

TED Talk: Beware of Online "Filter Bubbles"

- Eli Pariser (2011).

Internet connecting people

↓ Shift.

Different news feed experience on Facebook - liberal vs. conservative

Look at what links you click on - editing of the web based on likes/clicks.

59 signals used to tailor search results to your preferences

Personalization

"Internet showing us what it thinks we want to see, but not necessarily what we need to see."

Filter Bubble

Personal unique universe of information
- depends on who you are & what you do
- don't decide what gets in or filtered out.

Balance/Ethics

Democratic

Civil Responsibility

Control

Transparency

Balanced - information diet - needs vs. wants!

Ethics of our information diet

Democracy relies on access to info!

The filtering of information based on likes + clicks hurts civic participation. Limits access to information through filter bubbles. Must redetermine the ~~role~~ internet is ethical, civic responsibility, + transparency at ~~the~~ its core!