

Filter Bubbles

Dominika Terczyńska, Maria Simoni, Joanna Janas-Sajdak



Erasmus+

Funded with the support of the Erasmus+ programme of the European Union



What are we going to talk about?

What are filter bubbles?

How are they created?

Why may filter bubbles be dangerous?

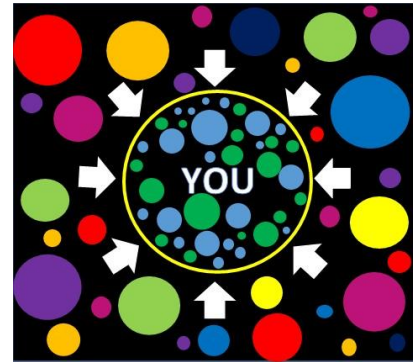
What to do so as to avoid filter bubbles?

Myths concerning filter bubbles

Reflect on our filter bubbles

What is a filter bubble?

- ❑ The term was first coined by Eli Pariser in his book *“The filter bubble: what the internet is hiding from you”* (2011)
- ❑ He defines a filter bubble as a **“personal, unique universe of information that you live in online. And what’s in your filter bubble depends on who you are, and it depends on what you do. But the thing is that you don’t decide what gets in. And more importantly, you don’t actually see what gets edited out.”**



How did he come up with the idea of filter bubbles?

- He noticed that people with the opposing ideas disappeared from his facebook feed

Post about cutting government spending.
2 minutes ago • Like • Any combination of policy ideas, including [Esc]

Liberal Friend #587
Link to a Liberal Article about NPR and PBS
<http://pol.moveon.org/nprpbs/?rc=fb>
The Republicans just released their budget proposal, and it zeroes out funding for both NPR and PBS—the worst proposal in more than a decade.
3 minutes ago • Like • Comment • Share

Conservative Friend #1
Post about the runaway deficit.
5 minutes ago • Like • Comment • Share

Liberal Friend #723
Post about universal health care.
6 minutes ago • Like • Comment • Share

Conservative Friend #2
Post about the Tea Party.
7 minutes ago • Like • Comment • Share

Liberal Friend #901
Another post about universal health care.
7:38

Post about homelessness in New York City.
2 minutes ago • Like • Any combination of policy ideas, including [Esc]

Liberal Friend #587
Link to a Liberal Article about NPR and PBS
<http://pol.moveon.org/nprpbs/?rc=fb>
The Republicans just released their budget proposal, and it zeroes out funding for both NPR and PBS—the worst proposal in more than a decade.
3 minutes ago • Like • Comment • Share

Liberal Friend #675
Post about the need for more spending to stimulate the economy.
5 minutes ago • Like • Comment • Share

Liberal Friend #723
Post about universal health care.
6 minutes ago • Like • Comment • Share

Liberal Friend #345
Post about the Tea Party and how it's funded by Big Business.
7 minutes ago • Like • Comment • Share

Liberal Friend #901
Another post about universal health care.
7:05

So, he asked his two friends to Google Egypt and send him the results

Scott's Search

Egypt ✕

About 350,000,000 results (0.24 seconds) Advt


▶ [Crisis in Egypt](#)
Voices in **Egypt** have been muted but will not be silenced. Listen.
humanrightsfirst.org/Egypt

[Egypt - Wikipedia, the free encyclopedia](#) ☆ Q
Egypt officially the Arab Republic of **Egypt**, is a country mainly in North Africa, with the Sinai Peninsula forming a land bridge in Southwest Asia. ...
Hosni Mubarak - Ancient Egypt - Female genital cutting - History of modern Egypt
en.wikipedia.org/wiki/Egypt - Cached - Similar

[Egypt News - The Protests of 2011 - The New York Times](#) ☆ Q
World news about **Egypt** and the protests of 2011. Breaking news and archival information about its **people**, **politics** and **economy** from The New York Times.
topics.nytimes.com > World > Countries and Territories - Cached - Similar

