**Anonymous and Personalized Profiles**

Purpose: Create an understanding of how data profiles impact personalization and experiences

Goals

* Discern how algorithms use your data profile to deliver a user experience
* Learn how to move into algorithmic environments without your data footprint
* Recognize the limitations of hiding and shielding your personal data from algorithmic environments

Instructions

1. Open up two web browsers - one in which you are logged in and one in which you are not
   1. This is probably google chrome for most of you
2. Open up two tabs in each web browser, Google.com
3. Run a search for “climate change”
   1. Note the results
4. Run another query of your choosing
5. Note the personalization in the results for both environments
   1. Specifically the logged-in versus the not logged-in

Discussion Questions

* What are your initial observations?
* What was surprising or predictable about your results?
* What do you see as the limitations to hiding your personal information from these environments?
* How might these results affect your future browsing?
* What are the implications of targeted advertisements and data profiles?