

# Inside the Algorithm: How Social Media Shapes What We See, Think, and Believe



Join Dr. Dietram A. Scheufele, UW–Madison professor and nationally recognized researcher, for an engaging presentation on how social media algorithms are designed and how they shape the information we see every day. Learn how these behind-the-scenes systems can influence attention, emotions, and beliefs, contribute to mis- and disinformation, and affect how we make sense of the world. This community talk will help to better understand social media and navigate today’s digital environment with greater confidence.



Dr. Dietram A Scheufele  
Professor, UW-Madison

**April 16, 2026**  
**11am-12pm CST**  
**FREE WEBINAR**