

LSE public lecture

The Filter Bubble: What The Internet Is Hiding From You

Eli Pariser

President, MoveOn.org, Senior Fellow, Roosevelt Institute

Dr Ellen Helsper

Chair, LSE

LSE events

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

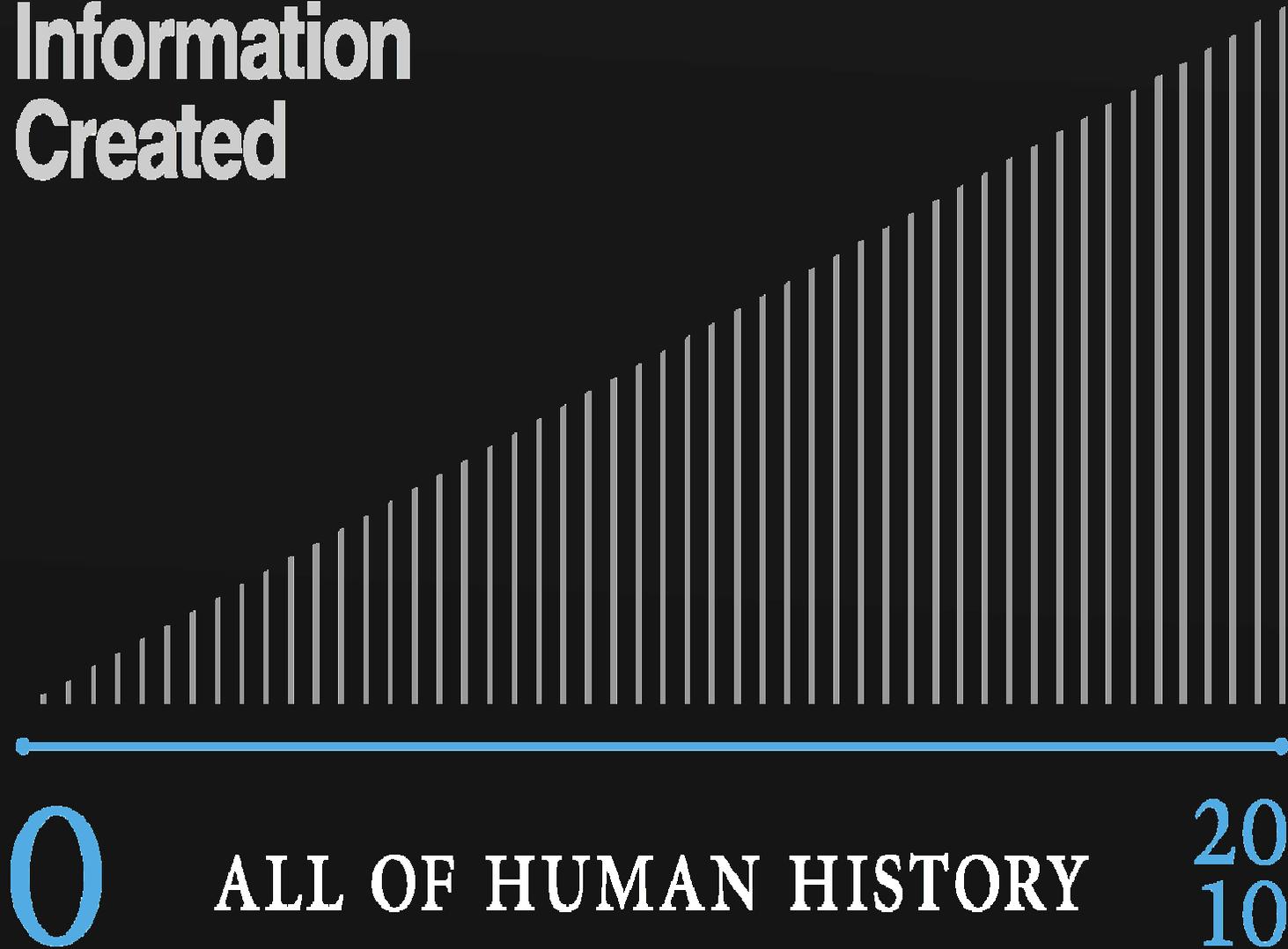


Liberal Friend #901

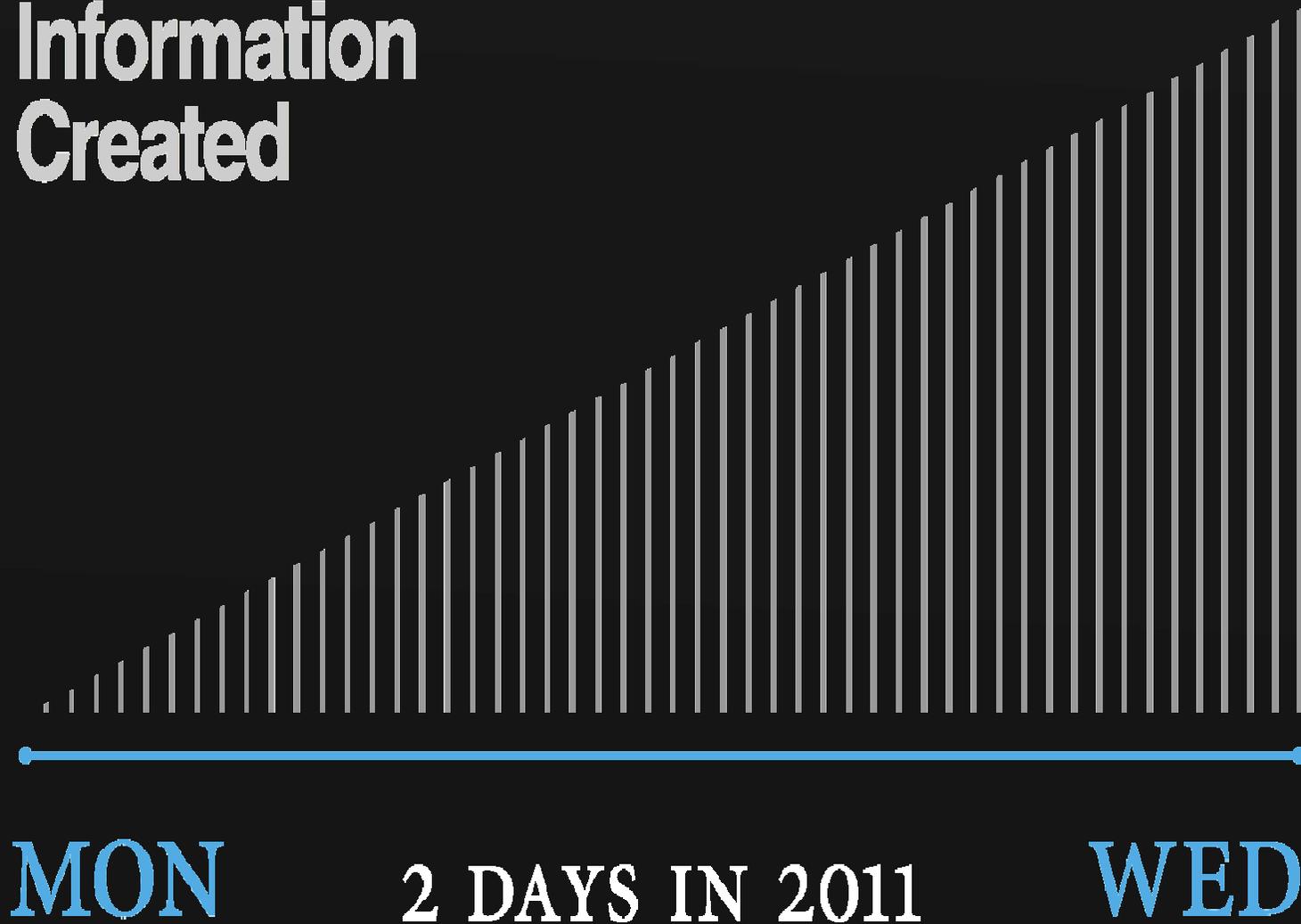
Another post about universal health care.

