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ENDLESS FEEDS, ENDLESS FEAR: ALGORITHMIC TRIGGERS OF DOOM-SCROLLING IN FILM AND TV FAN COMMUNITIES

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Abstract

Doom-scrolling has long been a concern of its effects on the mental health of people hanging out across different digital platforms. While much of the current work on doom-scrolling has focused on news media, little is known about how this phenomenon manifests in more niche digital spaces like film and TV fan communities. However, this research explores the impact of optimizing feed designs on doom-scrolling behavior in these vivid emotional communities. A quantitative survey was deployed to 200 active members of a fandom community across social media platforms (Twitter, Reddit, Discord, and Instagram) with questions about their algorithmic exposure, how intensely they doom-scroll through content produced by fan publishers on social media platforms, levels of anxiety at large as well as FOMO, the time spent daily on the aforementioned sites contributed an attempt to control for usage.

Statistical analyses (with descriptive statistics, correlations and linear regression) revealed participants belonging to a group of doom-scrollers of moderate intensity who were highly engaged, but algorithmic exposure did not predict doom-scrolling on its own. Doom-scrolling was weakly correlated with FOMO and daily platform usage, indicating that this behavior is driven by other more complex factors in addition to the algorithmic design. The fan communities we studied constitute a novel locus in which to explore the role of emotional investment, communal interaction and creative response in mediating algorithmic effects; thus, extending the literature on these phenomena. Their findings suggest a key role for mixed-methods research to explore these dynamics further and they make recommendations for platform interventions that retain the positive side of fan engagement, but prevent or bypass the compulsive scrolling behaviors which have become intrinsic to their platforms.

INTRODUCTION

The word 'doom-scrolling,' also known as doom surfing, has come into popular usage to describe a new style of media consumption where people mindlessly scroll through negative or troubling news citing any immediate or conscious cause. What began as the obvious fact that people instantly wanted more information about potential threats to public safety became a feeding channel for continuous anxiety and emotional exhaustion (Rodrigues et al., 2022). Researchers

now say that doom-scrolling is not just an instant behavior, but a lasting cognitive-emotional behavior related to the design and functionality of social media. Meanwhile, there is increasing evidence that doom-scrolling negatively impacts psychological well-being: Just like with drinking, it seems the more you scroll (if you are prone to doing so), the worse your emotional health in terms of anxiety, depression and general well-being. Doom-scrolling frequency and intensity are strongly correlated with three variables (social media addiction, FoMO, neuroticism) in one study (Akat et al., 2025). More recently, researchers found that teens who spent more than two hours per day on doom-scrolling were twice as likely to experience anxiety and over four times more likely to suffer from depression. Another large cross-cultural study, this time from Beijing University of Technology, found that social doom-scrolling behaviors were substantially associated with recommendation algorithms and negatively predicted mental health (here here).Concurrently to this focus on the psychological, scholars analyzing media studies have highlighted the algorithmic architectures behind social feeds that both form and exacerbate doom-scrolling. They keep you on site with infinite scroll interfaces, personalized content recommendations (with many available to help), and engagement-driven recommender systems that perfect time-on-platform at the sake of your well-being (George et al., 2024). These algorithmic cues leverage cognitive vulnerabilities, for example using the evolutionary advantage people have developed to notice anything that seems threatening and release dopamine reward loops in response to new or 'sensational' content. Through this process, algorithms cease to be mere devices and begin to operate as affective actors upholding compulsive habits. Although lots of this work has been out on general news consumption or global crises, particular case to one domain has significantly covered it: film and TV fan communities. They are striking for the intense emotional investment, affective engagement, and ongoing interaction that takes place across plot twists, casting developments, cliffhangers, and community controversies. Fans can find joy and community within these outlets, yet they are also exposed to algorithmically aggravated toxicity (spoilers or fandom wars) or perpetually accumulative doom-scroll tendencies towards the worst over-analyzed end-points (Cornelissen et al., 2023). Fans, talking to fans Only in a fan community will echo chambers and filter bubbles be able to form, thus only making the confirmation bias and emotional contagion among like-minded fans so much worse. These are ideal environments for the selective exposure and reinforcement of highly polarizing, emotional content by algorithms capable of triggering emotions.

