Selective Exposure Politics Preaching on Digital Era
Case Study Gatekeeping and Selective Exposure on Digital Era

Muhammad Shofi Rosyadi¹, Eriyanto²

¹²Communication Department, University of Indonesia, Salemba, Jakarta

Introduction
Information has been widely spread on conventional media, online media and also social media. Information that has been spread out, basically, has lots of viewpoints. We still can receive various and balance information from conventional media such as TV, radio or newspaper (printing media). Because, basically conventional media has institutional structure, therefore, the news that they produce will through gatekeeping process. But, the information about politic, society tend to choose the information that they feel suitable for them, and then refuse the information about politics that is contradict with their view (Bennet, 2008). In addition, the presence of social media with all of their sophistication, they will do curation that will be given to users based on their preference and also personalization, it is not like gatekeeping process which is exist on conventional media. Society tend to not receive balance information on social media, it occurs because of recommendation system that is applied on social media.

RQ : How gatekeeping system and recommendation system could determine information that has been selected on users

Literature Review
Gatekeeping on online media
The most important thing for discussion about change on news’s formation in online media is audience’s participation. The form of audience’s participation includes personalization, comments, feedback, liking, and sharing or even making their own news. From those kinds of interactions, the expert has agreed, making audiences to become their own gatekeeper, making audience’s gatekeeping as alternative channel or can be called has its own channel or a new channel for online media. The application of two concepts on practicing gatekeeping in this audience’s channel that is, first path on research see how each person has been involved in gatekeepers process, where consciously they are working together, cooperating each other to make alternative news (collaborate gatekeeping). Another application which is focus on what audiences do in making news professionally on online media (collective audience gatekeeping).

Collaborative gatekeeping refers from editorial work, where community that has been formed from persons that is involved actively and also participate in searching process and supervision to another media, editing the script and also giving comments
to alternative news (Friedrich, 2014). Directions from this collaborative gatekeeping is to offer to each person for politics issues and help them to understand the information that is spread on online media through filtering the news flow, highlighting and arguing about a topic that has been raised in community (Bruns, 2008).

Collective audience gatekeeping explains that audiences will evaluate and share the news just like gatekeeping process in unplanned ways, where each person act on their own online community. Collective gatekeeping could be called as two steps of gatekeeping process, which those editorial early decision to publish an issue on the news, later will be followed by persons who will decide those news’s popularity. Collective process from each person’s consideration, in one side is pushed by person’s preference and also social dynamic inside their followers and friends groups, another side it is being controlled by algorithm system on online media or SEO (Search Engine Optimizer) (Friedrich, 2014).

**Algorithm System**

The Filter Bubble (Pariser, 2011) is the explanation for algorithm system’s performance on search engine and social media. Algorithm System has function to evaluate how good the result that has been filtered based on user’s needs. For example, algorithm may interpreted ‘click’ or particular user’s activity, such as, comments column or likes button on those item and then will be recommended as accuracy of system compatibility for information that has been given to users. This kind of algorithm filter is called as algorithm recommendation, because they recommend those content that has been personalized based on information about each users itself.

The development of mass media which is marked by technology is starting to give various information from a lot of kind of platform such as cable television, radio which is getting more interactive, until 24 hours news media that is scrambling people’s attention. People can be easily access information because of the presence of any kind media. This thing could expand information in various content from mass media. It becomes a sign that information that has been spread is getting more fragmented and divided in particular class (Bennett, 2008). In this kind of situation, society still could choose information that is needed by them from mass media. In other words, people who is not interested with a particular information could avoid those information, and then change the program that is suitable with them. If we connected it with politics communication, the number of sources could make them are getting hit by recommendation system on social media for politics news and information.

In times before, conventional news source are based on audience preference are kind of hard to get. But during the campaign, voters still can be interested on candidate that they choose, and several research documented, partisan’s tendency to report the bigger exposure for comparison from candidate or party that they will choose (Lazarsfeld et al., 1948; Schramm & Carter, 1959; Sears & Freedman, 1967; Bennett, 2008).
Research Methodology

This research is included on qualitative description research with case study. Case study includes on descriptive analysis research, which is, research that will be done is focusing on a particular case that will be carefully observed and analyzed until it’s done. The case that is intended can be single or plural case, such as individual or group.

