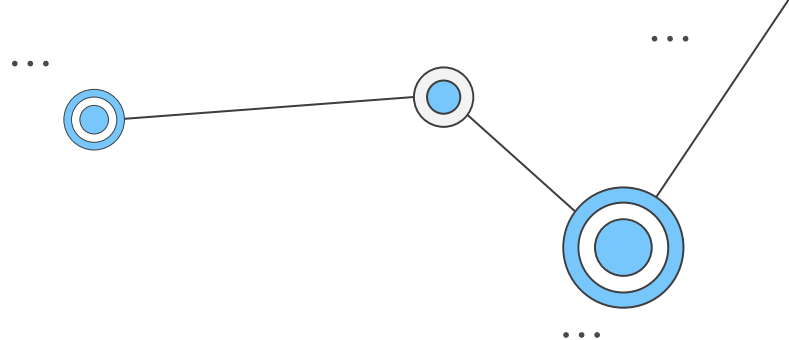
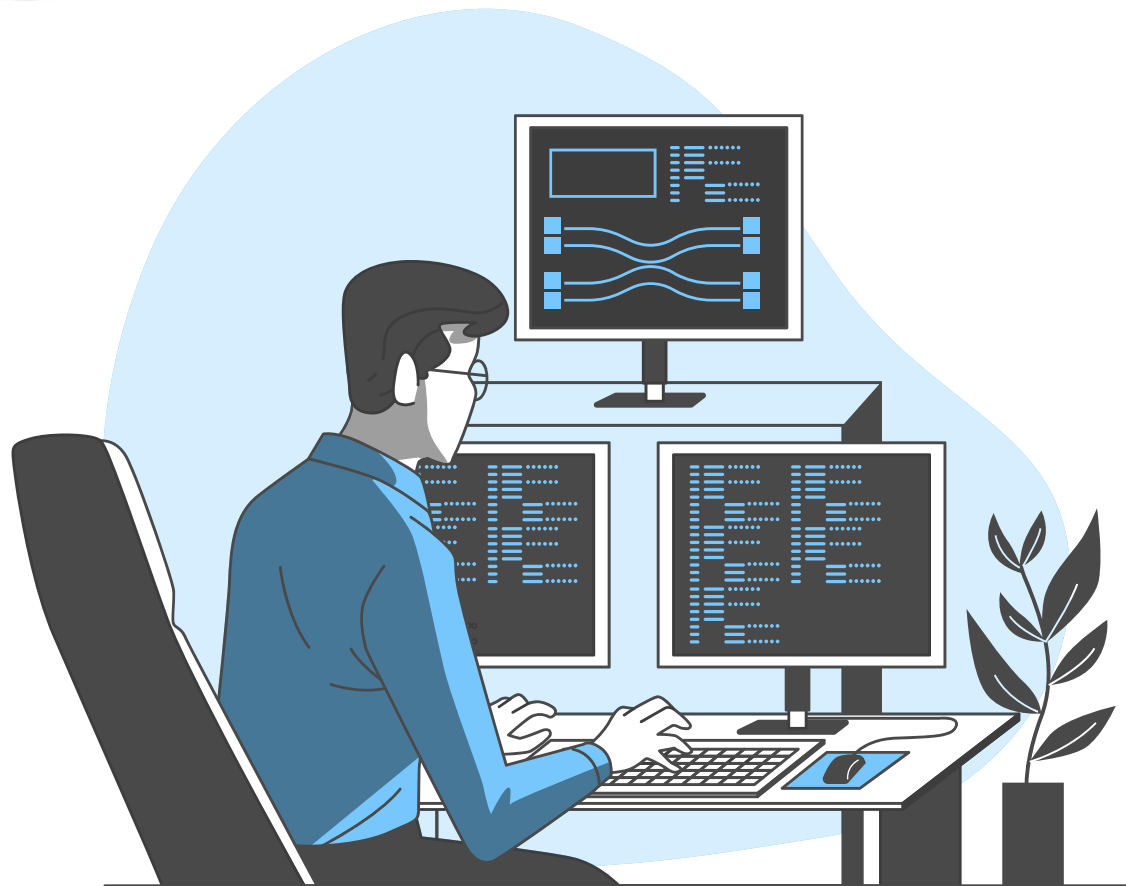




Erasmus+



Emotional Intelligence and algorithm-driven media guide

Table of Contents

01

INTRODUCTION

Do you know what an algorithm-driven platform is?