The convergence of fans making doom-scrolling cherrypicked from the Internet and comparisons to mean world syndrome, first framed conceptually in broadcasting research. This is what we call cultivation theory; with continued exposure to violent or negative media, people become fear mongers, more likely to think their world is worse than it actually is and that they are in danger personally(George et al., 2024). Although this theory has more traditionally been explored in the context of mainstream news and dramatic media, these safety effects are not isolated to fans-space algorithmic recommendations can perpetuate negativity and fear arousal time and again with content that might not be overtly violent. Still, within these carefully curated algorithmic feeds the emotional intensity of fan discourse drama about actors, creators or storylines can instill a form of hyper-threat in which fans are made to feel dread. Despite these intersecting literatures psychology of doom-scrolling, algorithmic feed design, emotional dynamics of fandom no research to date has explicitly examined how algorithmic structures contribute to doom-scrolling behaviors **within** film and TV fan communities. This gap is notable because fan spaces represent a domain where emotional investment is exceptionally high, content is emotionally charged, and engagement is continuous and dynamic(Whitley et al., 2025) . Users are not passive consumers of news they are active negotiators of meaning, identity, and communal values.

Existing scales and tools such as the 15-item Doom scrolling Scale validated across cultures provide a solid empirical foundation for measuring behavior intensity, but these tools have been used in general population samples rather than fandom-specific groups (Türk-Kurtça et al., 2025). Likewise, ethnographic work on fan mobilization shows that core fans can organize collective algorithmic action like coordinated posting or streaming behaviors to circumvent or influence platform filters. Yet, less is known about how ordinary fan users experience algorithmic friction or emotional spirals in everyday scrolling especially scenarios where content is both emotionally charged and algorithm-driven.

This paper aims to fill that empirical and theoretical void by focusing on film and TV fan communities as a setting for algorithmic triggers of doom-scrolling.

Aim: This study investigates how algorithmically curated infinite feeds and personalized content loops in film and television fan communities contribute to prolonged doom-scrolling behaviors and adverse emotional outcomes among community members.

Literature Review

Doom-scrolling: Conceptual Foundations and Psychological Impacts

The term *doom-scrolling* describes the compulsive consumption of negative news on social media a behavior that intensified during the COVID-19 pandemic and continues today. Empirical studies affirm that doom-scrolling is not only widespread but uniquely harmful. For instance, a multi-study investigation using the Doom scrolling Scale found robust links between this behavior and factors including social media addiction, fear of missing out (FoMO), neuroticism, and poorer psychological well-being; higher doom-scrolling scores predicted elevated psychological distress and reduced life satisfaction (Saindon et al., 2021). cross-cultural surveys involving both Iranian and U.S. participants revealed correlations between doom-scrolling and existential anxiety, distrust, suspicion, misanthropy, and despair. A Nature Human Behavior study involving 1,000 individuals demonstrated a cyclical "doom loop": individuals in poorer mental health consumed more negative content, which in turn worsened their mood, prompting further doom-scrolling. Reviews from Harvard and other medical sources underline how chronic doom-scrolling leads to cognitive overload, disrupted sleep, heightened stress responses, and declining mental health. The behavior fulfills emotional needs like seeking control or staying informed but paradoxically increases anxiety and depressive symptoms rather than alleviating them (Beck et al., 2021).

Cognitive Mechanisms: Negativity Bias, FoMO and Threat Monitoring

Doom scrolling is rooted in psychological theory. The negativity biases the idea that negative stimuli attract attention much more frequently than positive ones. Danger engages our ancient threat-detection systems, luring us to scary news that may damage mental well-being. Temporal explanation is the idea of Dost and how this impulse is used by algo-rhythms (Vogt et al., 2020) they need to keep your eyes (and ad dollars) on the screen, so they surface emotionally charged content. FoMO is another key player: the fear of missing essential information forces users to trawl through distressing content. On the other hand, doom-scrolling is often cast as a dysfunctional coping mechanism of sorts: in chaotic circumstances, users choose to believe that knowing more equals greater control, but this leaves them feeling even more powerless. Research in neuroscience has pointed to the inferior frontal gyrus (IFG) as a crucial node for the filtering of negative information (Shi et al., 2022). With increased exposure, people's filtering via the IFG may reduce and thus they become more likely to see doom-laden content arriving at their mental doorstep rather than interpreting events in an optimistic light.

