Social media algorithms

Social Media Algorithms: Classifying Exercise

Classify the following items into the correct category below based on their relevance to social media algorithms.

Word bank   personalized content | user engagement | privacy concerns | content creators

behavioral targeting | echo chambers | trending hashtags |

user-generated content | advertisers | filter bubbles | social networking

influencer marketing | platform algorithms | viral videos | misinformation spread |

user interaction patterns | digital marketing strategies | community guidelines |

online communities | ethical considerations

Benefits	Risks & Challenges	Key Features	Stakeholders

Ranking Exercise: Influence of Social Media Algorithms

Rank the following impacts of social media algorithms from most to least impactful. Provide reasoning for the first ranked item.

_____ Growth of digital advertising

_____ Personalization of user experience

_____ Increase in user engagement

_____ Spread of misinformation

_____ Creation of echo chambers

_____ Enhancement of content discoverability

Explanation for first ranked item: _____

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