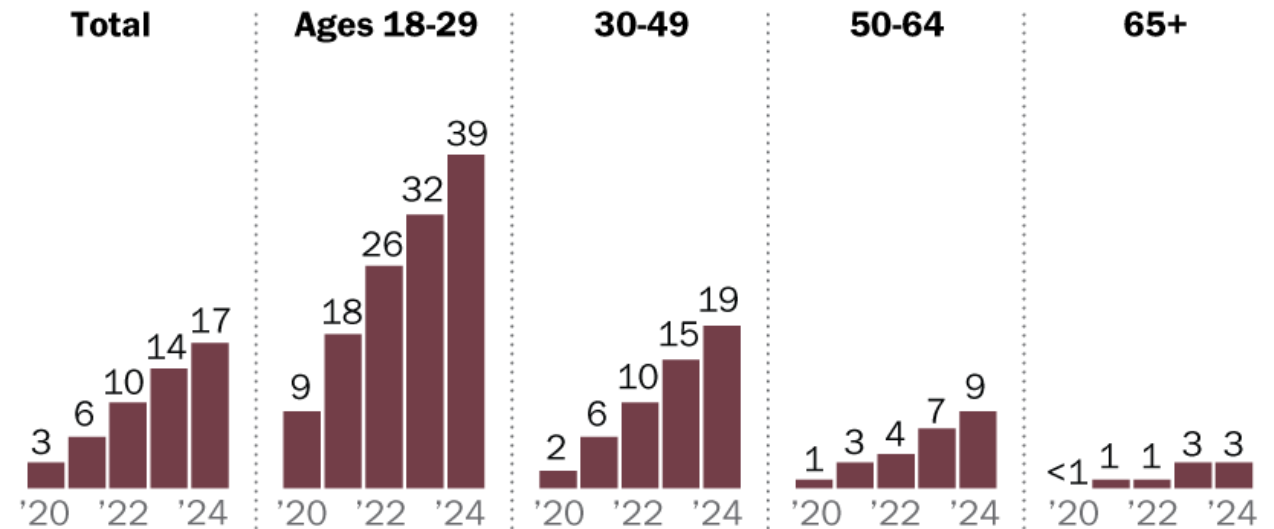
PROPORTION THAT USES EACH DURING FIRST CONTACT WITH NEWS IN
SELECTED MARKETS



Q9d_2016_rc5. You mentioned that your FIRST contact with news in 18-24/25-34/35+: selected countries = 842/1195/2982. Note: Data from U.S.

About 4 in 10 young adults in the U.S. now regularly get news on TikTok

% of U.S. adults who *regularly* get news from TikTok, by age group



Source: Survey of U.S. adults conducted July 15-Aug. 4, 2024.

PEW RESEARCH CENTER









- Our new normal of wicked science
- Algorithmic information ecologies
- **A few challenges (and opportunities) ahead?**
 - **AI-enhanced microtargeting**