[Egypt Travel, Tours, Vacations, Ancient Egypt from Tour Egypt](#) ☆ Q
Information for travelers, resources on history, monuments and activities.
www.touregypt.net/ - Cached - Similar

[News for Egypt](#)

 [Why Lara Logan Was Eager to Return to Egypt](#) ☆ Q
1 hour ago
By Charlotte Triggs AP Lara Logan had already had one troubling experience in **Egypt** before last Friday's "brutal and sustained" sexual assault, ...
People Magazine - 1658 related articles - Shared by 20+

[In Egypt, renewed hope for gender equality](#) ☆ Q
USA Today - 24874 related articles - Shared by 5+

[Realtime updates for Egypt \(390\)](#)

[Favnt Daily News](#) [Favnt News](#) ☆ Q

Daniel's Search

Egypt ✕

About 321,000,000 results (0.15 seconds) Advt

▶ [Egypt - Wikipedia, the free encyclopedia](#) ☆ Q
Egypt officially the Arab Republic of **Egypt**, is a country mainly in North Africa, with the Sinai Peninsula forming a land bridge in Southwest Asia. ...
Hosni Mubarak - Ancient Egypt - Female genital cutting - History of modern Egypt
en.wikipedia.org/wiki/Egypt - Cached - Similar

[Egypt Travel, Tours, Vacations, Ancient Egypt from Tour Egypt](#) ☆ Q
Information for travelers, resources on history, monuments and activities.
www.touregypt.net/ - Cached - Similar

[Egypt Daily News, Egypt News](#) ☆ Q
Egypt Daily News, covering **Egypt** News, Arab news, Middle East news and World news. Egyptian Guides, egyptian recipes, egyptian food, egyptian airforce, ...
www.egyptdailynews.com/ - Cached - Similar


[Images for egypt](#) - Report images

[Egypt - CIA - The World Factbook](#) ☆ Q
Feb 1, 2011 ... Features a map and brief descriptions of geography, economy, government, and people.
<https://www.cia.gov/library/publications/the-world.../eg.html> - Cached - Similar

[Egypt State Information Service](#) ☆ Q
Official government site provides information on the country's government, politics, culture, history, economy and tourism. [Arabic, English, French]

It turned out they were completely different, even though they both entered the same word in the search engine

