

Upholding young users' autonomy and enhancing algorithmic literacy by web design: the case of the ALVEHO website

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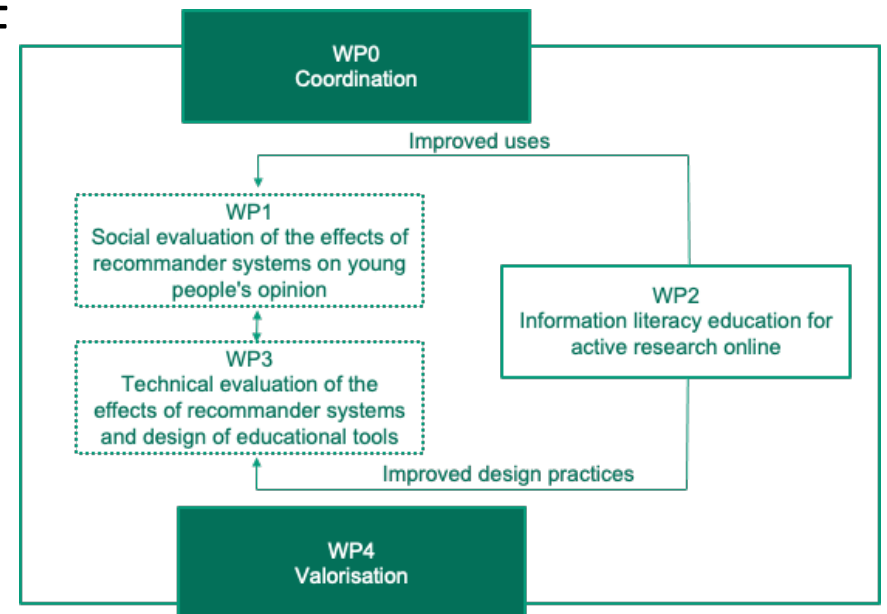
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The ALG-OPINION Research Project (2018-2022)

- Project funded by the Brussels Agency for Research and Innovation (Innoviris)
- Interdisciplinary project involving two universities (see next slide)
- Two sponsors: the belgian public service media RTBF and Media Animation, a centre for Media Education
- Design of the WPs was based on a triple objective



AlgoPinion Team



WP1-Young people and the algorithmic imaginary

27 People

- 9 Experts in Media Education
- 9 Teachers
- 9 Young Adults

Exploratory Interviews

19 Groups

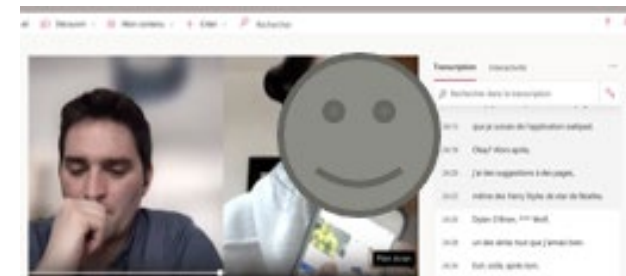
- 4 to 7 teenagers between 15 and 18
- In class
- Different Schools in Brussels

