

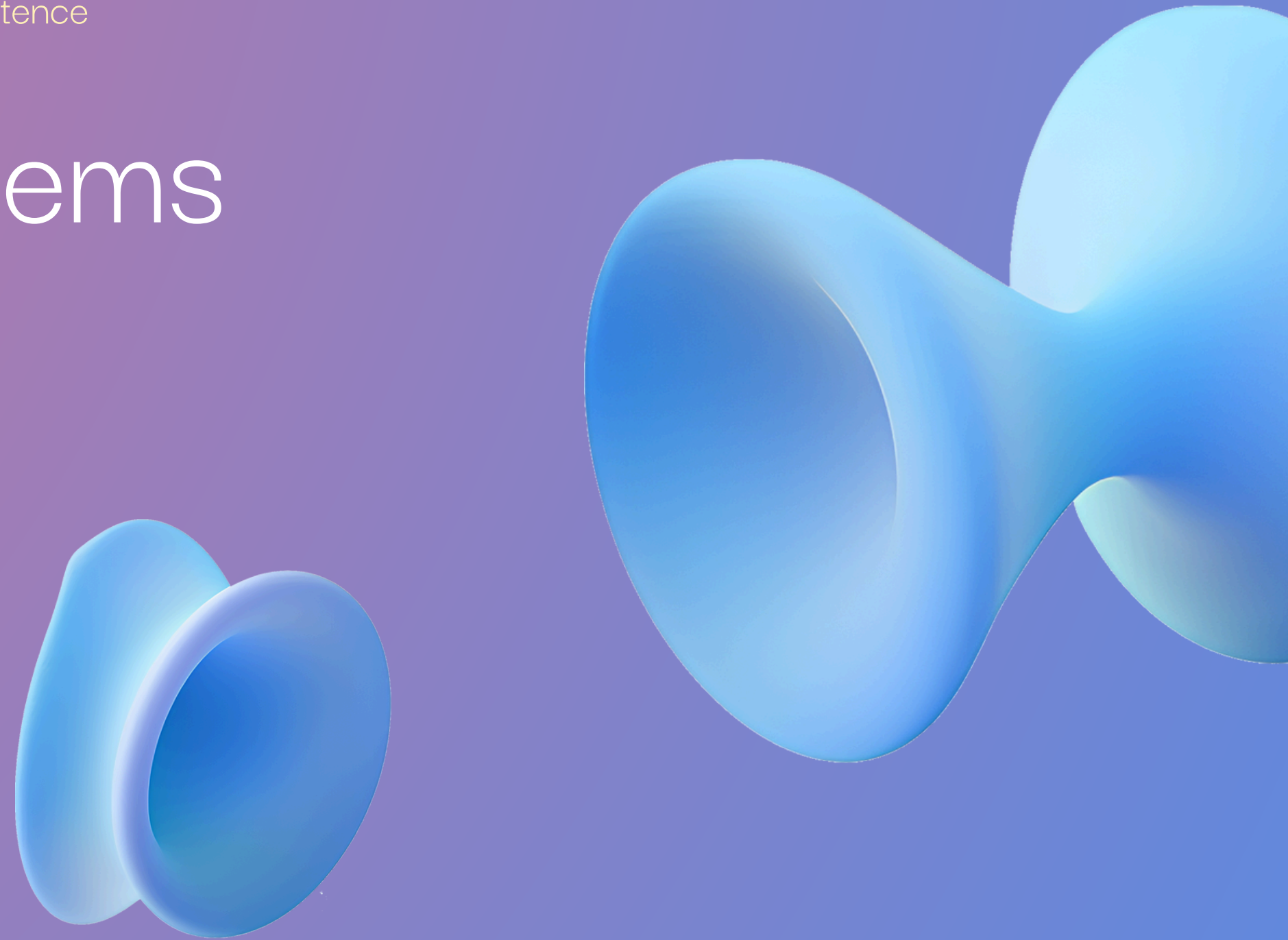
AI Curriculum

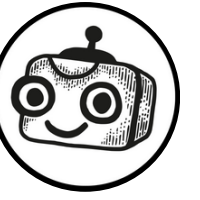
AI for Children's Artificial Intelligence Curriculum Methodological Material
for Elementary and Secondary Schools - the Development of Digital Competence

Recommendation Systems on Social Media

Social Studies I

45 min lesson





5,64
billion

Internet users worldwide
in April 2025
out of 8.2 billion people.