Why?

Information Created



Information Created



**If you like this,
you'll like that.**

Meet Scott's Google Search

GENDER: **Male**

RACE: **Caucasian**

LOCATION: **New York**



The screenshot shows a Google search interface for the term "Egypt". The search bar contains "Egypt" and the search button is visible. Below the search bar, it indicates "About 350,000,000 results (0.24 seconds)". The left sidebar shows navigation options like "Everything", "Images", "Videos", "News", "Shopping", "Realtime", "Books", and "More". The main content area displays several search results:

- Crisis in Egypt** (Ad): "Voices in **Egypt** have been muted but will not be silenced. Listen. humannightsfirst.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. ... 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**: "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**: "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** (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**: "USA Today - 24874 related articles - Shared by 5+"
 - Realtime updates for Egypt (390)**
- Egypt Daily News, Egypt News**

The right sidebar shows "Instant is on" and "Ads" including "Egypt Mubarak Steps Down" and "Facts About Egypt".

Meet Daniel's Google Search

GENDER: **Male**

RACE: **Caucasian**

LOCATION: **New York**



Google Egypt Instant is on ▼

About 321,000,000 results (0.15 seconds) [Advanced search](#)

Everything
Images
Videos
News
Shopping
Books
More

New York, NY
[Change location](#)

Any time
Latest
Past 24 hours
Past week
Past month
Past year
Custom range...

All results
Sites with images
Wonder wheel
Timeline
[More search tools](#)

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. ...
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en.wikipedia.org/wiki/Egypt - [Cached](#) - [Similar](#)

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

Egypt Daily News, Egypt News  
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  
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  
Official government site provides information on the country's government, politics, culture, history, economy and tourism. [Arabic, English, French]

Ads
Related to **facts about egypt**:
Facts About Egypt
Search for **Facts About Egypt**
Find **Facts About Egypt**
www.ask.com

Related to **ancient egypt**:
Egyptian Artifacts
Ancient Egyptian Art and Culture
Artifacts Housed at the Walters
thewalters.org

[See your ad here >](#)

Scott's Search

Egypt ✕

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

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
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[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 ✕

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[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]

Go0000000000gle

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:

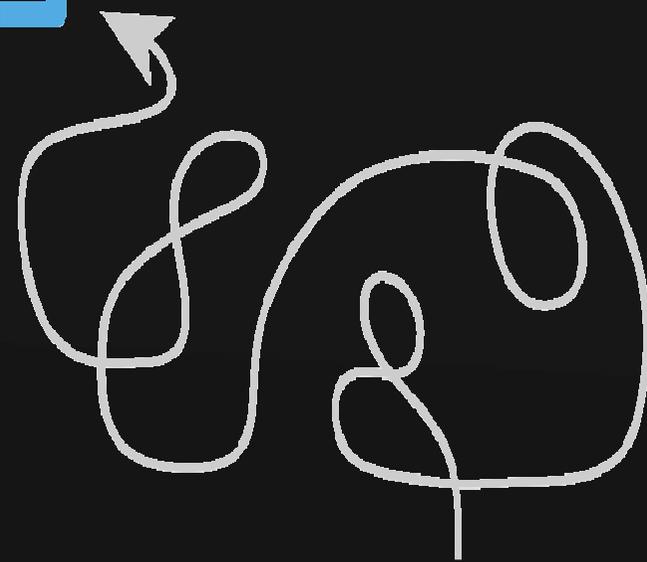
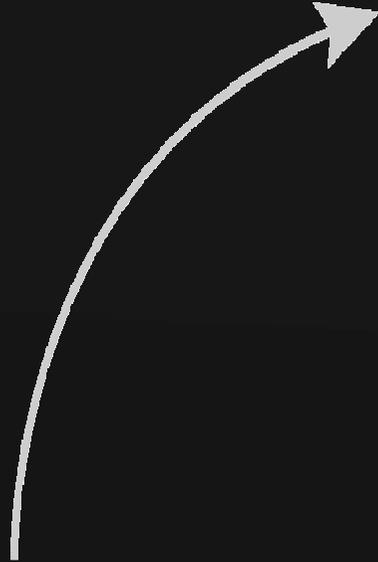
- Unique**
- Invisible**
- Passive**



