

## **Praise for [Breaking the Social Media Prism](#)**

*"Masterful. . . .immediately relevant. . . . Breaking the Social Media Prism answers important questions about the origins of our current political environment and suggests how existing platforms and reward systems might be redesigned to make things better. Bail's scientific conclusions are refreshing in a space dominated by informed speculation, and the book offers hope that data-driven solutions can bring us back from the brink."*—Science Magazine

*"Smartly and engagingly challenges assumptions about how [ideological and cultural echo] chambers work."* —Frank Bruni, New York Times

*"[Bail] draws on extensive interviews with social media users to explore the profound differences between people's online and real-life personas, and lucidly details his own efforts to develop a new social media platform that cultivates more civil discourse. This is a persuasive and well-informed look at one of today's most pressing social issues."*—Publishers Weekly

*"[A] brilliant case . . . for social science research."*—Library Journal

*"In this important and accessible book, Chris Bail shows that if you want to understand what's going on online, don't focus on people's exposure to information. Keep your eye on their quest for status and group identity. The book is rich with insights for anyone who uses social media and is essential reading for anyone who wants to improve our democracy."*—Jonathan Haidt, author of *The Righteous Mind: Why Good People Are Divided by Politics and Religion*

*"In this brilliant book, Chris Bail—one of the world's leading computational social scientists—brings deep sociological knowledge, cutting-edge research, and profound empathy to one of society's most vexing problems: the increasingly polarized and uncivil nature of political discussion. Engagingly written and brimming with insight, Breaking the Social Media Prism is essential reading for anyone wanting to understand how we got here and how we might escape."*—Duncan J. Watts, author of *Everything Is Obvious*

*"A tour de force. Breaking the Social Media Prism is a must-read for anyone who wishes to understand our current political climate and engage in positive social and political change."*—Mabel Berezin, Cornell University, author of *Illiberal Politics in Neoliberal Times: Culture, Security, and Populism in the New Europe*

*"A pathbreaking book about how social media distorts our view of politics, polarization, and people, including those we define ourselves against. Breaking the Social Media Prism illuminates a path out of the echo chamber and offers new ways to see the world, going beyond the numbers to reveal the gap between the things we say online and the things we do in real life."*—Eric Klinenberg, author of *Palaces for the People*

*"Incredibly powerful. In this timely, well-written, and brilliant book, Christopher Bail explains why it is up to people, not platforms, to fix the problem of social media echo chambers distorting American politics."*—James N. Druckman, Payson S. Wild  
Professor of Political Science, Northwestern University

*"Provides useful pointers for understanding online (mis)behavior."*—Kirkus Reviews

*"Every one of Bail's chapters threads together multiple lines of thought — some dating back decades or centuries — interweaving the frontiers of online social science research with the traditions they emerge from. . . . Bail's analysis of the problem of online polarization is clarifying and compelling."*—Paul Rosenberg, *Salon*

*"A really, really important book and really educational."*—Sophie Roell, *Five Books*

*"Breaking The Social Media Prism challenges the accepted wisdom of echo chambers and algorithms & suggests that if we really want to solve political tribalism online the solution isn't just some isolated thing called technology but also inside ourselves."*—Samira Shackle, *With Reason Podcast*

*"Essential reading for many of us who are concerned with the impact of social media on civility and democracy."*—Andrew Keen, *Keen On* podcast