



IKMZ Speaker Series

# Bias in social media. A computational approach.

*by Prof. Dr. Emese Domahidi, TU Ilmenau*

Monday, 9<sup>th</sup> December 2019

16:00 – 17:00

AND 4.06

A growing body of research in communication science and neighboring disciplines investigate potential bias in digital media as well as their consequences for individuals and society. Popular topics for research and public discussions were lately so-called “algorithmic bias”, “filter bubbles” or “echo chambers”. However, latest research reveal that human bias in form of biased input data is one of the main sources of bias in algorithms. Moreover, potentially impactful human bias, e.g. stereotypes, are rarely investigated in social media. In this presentation Emese Domahidi will give an overview of the field, introduce present work to detect stereotypes in social media via computational approaches and discuss potentials and challenges in the field.

Emese Domahidi is an assistant professor for Computational Communication Science at the Technische Universität Ilmenau. She obtained a doctorate with her thesis “Online Media Use and Perceived Social Resources. A Meta-Analysis” at the University of Münster in 2015. From 2015-2017 she did her postdoc at the Leibniz-Institut für Wissensmedien in Tübingen. Emese is concerned with the analysis of digital media content and communication processes,

as well as the associated changes for individuals and society. Her main research interests are in the fields of (cognitive) biases in digital media and social consequences of online media use. Besides traditional methods of communication science, Emese also focuses on the application, improvement, and evaluation of computational methods for communication science.