The method that is being used in this research is case study, researcher will try to know how online media gatekeeping and also recommendation system can determine information that has been selected on users. According to Robert K. Yin, case study is an empirical inquiry that is investigating a phenomenon in real life context, where the border of phenomenon and context are not looked firm, and where any kind of proof’s source is being used. Case study tries to answer questions such as “how”, “why”, and on particular level will also answer “what”, in research activity (Bungin, 2005).

Results and Discussion

However, empirical study for gatekeeping audience still on very early stage and a lot of studies about it still not released yet. Therefore, it is too early to evaluate deeply about its chance and a challenge from collective audiences gatekeeping’s practice on online media.

A lot of experts still not understand deeply about algorithm that is underlies recommendation for a news in social media. In one side, this algorithm system could be an indicator for social relevance, where it could know the activity on online media, do they like it or dislike it and considering appropriateness of a news that can be shared to other people. Therefore, algorithm system not only to reflect a person’s preference, but also could affect later dynamics that is connected with an information’s assumption and popularity (Messing & Westwood, dalam Friedrich, 2014). In another side, algorithm system on online media gives a challenge for mass communication research. The arrangement of algorithm is not common or can be said there are not a lot of people who already know about it widely, leaving a hesitation to journalist, audience and researcher about popularity that is related on the news could be built from likes, shares and clicks from audiences, or whether the economic interests of the company can provide services as well as play a role in forming the ranking sequence.

The performance of the recommendation system on online media provides customized results based on the history of user activity. This causes the effect that has been called The Filter Bubble (Pariser, 2011). This term describes the phenomenon where a site uses algorithms to selectively guess what information that users want to see based on information from users (such as location, past click behavior and search history). As a result, sites tend to only display the information that agrees with the user’s past point of view, effectively isolating users in bubbles that tend to exclude the opposite information. According to Eli Pariser (2011), who made the term, users get less light for opposing and intellectually isolated perspectives in their own information bubble. This can be related
to a case’s example of two online media that has different view, however, equally exploiting the timeline on social media to spread the news that they made.

For example, on a news that is related on critics to government, which a user keep try to find any kind information that is about criticism to government, they will get similar news on their social media’s timeline. Otherwise, for a person who keeps try to find a good government news, will get similar news on their social media timeline. All of those news spread off without through gatekeeping process as in conventional media that is must through several stage to produce a news.

Furthermore, if an user support to spread information about news that is contain of criticism for government, so their social media algorithm will keep give them negative information and cover it from good news for government. Otherwise, if someone has tendency to spread good news for government, so their social media algorithm will give positive news about government and cover it from negative news about government.

Google and Facebook as most popular search engine and social media site have recommendation system that is adapting with our internet behavior. Every information search in Google will be noted, every interaction and profile change in Facebook will be noted. This note that will be used to recommend an information.

Social media could create different filter’s bubble for every user. It means, a user who is critical to government will only receive more bad news about government, if it is compared with user who is pro to government. Those system works on every social media account, it makes someone only know a viewpoint that is suitable with their preference only, therefore every person receive information that has been chosen by technology that is available.

Algorithm newsfeed in social media such as Facebook, indeed is created based on someone’s interest. Therefore, the system will present a content which is maybe wanted by user. However, those contents are not created to be able to differentiate, is the content that is displayed is a fact or not. In consequence, a person maybe will only see a content that is suitable with their interest although those things are fake. A Content which is presented on newsfeed will miss all information from different point of view. Those thing based on half of people, indeed will influence someone’s opinion, because they are given same information continuously.

**Conclusion**

*Filter bubble* phenomenon that is related to political life especially on politic communication indeed still need to be studied deeply. However, it is so interesting if there’s any research that will be done to social media users that is related to democracy life which is getting eroded, because of people who only receive information that is based on what they are interested to, that occurs as a result of curation that has been done by online media. Those system makes users become unknown about information with different pint of view. Those each person feels the most right one and blame another
person if they have different viewpoint. Meanwhile, algorithm system that is exist, really have a possibility will be changed and will arise a new effect about this study.

References


Yin, Robert. Studi Kasus “Desain dan Metode”, Rajagrafindo Persada, Jakarta 2013