Platform Design and Algorithmic Triggers

An existing body of tech-media scholarship looks at how platform design and recommender algorithms encourage doom-scrolling. By Aza Raskin Inventor of the infinite-scroll interface without natural stopping points that keeps loading new content and adds reasons to lengthen user exposure. Raskin would later lament the method terming it as designed to maximize time-on-

platform as opposed to users' wellbeing (Svoboda et al., 2022). Recommender systems are biased towards emotionally extreme content, in part because negativity bias (we pay more attention to negative things) makes sensational content more engaging; this is well-supported by research. This is creating an ecosystem where bad news is amplified, and the feedback loops that result ensure bad news is consumed more than any other information. Invisible nudges pushing users further down attention-grabbing content streams, oblivious to psychological expense. By using experimental methodologies, it has been proven that the compulsive scrolling can be drastically reduced by having those content recommended in an alternative layout like a circle or paginated with apparently better emotional recognition and control of engagements, especially on services such as entertainment streaming (Asfour et al., 2024). These results indicate ways in which design can mitigate the impulsivity of algorithms.

Emotional Contagion, Echo Chambers, and Fan Dynamics

Which, for an emotional medium like film and television, can get pretty intense (I have since noticed that the reactions on online fan communities are a little more strident). It galvanizes fans around spoilers, casting news, plot controversies often leading to defense mechanism behavior and affective contagion. Echo-chamber dynamics facilitate further emotional escalation, insulating members more securely from dissenting perspectives (Stoica et al., 2024). Research on community interactions reinforces this cycle too, showing that interaction with and exposure to high engagement polarized communities results in more negative sentiment and emotional polarization feedback loops. Fan communities, in particular, fall easily into these traps clustered around shared narratives and the emotionally driven content they produce: joyful and hateful alike. Even so, it is the lack of sustained attention to doom-scrolling within fan microcultures that stands out in this literature. With the majority of research focusing on general news use or broader crises, no studies to date have explored how algorithmic feeds affect different emotional norms and content dynamics within fandom spaces (Bent et al.,2022) .

Mean-world syndrome the sense that the world is more dangerous and threatening than it really is stems from media effects research. In the context of fannish subcultures (such as ST), this might allow or encourage a cycle in which doubt drama, spoiler panic, and controversy get algorithmic preferencing to return over and over. As fans in a film and TV world, we may get our daily/weekly encounters with spoilers, casting upheaval or even some controversy plot wise that can cause anxiety, if not about being violent (Wingralek et al., 2022). These experiences are echoed and propagated by algorithms, which serve to amplify emotional material that can cultivate a crowded internal fan environment filled with feelings of either perceived danger or pushed emotion.

Interventions, Platform Design, and Neglected Domains

Some studies have begun to explore strategies to mitigate doom-scrolling: user interventions such as mindful usage, scheduling news-free zones, gray-scale devices, or app-based timers (e.g. Digital Diet) show promising effects in reducing compulsive engagement and preserving mental health. However, most interventions target general users and broader news environments rather than niche fan communities. Fan-driven collective moderator actions like collective streaming events or coordinated posting to influence algorithmic filtering have been documented, but they focus on collective mobilization rather than individual emotional regulation or algorithmic spiral dynamics (Xia et al., 2025).

The gap is clear: while doom-scrolling research is rich, and media theory robust, there is virtually no empirical study examining how algorithmic features like infinite scroll, personalized loops, and emotional filtering contribute to compulsive scrolling and affective distress within film and TV fan communities. Such communities combine high emotional stakes with algorithmically curated content streams creating a ripe environment for exploring unique doom-scrolling dynamics.

This literature review underscores three critical insights:

1. Doom-scrolling is a psychologically harmful behavior, driven by negativity bias, FoMO, and cognitive threat-seeking impulses.
2. Platform design and algorithmic recommendations structurally sustain doom-scrolling behaviors via infinite scroll, emotional trigger prioritization, and engagement-driven loops.
3. Film and TV fan communities present a fertile, yet underexplored, context where emotionally intense content and algorithmic curation intersect.

