

## The filter bubble: your view

Please follow the steps listed below:

1. Get acquainted with the [background information](#).
2. Fill in the [interactive argument map on p. 2](#).
3. After you are finished, save the file under the following file name:  
“**Exercise1\_Your\_Name.pdf**”.
4. Upload the saved PDF file on StudyNet.

*This exercise, which will be graded with "pass or fail". **There are no right or wrong answers.** Feel free to express your own opinion.*

!

You need Adobe Acrobat Reader DC to work with this interactive file. You can install [Adobe Acrobat Reader DC here](#).

If you have problems installing, you may need to remove your older Acrobat Reader version first – read more [here](#).

The filter bubble is

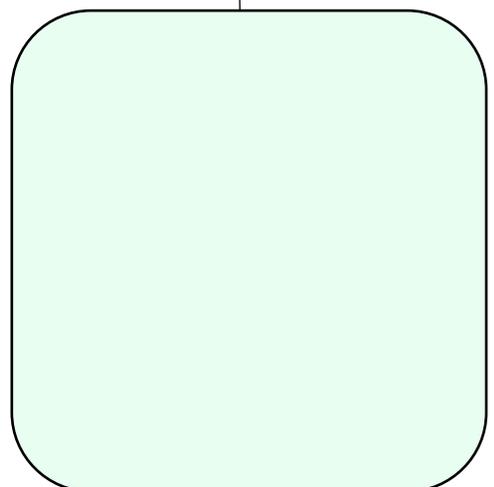
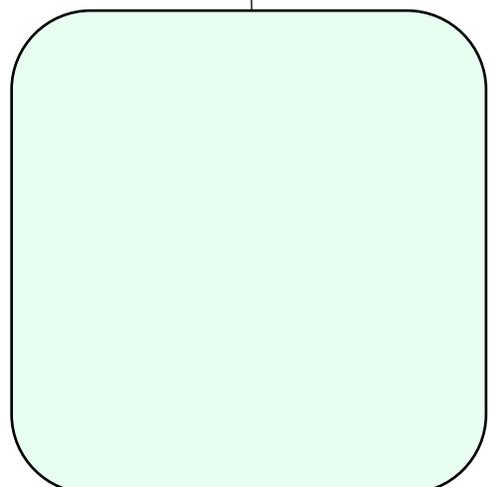
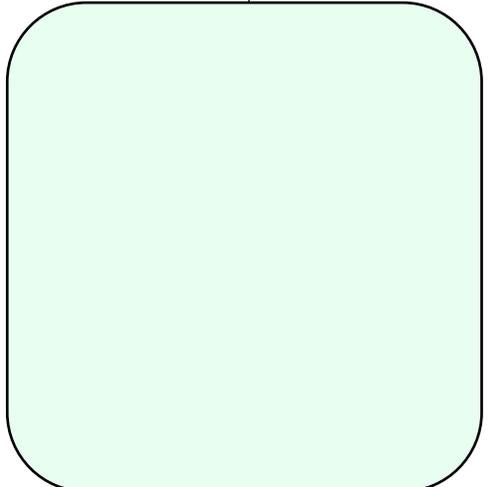
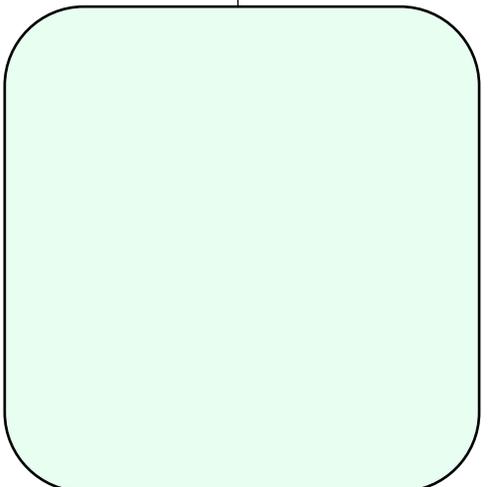
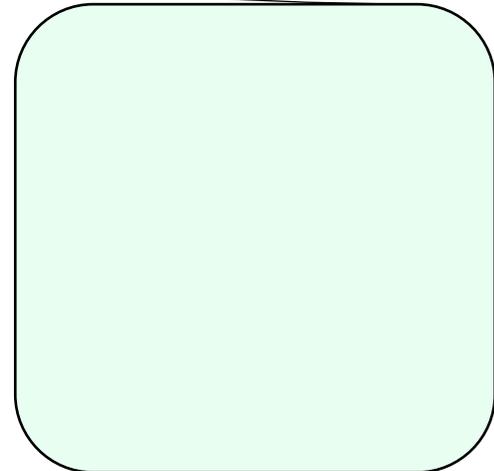
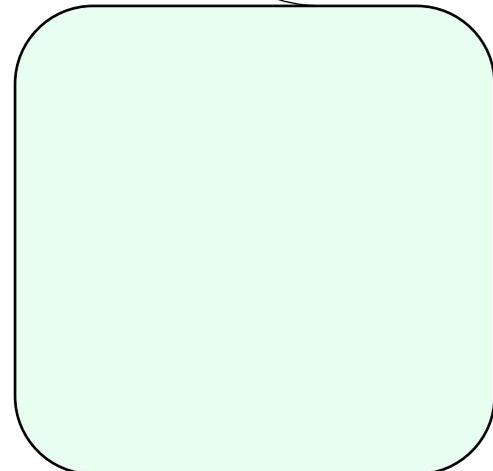
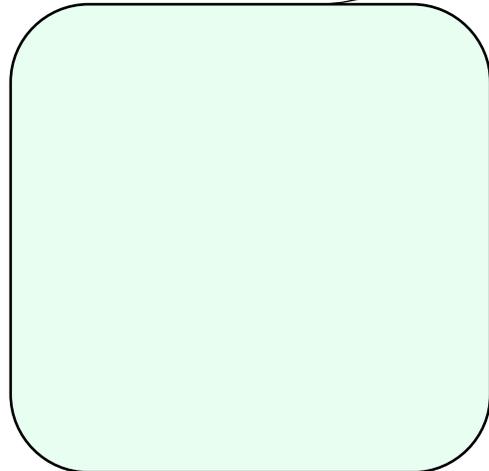
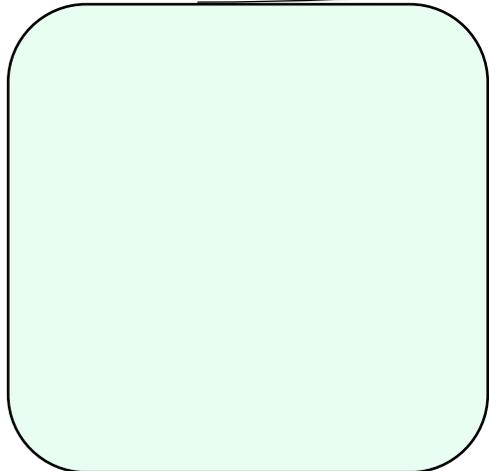