“BESPOKE” AI: WHEN ALGORITHMS SUPERCHARGE OUR WORST INSTINCTS

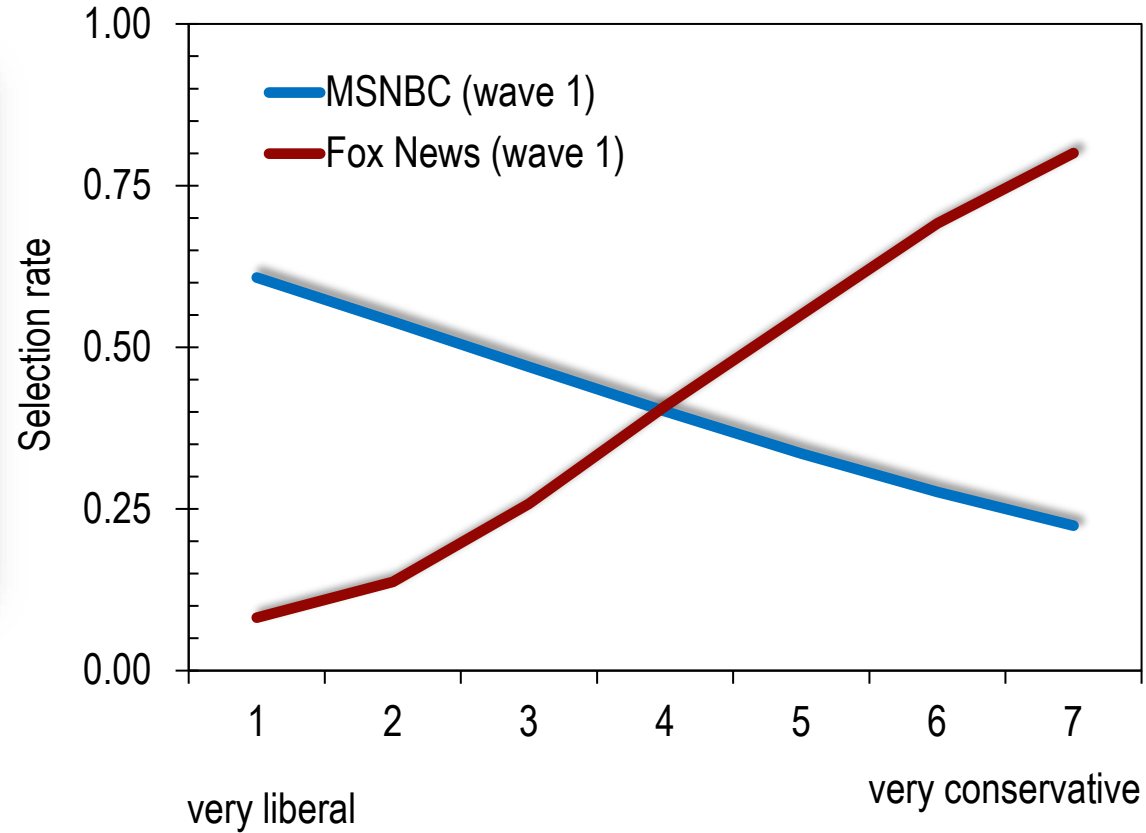
The screenshot shows an IBM blog article. At the top left is the IBM logo. Below it, a navigation bar contains the text 'Think' and a list of article titles: 'What is AI personalization?' (highlighted), 'Benefits of AI personalization', and 'How AI personalization wor...'. Below the navigation bar are two author profiles. The first is Molly Hayes, a Content Writer at IBM Consulting, with a circular profile picture. The second is Amanda Downie, an Inbound Content Lead at AI Productivity & IBM Consulting, also with a circular profile picture. The main content area begins with the title 'What is AI personalization?' followed by a paragraph: 'AI personalization refers to the use of artificial intelligence (AI) to tailor messaging, product recommendations and services to individual users. By analyzing data and learning from user behavior, AI-powered tools can create highly personalized encounters that enhance customer experiences and increase customer engagement.'

THE POWER OF SELECTIVE EXPOSURE ... EVEN FOR NON-CONTROVERSIAL SCIENCE




-  [U.S. bets on nanotechnology to aid economy - MSNBC](#)
U.S. start-ups are part of an ambitious effort to create a thriving high technology hub in the Midwest.
-  [Collaborating for profits in nanotechnology - Fox News](#)
Collaborations between small companies and venture finance firms in the field of nanotechnology are driving a \$225 billion market.
-  [Nanotechnology start-ups on the rise - CBC](#)
Deals between large companies and finance firms are turning nanotechnology into one of the mos closely watched start-up industries.
-  [Government considering new nanosilver regulations - MSNBC](#)
The federal government has recently shown intense interest in the safety of food and food packaging products containing nanomaterials.
-  [Debate over nanosilver regulations continues - Fox News](#)
As nanotechnology advance, it is likely that policy debates over regulating the use of nanosilver in everyday products will continue.
-  [New rules expected on safety of nanosilver products - CBC](#)
The guidelines are the most extensive effort yet to address vexing issues surrounding the rapidly expanding field of nanotechnology.
-  [Nanosilver under study by scientists - MSNBC](#)
Researchers look at what effect tiny substances found in products like food packaging and sunscreen may have on the environment.
-  [Nanosilver's effects on health and environment unclear, panel says - Fox News](#)
A recent study called for further investigation of the miniscule substances, which are found in products from makeup to food packaging.
-  [Study raises concerns about nanosilver - CBC](#)
Studies suggest that nanosilver may carry health risks similar to asbestos, but

WE'RE ALL GUIDED BY OUR WORST INSTINCTS




“BESPOKE” AI: WHEN ALGORITHMS SUPERCHARGE OUR WORST INSTINCTS




Think

What is AI personalization? Benefits of AI personalization

 **Molly Hayes**
Content Writer, IBM Consulting
IBM Blog

What is AI personalization?

AI personalization refers to the use of artificial intelligence in messaging, product recommendations, and user experiences. By analyzing data and learning from user behavior, companies can create highly personalized experiences and increase customer engagement.




