The Filter Bubble: Summary of the Key Ideas - Original Book by Eli Pariser: How the New Personalized Web is Changing What We Read and How We Think

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Personalized filters are taking over the Internet and determine what we see, by adjusting information to our likes and interests. This way, we are provided with the information we are most interested in, but the use of filters can also lead to a loss of diversity and keep other important topics hidden from our view.

Who should read this book:
• Anyone who wants to find out more about personalization and its effects.
• People interested in understanding the filtering systems used by large corporations, such as Google and Facebook.
• Anyone who wants to learn how the Internet is changing and what we can do to protect our privacy.

In this summary:
Chapter 1: Google was one of the first companies to use personalization
Chapter 2: The information we are shown is based on what is most relevant to us
Chapter 3: Personalization filters determine which news we get to see
Chapter 4: The use of filters can lead to confirmation bias
Chapter 5: People tend to focus more on what they want than what they should do
Chapter 6: The focus on positive things often makes us forget about other important issues
Chapter 7: Programmers often don't realize how much power they hold
Chapter 8: Personalization could be used to adjust our environment
Chapter 9: Diversify your interests to beat the filter system
Chapter 10: Final Summary

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