

NAVIGATING THE DIGITAL LANDSCAPE

UNDERSTANDING FILTER BUBBLES IN ADVERTISING AND THEIR IMPACT ON INFORMATION DISSEMINATION

Linda Fraga | NextGen @ ICANN 79





01.

FILTER BUBBLE AND **THE POLARIZATION OF THE PUBLIC SPACE**

02.

THE SPREAD OF MISINFORMATION AND **THE RISE OF INTOLERANCE**

03.

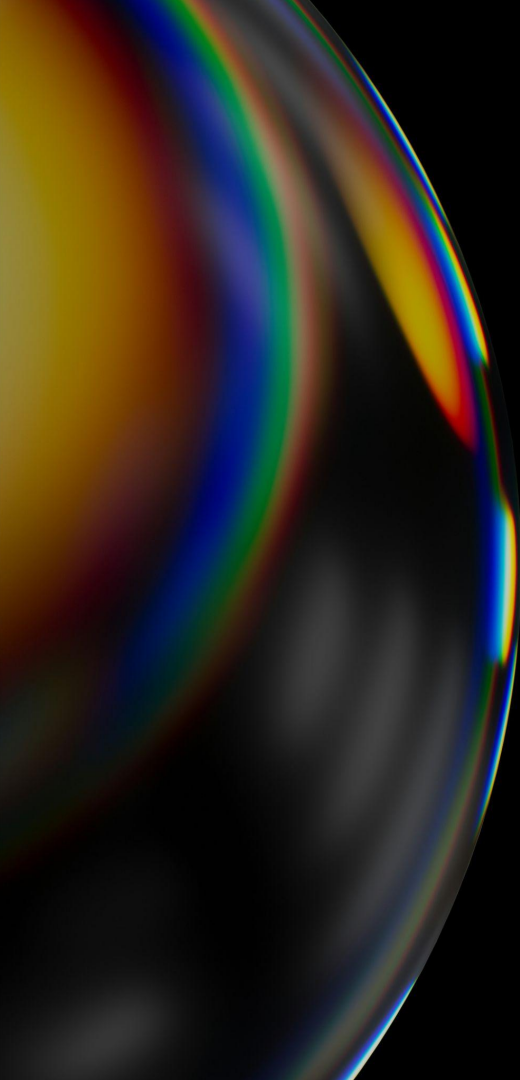
FAKE NEWS AND THE BUBBLES TRAP:
CONDEMNING THE FUTURE TO THE PAST

04.

BRAND ACCOUNTABILITY AND **RESISTANCE**

05.