[+ NEWS](#) [+ TECH](#) [+ GOOGLE](#)

Google is adding a new way to pick the news you see

A new feature in Google Search's top stories will allow you to pick the news outlets you see.

by [+ Emma Roth](#)
Aug 12, 2025, 11:00 AM EDT

[Link](#) [Facebook](#) [Twitter](#) | [6 Comments \(6 New\)](#)



AI

Google's Daily Listen AI feature generates a podcast based on your Discover feed

Aisha Malik — 8:03 AM PST · January 9, 2025

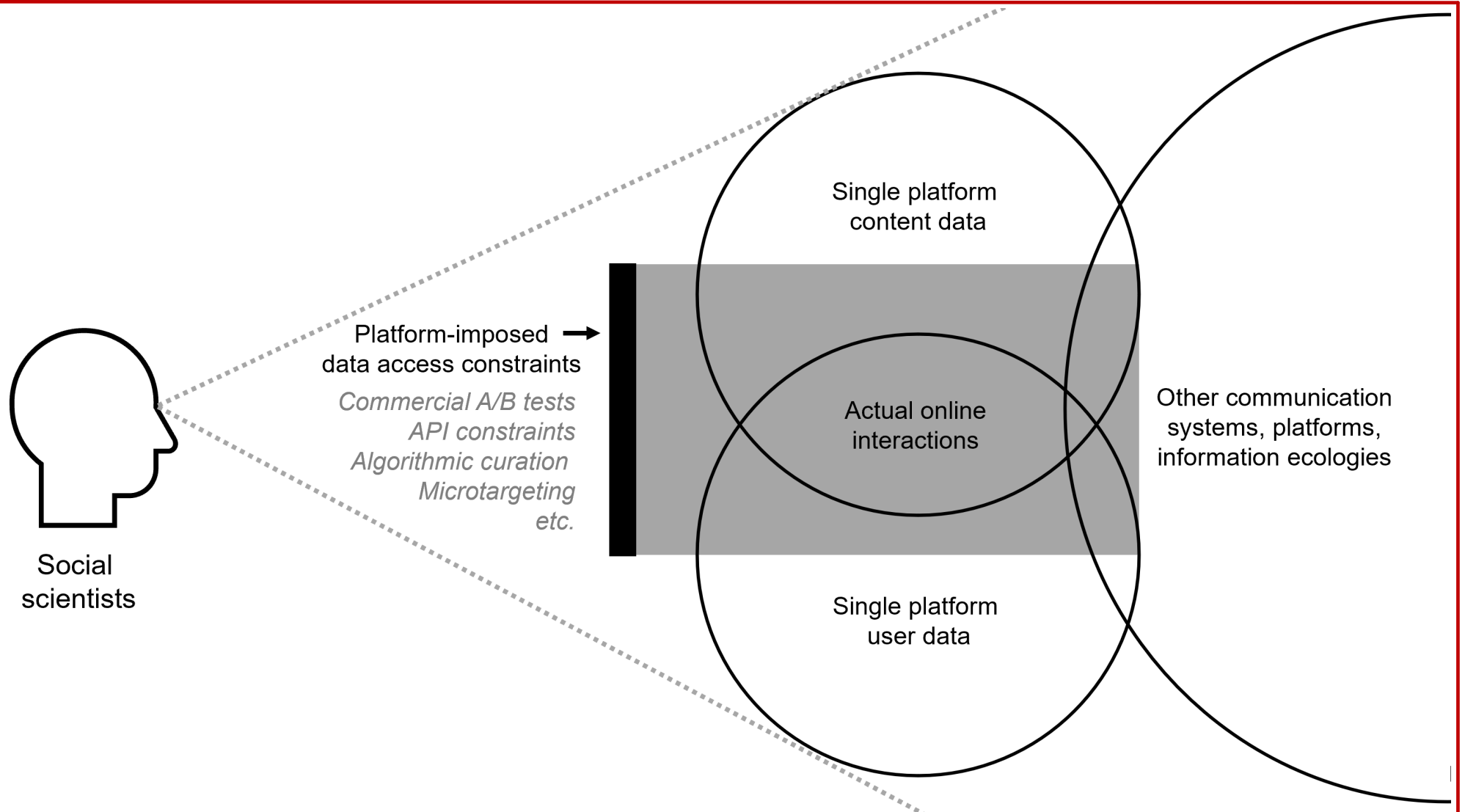
IMAGE CREDITS: SEAN GALLUP / GETTY IMAGES

Google is testing a new “Daily Listen” feature that automatically generates a podcast based on your Discover feed. The company confirmed to TechCrunch that Daily Listen is a personalized AI-powered audio experience that is designed to help you stay up to date on the topics you care about.