2,6 %

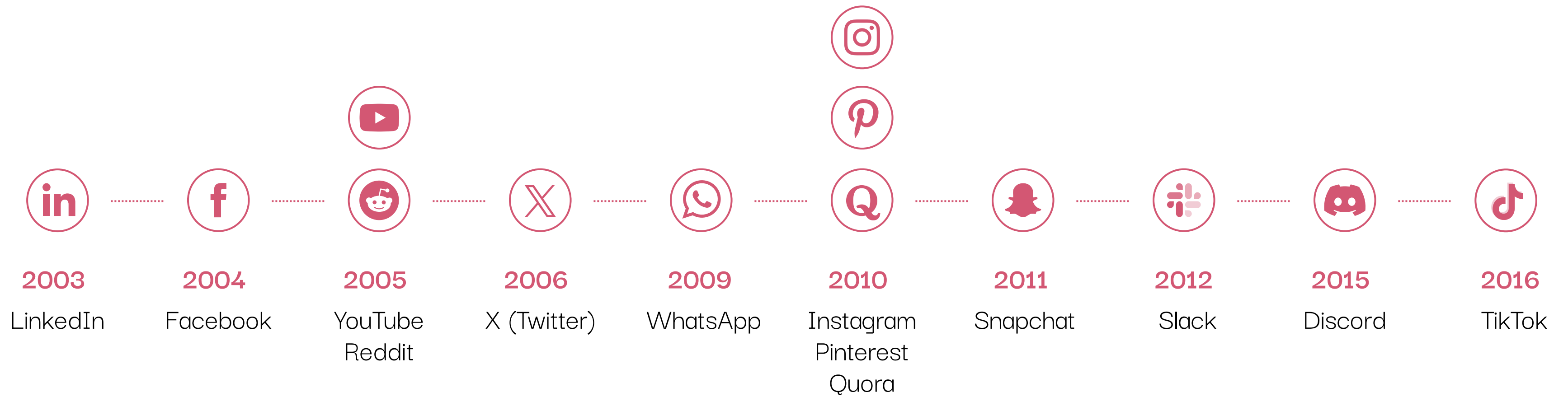
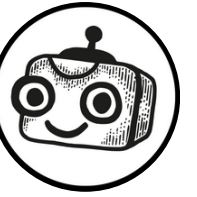
Year-over-year growth in
internet users
compared to the number
of users in 2024.

2,6
clock

Time spent on social media
by a user
on average every day in
April 2025.