Aby zamknąć pełny ekran, naciśnij 

GoOOOOOOOOogle

Egypt

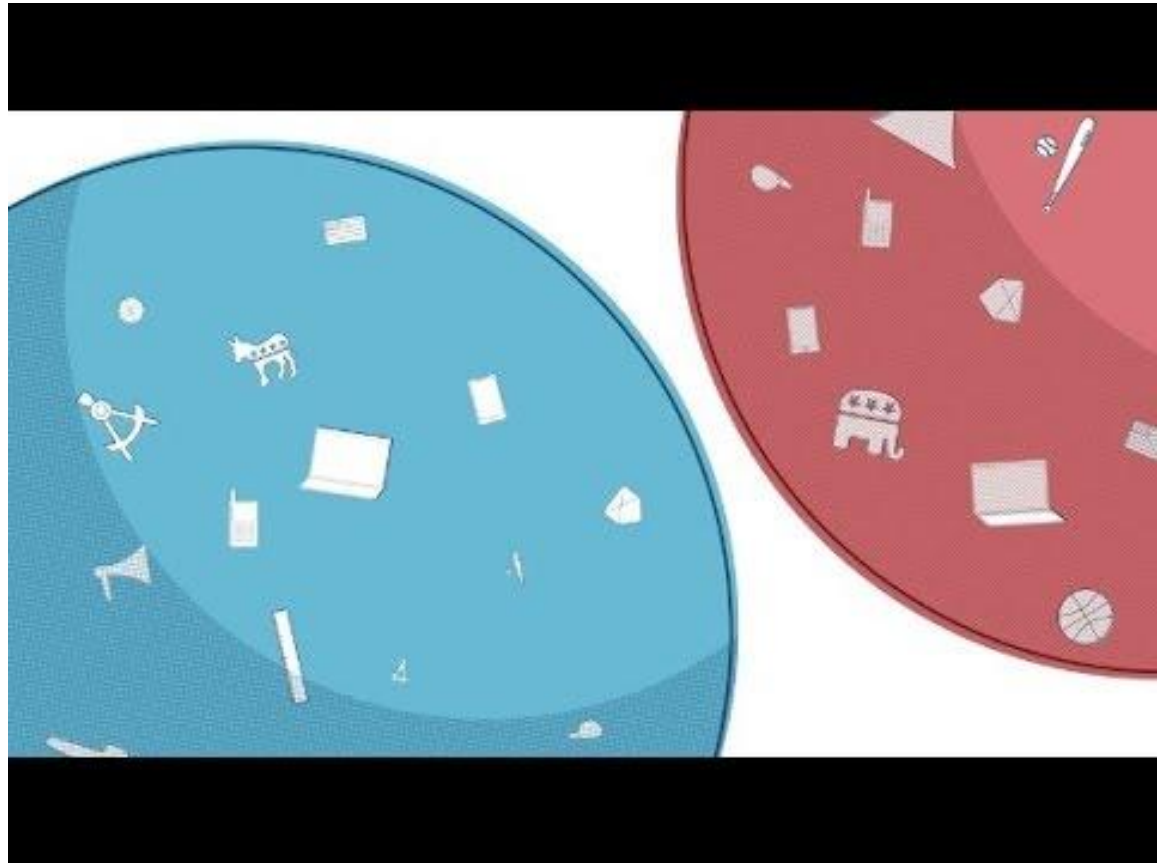


- Crisis in Egypt
- Protests of 2011
- Lara Logan



- Travel, Vacations
- Egypt Daily News
- CIA World Factbook

Who decides what information you access?



Who decides what information you access?

Algorithms, which are the set of mathematical equations that each site has coded to act as gatekeepers to help maintain the order of content and what advertisements each of us can see.

It means that the news stories that appear on search engines and social media are adjusted to your personal information, which is collected through:

- your search history
- online shopping habits
- platforms you use
- details passed on when signing up to things online
- your privacy settings

What problems may it pose?

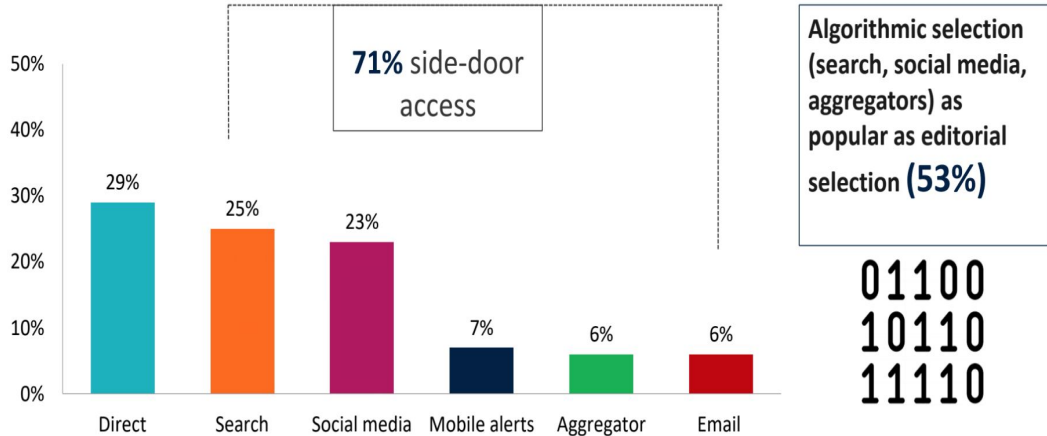
- algorithms don't ask for your permission, tell you when they're active, or say what they're keeping from you, as a result you may not know you are in a filter bubble
- algorithms isolate you from information and points of view you haven't already shown an interest in, which means you may be deprived of important information