- Our new normal of “wicked” technologies
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- A few challenges (and opportunities) ahead?
 - **Data asymmetries for industry and academia**

THE INCONVENIENT TRUTH: WE ARE UNABLE TO SYSTEMATICALLY STUDY EFFECTS



EDITORIAL

Context matters in social media

Does the information that people see on social media influence their political views? Is it making people politically more divided? In July 2023, *Science* published three papers on an unprecedented study of the effects of social media and social media algorithms on political polarization during the United States 2020 presidential election. The authors, who included independent academics and Facebook employees, analyzed a massive dataset on the users of Facebook and Instagram whose news feed was filtered either by the site's default algorithm, which presents posts in a manner most likely to keep users on the site, or delivered chronologically in the order that they came in. The chronological feed led to users' spending less time on the site but did not substantially change their attitudes about politics. The finding has surprised many observers who thought that Facebook contributed to political division. Moreover, the studies signal that research on social media is complicated and requires even more attention.

"...research on social media... requires...more attention."

changed the active Facebook algorithm in a way that caused the platform to provide less polarizing and more reliable news. Indeed, when the emergency measures were in place, Facebook traffic to mainstream media outlets such as the Cable News Network, National Public Radio, and the New York Times increased.

In a response eLetter, the study's authors acknowledge that had Facebook tweaked its algorithm in a different way, the results of their study might have been different, but they also insist that the conclusions of the paper still stand. These are matters to be worked out with further research and attention to uncertainties about the algorithm that are now apparent. Because the authors made clear in the original paper that these kinds of changes could have affected the interpretation, *Science* is not correcting the paper but is posting a link

to this editorial on the paper to alert readers who may cite the work that the default algorithm was in flux during the experiment.

Although Facebook openly stated to the public, during the time period of the experiment, that emergency measures were being put into place, Michael Wagner, an "independent rapporteur" for the study, told the editor of this journal (H.H.T.) that he recalls no extensive discussion about the matter with the academic researchers. When asked if Facebook should have been more up front, Wagner noted that the current assertions about the potential effects of the measures on the experiment are "not a great look" and that "it doesn't do Facebook any favors in an environment where so many researchers, journalists, and social media platform skeptics are looking for things that Facebook has hidden from them."

Meta disagrees. In a statement for this editorial, Chad Kiewiet de Jonge, a research director at the company, Meta, insisted (to H.H.T.) that it had been forthcoming about the emergency measures to the researchers. And Meta stands behind Clegg's statements that the papers support the contention that Facebook does not feed polarizing content.

All parties agree that more work is needed. Although doing research with private companies raises many issues, the profound impact of social media on humanity and the treasure trove of data that the companies have accumulated are reasons to press on.

—H. Holden Thorp and Valda Vinson

H. Holden Thorp
Editor-in-Chief
Science journal
hthorp@aaa

Valda Vinson
Executive Editor
Science journal
vvinson@aaa

CAN PLATFORM COLLABORATIONS BE CLOSED TO REAL EFFECTS RESEARCH?

The New York Times

GIVE THE TIMES

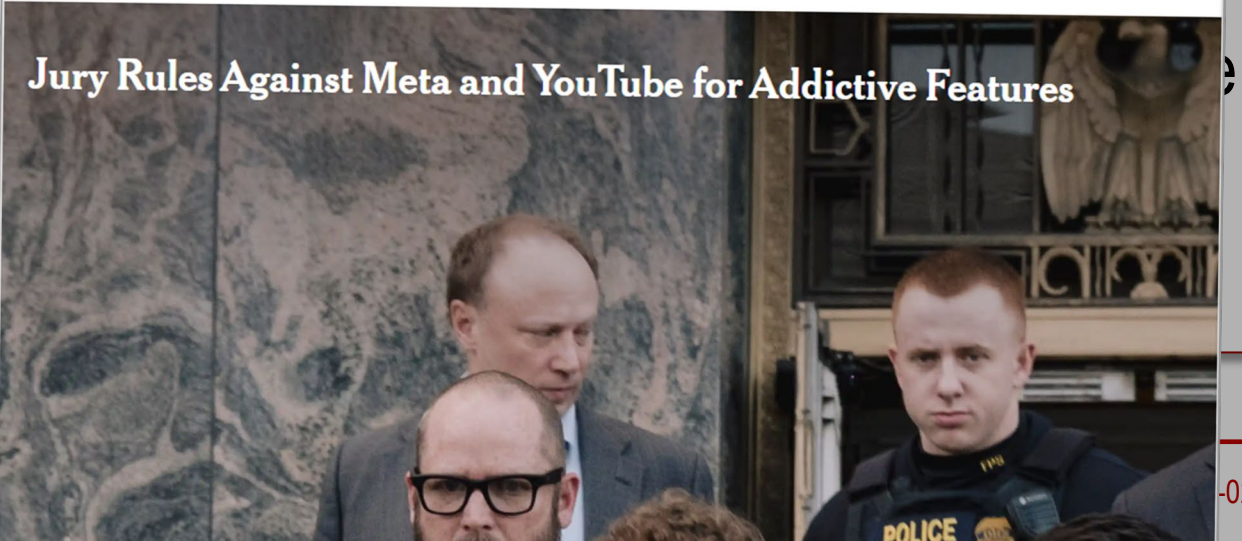
Social Media on Trial | Companies Found Negligent | Child Safety Trial Against Meta | Snapchat Investigated

