The Filter Bubble: What The Internet Is Hiding From You

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Suggested hashtag for Twitter users: #lsefilterbubble
The Filter Bubble
Eli Pariser and Justin Kemerling
@elipariser on Twitter
Post about homelessness in New York City.

2 minutes ago • Like • Comment • Share

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.
Why?
If you like this, you’ll like that.
Meet Scott’s Google Search

**GENDER:** Male

**RACE:** Caucasian

**LOCATION:** New York

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**Egypt**

Voices in Egypt have been muted but will not be silenced. Listen.

www.amnesty.org/egypt

**Egypt - Wikipedia, the free encyclopedia**

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.

**Egypt News - The Protests of 2011 - The New York Times**


**Egypt Travel, Tours, Vacations, Ancient Egypt from Tour Egypt**

Information for travelers, resources on history, monuments and activities.

www.touregypt.net - Cached - Similar

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**News for Egypt**

* Why Lara Logan Was Exonerated in Return to Egypt
  1 hour ago
  By Charlotte Trigg AP
  Lara Logan had already had one troubling experience in Egypt
  before last Friday’s “brutal and sustained” sexual assault...— People Magazine - 1958 related articles - Shared by 20+

* In Egypt, renewed hope for gender equality
  USA Today - 3457 related articles - Shared by 5+

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**Egypt Daily News, Egypt News**
Egypt

- Crisis in Egypt
- Protests of 2011
- Lara Logan

- Travel, Vacations
- Egypt Daily News
- CIA World Factbook
“Relevance.”
“The future of the web is about personalization.”

Tapan Bhat, Yahoo VP
“It will be very hard for people to watch or consume something that has not in some sense been tailored for them.”

Eric Schmidt, Google
“A squirrel dying in front of your house may be more relevant to your interests right now than people dying in Africa.”

Mark Zuckerberg, Facebook
What’s different:
- Unique
- Invisible
- Passive
1. The Distortion Problem
2. “The Psychological Equivalent of Obesity”
Ironman → House → Waiting for Superman
The Balance:

Justin Bieber
Afghanistan
The Oscars
Homelessness
Agreeable Ideas
Challenging Ideas
People like You
Different People
3. A Matter of Control
“They want Google to tell them what to do next.”

Eric Schmidt again
Thank you,
sort by: Relevant, Important, Uncomfortable, Challenging, Other Points of View
“Algorithmic Paternalism”
“Technology is neither good nor evil, nor is it neutral.”

Kranzberg’s First Law
LSE public lecture

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