Preferred access to news

MAIN WAY OF GETTING TO NEWS – ALL MARKETS

— — —

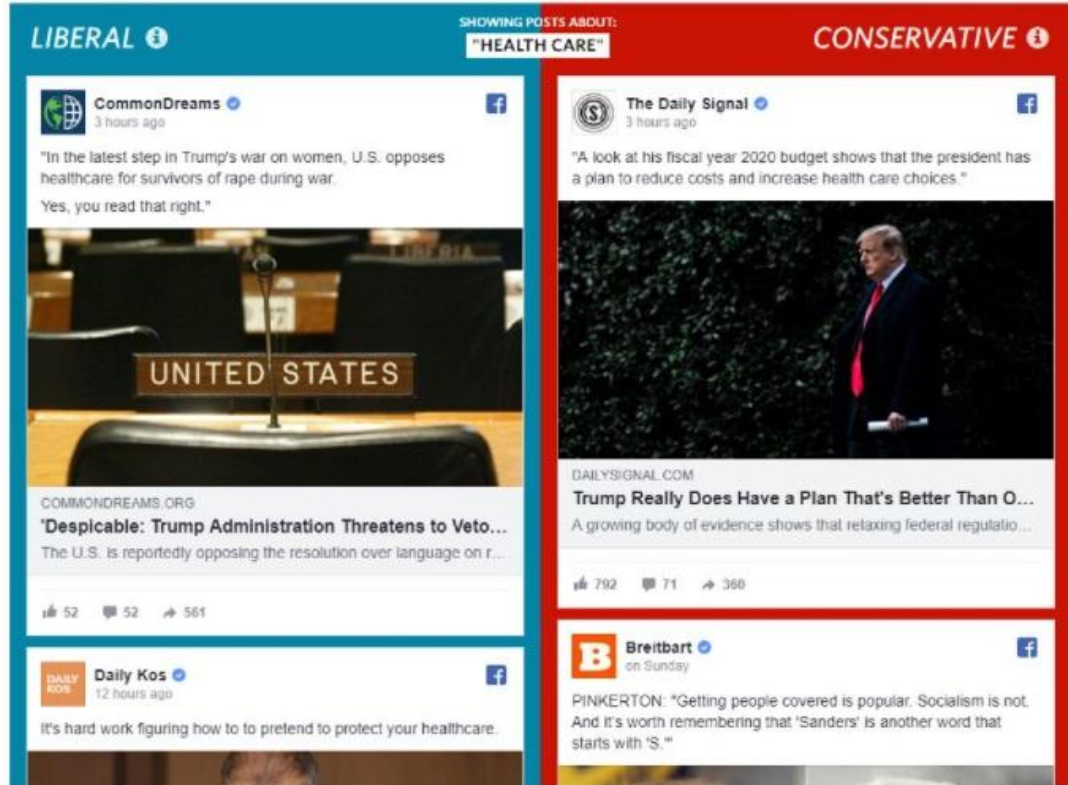
The research shows that algorithmically driven services are often used to get news online and there is a risk that our perspective on different issues may be distorted.



Q10a_new2017_rc. Which of these was the "MAIN" way in which you came across news in the last week?
Base: All/under 35s who came across news in the last week = 69246/19755



To see this difference for yourself, check out Blue Feed, Red Feed from Wall Street Journal



<https://library.owu.edu/c.php?g=926696&p=6676876>

Here's a sample of news feed presenting to what extent reports on events may differ depending on the political perspective.