Meta and YouTube Found Negligent in Landmark Social Media Addiction Case

A jury found the companies harmed a young user with design features that were addictive and led to her mental health distress.

Listen · 8:58 min

Share full article



Jury Rules Against Meta and YouTube for Addictive Features



- Our new normal of “wicked” technologies
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- A few challenges (and opportunities) ahead?
 - **Hallucinations vs. AI as an epistemic tool**

AI HALLUCINATIONS AS PROBABILISTIC (MIS)INFORMATION

Identifying Credible Sources
in Social Media: Principles

Raynard S. King, Jr.
Arnesen, MS, National Cancer Institute
Lazer, PhD, North Carolina State University
University of Pennsylvania

July 16, 2021

Disclaimer: The views expressed here are those of the authors' organization (NIH). The paper is not a product of the National Academies of Sciences, Engineering, and Medicine.

ABSTRACT | Social media has become a major source of health information. This paper examines the potential for misinformation and attributes the spread of health information to social media and attributes the spread of health information to social media. It discusses the likelihood of credible health information being shared on social media and the ethical considerations that arise from this. It also discusses the potential for misinformation to be spread on social media and the ethical considerations that arise from this.

Introduction

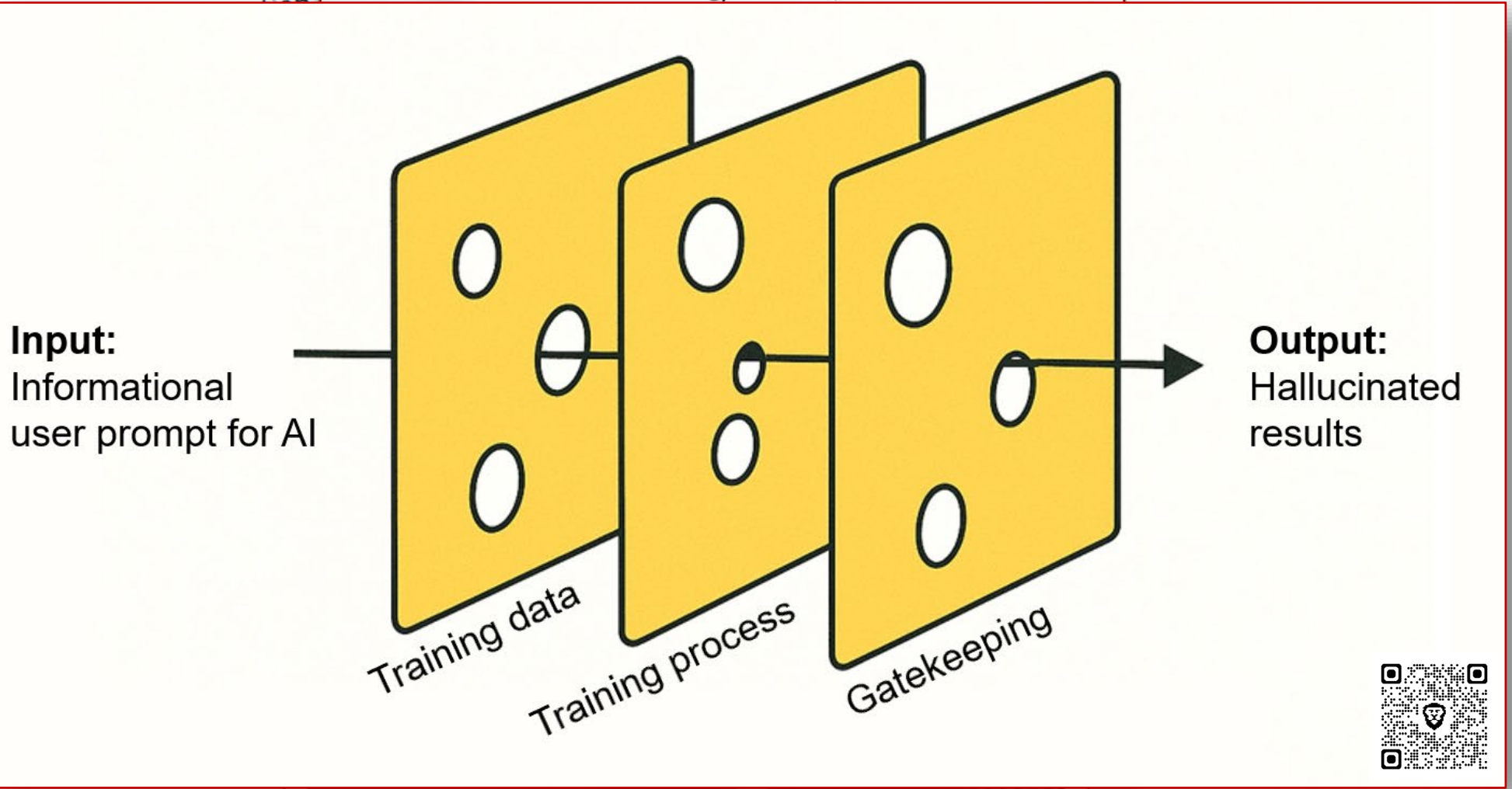
People seek, share, and consume information from a wide variety of sources, including professionals, influencers, family and friends, advertisements, and social media. Increasingly, people are turning to internet sources for information. In recent years, the