Focus Groups

15 Young Adults (18-21 y.o.)

- Online (covid-19 context)
- Young people in Brussels

Online in Praxis Interviews

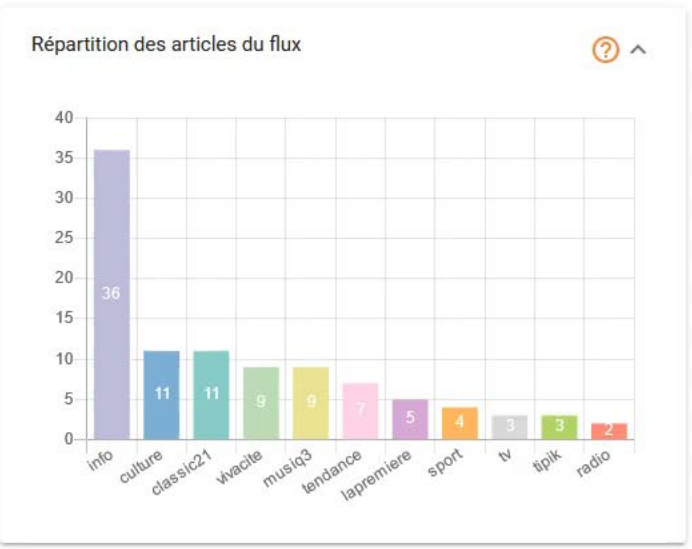


WP1-Some Results

- Divergent discourses about algorithms from teachers (dystopian or clichés) and teenagers (utopian or alienating). MEE more nuanced.
- From "filter bubbles" (Pariser, 2011) to "foams" (Sphere III from Sloterdijk, cited by Rieder, 2010)
 - Existing but mitigated and intermingled effects on the opinion-making process (see Moeller & Helberger, 2018) due to...
 - Complex media ecosystems (platforms, technologies, non-and-legacy medias, etc.)
 - Social networks of "weak ties" (peers, relatives, authorities, influencers, etc.)
- Implicit knowledges of personalisation mechanisms (see sometimes as beneficial, annoying, intrusive, etc.)
- Tactics development (De Certeau, 1980) to temper or accentuate the effects of algorithms on newsfeed :
 - "follow/unfollow" and "like/dislike" tactics
 - "Feeding the algorithm" tactics
 - "Avoidance" tactics
 - BUT little knowledge of settings management

WP3 – Designing for autonomy

- Autonomy as the user's ability to identify whether the recommendations have a positive effect on him or not and to decide on the appropriate place to give to this technology in his daily life (Floridi et al., 2018)
- Main objective: Identifying features affording (Davis, 2020) a greater level of autonomy (with a focus on controllability)
- Methodology:
 - Design of an experimental website (Alveho)
 - 23 participants (students in communication sciences)
 - 5 weeks on the website (20 minutes per day on average)
 - Log recording + eye-tracking session
 - Final interview after the experiment with each participant



Filtrage du flux

- Tendance
- Classic 21
- TV
- Musiq3
- Culture
- La Première
- Info
- Vivacité
- Sport
- Tipik
- Radio

"Gunda", un documentaire épuré et fascinant sur la vie dans une ferme

Publié le 2021-08-10 18:45:00

Le documentaire de Viktor Kossakovsky est une proposition de cinéma radicale, qui nous invite à contempler la vie de quelques animaux de la ferme. Il est tentant de lever les yeux au ciel devant ...

CULTURE **CINEMA**



Le spectacle "Terre de Légendes" à Stavelot

Publié le 2021-08-10 14:17:24

Située en plein cœur de Stavelot, la Place Saint-Remacle accueille, cet été, un spectacle monumental mêlant artistes et vidéo-mapping sur près de 180 degrés ! Chaque soir, du 14 au 29 août, "Terre de ...

CULTURE **SCENES**

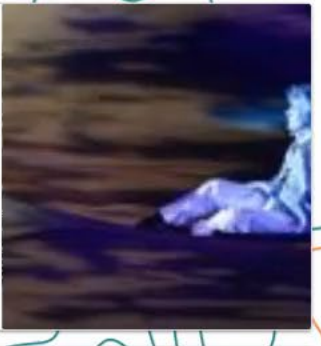


Diffusion exclusive sur la Une: Le Petit Prince a 78 ans !

Publié le 2021-08-10 17:00:34

Cette année, l'œuvre la plus célèbre d'Antoine de Saint-Exupéry souffle sa 78e bougie et elle n'a pourtant pas pris une ride. Le Petit Prince est un livre pour enfants écrit pour les adultes. Ce livr...

TV **LA UNE**



In the Air réalise un tour de mentalisme hallucinant : gros coup de tonnerre dans Le 8/9



Recherche par mots clés

Contrôle de l'algorithme

Similarité

Actualité

Subjectivité

APPLIQUER

Nuage de mots

WP3 – First results

- Overall, our observations indicate that control mechanisms were more difficult to understand than predicted
 - Among the 13 participants who used the control mechanisms, only 3 of them developed a critical reasoning to justify their actions
- Possible explanations:
 - Map “shock” (Blankenship & Dansereau 2000)

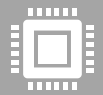
"I stopped touching it because when it changes a lot, you get the impression that you're getting totally different content and that makes it less appealing at first. Because you want to have something stable and know what to expect."
 - Force of habit

"I didn't ask myself if it was possible to change the algorithms here [...] We are not offered these services in social networks or digital media in general. That's why I didn't ask myself that question, it didn't seem obvious to me."
- Promising affordances:
 - Limiting the number of recommendations
 - Allowing the user to compare his newsfeed with someone else

Conclusion



Recommendation technologies are a necessary but insufficient variable for dealing with social media effects and literacy issues



The (algorithmic) imaginary and its link to users' tactics is promising to work on literacies, but still confronted with design limitations