02

THE HISTORY BEHIND ALGORITHM DRIVEN PLATFORMS

Where did it all start?

03

HUMAN HEURISTICS AND BIASES

How do they actually work?

04

EMOTIONAL INTELLIGENCE

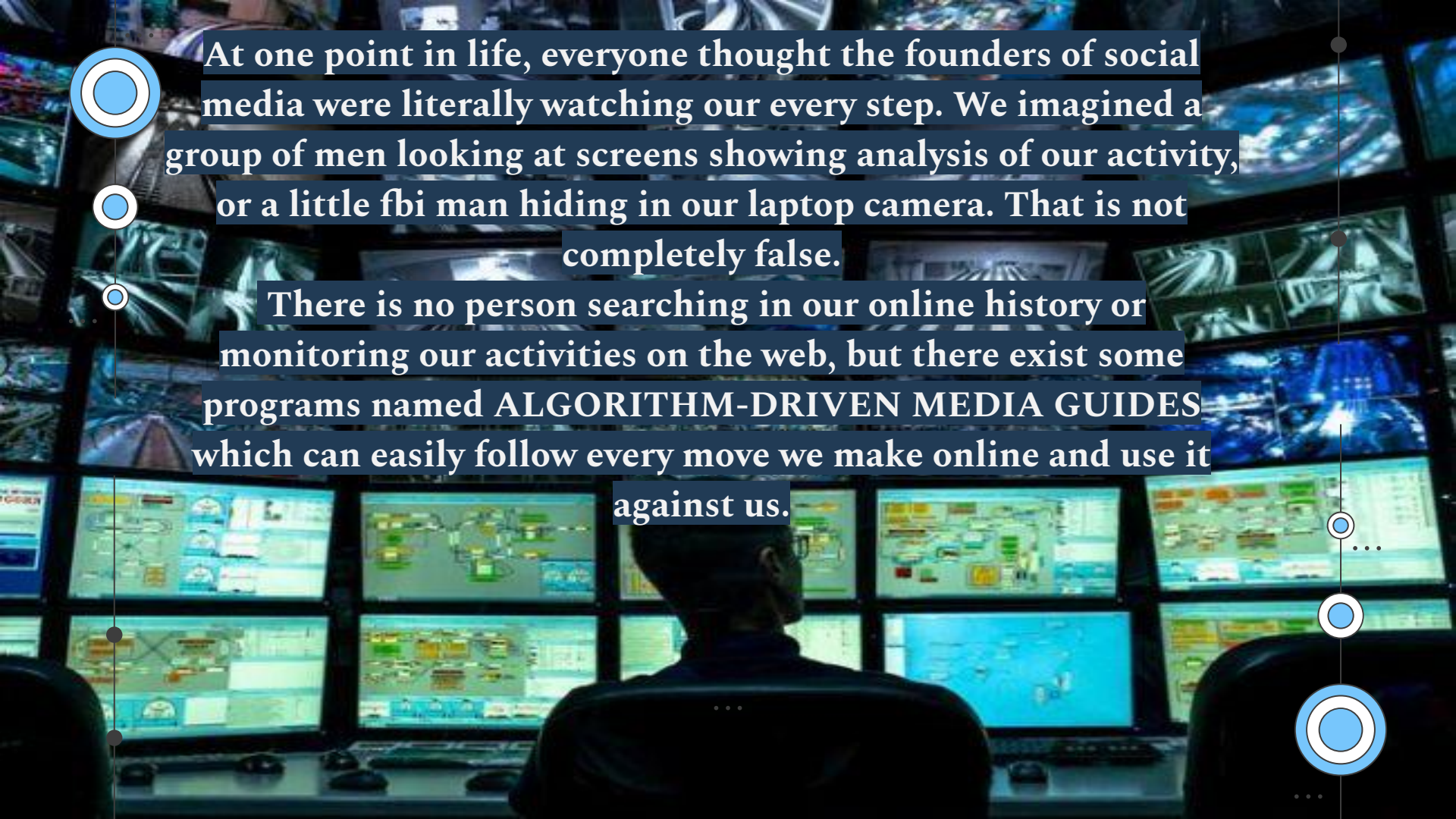
How do we not let our emotions be controlled by them?



