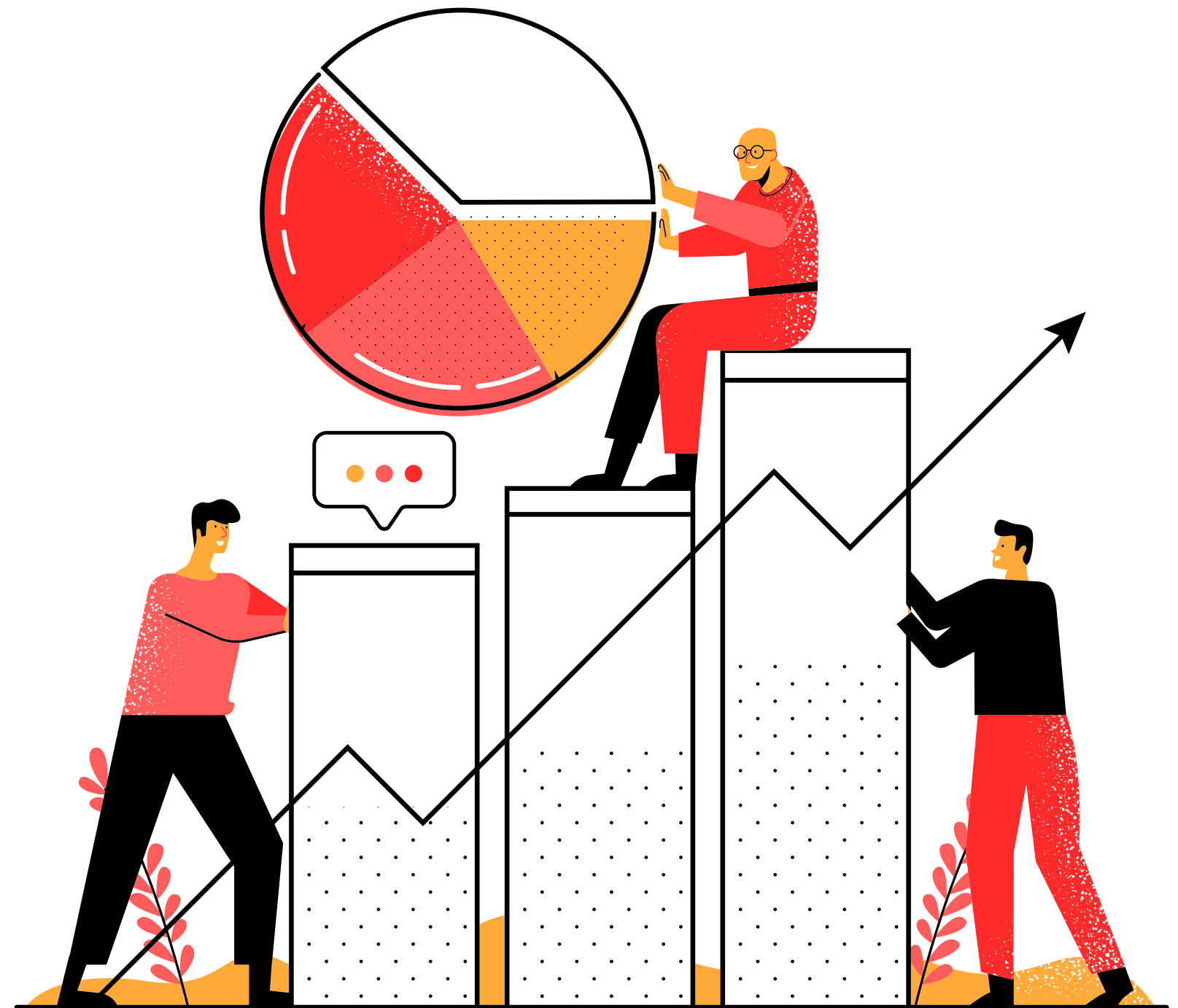# An attempt to develop a methodology for measuring filter bubbles in Google search engine

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presentation schedule

- **problems of filter bubbles**
- **methodology of the study**
- **results analysis**

filter bubbles

(E. Pariser, 2010)

- individual
- invisible
- based on the index
- no choice (we can not escape)

DIGITAL TRACES

simple typology

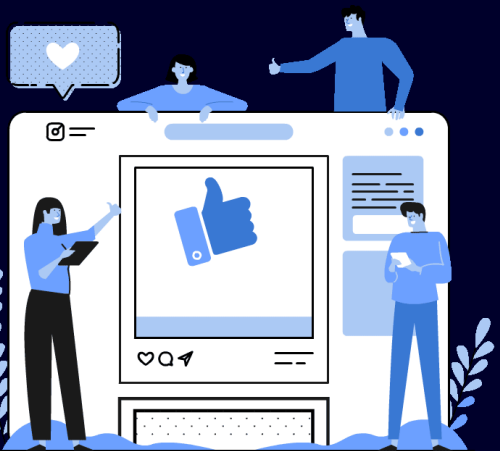| demographic	geographic	behavioral	technology
age gender	location	who? What? how? when? where? for what purpose?	devices os

methodology

filter bubble

build www

googlebubble.uni.lodz.pl

developing a survey

the goal is to examine the results in the google search engine (normal and private mode) and try to find correlations between the political views of respondents

collecting results

one day, one class, one search term

results analysis

using the analytical program "R"

Same-gender relationships

Termination of pregnancy

Concordat

Privacy

Data control

results analysis

search term: Paweł Adamowicz

research group: 105 students
of the Faculty of Management,
University of Lodz

correctly completed surveys: 73

collected url addresses: 730

GitHub

conclusions from the study

CONCLUSIONS 1

more than a half of participants saw a unique set of results

CONCLUSIONS 2

private search and normal search result sets do not usually differ

CONCLUSIONS 3

the difference between normal and private search was lower for participants with less personalized search result sets

THANK YOU

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