1. The **Distortion** Problem



2. “The Psychological Equivalent of **Obesity**”

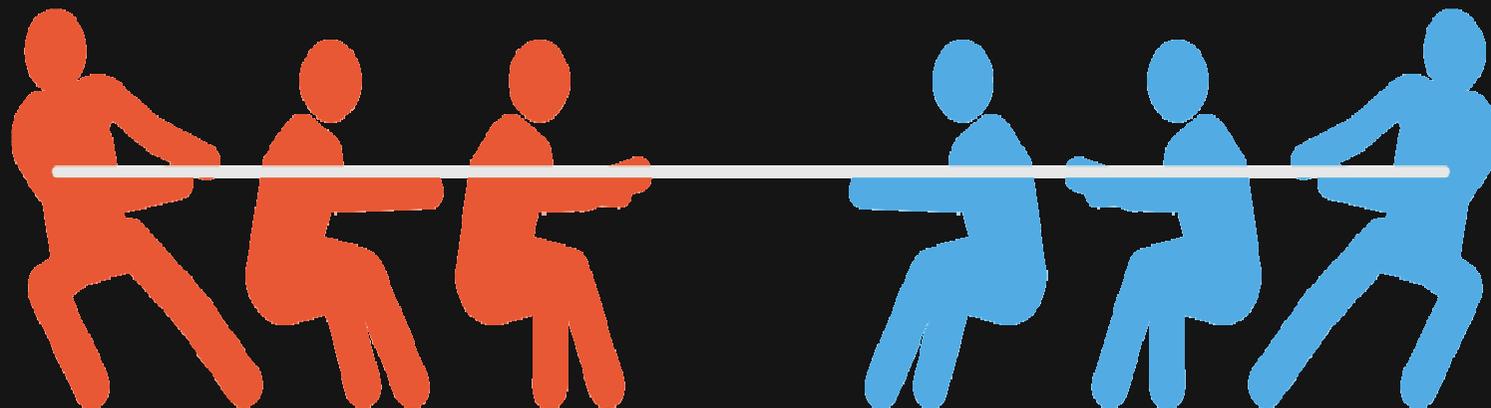


Ironman

**Waiting for
Superman**



vs.



The Balance:

Justin Bieber

Afghanistan

The Oscars

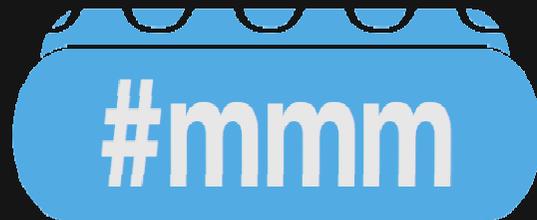
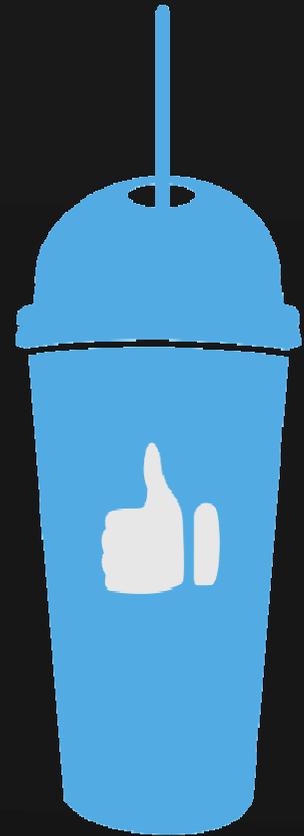
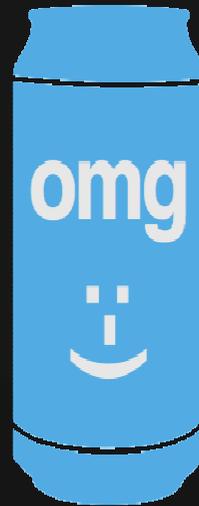
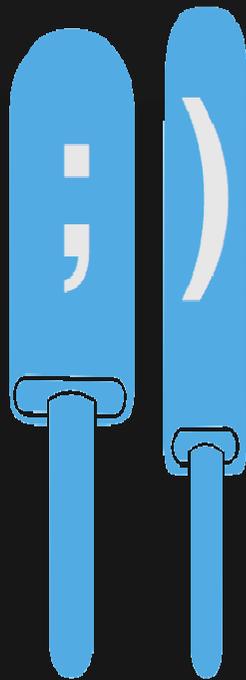
Homelessness