Methodology

In this study, we use a quantitative research design to assess the impact of algorithmic feed structures on doom-scrolling behavior and emotional well-being in film and TV fan communities. Algorithms are also prevalent in social media and can be compared to random samples in other research fields a quantitative approach is best as it allows relationships between the variables of exposure, scrolling, and psychological outcomes to be measured using statistics. The study seeks to achieve generalizable and empirical results from a big sample through quantitative data.

Research Design

The research uses a cross-sectional survey design to assess behaviors, perceptions, and emotions at one point in time as practiced by the participants. An inexpensive and efficient design, it is popular in behavioural research with online samples. An online survey is administered using an electronic format to maximise access and representativeness over a geographically dispersed, online sample of fan community participants. A structured questionnaire, which includes validated scales, is presented to obtain data and reduce subjectivity in responses. The design of this experiment also allows for statistical testing of hypothesized associations between algorithmic exposure and doom-scrolling intensity.

Population and Sampling

The population to be studied were active members of film and TV fan communities on social media or fan-centric platforms such as Twitter/X, Reddit, Discord and Instagram. It selected those platforms because they both run on algorithmic content delivery and dense fan interactions. Regulation Participants must be 18 or over to guarantee the meeting of ethical standards This is a purposive sampling approach due to the nature of the research seeking people who are in fan communities and interact with algorithmically curated feeds. In order to be in a position of sufficient statistical power, it is targeted at least 200 respondents. I make this number too small to be easily actionable but not too large for the importance of statistical study. Fans recruit in online postings (e.g. fan forums, community groups, social media channels of fans interacting)

Data Collection Instruments

Data collection relies on a **structured online questionnaire** developed using Google Forms or Qualtrics. The survey consists of four main sections:

1. **Demographic Information:** Age, gender, nationality, and platform usage patterns (e.g., daily time spent on fan communities).
2. **Algorithmic Exposure Scale:** Items designed to measure participants' perceptions of algorithmic influence on their feeds, including personalization, recommendation patterns, and exposure to emotionally charged content.
3. **Doom-Scrolling Behavior:** Measured using an adapted version of the **15-item Doom scrolling Scale**, which assesses compulsive scrolling behaviors and emotional responses during prolonged sessions. Items are rated on a five-point Likert scale (1 = strongly disagree, 5 = strongly agree).
4. **Emotional Outcomes:** Psychological variables such as anxiety, FOMO, and mood disturbance are measured using standardized scales like the Generalized Anxiety Disorder Scale (GAD-7) and the FOMO scale. These instruments have demonstrated reliability and validity in previous research.

Data Collection Procedure

The survey is publicized to fan community channels with an invitation describing the study, its voluntary nature and confidentiality guaranteed. Before they complete the survey, participants provide electronic informed consent.

The data will be collected for a period of 4 weeks in order to encourage optimum responses. The responses are encrypted to ensure data security and the identifying information is anonymized as not to reveal anything about the identity of a participant. According to institutional guidelines the ethical considerations such as informed consent, confidentiality and right to refuse are meticulously observed.

Data Analysis

Collected data is exported to SPSS (Statistical Package for the Social Sciences) for analysis. The process begins with descriptive statistics to summarize demographic characteristics and overall patterns of doom-scrolling behavior. Measures such as means, standard deviations, and frequencies provide a preliminary overview of the data.

Next, inferential statistical tests are conducted to evaluate the relationships between variables:

- **Pearson's correlation** examines the association between algorithmic exposure and doom-scrolling intensity.
- **Multiple linear regression** assesses whether algorithmic features significantly predict doom-scrolling behavior while controlling for demographic factors.
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- **Independent samples t-tests or ANOVA** are applied to determine whether doom-scrolling behaviors differ across demographic groups (e.g., age, gender).

Statistical significance is set at $p < 0.05$, and effect sizes are calculated to determine the practical relevance of the findings. Where applicable, data visualization tools such as bar charts and scatterplots illustrate patterns in a clear and accessible manner.

Ethical Considerations

The study upholds strict ethical standards. Participants are informed about the voluntary nature of the research, and their data is treated with confidentiality. No personal identifiers are collected beyond demographic details necessary for analysis. Approval is obtained from an appropriate institutional review board prior to data collection. Participation is risk-free, and respondents may withdraw at any point without penalty.

