# The Filter Bubble: What The Internet Is Hiding From You

# Synopsis

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 MoveOn.org 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 the democratic exchange of ideas. While we all worry that the Internet is eroding privacy or shrinking our attention spans, Pariser uncovers a more pernicious and far-reaching trend and shows how we can - and must - change course.

# Book Information

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## Customer Reviews

The Filter Bubble is an outstanding book--a compelling and important argument, delivered persuasively through real reporting, analysis, telling anecdote and hard data.One of Eli Pariser's central points is that personalized internet services--Google, Facebook, advertising--can put you into a "you loop", in which they show you what you think you want, and then you wind up wanting those things more because you see them more often. Invisibly, your momentary impulses (click on this, ignore that) shape your reality, and your reality shapes what you respond to.Since reading the book, I've found myself compulsively testing one of its main case studies: Google's automatically personalized search results. Try searching for "guns": I don't see the NRA on the first page, but friends do. Huge differences on "abortion" too: some people see Planned Parenthood, other people see Catholic.com. Even searching for "bias" shows different results to me vs my wife!Drawing on history, academic research, exclusive interviews, and a huge range of other sources, the author takes a hard look at the algorithms that increasingly shape how all of us think. He contends that unchecked profit-centric personalization threatens democracy. When you read the book, you'll come away convinced. And you'll appreciate how the book itself makes our democracy stronger.

The Filter Bubble does one of the most important things a book CAN do -- it sounds a warning about a major problem that has, til now, been mostly invisible. But Pariser doesn't just tell us how giants like Google and Facebook are limiting the information we see. He also explains, in clear, energetic prose, how the personalization of the Internet is affecting our relationships, our identities, our creativity and our democracy. As an added bonus, the book is a highly engaging and entertaining read -- packed with insights and anecdotes from fields as diverse as urban planning, advertising, literature, sociology, and computer science. At a time when exposure to surprising and challenging information is getting harder and harder to come by, this book will definitely broaden your perspective.

This riveting book picks up where Pariser's explosive TED talk left off. In a voice that is as fun to read as it is smart, The Filter Bubble arms readers with a thorough understanding of the powers at play on the Internet today -- how they invisibly affect your experience, the implications of these

effects for the individual as well as for society, and what each of us can do about it.Anyone who Googles, gets news online, shops online, or uses Facebook simply must read this book.

The Filter Bubble is a book everybody who cares about the Internet needs to read!We're entering a new period of growth in the basic functioning of the Internet. The web we once knew is changing - it's becoming personalized. This isn't always a bad thing - the Internet is massive and we need ways to make it relevant. But what's alarming is that these new personalization filters are changing things without us knowing and they're focused on making money.Websites need clicks and they're going to show us whatever articles, search results, ads, or data they can to get those clicks. This is a dangerous proposition. There are certain things we NEED to see, but might never click on. Like news from the ongoing wars in the Middle East. Also concerning is that the increase in personalization means we'll keep seeing things that re-affirm or personal beliefs. If you think partisan bickering is bad now, just wait.It's not all doom and gloom, far from it. What's most exciting is how early the book comes in the development of 'the new personalized web'. It's not a historical account, it's actively part of the ongoing discussions happening at Google, Facebook, and the New York Times (among many others). Eli has managed to place himself just in front of the tech wave - no small feat - while providing a detailed analysis of what's currently taking place. He also offers clear ways to resolve the situation, ways that work with the existing system and help protect the open Internet we all love.Very well worth the read - and then some!

Am I seeing an advertisement for life insurance because of my good credit score, or because tracking software says I rarely search for doctors and therefore look healthy?If Facebook eliminates a video of war carnage, is that a token of respect for the wounded or one more reflexive effort of a major company to ingratiate itself with a Washington establishment currently committed to indefinite military engagement in the Middle East?Does Google downrank sites because of their poor quality, or to maximize its own ad revenues?Questions like these will persist as long as the "filter bubble" exists. Pariser does a fantastic job showing how the web is increasingly becoming a hall of mirrors, a perplexing set of chutes and ladders where algorithms can suddenly alter your view of the world (and status) without telling you.Read this brilliant book to find out the real costs of an "instant information age."

The Filter Bubble: What the Internet Is Hiding from You Bubble Guppies: Let's Play, Bubble Puppy!: A PeekABoo Book (Bubble Guppies: Peek and Pop) It's Time for Bubble Puppy! (Bubble Guppies)

(Little Golden Book) Hiding from the Internet: Eliminating Personal Online Information I Can't Believe You Said That!: My Story about Using My Social Filter...or Not! (Best Me I Can Be!) The Openbsd Pf Packet Filter Book Shoot First, Pass Later: My Life, No Filter You Can Be a Stock Market Genius: Uncover the Secret Hiding Places of Stock Market Profits You Can Be a Stock Market Genius: Uncover the Secret Hiding Places of Stock Market P The Hiding Place Hiding from the Nazis The Sneaky Chef: Simple Strategies for Hiding Healthy Foods in Kids' Favorite Meals True Bigfoot Horror: The Apex Predator - Monster in the Woods: Book 3: Cryptozoology: Bigfoot Exists - Why is He Hiding? True Encounters of Sasquatch and Other Encounters of Bigfoot: A Coloring Book for Adults and Children - Secret Village: Extra Large Edition - Beautiful Underground Houses, Secret Cottages and Garden Hiding Places (The Most Beautiful Coloring Books) (Volume 1) The Hiding Place: The Triumphant True Story of Corrie Ten Boom Hiding the Elephant: How Magicians Invented the Impossible and Learned to Disappear Hiding My Candy: The Autobiography of the Grand Empress of Savannah Hiding from Myself: A Memoir The Hiding Place (Radio Theatre) The Internet Kids & Family Yellow Pages (2nd Ed) / The Internet Kids and Family Yellow Pages (2nd Ed)