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## Express Workshop: On-line Filter Bubbles

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## Express Workshop: On-line Filter Bubbles

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Librarian Presenter: Brett Cloyd

**Important Book:** Pariser, Eli. *The Filter Bubble : How the New Personalized Web Is Changing What We Read and How We Think / Eli Pariser*. How the New Personalized Web Is Changing What We Read and How We Think. New York, NY: Penguin Books, 2012. **Main Library ZA4237 .P37 2012 (2<sup>nd</sup> floor)**

**Definition:** “A **filter bubble** is a result of a personalized search in which a website algorithm selectively guesses what information a user would like to see based on information about the user (such as location, past click behavior and search history) and, as a result, users become separated from information that disagrees with their viewpoints, effectively isolating them in their own cultural or ideological bubbles.” – Wikipedia. Accessed 10/6/2014. [https://en.wikipedia.org/wiki/Filter\\_bubble](https://en.wikipedia.org/wiki/Filter_bubble)

**Value/Concern:** Filter Bubbles may be attractive ways to customize your search results to your interests, but you may be limiting content to things you agree with which may distort your views.

**Where** filter bubbles might impact what you see:

- Internet search results (e.g. based on your search history, what you click, Gmail contents, location settings, etc)
- Facebook News Feeds (e.g. based on what you like)
- Advertising that might “follow you around the web” – based on a product web site you visit, search history, etc.

**Explanations:**

- **Don't Bubble:** <http://dontbubble.us/>
- **Don't Track:** <http://donttrack.us/>

**Solutions:**

- **Duck Duck Go:** <https://duckduckgo.com>. Searches are not tracked and everyone sees the same results. (include Duck Duck Go in your search tool bar for most browsers, make it your default search, download the app to your phone for doing searches.
- **Facebook:** stop liking content, seek out friends that do not display in your News Feed, create lists of friends based on common interest, or take a Facebook vacation.
- **Disconnect** <http://disconnect.me> browser plugin limits ads that might follow you around, and in my cases blocks ads from web sites.
- **How to Evaluate Information: the CRAAP Test.** <http://www.lib.uiowa.edu/ref/howevalinfo/>. Being a critical user of information will help you identify some of the negative parts of Filter Bubbles. *Currency, Relevancy/Coverage, Accuracy, Authority, Purpose*