01

INTRODUCTION

How much do you know about
algorithm-driven platforms?

A person is seen from behind, sitting at a desk with multiple computer monitors. The monitors display various data visualizations, including maps and charts. The person is wearing a dark shirt and glasses. The background is dark, and the overall scene suggests a data center or a control room.

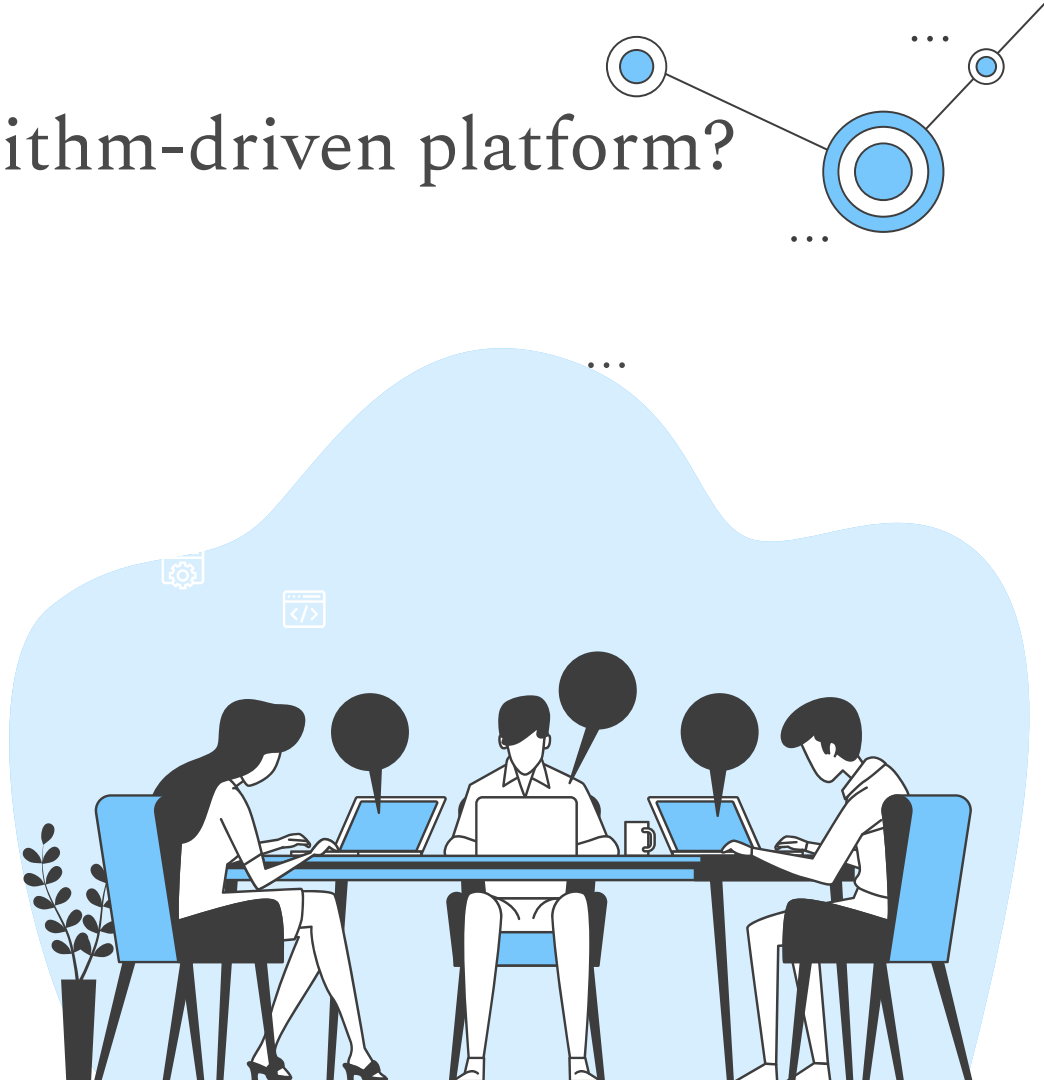
At one point in life, everyone thought the founders of social media were literally watching our every step. We imagined a group of men looking at screens showing analysis of our activity, or a little fbi man hiding in our laptop camera. That is not completely false.

