Something happens, and

the balance shifts.

Maybe some likeminded members join.

Start with a

healthy community with a balanced, diverse discourse.



Maybe something shifts the members' worldviews.

> Or maybe one group of members leave.



and go and helps the outspoken influence the rest. The discourse becomes uneven. One view isadvantaged over the others.

If the community fails to self-regulate,

the imbalance worsens over time as the advantaged view becomes stronger.

> Those who join are more likely to be like-minded.

Tribalism strengthens the group's bonds and resolve.

Our beliefs are self-evident.

Agreement affirms our beliefs. Dissent affirms our persecution.



Social media encourages the like-minded to join and lowers barriers for dissenters to leave.



Those who leave are more likely to be those who dissent.

When members change their views,they are more likely to favour the advantaged view.

At some point, a tipping point is reached and one view prevails.

Eventually, the community believes outsiders are ideological threats,

and become exclusive as a protective measure.

outsiders, where even moderate views seem unthinkable.

Social media makes exclusion effortless.

ECHO CHAMBERS

have been around for at least as long as humans have organized into groups.

Social media isn't responsible for their existenceit just takes mobility, persuasion, randomness, and time.

But social media platforms accelerate mobility. And irresponsibly designed ones accelerate persuasion. What social media is responsible for is for making these effects so much stronger.

The community becomes unbearable for dissenters and overwhelming for moderates, who leave or convert.

Social media lets

them leave for free.



Social media naturally discourages Extremism distances the group from all

> Social media amplifies the intolerant

As old views fade from the collective conscious, so do their moderating effects.



Uncritical affirmation of the ideology steadily drives out nuance in the discourse.

**Extreme views** become natural.



The remaining

ideology is empowered.

The community has now become an echo chamber,

(/ek-oh cheym-ber/)

where members encounter only beliefs or opinions that coincide with their own. Their existing views will be reinforced and alternative ideas supressed.

Diversity becomes strange, against common sense. Opposing views are obviously wrong, and the collective agreement

breeds intolerance.

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