

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

ZHANG Haokang

**THE PHENOMENON OF «INFORMATION COCOON» OF
SOCIAL MEDIA USERS: FORMATION MECHANISM, IMPACT
AND THE WAYS TO OVERCOME**

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

Academic supervisor:

Irina N. Sidorenko

Doctor of science in Philosophy,
Professor

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ANNOTATION

The structure of the master's thesis: this thesis is composed of three chapters which have 64 pages, 84 sources and 1 appendix.

Keywords: information cocoon, social media, echo chamber, algorithmic filtering, user behavior, media literacy, online polarization, information bias, digital communication, cognitive reinforcement.

The purpose of research is to reveal the essence of the phenomenon "information cocoons" and show its role in modern society.

The object of research is social communications in social networks

The subject of research is the information cocoon phenomenon of social media users

Methods and methodology: case study and structured interviews as well as general scientific methods (analysis, synthesis, induction, deduction, comparison, classification)

The concept of the information cocoon describes a self-reinforcing informational environment shaped by cognitive biases and algorithmic personalization, where individuals primarily encounter content aligning with their existing beliefs. This leads to limited exposure to diverse perspectives, fostering polarization and distorted perceptions of reality. Driven by confirmation bias and algorithmic filtering, such cocoons reduce trust in neutral sources and amplify misinformation, as seen during events like the COVID-19 pandemic. Addressing this issue requires a multifaceted strategy: increasing algorithmic transparency, promoting diverse content, strengthening media literacy through education, and encouraging users to seek alternative viewpoints. Collaborative efforts by platforms, educators, and policymakers are essential to fostering open, balanced, and informed digital discourse.