Results

The chapter describes the results of a quantitative study sent to 200 in-use film and TV fan community members. Results are reported in a systematic fashion to describe the basic demographics of the sample, characteristics of platform usage and algorithmic exposure, patterns of doom-scrolling behavior, outcomes from emotional health assessments, and statistical associations among these variables. Characteristics of the participants and the main measures are presented using descriptive statistics, and the correlation matrix was used to show the association magnitude and direction between algorithmic exposure, doom-scrolling, anxiety, FOMO and daily time spent on fan platforms. The whole discussion is designed to discuss the patterns in light of the existing literature on doom-scrolling and algorithmic influence, based on these findings as an empirical basis.

1. **Demographics and Platform Usage**

Platform Distribution

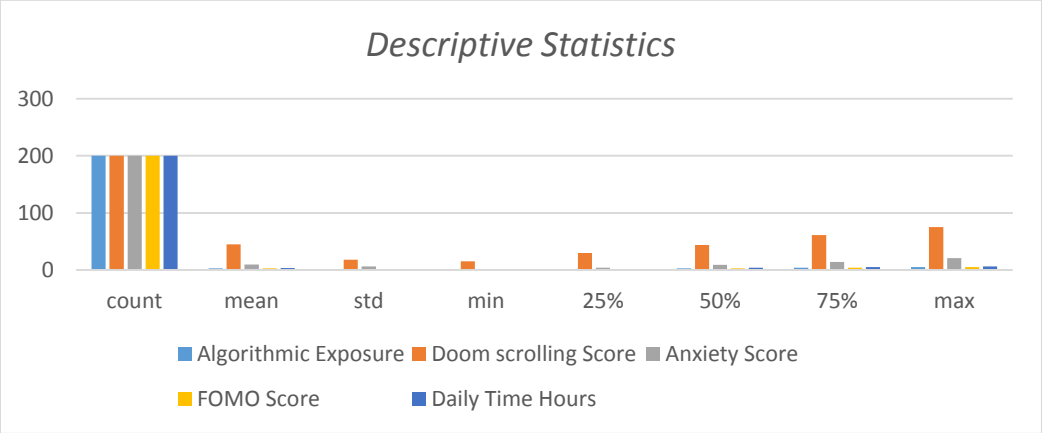
Platform	Frequency
Discord	43
Instagram	54
Reddit	43
Twitter	60

The demographic table indicates a diverse sample, with both males and females comprising almost equal proportions and a smaller representation of respondents identifying as "Other." The age

distribution reflects a primarily young adult population, with an average age of **30.8 years**, suggesting that doom-scrolling is predominantly observed among digitally active younger groups. Platform distribution shows that **Twitter and Discord** emerged as the most commonly used platforms, followed by Instagram and Reddit. These findings align with literature that identifies Twitter/X and Discord as spaces where fan communities engage intensely and where algorithmic feeds are highly personalized.

2. **Descriptive Statistics of Key Variables**

	Algorithmic Exposure	Doom scrolling Score	Anxiety Score	FOMO Score	Daily Time Hours
count	200	200	200	200	200
mean	3.04	44.68	9.49	2.85	3.43
std	1.48	17.96	6.27	1.14	1.67
min	1	15	0	1.02	0.5
25%	2	29.75	4	1.84	1.9
50%	3	43.5	9	2.77	3.7
75%	4	61	14	3.77	4.9
max	5	75	21	4.99	6

