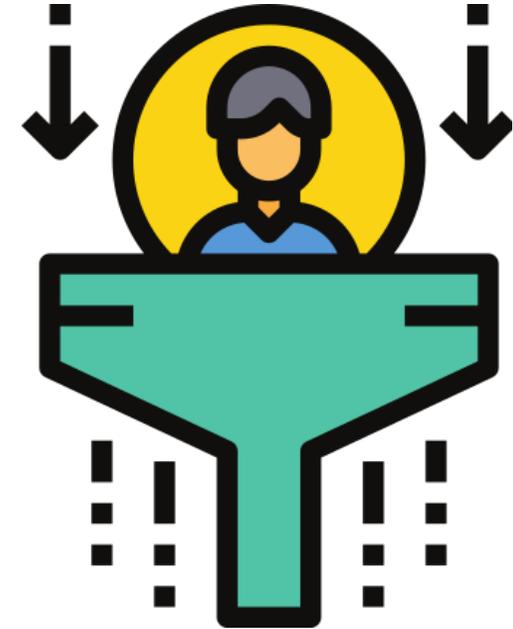
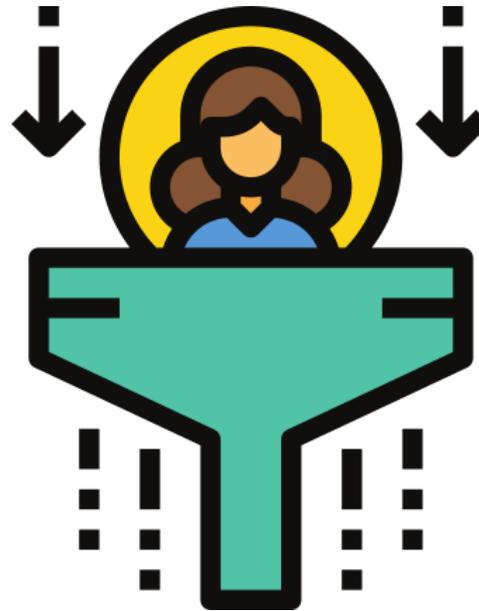


Considering Filter Bubbles & Point of View



Objective

Examine the relationship between filter bubbles and point of view.

Standards

- CCSS ELA R.6: Determine an author's point of view or purpose in a text and analyze how an author uses rhetoric to advance that point of view or purpose.
- CCSS ELA R.7: Integrate and evaluate content presented in diverse media and formats, including visually and quantitatively, as well as in words.

Connect

Do you think you're exposed to a variety of positions on events in the news? Why or why not?

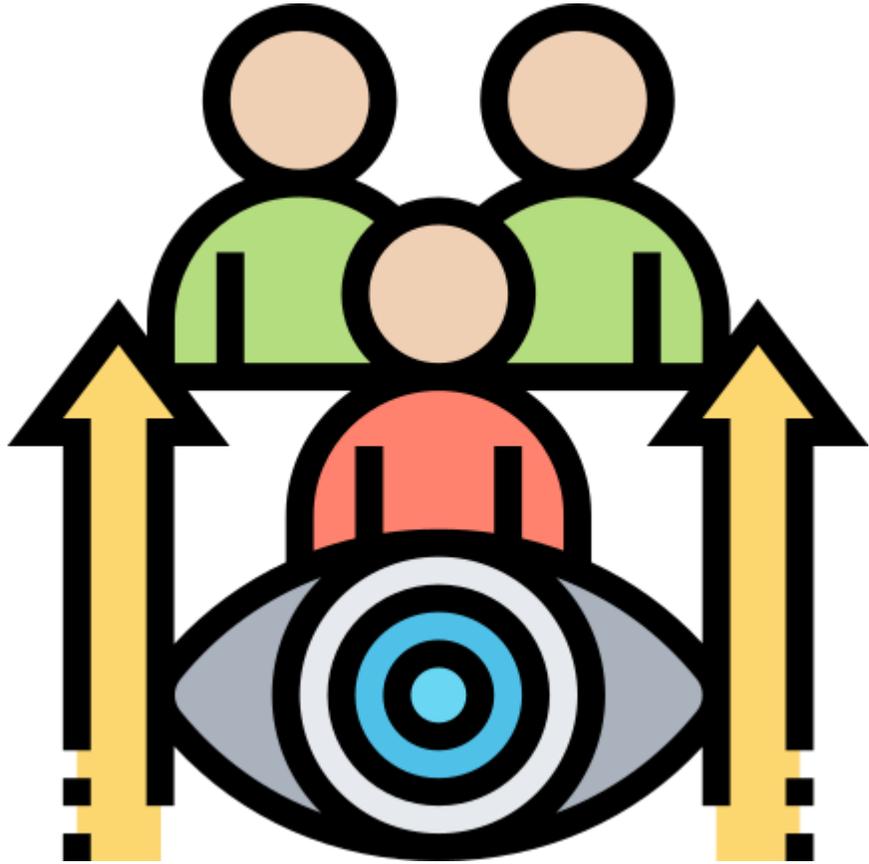


The Personalized Web



- Because computers can easily access and display large amounts of information very quickly, they have to determine which information to show to users.
- Complex algorithms are often used to determine what kinds of information to display to each user who accesses a site.
- Personalization Algorithms are computer programs that engineers have developed to help people find the information they're looking for, often based on their online habits.

Filter Bubbles



- Filter bubbles occur when users of the same platforms or websites have totally different kinds of suggested materials directed toward them.
- The information a user sees is called a "filter bubble" because they are naturally unaware of the messages that others are seeing. Whether the information is from an ad or a content provider, it's as if the users exist in separate, partisan bubbles.

Activity



- Conduct a search of a news story online and note the results you get. Then, search the story in Mucktracker.
- Group similar sources together on the canvas.
- What differences do you notice? Is there a particular point of view common in your original search compared to what you see at Mucktracker?
- Do you think your results in the regular search are personalized? Why or why not?

Wrap-Up



- Filter bubbles occur when users of the same platforms or websites have totally different kinds of suggested materials directed toward them.
- How did you see filter bubbles at play in the activity you just completed?
- What are the larger implications of filter bubbles in society?