



YOUR PERSONALIZED INTERNET

Say What?

There are a lot of specialized terms associated with computer technology. Find three or four terms in this book that you have never heard of before. Look them up on a reference site. Write definitions for the terms in your own words.





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Take a Stand

Zeynep Tufekci is a sociologist who studies social media. She argues that Facebook should give users who value their privacy the option of paying a small subscription fee. In return, the site would agree not to collect those users' data or show them targeted ads. Tufekci calculates that each person would have to pay just 20 cents a month to compensate Facebook for the lost ad revenue. Do you think this is a good idea? Why or why not? Be sure to explain your reasons in detail.





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Why Do I Care?

Chapter Three discusses some of the effects of online filter bubbles, especially on social media sites. You may not use any social media sites. Can you think of other ways that the issues discussed in the chapter might affect your life?





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Another View

Chapters Two and Three discuss several problems that arise from personalized websites. But there are also some benefits. Debate the costs and benefits with a friend. After weighing the pros and cons carefully, do you think the benefits outweigh the costs? Why or why not?





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You Are There

Chapter Four mentions a couple of ideas for tweaking Facebook's algorithms to lessen the effects of the filter bubble. Imagine that you are in a meeting with Facebook founder Mark Zuckerberg. What proposals would you suggest to combat filter bubbles? Write a paragraph outlining your proposals.

