TIP SHEET

HOW TO TRAIN YOUR ALGORITHM

You can train the algorithms on social networks and video sites to show you more of what you want, and less of what you don't want. Here are some tips:

Be Mindful and Intentional: Pay attention to what messages you're sending by what you're watching and how you're interacting with what you see online.

Use Platform Tools: Just like you can customize privacy settings, many platforms offer tools for shaping your recommendations. Take advantage of features like "not interested," "dislike," or "hide" to signal your preferences to the algorithm.

Support What You Like: Actively engaging with content you enjoy helps train the algorithm to show you more of what you enjoy. Like, share, comment on, and interact with posts that resonate with you.

Diversify Your Content: It's easy to get caught in a bubble of similar content, but you can actively seek out diverse perspectives and information. Explore different topics, follow creators from various backgrounds, and engage with content outside your usual preferences.

Start Fresh: You can take control of your algorithms by resetting your app preferences every now and then. This lets you to rebuild your recommendations with intention.

Here's how to do that on a few popular apps:

TIKTOK

- Start by going to your profile
- Tap or click the three lines at top right
- Click or tap Settings and Privacy
- Click or tap Content Preferences
- Select Refresh Your For You Feed
- Click or tap Refresh.

INSTAGRAM

- Tap your profile icon (bottom right of the screen)
- Tap the menu icon (the three lines at the top right)
- Click or tap Content Preferences
- Click or tap Reset Suggested Content
- Click or tap Next, then Reset Suggested Content

YOUTUBE

- Go to Myactivity.google.com
- Click or tap YouTube History
- Click or tap TURN OFF

Now you can start to consciously retrain your algorithm:

- Try to get the app to only show you **one kind of content** – all cat videos, for example.
- How long does it take?
- What works better – liking videos, watching them all to the end, or something else?
- If it gives you options for negative feedback, like "Not interested" or "Don't recommend" buttons, test how well those work at weeding out the content you don't want to see.

Remember that building a positive digital experience is an ongoing process. By understanding how algorithms work and taking steps to train them effectively, you can curate a more positive online environment.

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