

Filter Bubble



EAE Learning objectives for this lesson



EAE learning objectives for this lesson: Listening comprehension, internet vocabulary and discussion

Activity one: Quick fire

- 1 Do you think you live in a filter?
- 2 What kind of information do you tend to filter out in everyday life?
- 3 What is a filter bubble?

(A **filter bubble** is a result of a personalized search in which a website algorithm selectively guesses what information a user would like to see based on information about the user (such as location, past click behavior and search history) and, as a result, users become separated from information that disagrees with their viewpoints, effectively isolating them in their own cultural or ideological bubbles)

Activity two: Ask and answer these questions with your partner

- 1 Our personalized filter bubble on the internet is determined by our clicking behavior. What does clicking behavior mean?
- 2 How can the filter bubble influence people's viewpoints?
- 3 Who can benefit from this type of filter?
- 4 Give one positive and one negative aspect of the filter bubble?
- 5 Have you ever hidden or blocked out certain content on the internet? Why?
- 6 Have you ever notice personalized ads for you on the internet? What did they target?

Activity three: Listening comprehension

Let's learn a little more about the filter bubble.
Watch this video and answer the questions below:



<https://www.youtube.com/watch?v=KaieASPnkXQ&t=11s>

- 1 What does the bubble access?
- 2 Why should we care about the bubble?
- 3 What happens to our biases?
- 4 How do we prevent living in the bubble?



Activity Four : Listening

FILTER: TAKE MY PICTURE – fill in the gaps with the correct words

"Take A Picture"

Awake on my airplane
Awake on my airplane
My skin is _____
My skin is theirs
Awake on my airplane
Awake on my airplane
My skin is _____
My skin is theirs
I feel like a newborn
And I feel like a newborn
Awake on my airplane
Awake on my airplane
I feel so _____

Could you take my picture
'Cuz I won't remember
Could you take my picture
'Cuz I won't remember
Could you take my picture
'Cuz I won't remember
Yeah

I don't believe in
I don't believe in
In your _____
Your _____
I don't believe in
I don't believe in
Sanctity

[Chorus:]



A _____
Could everyone agree that
No one should be left alone
Could everyone _____ that
They should not be left _____ yeah
And I feel like a newborn
And I feel like a newborn
Kicking and _____

[Chorus]

Hey dad what do you think about your son
now
Ah hey dad what do you think about your
son now

[Chorus (4 times)]

Activity Five: Vocabulary

With a different partner, create your own definition for the words below

Cookies
Browser history
Private windows
Incognito mode
Tracking services



Activity six: In groups, answer the question below

Characteristics that may be important to the filter bubble; In what way may algorithms target these characteristics?

- Age
- Location
- Sex
- Interests
- Education
- Political Alliances
- Online searches

Activity eight: Group discussion

Mark Zuckerberg was quoted as saying "A squirrel dying in your front yard may be more relevant to your interests right now than people dying in Africa."

- 1 What does this quote mean?
- 2 How does this quote related to filtered information?



Activity nine: Listening comprehension:

In English, it may be hard to understand every word the speaker says because of the way Anglophones use Intonation and Stress. Anglophones tend to say LOUDLY, CLEARLY, or SLOWLY the most important words, and the less important words *fall through the cracks*. This means you may be hearing a filtered version of what the speaker is saying. To make the most of this FILTERED comprehension, listen for key words--by listening for key words, you can use context to piece together the meaning of the phrase.

Key words are often EMPHASIZED : spoken LOUDLY, CLEARLY, SLOWLY or with INTONATION
Now listen to this VOX video about SNAPCHAT FILTERS and answer the questions: listen for the KEY WORDS : <https://www.youtube.com/watch?v=Pc2aJxnmzh0&t=146s>

- 1 What is the point of this report?
- 2 What is computer vision and what is it used for?
- 3 What are the steps of the filter?
- 4 How can snapchat make money off the filters?

Activity ten: In pairs or groups, act out one of the following role-plays for the rest of the class

- *Two friends are googling a term on different computers and find very different results. Have the friends discuss why their results may be different depending on their clicking behavior.
- *A waiter is trying to take an order for a very old, nearly deaf man. He tries to speak in a way that breaks through the old man's filter.
- *A wife is trying to get her husband to help with the cleaning but the husband is playing video games and not paying attention. The wife tries to break through his filter so he pays attention to her!

