

Annotation

The rise of social media has changed how growing numbers of internet users get their news. Unlike traditional media, there is no universal information for everyone on social networking sites. Instead, each user receives a personalized sample of posts picked for him by a filtering algorithm. The workings of those two types of information selection are the main topic of this paper. Based on the gatekeeping theory, I offer models of editorial and algorithmic news selection and their comparison. I also compare different values of human and algorithmic gatekeepers and introduce the concept of objectivity and its limits in both cases. In the second part of this thesis, I present qualitative research into the awareness of the Facebook algorithm. Using semi-structured interviews with seven Facebook users I explore a set of specific examples of how users view Facebook as an information source, how they understand its algorithmic nature, and how satisfied are they with it. The main aim of this theses is to investigate whether the users are aware if various limitations resulting from the news-filtering technology in general.