Worksheet 2.5:
Bursting Your Filter Bubble

"Filter bubble" refers to a phenomenon that occurs with many of the websites that we use: platforms such as Google and Facebook use algorithms(mathematical equations) based on our search history and personal information to personalise and tailor their services to us.

This means that different users using the exact same search or scrolling through a news feed on social media can see different content. This type of content tends to reflect our own likes, views and beliefs and therefore isolating us from differing views and opinions.

№1 What are the benefits and drawbacks to getting information online through a filter bubble? Give examples for each in the table below

Benefits of Filter Bubbles	Drawbacks of Filter Bubbles