There is no person searching in our online history or monitoring our activities on the web, but there exist some programs named **ALGORITHM-DRIVEN MEDIA GUIDES** which can easily follow every move we make online and use it against us.

What is an algorithm-driven platform?

Algorithms in social media platforms can be defined as **technical means of sorting posts based on relevancy** instead of publish time, in order to **prioritize which content an user sees first according to the likelihood that they will actually engage with such content.**

For example, the posts which are recommended to you when you scroll through your Instagram feed, or the stories of your friends that appear first on the dashboard, are determined by algorithms.



03 HEURISTICS AND BIASES

How are algorithms integrated in our
daily lives?

HEURISTICS AND BIASES

The world around us generates a **huge amount of information**, and **our senses were created to** be able to **absorb a good part** of such information.

These algorithms are at work most of the time, if we consider the environment in which they have been developed. When *heuristics fail*, we call it **COGNITIVE BIASES**.

One of the adaptations carried out by our brains to enhance its efficiency to filtering out information collected from the environment was the **HEURISTICS** - implemented by mental algorithms that produce the **capacity to judge fast and with limited information**. These decision-making mental shortcuts permit us to **be able to make decisions and not to be distracted** by trying to absorb all the information available around us.



HEURISTICS AND BIASES

We know there are several *cognitive biases* in human thinking, that is, **distortions that take us to wrong conclusions in certain situations**. Thus, some biases that may be potentialized by the information bubble involve the confirmation bias, the **false consensus**, and **the group polarization**.

These naturally developed heuristics, however, are **no longer the only way to filter out the information we receive every day**. Algorithms used by the Internet-operating companies help with filtering out “irrelevant” data.

HOW DO ALGORITHM-DRIVEN PLATFORMS WORK?

FACEBOOK'S ALGORITHM EXPLAINED



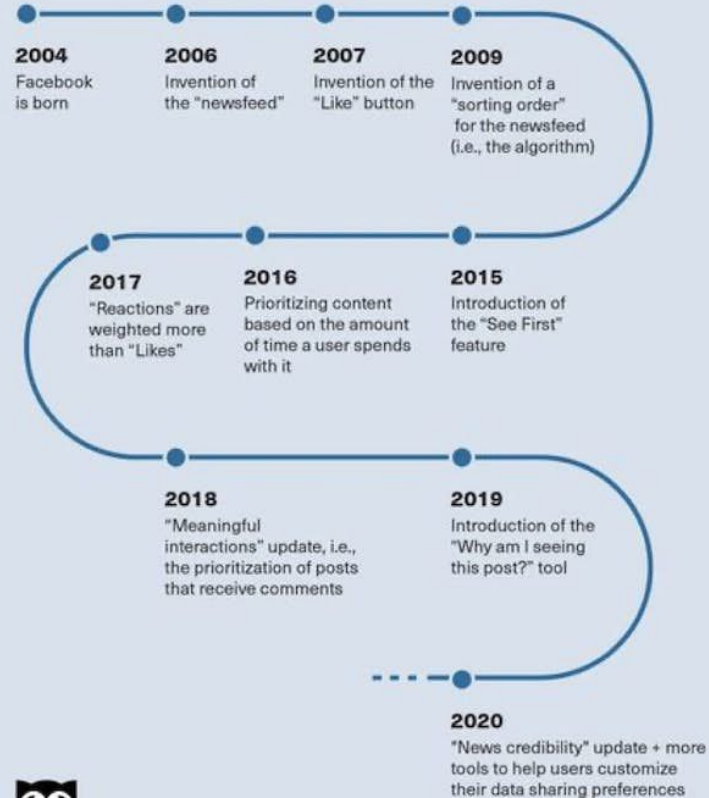
Meaningful customer engagement is the key to... Facebook's algorithm layout. It's created to intensify the importance and viewership of local, familial and friendly posts, rather than business posts. It's made up of four ranking signals:

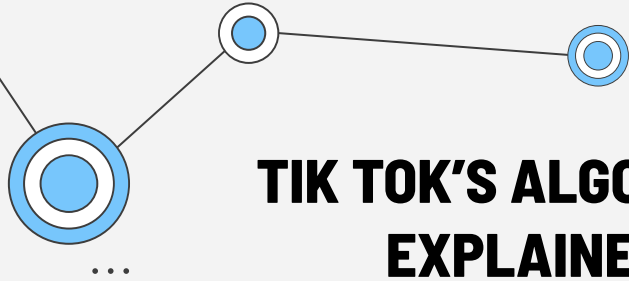
- **Popularity**
- **Content type**
- **Relationship**
- **Recency**



There have been many changes in Facebook's algorithm over the years that make it difficult to get posts, particularly organic ones under the right eyeballs without planning and strategy.