Home News
'Google story as
3 April 2025
Eleri Griffiths
BBC News

Ben Black publishes

Every year, journalist Ben Black publishes a playful fake website Cwmbran Life for April Fools' Day.

Since 2018 the 48-year-old has spun yarns including a Himalayan mountain to a nudist cold-water swimming club at a lake.



HALLUCINATIONS AS A PERSISTENT PROBLEM ... FOR LLMs AND ACADEMIA

R2.3: In the literature review, I ask that the authors provide a citation for “the comments section of Breitbart, for example, is littered with hate speech” (p. 2 of 51). I also think a brief context/history of Breitbart would be useful. I think there are also exceptional omissions including:

Brossard, D., Scheufele, D. A., Kim, E., & Lewenstein, B. V. (2009). The role of news and social media comments sections in shaping perceptions of scientific controversies. *Proceedings of the National Academy of Sciences*, 106(16), 4435-4440. <https://doi.org/10.1073/pnas.0901766106>

08/18/2025 -- GPT-5

SOME EPISTEMIC PROBLEMS ARE EASY TO FIX “JAGGED INTELLIGENCES” ARE TRICKIER

The Stanford Daily

News • Science & Technology


Stanford misinformation expert admits to ChatGPT ‘hallucinations’ in court statement



BUSINESS INSIDER

AI leaders have a new term for the fact that their models are not always so intelligent

By [Lakshmi Varanasi](#)





- Our new normal of “wicked” technologies
- Algorithmic information ecologies
- A few challenges (and opportunities) ahead?
 - **Ground truth and reality?**

IS THERE GROUND TRUTH OR REALITY? THE LEGAL, ARTISTIC, AND ECONOMIC

(Bench Opinion)

OCTOBER TERM, 2001

1

Syllabus

ABOUT US MEMBERSHIP OUR TECHNOLOGY POLICY WORK SUPPORT US RESOURCES NEWS

Full feature-length



Wisconsin Legislative Council ACT MEMO



Prepared by: Amber Otis, Senior Staff Attorney

April 5, 2024

2023 Wisconsin Act 224
[2023 Senate Bill 314]

**Possession of Virtual Child
Pornography**

BACKGROUND

State law prohibits the possession of child pornography. This prohibition applies to recordings of a “child,” defined as a person who has not attained 18 years of age. Specifically, the statutes prohibit a person from possessing, or accessing with intent to view, a recording of a child engaged in sexually explicit conduct if the person: (1) knows that he or she possesses or has accessed the material; (2) knows, or reasonably should know, that the material contains depictions of sexually explicit conduct; and (3) knows or reasonably should know that the child depicted in the material has not attained the age of 18.

2023 WISCONSIN ACT 224

2023 Wisconsin Act 224 creates a new crime, titled *Possession of virtual child pornography*, that prohibits certain acts relating to obscene material¹ that contains a “depiction of a purported child,” defined as a visual representation that appears to depict an actual child but may or may not depict an actual child.

Specifically, the new crime prohibits receiving, distributing, producing, or possessing, or accessing in any way with the intent to view, obscene material that contains a depiction of a purported child engaging in sexually explicit conduct, if the person: (1) knows that he or she received, distributed, produced, possessed, or accessed the material; and (2) knows, or reasonably should know, that the material contains a depiction of a purported child engaging in sexually explicit conduct.