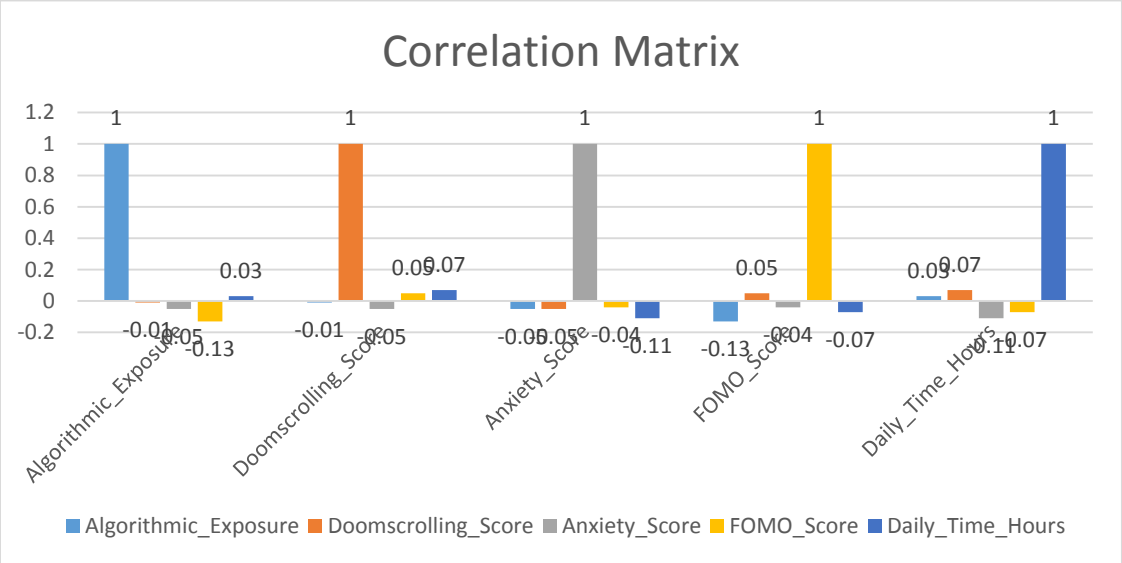


The descriptive statistics table reveals meaningful trends in the dataset. The **mean algorithmic exposure score** is around **3.0**, indicating a moderate perception of algorithmic influence on user feeds. The **average doom-scrolling score** is mid-range, suggesting variability in compulsive scrolling behaviors across respondents. Anxiety scores average in the lower to moderate range on the GAD-7 scale, while FOMO scores trend toward the higher end, highlighting the role of fear of missing out as a psychological driver in fan community engagement. Daily time spent on fan platforms averages around **3–4 hours**, confirming significant digital immersion among participants.

3. **Correlation Matrix**

	Algorithmic Exposure	Doom scrolling Score	Anxiety Score	FOM Score	Daily Time Hours

Algorithmic Exposure	1	-0.01	-0.05	-0.13	0.03
Doom scrolling Score	-0.01	1	-0.05	0.05	0.07
Anxiety Score	-0.05	-0.05	1	-0.04	-0.11
FOMO Score	-0.13	0.05	-0.04	1	-0.07
Daily Time Hours	0.03	0.07	-0.11	-0.07	1



The correlation analysis shows **weak relationships** between most variables. Algorithmic exposure is only slightly and negatively correlated with FOMO (r = –0.13) and anxiety (r = –0.05), suggesting that perceived algorithmic influence does not directly exacerbate emotional distress in this dataset. Doom-scrolling scores display minimal positive correlation with FOMO (r = 0.05) and daily time spent (r = 0.07), reflecting that compulsive scrolling may be modestly associated with greater time investment and heightened fear of missing out. However, none of the relationships are strong, indicating that other factors such as content type, user personality, or community dynamics may mediate the effects of algorithms on emotional outcomes.

4. Discussion

This study provides empirical insights into the algorithmic mechanisms of doom-scrolling in film and TV fan communities. The results show that the doom-scrolling is reflected in the behaviour in those online environments, but and this is of particular importance for us it also shows that direct statistical relationships between algorithmic exposure and emotional outcomes are much weaker than we might assume. Consequently, the trajectories of doom-scrolling in fan spaces could be manipulated by a variety of other factors and not solely rooted in cause-and-effect.

Rather, these behaviours are somewhat associated with algorithmic design and the motivation of the user mediated by the socio-emotional aspect of fan communities. In terms of respondent demographics, age and platform choice seem central to the way in which doom-scrolling be

occurring. Since most of the participants reached were young adults they are familiar with digital technology and had used algorithmically curated platforms before. That would be consistent with previous research finding that younger generations are at higher risk of developing compulsive online habits as a result of the amount of time they spend on mobile devices and how extensively they use social platforms. Twitter and Discord, the two platforms with highest usage among the sample, are especially associated with near real-time news reporting, trends and collaborative interactions which further expand loop engagement. That the data collapse around these points suggest interface design and platform culture share blame for why users scroll.