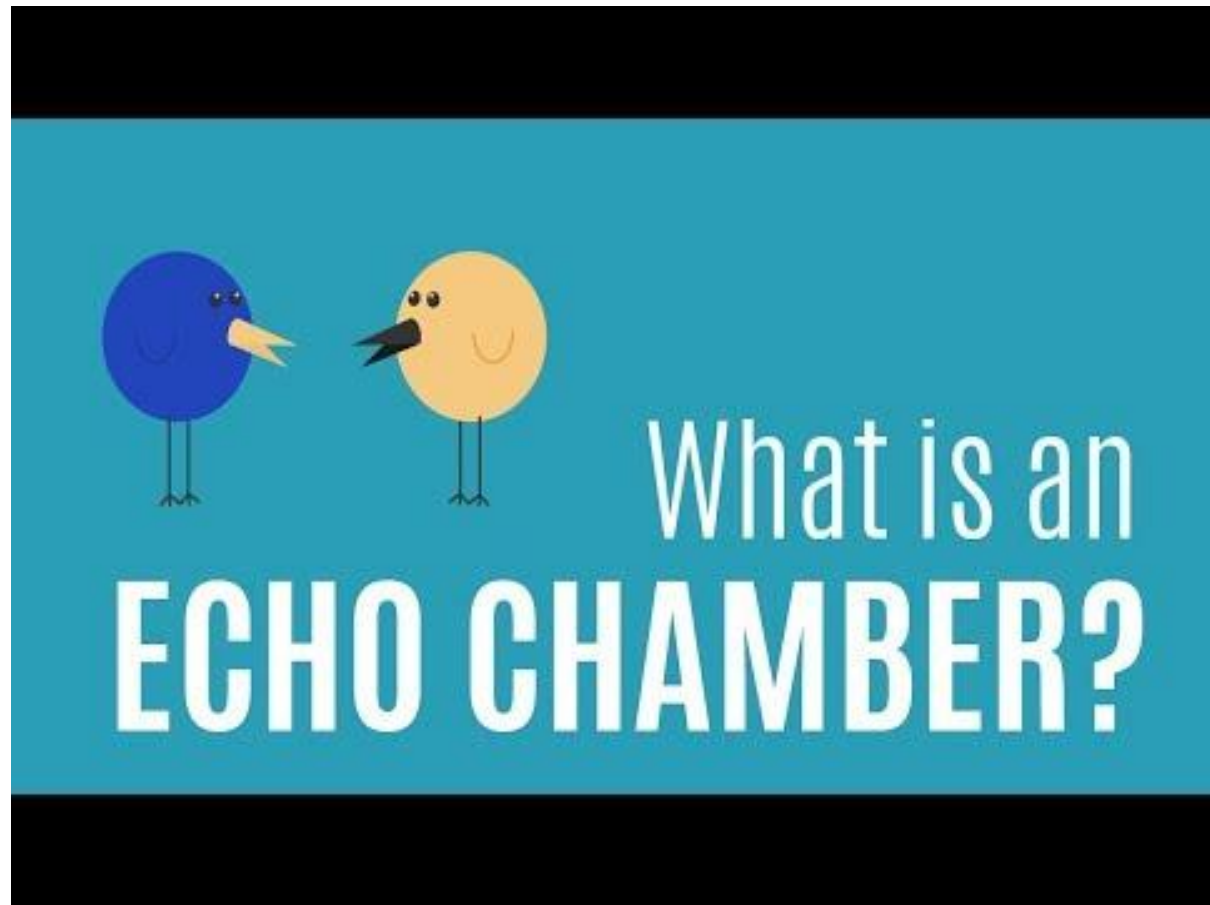
If we stay in a filter bubble there is a possibility that we will only see posts from people and online sources that we agree with and as a result become less open minded and start living in an echo chamber.

What is an echo chamber?

— — —

An echo chamber - when an online user self-selects the websites from which he gets news.

A filter bubble - when an algorithm makes those selections for him



How can you burst your filter bubbles?