Under the act, violations of the new crime are punishable as a Class D felony or, if the actor is under 18 years of age when the offense occurs, a Class I felony. The act imposes consequences for violations of the new crime that are similar to those that apply when an individual is convicted of possession of child

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STATES

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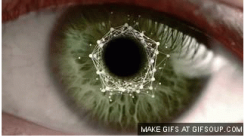
SOCIETAL IMPACTS OF AI WILL FAR EXCEED OUR CURRENT IMAGINATION

Medium Search Write


Google's AI can see through your eyes what doctors can't

Susan Ruyu Qi · Follow
Published in Health.AI · 2 min read · Nov 26, 2018

141



Can you tell from the photo below if the patient is male or female?



Google's AI can tell gender by simply looking at a retinal photo like this one

Human ophthalmologists can only take a guess, and there is a 50:50 chance

The Record
Recorded Future News




IMAGE: TIMON STUDLER / UNSPLASH

Suzanne Smalley
October 18th, 2024

Europe launches 'gait recognition' pilot program to monitor border crossings

A European Commission-funded biometric "gait recognition" program to study how to more easily identify people crossing the European Union's

The Economist

Weekly edition The world in brief War in the Middle East War in Ukraine United States The world economy Business

Leaders | Get used to it

With Manus, AI experimentation has burst into the open

The old ways of ensuring safety are becoming increasingly irrelevant

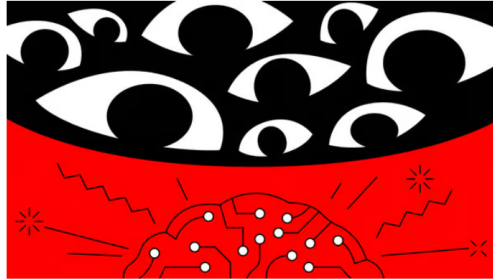


ILLUSTRATION: ROSE WONG

Mar 13th 2025

Listen to this story

0:00 / 0:00

WATCHING THE automatic hand of the Manus AI agent scroll through a dozen browser windows is unsettling. Give it a task that can be accomplished online, such as building up a promotional network of social-media accounts, researching and writing a strategy document, or booking tickets and hotels for a conference, and Manus will write a detailed plan, spin up a version of itself to browse the web, and give it its best shot.

Manus AI is a system built on top of existing models that can interact with the internet and perform a sequence of tasks without deferring to a human user for permission. Its makers, who are based in China, claim to have built the world's first general AI agent that "turns your thoughts into actions". Yet AI labs around the world have already been experimenting with this "second" research institute





- Our new normal of “wicked” technologies
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- A few challenges (and opportunities) ahead?
 - **What's next ...**



ZEIT: Do you believe
provide us the elusive
Unified Theory of
one day?

Haseeb: I think
ha
wa

„Was alle angeht, können nur
alle lösen. Jeder Versuch eines
Einzelnen oder einer Gruppe,
für sich zu lösen, was alle
angeht, muss scheitern.“



TALKING & THINKING ARTIFICIAL INTELLIGENCE

INSIGHTS FROM SCIENTIFIC
RESEARCH ON EMERGING

Liz Neeley
The Story Collider

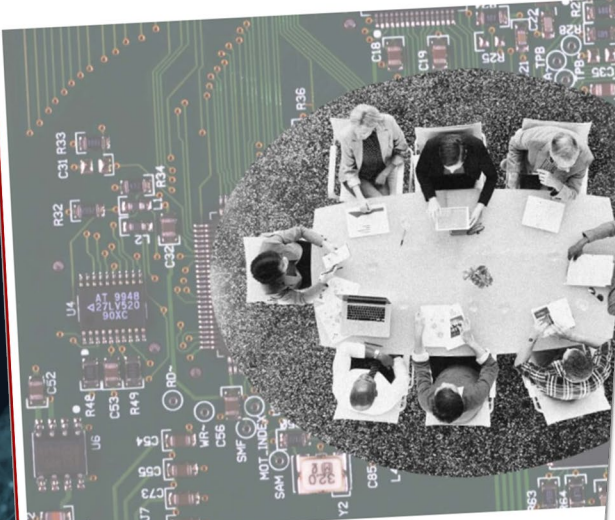
Dietram Scheufele
University of Wisconsin Madison

FAST COMPANY

09-06-2023 | POV

When it comes to AI regulation, the public needs a seat at the table

The public's desire for participation goes hand in hand with a lack of trust in government and industry when it comes to the development of AI.