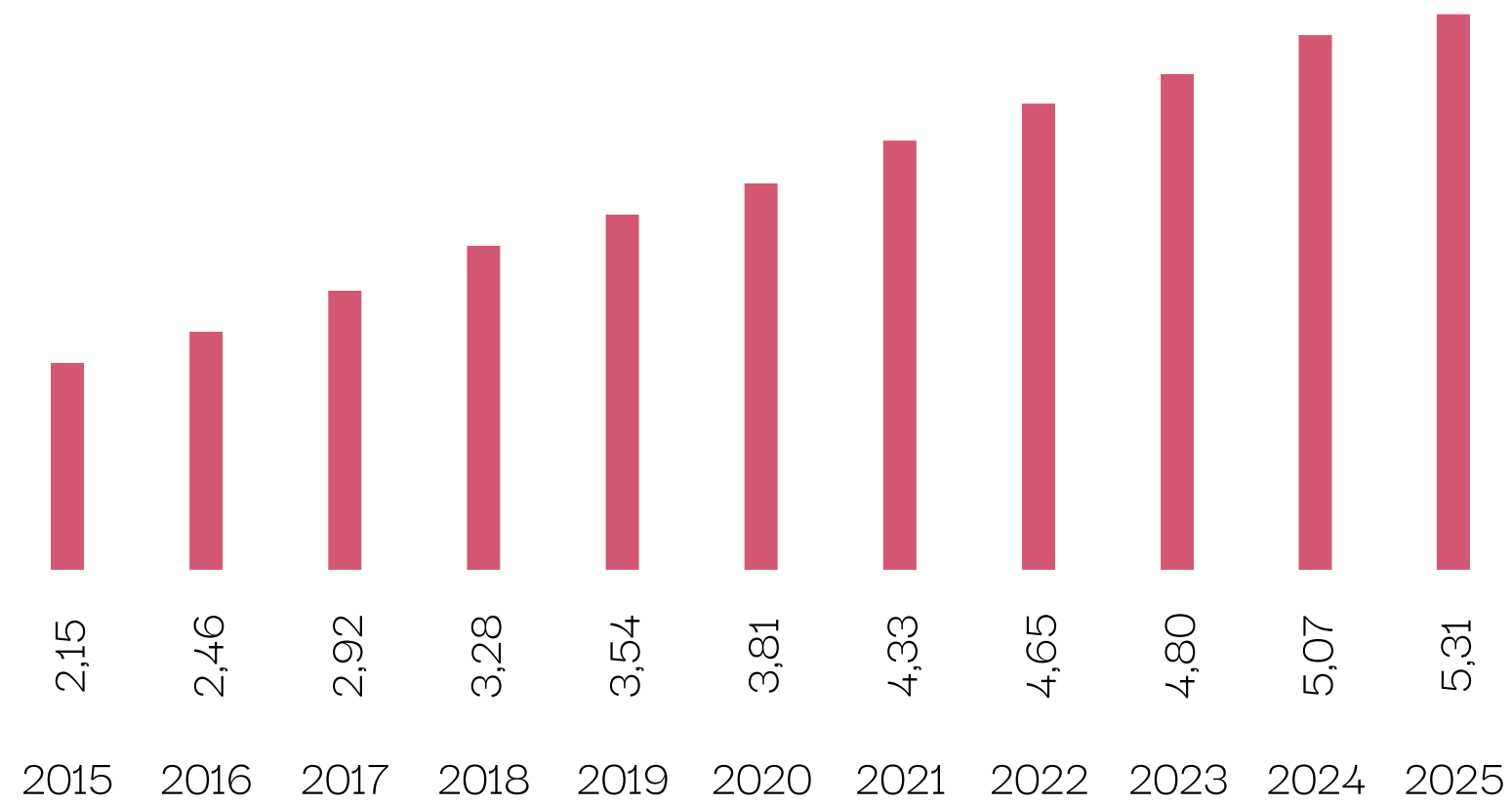
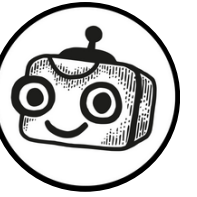
5,31
billion

People actively using
social media
(one or more) in April
2025.

