

## Bursting the Bubble

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The Bursting the Bubble initiative is a data-driven exploration of our networked news culture. Media consumption is controlled online by AI algorithms and feedback loops that have become a permanent part of social media and the hunt for clicks by news organisations. Though some claim definite evidence is lacking [1], it is generally thought this leads to polarization, echo chambers and filter bubbles [3]. In this project we seek to find ways to reverse the role of AI in this context: how can it be used to burst bubbles rather than create these, or to uncover framing and bias in publication and reporting.

We have built a large corpus of Dutch news articles (over 3.5M) across a diverse set of media, and collaborate with data scientists, designers and media professionals to carry out AI experiments and share results to evoke debate with professionals and the general public. The focus is not so much on fact-checking, but on unlocking so-called "Ideology Spaces". What we also want to show to the public is the way in which bias in current use of AI techniques contribute to polarization in the media, and how AI can also be used to counter this.

The project is a work in progress and focus so far has been mainly on data collection, but first experiments have been carried out in the areas of gamifying labelling for clickbait classification, as well as exploring the opportunities and limits of emotion classification. As a methodological underpinning, we use the Value Sensitive Design framework ([2]), a theoretically founded and iterative approach to designing technology that takes human values into account in a fundamental and comprehensive way.

### References

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2. Friedman, B., Kahn, P.H., Jr.: Value sensitive design: Theory and methods. Tech. rep. (2002)
3. Pariser, E.: *The Filter Bubble: What the Internet Is Hiding from You*. Penguin Group , The (2011)