

MEASURING OPINIONATED COMMUNICATION

Rethinking public opinion in the digital era

How AI and algorithms are changing what we think and how we measure it

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The core problem

Algorithms and AI are actively impacting how internet users' attitudes are shaped.

Because of this digital shift, scholars are forced to redefine and recategorize what “public opinion” actually means today.

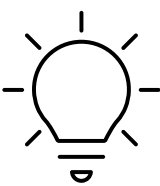


What the experts say

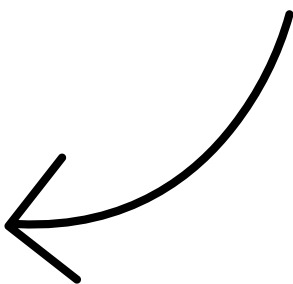
We explored how researchers view these AI-driven challenges in public opinion studies.

Regardless of their specific field or level of experience, scholars agreed on two major hurdles:

- **Opinion formation:** It is increasingly difficult to track how people genuinely build their views in algorithmic environments.
- **Respondent bias:** Capturing authentic, unskewed answers from the public remains a significant roadblock.



Why this matters



Questioning the consensus: The “public opinion” we observe online is heavily curated by technology, meaning what looks like a majority view might just be an algorithm at work.

Handling data with care: If we rely on surveys or polling for business, policy, or activism, we should be aware that accurately measuring public opinion in the era of digital communication requires looking beyond classic surveys to account for algorithmic influences and digital trace data.



Read the full study

