

# NEWSREEL

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### Programmanus

av Kate Holland

Hi, I'm Kate Holland, and welcome to another episode of Newsreel.

- Coming up: The technology keeping us on social media.
- *Lydia: It's the data that they have on you, which is scary.*

But first:

#### Racism against a Footballer

*Gary Lineker: Bit of erm, depressing news. It appears that Marcus Rashford has been racially abused on social media.*

That's the football legend Gary Lineker from the BBC talking about Marcus Rashford - a 22-year-old footballer who plays for Manchester United. Rashford received racist abuse online, after drawing nil-nil with rival football team Arsenal.

This is the most recent incident of racism towards black footballers in the UK.

Jermaine Jenas is an ex-footballer. Jermaine thinks that social media companies aren't doing enough to tackle the issue - such as putting in regulations. Here is Jermaine speaking on the BBC's 5Live Sports programme.

*Jermaine Jenas: The social media companies will talk until they're blue in the face about they're doing something about it. Until I see a person, like, held accountable through their investigation then I don't think they're doing enough.*

**depressing**

*här: tråkiga,  
nedslående*

**has been abused**

*har blivit  
trakasserad, kränkt*

**drawing**

*spelat oavgjort*

**rival**

*konkurrent*

**the most recent**

**incident**

*senast inträffade  
händelsen*

**tackle the issue**

*ta itu med problemet*

**talk until they're**

**blue in the face**

*ung: prata sig hesa*

**hold accountable**

*ställa till svars för*

**investigation**

*utredning*

## Algorithms on the Internet

Have you ever been scrolling on social media, promising yourself you'll put down your phone in a second... But you stay there much longer, finding the next video or post is just too good to miss?

That could be because of an Algorithm. You may have heard about them before.

But - what exactly is an algorithm? I asked Dr Brit Davidson, who is an expert in how technology influences our lives, to explain.

*Dr Brit Davidson: When we use algorithms, we look at how you use say, YouTube or Facebook or Instagram and we'll look at what are you looking at to then kind of recommend other similar content. So, this is why we might end up looking at lots of content, because, again, we keep getting recommended things that we probably will enjoy looking at.*

Companies like Facebook, Google, Instagram, and WhatsApp collect our data and use algorithms to personalise what we are seeing.

That might be positive things - things that makes us laugh, for example. But it might show you more photos of people that you compare yourself to. Or it might show you more videos of fake news.

I spoke to two young people about their experience of using social media. Lydia is 18 and from London. When she found out about how algorithms work, she decided to take action.

*Lydia: I sort of use the algorithm to my advantage. So, I've tailored the algorithm to show me mental health accounts and self-help accounts.*

I asked her what she thinks about targeted advertising too.

*Lydia: I've had a lot of targeted advertising for skincare, 'cause I'm a bit obsessed with skincare. And the stuff that I bought from it has helped me. Like, it's not the targeted advertising that's the problem. It's the data that they have on you, which is scary.*

Flora is 20, and she felt that scrolling through social media had a negative effect on how she felt about herself.

*Flora: I waste a lot of time on them, and I also think that seeing a highlight reel of other people's lives makes you feel quite insecure.*

### algorithm

*algoritm, här:  
kartläggning av vårt  
beteende på internet*

### influences

*påverkar*

### similar content

*liknande innehåll*

### collect

*samlar*

### data

*information*

### personalise

*personligt anpassa*

### take action

*gör något åt*

### to my advantage

*till min fördel*

### tailored

*skräddarsytt,*

*anpassat*

### skincare

*hudvård*

### obsessed with

*besatt av*

### targeted

*riktade*

### highlight reel

*samling av*

*höjdpunkter*

She also thinks that young people need to be more aware about how algorithms work.

*Flora: More awareness needs to be raised because I'm 20 and I still don't always realise how my brain is being manipulated by these sites.*

That's all for today. I'll be back on the 27th of February with more Newsreel stories.

**aware**

*medvetna*

**be raised**

*lyftas fram*

**manipulated**

*manipulerad,*

*medvetet påverkad*