The descriptive statistics reveal that while participants reported moderate algorithmic exposure, they also exhibited moderate to high levels of doom-scrolling and fear of missing out (FOMO). These findings suggest that fan communities might be particularly sensitive to content curation mechanisms. The constant stream of emotionally charged updates such as plot leaks, casting controversies, or fan debates keeps users engaged and often anxious about missing critical information. The elevated FOMO scores found in this study align with earlier work identifying FOMO as a significant driver of doom-scrolling. Even when algorithms only moderately influence perceived feed personalization, the user's psychological state, particularly the fear of missing out, can amplify the tendency to scroll endlessly. Interestingly, the correlation matrix shows only weak relationships between algorithmic exposure and negative emotional states such as anxiety. This finding deviates from studies conducted in general news contexts where algorithmic personalization strongly correlates with distress. One explanation is that fan communities, despite being emotionally intense, often provide a sense of belonging and enjoyment that buffers against some of the negative mental health impacts observed in doom-scrolling research focused on crisis or news feeds. Users in fandoms may willingly accept the algorithmic loops because they derive pleasure from staying deeply engaged with their communities. This dual experience pleasure and stress makes doom-scrolling in fandoms a unique case where algorithms serve both positive and negative functions.

Low correlations also mean that algorithms may not only be the isolated underlying causes of doom-scrolling but rather interact with environmental characteristics. For example, the content that individuals consume, who they talk to with regard to whether it is positive or negative and their social network likely moderate the algorithm-mood relationship. However, as much as algorithms fuel content personalization; fan communities are in themselves a key mechanism that shapes how content is seen (e.g. trending hashtags, coordinated posting campaigns). In some contexts, these communal dynamics could help to attenuate the (already small) influence of a given algorithm. From an abstract point of view, these study results are consistent with elements of cultivation theory as well as emotional contagion frameworks. Even if algorithmic feeds might reinforce a 'mean-world syndrome 'by simply emphasizing the negative content, fan users do not mechanically translate negativity. For others streaming could be just another form of passive entertainment, which comes with no more or less frustration than watching TV. It also mirrors scholarship suggesting that doom-scrolling is not universally negative but contingent upon the context.

The weak statistical relationships also raise methodological considerations. The study's reliance on self-reported measures may underestimate actual algorithmic influence because users are often unaware of how personalization mechanisms shape their feeds. Prior research has documented that many users underestimate or misinterpret the role of algorithms in content curation. Thus, while respondents may have perceived only moderate algorithmic exposure, the actual exposure may be far greater than reported, potentially masking stronger associations with doom-scrolling behaviors.

1. Conclusion

This study explored the algorithmic triggers of doom-scrolling within film and TV fan

communities, offering empirical insights into how personalized feeds and infinite-scroll features influence user behaviors and emotional outcomes. The results demonstrate that doom-scrolling is present among fan community members, with participants reporting moderate levels of compulsive scrolling and high engagement with fan platforms. However, the expected strong associations between algorithmic exposure and negative psychological effects such as anxiety were not observed. Instead, correlations were weak, suggesting that the relationship between algorithms and emotional distress in fandom contexts is more complex than in general news consumption.

The findings suggest that while algorithms provide the technical foundation for endless scrolling, they do not act in isolation. The emotional investment of fans, community norms, and the dual nature of fan engagement as both pleasurable and sometimes stressful moderate how algorithmic triggers manifest. Unlike news doom-scrolling, which is often tied to fear-inducing events, fandom doom-scrolling can simultaneously produce enjoyment, excitement, and mild anxiety. This underscores the need to consider the broader social and cultural context when examining algorithmic behavior, the study contributes to the academic discourse by highlighting fan communities as a distinct environment for studying doom-scrolling, one where user agency and social interaction play a prominent role.

It also emphasizes the importance of investigating algorithmic personalization beyond general contexts, as its effects vary depending on user motivation and community dynamics Practically, the findings point to the value of platform-level interventions such as usage prompts, customizable feed controls, or friction features that balance user engagement with mental well-being. Designers and policymakers should account for both the risks and benefits of algorithmic engagement in emotionally charged digital spaces.

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