

## **Opinion: Social media companies must continue the use of algorithms to comply with user desires**

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Social media is used worldwide. With the increasing number of users on social media, apps will allow for more content. Thus, algorithms are needed to narrow search tools to fit an individual's desired content.

With the increasing popularity of social media during the COVID-19 pandemic, the need for increased recommended views is valued. Throughout almost all media platforms, algorithms are used to develop a profile for everyone to recommend sites, apps or show an individual what they might be interested in. Take Amazon, for example. They use an algorithm system to show products individuals are interested in due to past purchases or views. Instagram developed their algorithms to provide suggestions on who to follow or even sponsored ads from a recent viewing of profiles that match. Algorithms even work on sites such as Indeed or LinkedIn. They developed their algorithms to implement your profile to check with jobs hiring such candidates. With the increased number of individuals on every social media app, the algorithm aims to save and create more efficiently on social media applications.

In most apps, before doing anything, the app already has a built-in profile that automatically creates an experience for the said user. Most would agree that to have your app already personalized towards your previous activity is very valuable and time-saving. This algorithmic system is continually adapting with every click or view an individual has on social media platforms. This means the more data collected through time spent on apps develops a deep understanding of that individual and their desired needs from social media.

This tactic will cause users to want to be on social media more because of the increased media to their standards. This, in turn, will enable individuals to be online less as well, because of the time saved with fewer clicks involved.

Through the use of social media algorithms, individuals will be able to bypass the search bar and will be able to have an endless amount of acceptable content per individual. This does not mean individuals will only have to look at the recommended information provided via social media apps. The apps will still function the same with search engines and a world of content to explore. This will also develop in-depth knowledge for algorithms to pick up and add to that individual's app profile. An individual's profile is never set and will always evolve with every click and view. This allows app users to grow and never be condemned to only looking at the recommendations provided.

In the end, having algorithms for our technology should be viewed as highly valuable throughout society. Algorithms shouldn't be banned or changed due to app creators monitoring what we show interest in. Instead, algorithms should be embraced for making content one wanted to find more accessible. This is shown through the film *Social Dilemma* produced by Netflix it shows how all these great movements and connections are made through algorithms. These algorithms are like the recommended movie function built into all streaming apps. Algorithms are a suggestion compared to a stoppage of other movies. This, in turn, gives people an idea of what they want before knowing what they want. Algorithms are meant to help make life easier for individuals based on one's prior activity.

As social media consumers continue to gain control of their specific desires in apps, there will be buzz surrounding the technical advancement that has allowed for such customized applications. As a direct result, individuals will have access to thousands of sites, movies, and posts that fit their desired profile.

This is all possible through the algorithms in apps that create a profile intended to increase your ability to see your most valued content. The future for social media algorithms is bright and will continue to grow with every click.

We, as a society, continue to grow and assimilate together. Take advantage of having algorithms personalize and customize your ability to view and click through your apps of choice. This will allow you to have the ability to realize what you like and see items you previously would have missed. Algorithms allow you to connect with thousands of individuals who show the same interests as you. It allows for your envisionment to come to life before you've thought of it. Algorithms are very helpful in everyone's life and should be viewed that way.

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