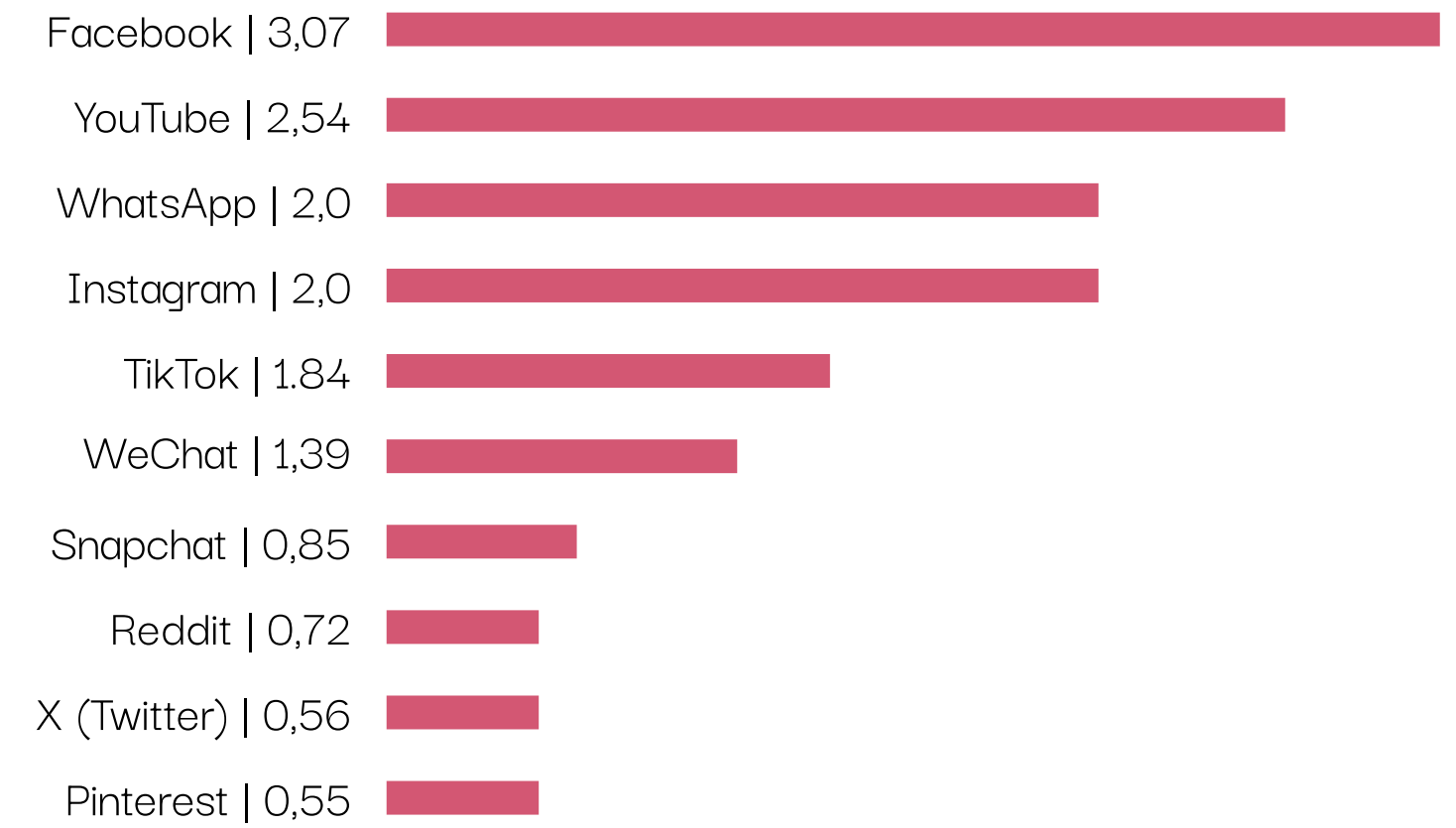


Timeline of Social Media Development

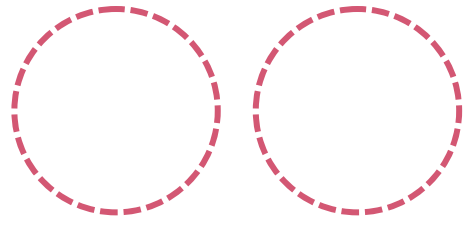
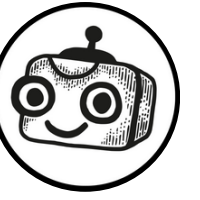
Only selected social media platforms are shown on the timeline – those relevant to the lesson at the time this teaching material was created.



Growth in social media users (in billions)



Monthly active users on social media (in billions)



Friend-Based Model

The oldest model of social media, where users follow their friends and acquaintances.