CONCLUSION

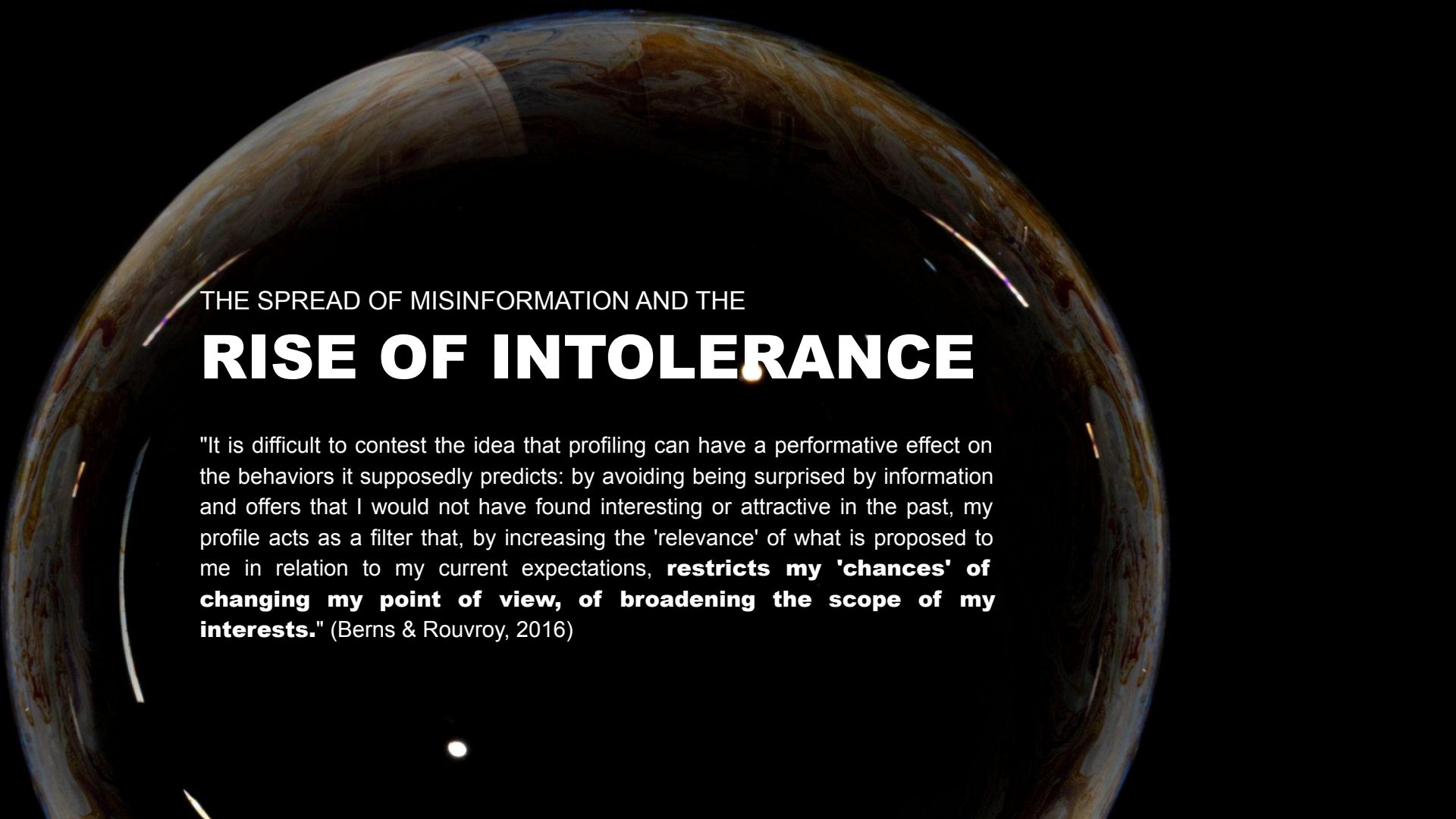


FILTER BUBBLE AND THE

POLARIZATION OF PUBLIC SPACE

"Now each of us sees a distinct result, according to our presumed preferences, based on past navigations and interactions.

[...] Our searches are guided by a “**filter bubble**” that somehow presents us with a certain map of the network where the paths drawn are our supposed preferences **projected by algorithms that monitor and mine our clicks and navigations.**” (Bruno, 2013)



THE SPREAD OF MISINFORMATION AND THE

RISE OF INTOLERANCE

"It is difficult to contest the idea that profiling can have a performative effect on the behaviors it supposedly predicts: by avoiding being surprised by information and offers that I would not have found interesting or attractive in the past, my profile acts as a filter that, by increasing the 'relevance' of what is proposed to me in relation to my current expectations, **restricts my 'chances' of changing my point of view, of broadening the scope of my interests.**" (Berns & Rouvroy, 2016)



YOU

AMAZON

HUFFINGTON
POST

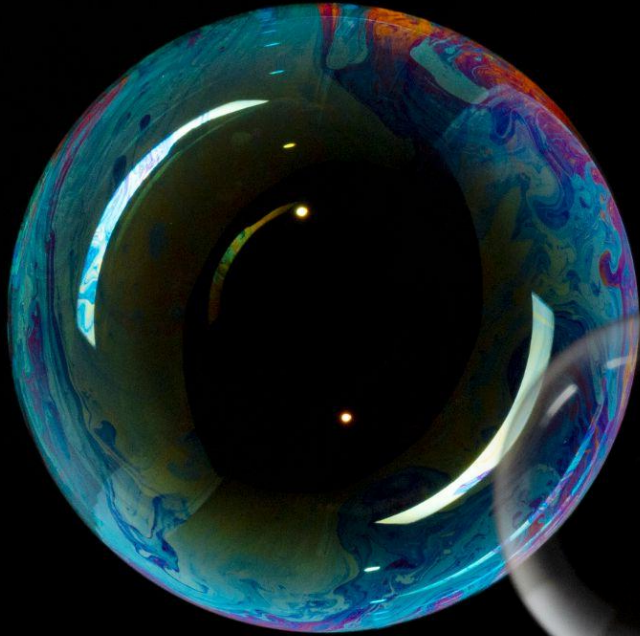
NETFLIX

WASHINGTON
POST

YAHOO NEWS

FLIPBOARD

GOOGLE



FAKE NEWS AND THE BUBBLES TRAP:

CONDEMNING THE FUTURE TO THE PAST

"The focus on prediction accompanies a shift, whether strategic or tactical, concerning the target of governance (...) aiming not to control the present anymore, tame the wildness of facts, but to structure the possible, eradicate the 'virtual', this dimension of possibility or potentiality from which **the present always stirs a little towards an 'other' becoming that precisely constitutes its singularity.**" (Berns & Rouvroy, 2016)



Sleeping Giants FR

@slpng_giants_fr



Sleeping Giants est nommé pour le Prix Nobel de la Paix ! 🕊

C'est un magnifique cadeau d'anniversaire qui vient récompenser 7 ans d'action !