[Photos: Rawpixel; Miguel Á. Padriñán/Pexels]

[f](#) [X](#) [in](#) [🔗](#)

4 MINUTE READ

JOHN TEMPLETON FOUNDATION
Inspiring Action & Wonder

Templeton Prize Contact

ABOUT FUNDING AREAS OUR GRANTS TEMPLETON

October 2023 - September 2026

Science In Good Faith

Details

Grant ID
62812

Project Leader(s)
Dietram Scheufele,
Dominique Brossard

Grantee(s)
The Board of Regents
of the University of
Wisconsin System

Grant Amount
\$1,484,452

Funding Area
Life Sciences

Department
Life Sciences

As our best mechanism for systematic information curation, science is integral to society and a pillar of enlightened debates about how to achieve human well-being and collective flourishing. Therefore, widening rifts in policy preferences or value priorities between the scientific community and certain social groups threaten the “soul” of democracy, as DeTocqueville called it—i.e., a public sphere in which all viewpoints are considered in good-faith, and that balances scientific evidence alongside other policy-relevant considerations.

Our project first asks what it means for scientists and non-expert publics to be prepared—in their traits and beliefs, across different issue and interaction contexts—for good-faith science deliberation in the public sphere. We then propose to assess the baseline health of stakeholders’ positions on the constituent elements of “preparedness” we identify. Crucially, scientists will be included in our preparedness assessments. In the context of disagreements related to values or morality (as we know tend to shape opinion cleavages on human brain organoids, gene editing, and artificial intelligence), scientists may not be as prepared for good-faith deliberation as they would be, perhaps, for discussions arising from knowledge-based conflicts.

Slide 31 | @screeneers | @storycollider

THANK YOU



Funding:

National Science Foundation

U.S. Department of Agriculture

U.S. Department of Energy

Rita Allen Foundation

John Templeton Foundation

Office of the Vice Chancellor for Research and
Graduate Education, University of Wisconsin–Madison

Feedback

- Upon zoom exit
- Share your thoughts
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<https://wihealthyaging.org/?give=8NDR96EK>



<https://wihealthyaging.org/find-a-workshop/>

Healthy Living with Chronic Pain

Learn skills and strategies to better manage your chronic pain with this 6-week workshop.

[See Schedule](#)

Healthy Living with Diabetes

Learn skills and strategies to better manage your diabetes in this 6-week program.

[See Schedule](#)

Living Well with Chronic Conditions

Learn skills and strategies to better manage your health and help you to age well in this 6-week program.

[See Schedule](#)

Mind Over Matter: Healthy Bowels, Healthy Bladder

Improve or prevent bowel and bladder incontinence in this 3-session program. (For women only)

[See Schedule](#)

Physical Activity for Lifelong Success

A program designed for those who have not exercised in a while, this 10-week program will help you get started with being active!

[See Schedule](#)

Pisando Fuerte

Aprende como prevenir caídas con este programa de prevención de caídas multifactorial de 8 semanas.

[See Schedule](#)

Powerful Tools for Caregivers

Receive support and learn how to care for yourself as you provide care to another. To find a workshop, visit:
<https://www.powerfultoolsforcaregivers.org/class-type/wisconsin/>

[See Schedule](#)

Stand Up for Your Health

Sitting too much can be bad for your health. Learn how to sit less and stand more with this 4-week program.

[See Schedule](#)

Stepping On

Learn how to prevent falls with this 7-week multi-factorial fall prevention program.

[See Schedule](#)

Tomando Control de Su Salud

Learn skills and strategies to better manage your health and help you to age well in this 6-week program.

[See Schedule](#)

Vivir Saludable con Diabetes

Learn skills and strategies to better manage your diabetes in this 6-week program.

[See Schedule](#)

Walk with Ease

This 6-week walking program helps you to become more active, reduce pain from arthritis, and live better.

[See Schedule](#)



Next for Age Well Series

Age Well Series

The Science of Purpose

How Meaning Supports Health & Well-Being

Purpose gives our lives direction—and science shows it also supports better health, brain function, and overall quality of life. In this engaging presentation, we'll explore what researchers have learned about the benefits of having a sense of purpose, including its positive impact on cognition and brain health, mental well-being, resilience, and aging well. Attendees will leave with practical ideas for recognizing and nurturing purpose in everyday life, helping to support both emotional and cognitive vitality at any age or life stage.



Stacey M. Schaefer, PhD
University of Wisconsin
Institute on Aging

June 24, 2026
11-12pm CST
FREE WEBINAR

[Register Here](#)

Q&A