Choose one

- very harmful
- harmful
- neither harmful nor beneficial
- beneficial
- very beneficial



Choose among:  
"because",  
"however", or  
"but" and explain  
in the field



## Background Information

**Definition:** a filter bubble – a term coined by Internet activist Eli Pariser – is a state of intellectual isolation that results from personalized searches when a website algorithm selectively guesses what information a user would like to see based on information about the user, such as location, past click-behavior and search history (Engin 2013). The choices made the algorithms are invisible/ not transparent. Examples: Google Personalized Search, Facebook's personalized news-stream – [read more](#).



Eli Pariser's [Video: Beware online filter bubbles](#)

**Contrasting view:** the negative implications for civic discourse are minimal and addressable (Weisberg 2017) – [read more](#).

### Related concepts:

- [“confirmation bias”](#): the tendency to search for, interpret, favor, and recall information in a way that confirms one's preexisting beliefs or hypotheses (Plous, Scott (1993), The Psychology of Judgment and Decision Making, p. 233).
- [False consensus effect](#)
- [Fake news](#)
- [Echo chamber](#)
- [Splinternet/Cyberbalkanization](#)

**An example counter measure:** a [method to balance between serendipity and accuracy/relevance](#)

## References

Engin, B. (2013). "Bias in algorithmic filtering and personalization". *Ethics and Information Technology*. 15 (3): 209–227. doi:10.1007/s10676-013-9321-6.

Weisberg, J. (2017). "Is Web personalization turning us into solipsistic twits?", *state.com*