Key Moments in the History of the Facebook Algorithm

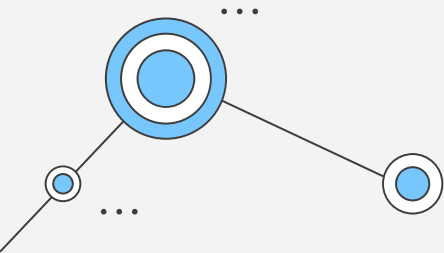




TIK TOK'S ALGORITHM EXPLAINED

TikTok is a social media channel that's exploding in popularity. TikTok's personalized algorithm works so well because it categorizes the addictive 'For You' feed with videos. But how does it work?

There are a few simple ranking signals for TikTok content which include:



- ➔ **User interaction**
- ➔ **Video details such as captions and hashtags**
- ➔ **Device and account settings which include country and language**

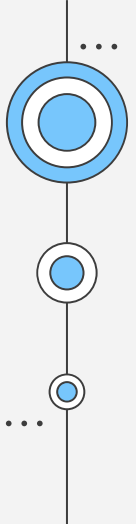
INSTAGRAM'S ALGORITHM



Instagram's algorithm was based on chronology so it prioritized posts by time. In 2021, the algorithm now looks at six key factors:

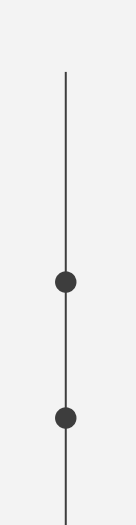
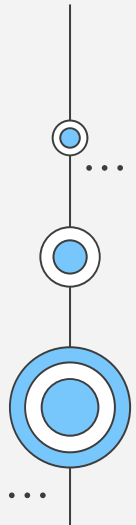
- Interest,
- relationship with a user,
- following, session time,
- time posted
- user session time.





04 EMOTIONAL INTELLIGENCE

How do we not let our emotions be
controlled by them?



Emotional intelligence

“ **Emotional intelligence** is the capability of individuals to recognize their own emotions and those of others, discern between different feelings and label them appropriately, use emotional information to guide thinking and behavior, and manage and/or adjust emotions to adapt to environments or achieve one's goal(s). ”



COMPONENTS OF EMOTIONAL INTELLIGENCE



Five Components - OF - EMOTIONAL INTELLIGENCE

Social Skills
Being able to
create and
maintain healthy
relationships

Decision-making
The ability to make
responsible choices
and accept their
outcome

Empathy
The capacity to
empathize and
appreciate another
perspective

Self-awareness
The knowledge of
one's own thoughts,
feelings and
motivations

Self-regulation
The ability to
regulate emotions
and actions in a
variety of
environments



EMOTIONAL INTELLIGENCE



WHY IS IT SO IMPORTANT?

As we know, it's not the smartest people who are the most successful or the most fulfilled in life. You probably know people who are academically brilliant and yet are socially inept and unsuccessful at work or in their personal relationships. Intellectual ability or your intelligence quotient (IQ) isn't enough on its own to achieve success in life. **Yes, your IQ can help you get into college, but it's your EQ that will help you manage the stress and emotions when facing your final exams.** IQ and EQ exist in tandem and are most effective when they build off one another.

EMOTIONAL INTELLIGENCE AFFECTS:

Your performance at school or work. High emotional intelligence can help you navigate the social complexities of the workplace, lead and motivate others, and excel in your career.

Your mental health. Uncontrolled emotions and stress can also impact your mental health, making you vulnerable to anxiety and depression. If you are unable to understand, get comfortable with, or manage your emotions, you'll also struggle to form strong relationships. This in turn can leave you feeling lonely and isolated and further exacerbate any mental health problems.

