



## Solve the Mystery Glossary



## Algorithmic Personal Filtering

Search engines track your personal data to customize search results based on your interests and preferences

## Algorithms

A step-by-step process or set of rules a computer uses to solve a problem or finish a task

## Artificial Intelligence (AI)

Computer systems that perform complex tasks and mimic human cognitive functions

## Attention Economy

Digital platforms, businesses, and content creators compete for your limited attention, which is seen as a valuable resource to capture and monetize



## Bots

Automated software that acts like a human online and spreads manipulated or fake information, as well as boosts the visibility of online content



## Confirmation Bias

We look for information that supports our existing beliefs and perspectives, ignore conflicting information, and our views feel validated as facts, which creates a confirmation bias bubble, especially on social media



## Deepfakes

Hyper-realistic, digitally altered videos, images, or recordings

## Disinformation

False information is spread intentionally to deceive, manipulate, or cause harm

## Dog Whistle Language

Subtly communicates messages to specific audiences; for example, "family values" to imply only traditional heterosexual families

## Doublespeak

Uses euphemisms, uses vague or softened language to hide negative meaning, & twists meanings to make them sound better; for example, "climate change" instead of "global warming," "pre-owned" instead of "used"



## Echo Chambers

A practice that deliberately restricts and limits exposure to outside voices or sources. It requires strict agreement with core beliefs, isolates members from external viewpoints, enhances insider credibility while discrediting outsiders, and creates a strong "us vs. them" division. These actions are frequently intentional. Members show resistance to both evidence and counterevidence.

## Epistemic

Knowledge & how we know things

## Epistemic Bubbles

The omission of relevant information, evidence, and diverse viewpoints or sources. This exclusion is often unintentional or accidental, which results in limited exposure to important details and insufficient coverage of perspectives.

## Euphemisms

Replaces offensive or unpleasant words with neutral ones to push certain political or cultural views (e.g., coded "dog whistle" language)



## Generative AI & Synthetic Media

Generates new content (known as synthetic media) with human-like creativity



## Jargon

Uses specialized terms (e.g., medical or legal language) and can be used to confuse you or hide meaning; information with lots of jargon is often repetitive and unclear



## Misinformation

False or inaccurate information is spread unintentionally, which is not intended to deceive



## Selective Exposure

Your own tendency to seek like-minded sources



## Trolls

Individuals who intentionally post inflammatory, upsetting, or misleading content online to provoke others, create chaos, or manipulate public opinion

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