

## Eli Pariser: Beware Online “Filter Bubbles” – TED Talk

### Cue Column

- Newsfeed **FB**



- Information
- Politics
- WWW
- Personal/tailored



- filter bubble

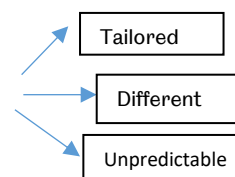
- **Problem!!!! !?**

### Further Notes

- M. Zuckerberg quote 

-FB NF – more on liberals than conservatives due to clicking on those links more – editing web

- Google algorithm




-Best editing – connects us together, different perspectives, balanced diet

-Current editing done by what you click on not what you need

eg Netflix



-Need code of ethics like journalists in 1915 

### Summary

-Algorithms on search engines are leaving us isolated without a balanced P.O.V

-This is due to the code looking at what we click on first which influences our feeds – Netflix, Google and FB

- Each person will get unique results **!?**

-A new approach to get a balanced information viewpoint must be taken by those creating the algorithm 