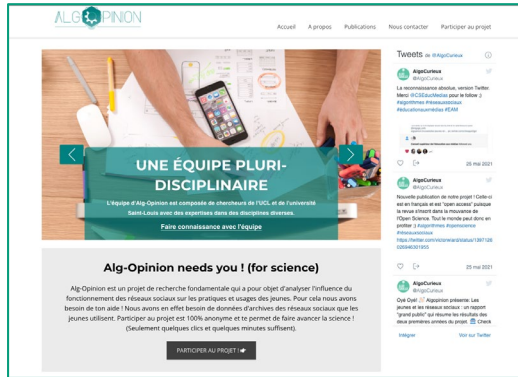


Importance of developing tools for users' intelligibility and integrating them into educational activities aimed at their autonomy and agentivity



The future of media literacy seems to have to turn also to actors of the conception and design (controllability), next to the final users.

Thank you for listening!



<https://www.algopinion.brussels/>



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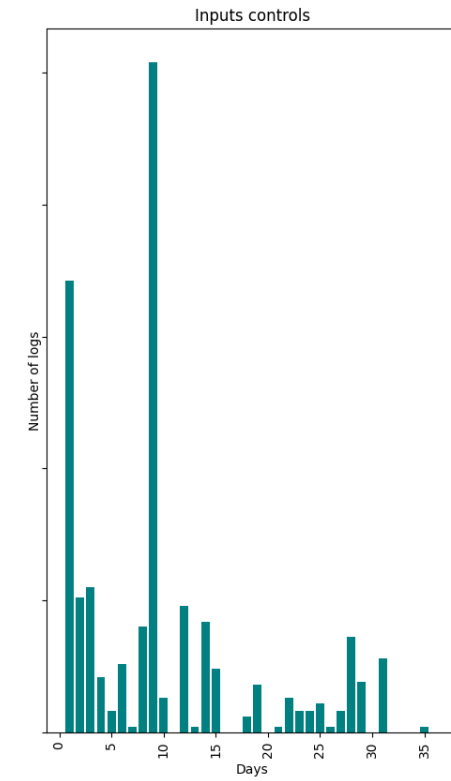
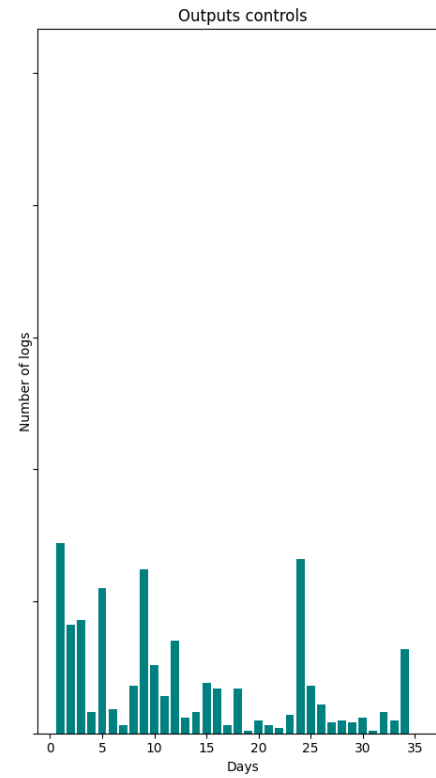
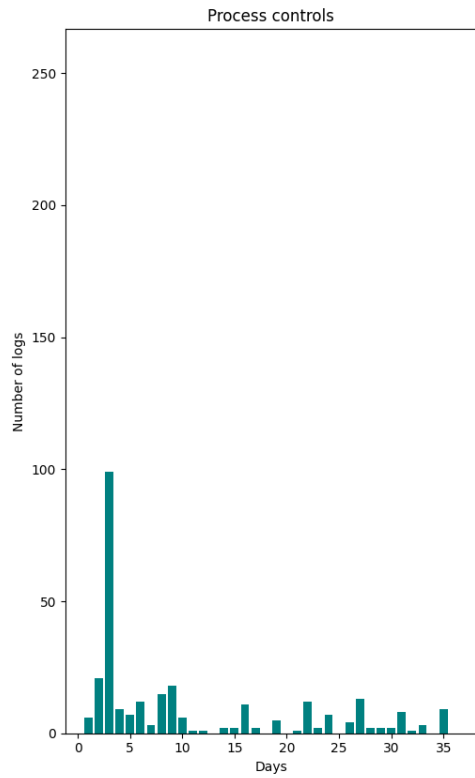
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BACKSLIDES

WP2 – First results

Logs distribution over time



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