— — —

Be aware of them and think critically

- actively search for information instead of being a passive consumer of what algorithms have chosen for you
- use different search engines, databases, portals, read diverse news and **compare results: what do the different articles/pieces of news you have read have in common, how are they different**
- follow people on social media who share different opinions



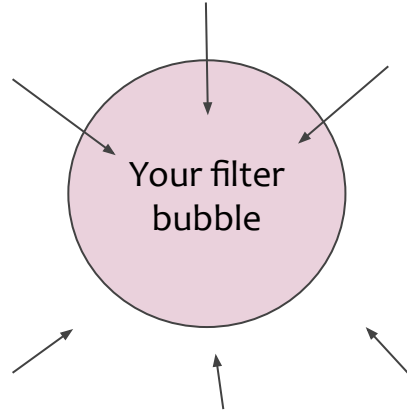
<https://www.inc.com/partners-in-leadership/4-strategies-to-burst-your-filter-bubble-and-influence-others.html>

- fool the algorithms by liking things you disagree with and commenting on posts you wouldn't usually read
- use search engines that do not track users: DuckDuckGo.com, Torproject.org, Quant
- search the Deep Web - it is comprised of websites that are not indexed by standard search engines, like Google, Yahoo (banking, medical records, library databases, scientific reports)
- go incognito on Google Chrome - press Control+Shift+N
- use software that helps to get out of your filter bubble, e.g. Escape Your Bubble (Chrome extension), Fleep Feed (Twitter), Pop Your Bubble (Facebook)

Reflect



What topics, opinions, people, websites are inside your filter bubble?



What topics, opinions, people, websites might burst your filter bubble?

Bursting some myths

Two types of personalization

- **Self-selected**, where people choose themselves what sources they use, e.g. what newspaper to buy, what TV channels to watch and which ones they would avoid
- **Pre-selected**, which is done by algorithms

Bursting some myths - social media

-
- People have always personalised - our brains are exposed to such an amount of data every day that it would be impossible to process it all, therefore selecting information is a natural process and it is based on our experiences and interests.
 - The research shows that because online news is often free it allows access to more diverse sources than offline alternatives.
 - Even though many people use social media for reasons other than news, they are incidentally exposed to it.

Bursting some myths - search engines for news

According to research

- People who choose search engines for news use more sources
- Their news sources are more balanced

However,

- There's evidence that having access to more varied perspectives may also lead to the polarization of political attitudes.

Conclusion

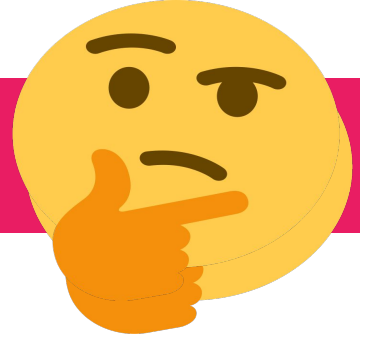
-
- The filter bubble hypothesis, which claims that by using social media and search engines to obtain the news one may end up in a filter bubble, is not confirmed by the research that has already been carried out in this area.
 - Even though we should be aware of the powerful impact of algorithmic selection and critically examine its effects, we should also bear in mind that divisions in politics and society may have other, deeper roots.

Summary

How to Break Free from a Filter Bubble?



Reflect



When I see/hear	I think	I wonder
Filter bubbles		

Thank you for your attention :)

Sources

<https://en.wikipedia.org/wiki/Algorithm>

<https://www.bbc.co.uk/bitesize/articles/zd9tt39>

<https://edu.gcfglobal.org/en/digital-media-literacy/how-filter-bubbles-isolate-you/1/>

https://www.ted.com/talks/eli_pariser_beware_online_filter_bubbles#t-216260

<https://reutersinstitute.politics.ox.ac.uk/risj-review/truth-behind-filter-bubbles-bursting-some-myths>

<https://guides.beloit.edu/c.php?g=945055&p=6813096>

<https://www.common sense.org/education/uk/digital-citizenship/lesson/filter-bubble-trouble>

<https://www.inc.com/partners-in-leadership/4-strategies-to-burst-your-filter-bubble-and-influence-others.html>

<https://www.youtube.com/watch?v=1z2kiU13Axc>

<https://www.youtube.com/watch?v=doWZHFVP08&t=2s>

<https://www.digitaldeliverance.com/2020/02/03/filter-bubbles-vs-echo-chambers/>

<https://www.youtube.com/watch?v=Se20RoB331w&t=126s>