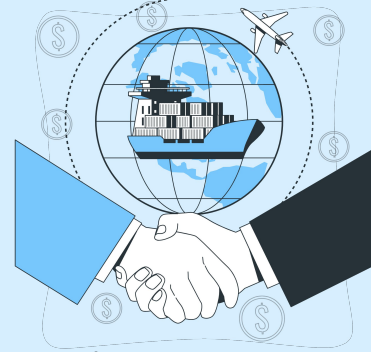
Your physical health. If you're unable to manage your emotions, you are probably not managing your stress either. This can lead to serious health problems.



DEVELOPING EMOTIONAL AWARENESS

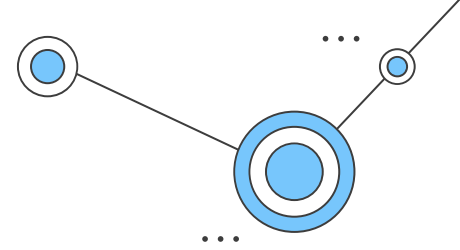
Use humor and play to relieve stress.

Humor, laughter and play are natural antidotes to stress. They lessen your burdens and help you keep things in perspective. Laughter brings your nervous system into balance, reducing stress, calming you down, sharpening your mind and making you more empathic.



Learn to see conflict as an opportunity to grow closer to others. Conflict and disagreements are inevitable in human relationships. Two people can't possibly have the same needs, opinions, and expectations at all times. However, that needn't be a bad thing. Resolving conflict in healthy, constructive ways can strengthen trust between people. When conflict isn't perceived as threatening or punishing, it fosters freedom, creativity, and safety in relationships.

„The fun they had”– Isaac Asimov (1951)



Tommy screamed with laughter. “You don’t know much, Margie. The teachers didn’t live in the house. They had a special building and all the kids went there.”

“And all the kids learned the same thing?”

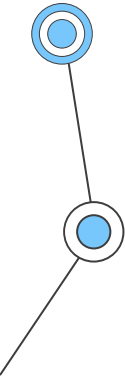
“Sure, if they were the same age.”

“But my mother says a teacher has to be adjusted to fit the mind of each boy and girl it teaches and that each kid has to be taught differently.”

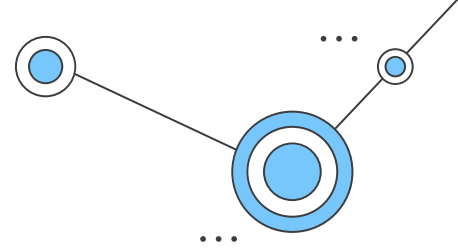
Bill Gates March 21, 2023

Source: GatesNotes

But I think in the next five to 10 years, AI-driven software will finally deliver on the promise of revolutionizing the way people teach and learn. It will know your interests and your learning style so it can tailor content that will keep you engaged. It will measure your understanding, notice when you're losing interest, and understand what kind of motivation you respond to. It will give immediate feedback.



The future of AI and algorithms

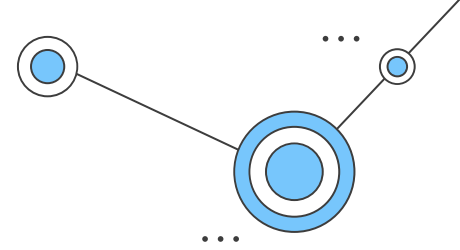


In our age, technology evolved so much that there are thousands of activities formerly done only by humans that artificial intelligence can now do faster, more efficiently and with greater precision. The most important sub-field of AI at present is machine learning. Unlike a regular algorithm, a machine learning algorithm can learn by itself how to identify patterns, make models, and do tasks. It does this by looking at a lot of data, figuring out patterns, and making conclusions. The idea is that after a certain point 'we don't have to program computers'; instead 'they program themselves'. These machine learning algorithms are all around us.

For example, Amazon's algorithm, more than any person, determines what books are read in the world today. The NSA's algorithms decide whether you're a potential terrorist. Climate models decide what's a safe level of carbon dioxide in the atmosphere.