Agreeable Ideas

Challenging Ideas

People like You

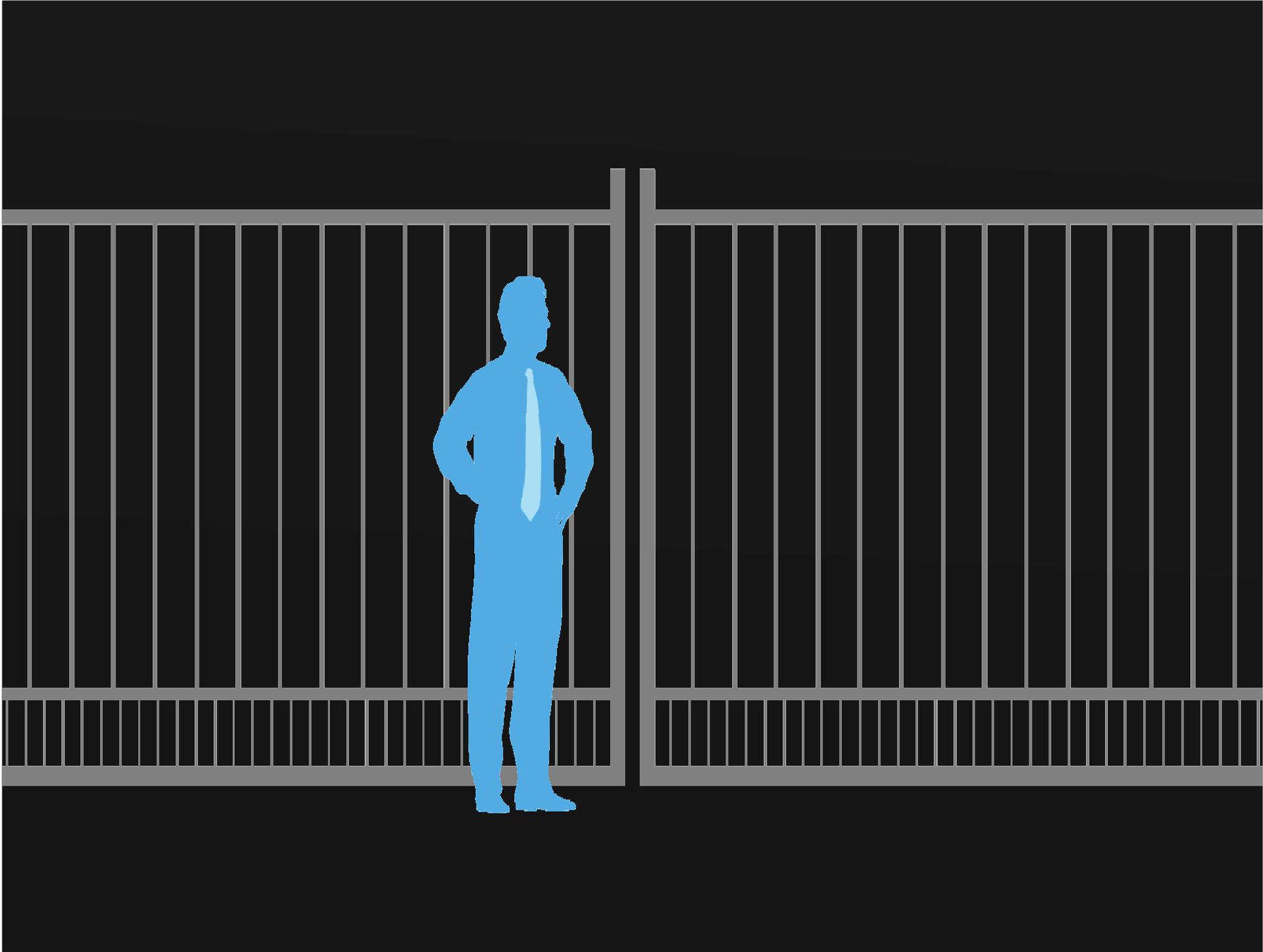
Different People



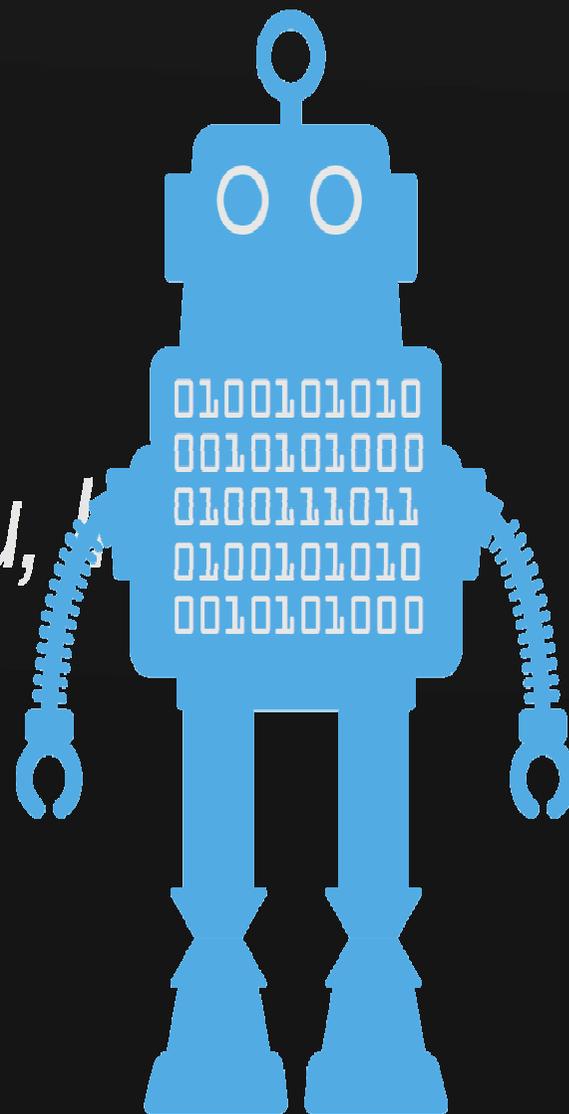
3. A Matter of Control

**“They want Google to
tell them what to do
next.”**

Eric Schmidt again



Thank you, I



sort by:



