



Understanding How Social Media Algorithms Work

Adult Digital Inclusion, Media Literacy and Online Safety Programme

This practical adult learning programme helps learners understand how social media platforms personalise content, recommend information and influence online experiences.

The course develops digital confidence, critical thinking and online safety awareness, enabling learners to make more informed decisions when engaging with social media and digital platforms.

Suitable For

- Adults aged 19+
- Community groups
- Housing association residents
- Older adults
- Digitally excluded individuals
- Jobseekers
- Adult learners returning to education

Topics Covered

- What social media algorithms are
- How content is selected and recommended
- Personalisation and online behaviour
- Filter bubbles and echo chambers
- Targeted advertising and influencers
- Misinformation and online manipulation
- Privacy, digital wellbeing and online safety

Delivery

The programme can be delivered:

- Online via live tutor-led sessions

Flexible delivery formats are available to meet local requirements. The emphasis is on practical understanding and application rather than technical theory.

Duration

12 Guided Learning Hours

Flexible delivery options include:

- Eight 1.5 hour sessions
- Twelve 1 hour sessions

Learner Support

The programme includes embedded Information, Advice and Guidance (IAG), helping learners identify personal learning goals, develop confidence and access appropriate progression opportunities.

Quality Assurance

Delivery follows a structured Recognising and Recording Progress and Achievement (RARPA) approach, including:

- Initial learner assessment
- Learner goal setting
- Tutor-led delivery
- Ongoing learner support
- Review of learning objectives
- Progression planning

Outcomes

Learners completing the programme are expected to:

- Increase digital confidence
- Improve media literacy skills
- Develop stronger critical thinking abilities
- Better understand how online content is selected and prioritised
- Improve awareness of misinformation and manipulation techniques
- Engage more safely and responsibly online
- Identify opportunities for further learning and progression

Progression

Learners may progress onto further digital skills, online safety, employability, media literacy and digital inclusion programmes.

Gtec Media Limited

<https://www.gtecmedia.co.uk>

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