L'histoire en détail sur @Libe par @Pierre_Plottu et @MaskymMace

Translate post



Lutte contre l'extrême droite : les «Sleeping Giants» proposés au Nobel de la paix

From liberation.fr

2:27 AM · Feb 15, 2024 · 70.7K Views



Sleeping Giants @slpng_giants · Jun 13, 2020

CONFIRMED: @Proactiv will no longer advertise on Tucker Carlson Tonight.



Angelo Carusone @GoAngelo · Jun 13, 2020

Proactiv removes ads from Tucker Carlson's show. Just received this statement from Proactiv Company confirming it:

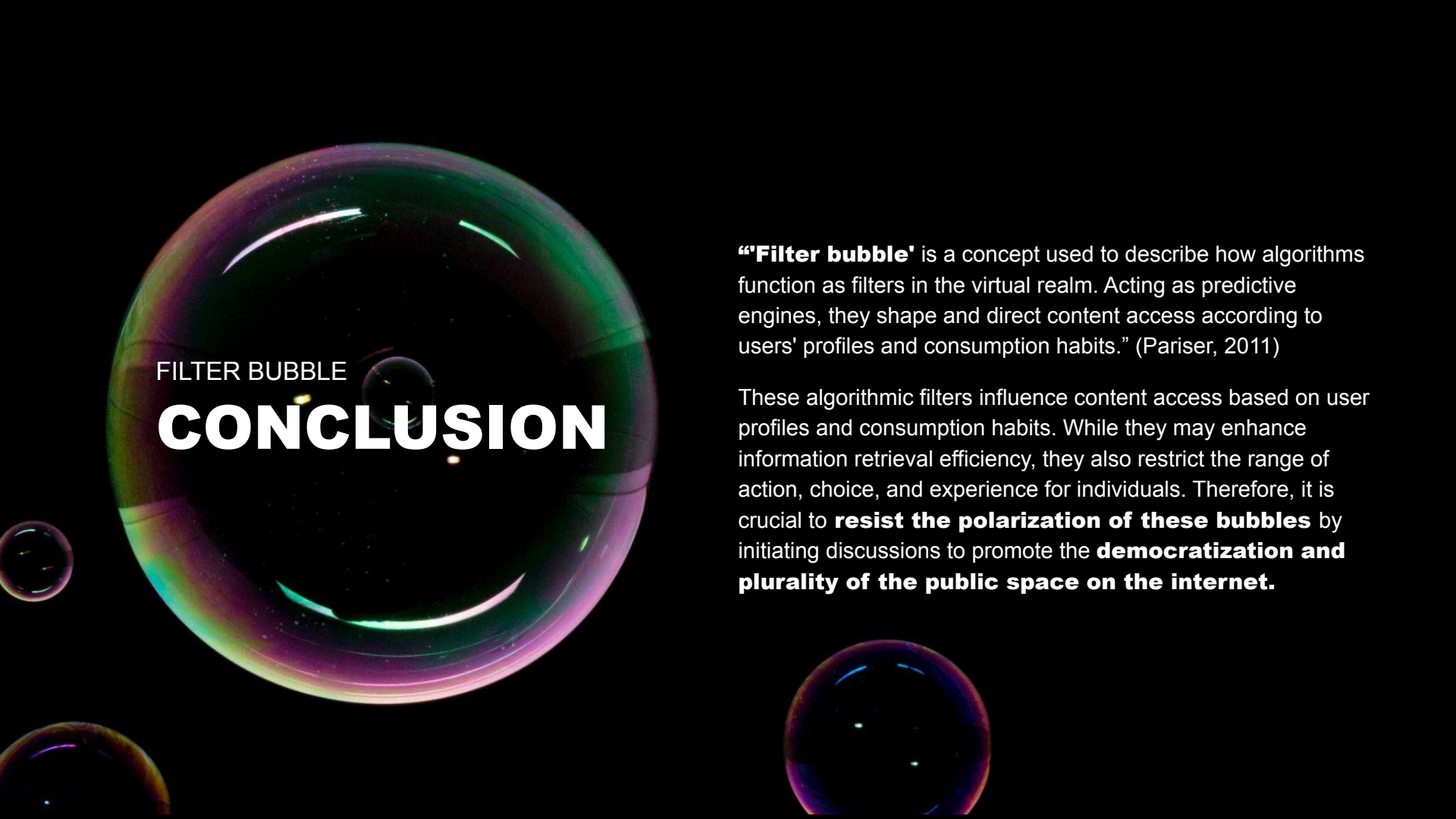
"When we heard the statements made by Tucker Carlson, we directed our media buyers to stop running ads during his show because his views do not align with the values of The Proactiv Company.