Instagram



Reddit



Quora



Slack



X (Twitter)



LinkedIn



TikTok



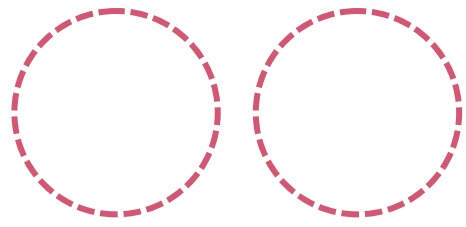
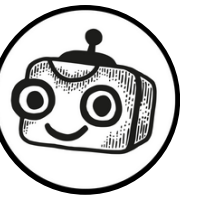
Discord



YouTube



Facebook



Followers-Based Model

The second wave of social media came with the followers model. It solved the awkwardness of forming “friendships” with users whom others simply wanted to follow without knowing them personally. However, it also concentrated content creation in the hands of a small number of highly influential individuals, making it much harder for regular users to gain visibility or reach a wider audience.



Instagram



Reddit



Quora



Slack



X (Twitter)



LinkedIn



TikTok



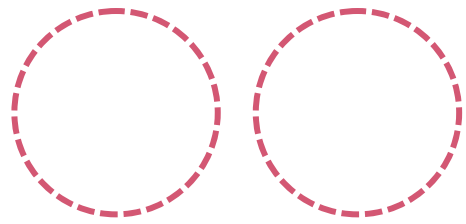
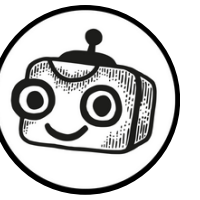
Discord



YouTube



Facebook



Interest-Based Model

Interest-oriented networks have evolved from traditional online forums into full-fledged social media platforms. Users select topics they want to learn more about, and by doing so, they join groups with others who share the same interests.



Instagram



Reddit



Quora



Slack



X (Twitter)



LinkedIn



TikTok



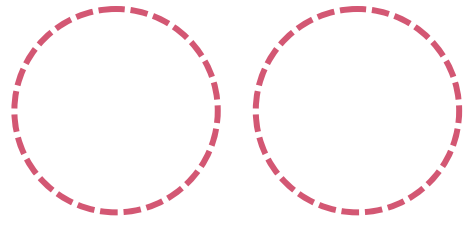
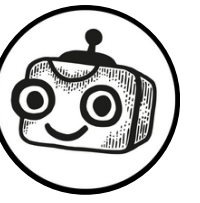
Discord



YouTube



Facebook



Group-Based Model

A major trend has been the rise of online communities, which led to the creation of platforms that are often not even recognized as social networks—though they function as such.



Instagram



Reddit



Quora



Slack



X (Twitter)



LinkedIn



TikTok



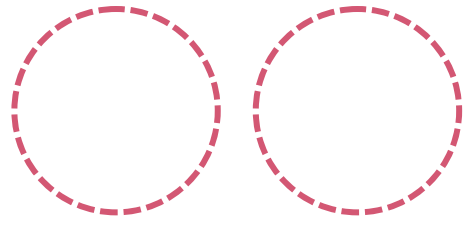
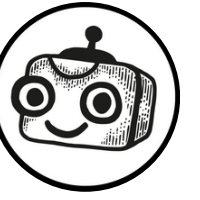
Discord



YouTube



Facebook



Algorithmic Recommendation Model

Users primarily consume content through an algorithmically generated feed. There is no need to follow or add anyone as a friend. The algorithm responds directly to user behavior and tailors the content accordingly.



Instagram



Reddit



Quora



Slack



X (Twitter)



LinkedIn



TikTok



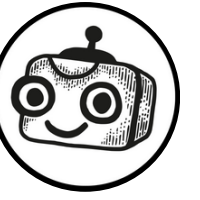
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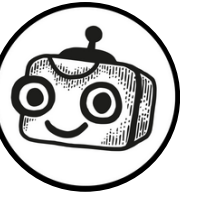
Youtube



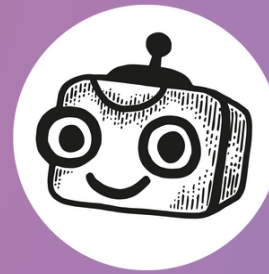
Facebook



What TikTok knows about us



Go to the Someone app



See you in the next lesson
on microtargeting and dark posting!

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