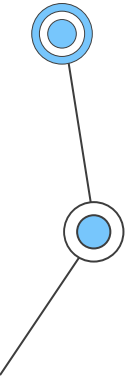


The future of AI and algorithms

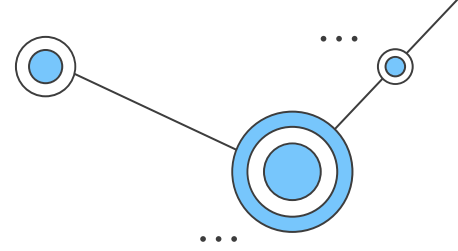


In the future, AI and algorithms will only become more powerful and they will become essential in fields like medicine, security and technology. These are some of the possibilities they will offer in the future:

1. Increased automation: AI and algorithms have the potential to automate a wide range of tasks, from basic data entry to complex decision-making. This could lead to greater efficiency, lower costs, and the ability to handle more complex tasks with ease.
2. Personalized experiences: AI and algorithms could be used to create more personalized experiences for individuals, such as customized news feeds, tailored advertising, and personalized recommendations for products or services.
3. Improved healthcare: AI and algorithms could be used to develop more precise and effective medical treatments, by analyzing large amounts of patient data to identify patterns and create personalized treatment plans.
4. Enhanced security: AI and algorithms could be used to improve security measures, by detecting and preventing cyber attacks, identifying potential security threats, and enhancing surveillance.



The future of AI and algorithms

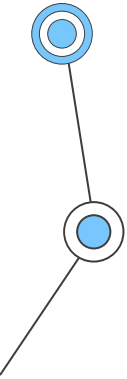


Still, there are risks that must be taken in consideration.

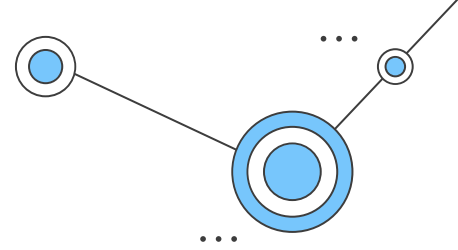
1. Since algorithms and AI work with immense amounts of data and we already know that some companies (ex. social media companies) collect a lot of personal data, there will be a lot of information, in the hands of a very small amount of people.

2. Another thing we should ask ourselves is how much trust can we put in these algorithms. What if they make an error that causes unrepairable damage? We should be very careful how much we put in their hands.

3. One last risk, though unlikely, is that AI and algorithms may start to control us. Since they always learn and develop, they might, one day, realize they don't need us. Maybe we should stop them now before it's too late. Still, this is a very unlikely scenario.

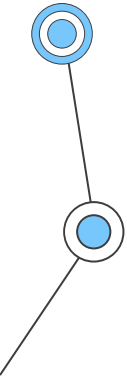


The future of AI and algorithms

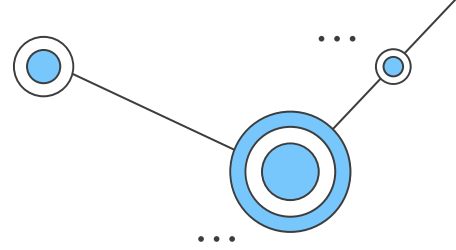


"Imagine a self-driving car that, instead of using the threat of a fine for the time it spends over the speed limit, is coded so that it cannot drive over the speed limit at all. You would never be fined for parking illegally because the car itself wouldn't let you do so. You wouldn't be able to trespass on property that its GPS systems know to be private or secure. You couldn't use your car to run down pedestrians in a terrorist attack."

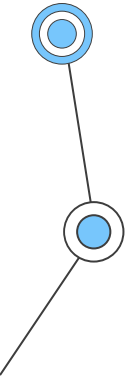
"The shift from law enforced by *people* to law enforced by *technology* means that power will increasingly lie in *force* rather than *coercion*, with self-enforcing laws that cannot be broken because they are encoded into the world around us." -"Future Politics"-Jamie Susskind



The future of AI and algorithms



As a conclusion, in the future AI and algorithm-driven platforms will be more and more present and helpful in our lives. They will be crucial. And we should be grateful that we have the chance to be part of this digital revolution and citizens of this digital era. It is just that we should be also careful and ready for the revolution.



Thank you!

This educational resource was created by the Erasmus+ team of Colegiul Dobrogean Spiru Haret Tulcea, Romania, made by Furdui Maria, Nan Bianca, Condrat Felix and Borisov Daria, coordinated by teacher Condrat Mihaela.

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Emotions Mapping
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