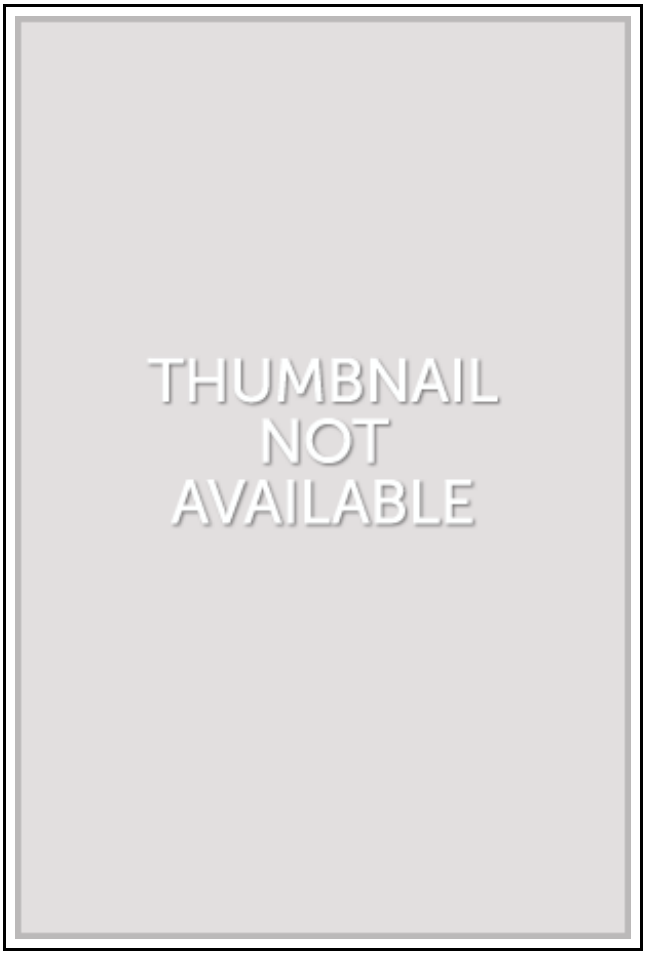
The Filter Bubble: What the Internet is Hiding from You



Filesize: 2.83 MB

Reviews

Absolutely essential go through publication. It is filled with knowledge and wisdom Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Dr. Sierra Lowe Sr.)

THE FILTER BUBBLE: WHAT THE INTERNET IS HIDING FROM YOU

DOWNLOAD

Tantor Media, Inc, United States, 2011. CD-Audio. Book Condition: New. Unabridged. 193 x 135 mm. Language: English . Brand New. In December 2009, Google began customizing its search results for each user. Instead of giving you the most broadly popular result, Google now tries to predict what you are most likely to click on. According to board president Eli Pariser, Google s change in policy is symptomatic of the most significant shift to take place on the Web in recent years-the rise of personalization. In this groundbreaking investigation of the new hidden Web, Pariser uncovers how this growing trend threatens to control how we consume and share information as a society-and reveals what we can do about it.Though the phenomenon has gone largely undetected until now, personalized filters are sweeping the Web, creating individual universes of information for each of us. Facebook-the primary news source for an increasing number of Americans-prioritizes the links it believes will appeal to you so that if you are a liberal, you can expect to see only progressive links. Even an old-media bastion like The Washington Post devotes the top of its home page to a news feed with the links your Facebook friends are sharing. Behind the scenes, a burgeoning industry of data companies is tracking your personal information to sell to advertisers, from your political leanings to the color you painted your living room to the hiking boots you just browsed on Zappos.In a personalized world, we will increasingly be typed and fed only news that is pleasant, familiar, and confirms our beliefs-and because these filters are invisible, we won t know what is being hidden from us. Our past interests will determine what we are exposed to in the future, leaving less room for the unexpected encounters that spark creativity, innovation, and...

Read The Filter Bubble: What the Internet is Hiding from You Online
Download PDF The Filter Bubble: What the Internet is Hiding from You

Related PDFs



Electronic Dreams: How 1980s Britain Learned to Love the Computer

Audible Studios on Brilliance, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 170 x 135 mm. Language: English . Brand New. Remember the ZX Spectrum? Ever have a go at programming with its stretchy rubber...

Download PDF »



Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities (Paperback)

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullying-arms parents...

Download PDF »



Rhythm Science (Mixed media product)

MIT Press Ltd, United States, 2004. Mixed media product. Book Condition: New. New.. 193 x 145 mm. Language: English . Brand New Book. Once you get into the flow of things, you re always haunted...

Download PDF »



Any Child Can Write (Paperback)

Oxford University Press Inc, United States, 2003. Paperback. Book Condition: New. 4th Revised edition. 201 x 135 mm. Language: English . Brand New Book ***** Print on Demand *****.Harvey S. Wiener shows how parents can...

Download PDF »



Bringing Elizabeth Home: A Journey of Faith and Hope

BRILLIANCE AUDIO, United States, 2015. CD-Audio. Book Condition: New. Unabridged. 170 x 133 mm. Language: English . Brand New. At 3:58 in the morning of June 5, 2002, Ed and Lois Smart awoke to the...

Download PDF »