Relevant



Important



Uncomfortable



Challenging



Other Points
of View

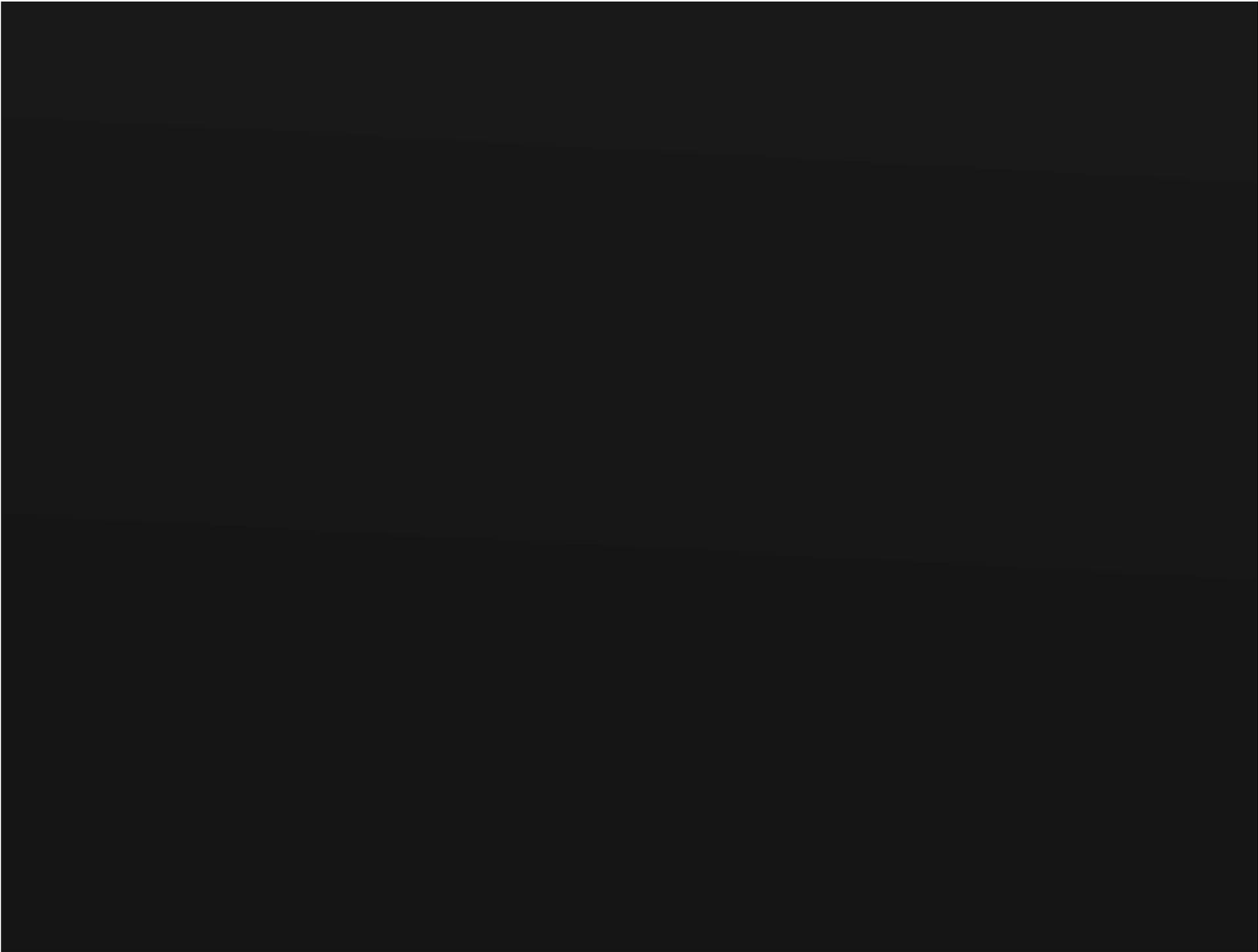
“Algorithmic Paternalism”

**“Technology is neither
good nor evil, nor is it
neutral.”**

Kranzberg’s First Law







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