Sleeping Giants Brasil @slpng_giants_pt · May 21, 2020

Oii @IFood, tudo bem? Realmente o app quebra um galho na hora de pedir um @McDonalds_BR quando bate aquela fominha, mas acreditamos que eles não gostariam de saber que seu lanche está ajudando a financiar um site divulgador de Fake News! 🇺🇸 #SleepingGiantsBrasil





FILTER BUBBLE

CONCLUSION

“**Filter bubble**’ is a concept used to describe how algorithms function as filters in the virtual realm. Acting as predictive engines, they shape and direct content access according to users’ profiles and consumption habits.” (Pariser, 2011)

These algorithmic filters influence content access based on user profiles and consumption habits. While they may enhance information retrieval efficiency, they also restrict the range of action, choice, and experience for individuals. Therefore, it is crucial to **resist the polarization of these bubbles** by initiating discussions to promote the **democratization and plurality of the public space on the internet**.

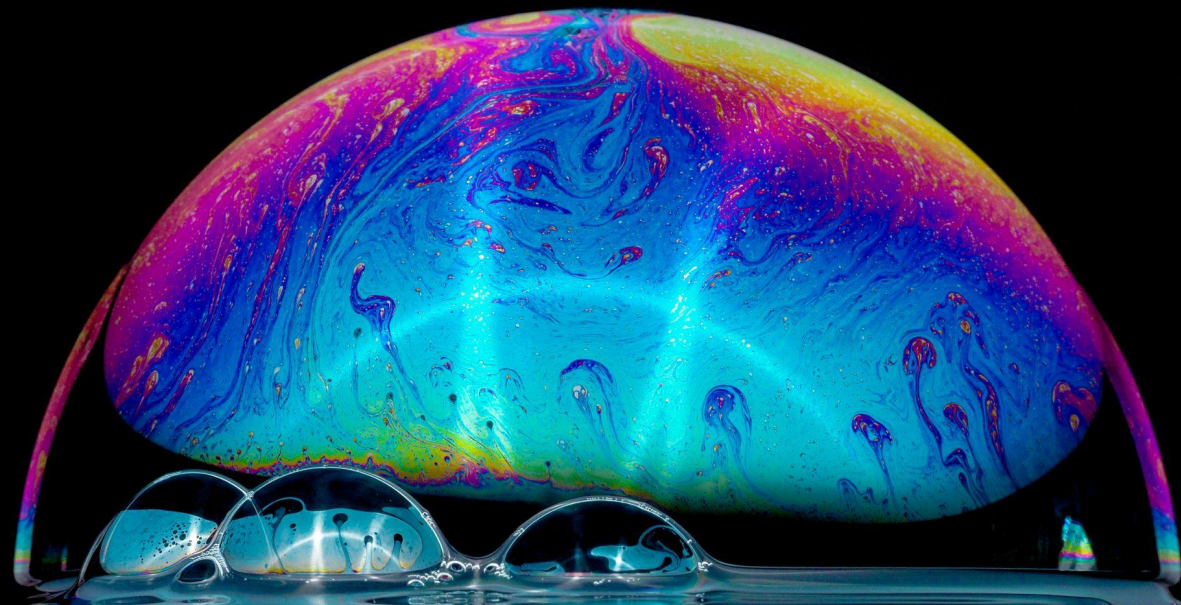
THANK YOU

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REFERENCE

Pariser, Eli. "Tenha cuidado com os 'filtros-bolha' online." TED, 2011.

Berns, T., & Rouvroy, A. "Detecter et prevenir: de la digitalisation des corps et de la docilite des normes." In: Lebeer, G., & Moriau, J. (Orgs.), (Se) gouverner. Entre souci de soi et action publique. Bern: P.I.E. Peter Lang, 2010, pp. 157-184.

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