

# TAKE CONTROL

## How to Reduce Algorithm Manipulation Online

### Instagram

- ✓ **Switch to a Chronological Feed:**

Tap the Instagram logo on the home screen and select "**Following**" to see posts in order rather than algorithm-driven recommendations.

- ✓ **Limit Suggested Posts:** Tap the three dots next to a suggested post and select "**Not Interested**" to train the algorithm.

- ✓ **Turn Off Personalized Ads:** Go to **Settings > Ads > Ad Preferences** and adjust ad settings.

- ✓ **Mute or Unfollow Accounts That Promote Misinformation:** This reduces algorithmic exposure to unreliable content.

- ✓ **Use the "Favorites" Feed:** Select "**Favorites**" to prioritize content from trusted sources.

### Facebook

- ✓ **Switch to "Most Recent"**  
**View:** Click on "Feeds" in the left menu, then choose "Most Recent" to reduce algorithm-driven content.
- ✓ **Turn Off Autoplay for Videos:** Go to Settings > Videos and disable autoplay to avoid algorithmic video recommendations.
- ✓ **Manage Ad Preferences:** Go to Settings > Ads > Ad Preferences to reduce targeted ads based on your behavior.
- ✓ **Snooze or Unfollow Pages That Spread Misinformation:** This prevents the algorithm from boosting misleading content in your feed.
- ✓ **Limit Third-Party Data Tracking:** Disable "Off-Facebook Activity" under privacy settings to reduce personalized recommendations.

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### Twitter (X)

#### ✓ **Switch to Chronological Feed:**

Tap the “🌟” icon in the top-right and select “**Following**” to see tweets in order instead of algorithm-based recommendations.

✓ **Turn Off "For You" Tab:** Stick to the “**Following**” tab instead of the “For You” tab, which is algorithm-driven.

✓ **Disable Personalized Ads:** Go to **Settings > Privacy & Safety > Ads Preferences** and turn off personalized ads.

✓ **Mute Keywords & Accounts:** Prevent engagement with misinformation by muting certain words, phrases, or accounts.

✓ **Limit Algorithmic Data Collection:** Go to **Settings > Privacy & Safety > Content You See** and turn off content personalization.

### TikTok

✓ **Reset Your "For You" Page:** If TikTok keeps recommending content you don't want, clear your watch history and interact with new, credible sources.

✓ **Use "Following" Instead of "For You":** The “For You” page is entirely algorithm-driven; stick to the “Following” tab for more control.

✓ **Limit Personalized Ads:** Go to **Settings > Privacy > Ads Personalization** and turn off ad tracking.

✓ **Report & Block Misinformation:** If you see misleading content, report it instead of engaging (even negative engagement boosts its reach).

✓ **Follow Verified and Reliable Creators:** Engage with credible voices so that the algorithm prioritizes trustworthy content.

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### YouTube

- ✓ **Avoid Algorithm-Recommended Videos:** Instead of clicking on recommended videos, use the search bar to find content from reliable sources.
- ✓ **Turn Off Autoplay:** Prevent the algorithm from automatically queuing misleading content by turning off autoplay in the video player.
- ✓ **Clear Your Watch History:** If the algorithm keeps recommending biased or misleading content, go to History & Privacy and clear your history.
- ✓ **Disable Personalized Ads:** Visit Google Ad Settings (<https://adssettings.google.com>) to limit targeted advertising.
- ✓ **Use "Subscriptions" Instead of "Home":** The "Subscriptions" tab shows content from creators you trust rather than algorithm-suggested videos.

### Google & Search Engines

- ✓ **Use Incognito Mode for Searches:** This prevents Google from tailoring search results based on your past activity.
- ✓ **Change Your Default Search Engine:** Consider using DuckDuckGo or Brave Search for more neutral results.
- ✓ **Scroll Past the First Few Results:** Google prioritizes paid and popular content, not necessarily the most accurate.
- ✓ **Check for Bias in Search Results:** Compare multiple sources instead of relying on one article or snippet.

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### Reddit

- ✓ **Sort Posts by "New" Instead of "Hot":** The "Hot" tab prioritizes viral, often sensational content, while "New" presents a more balanced view.
- ✓ **Turn Off Auto-Playing Media:** Go to Settings > Feed Settings and disable autoplay for videos and GIFs.
- ✓ **Leave Low-Quality Subreddits:** Many subreddits are manipulated by bots or agenda-driven users. Stick to well-moderated communities.
- ✓ **Use "Old Reddit":** Old Reddit (<https://old.reddit.com>) offers a less algorithm-heavy experience.
- ✓ **Customize Ad Preferences:** Go to User Settings > Privacy & Security > Personalization & Data to limit ad tracking.