

How deep are you stuck in your filter bubble?

RESULT



**IT'S
BURSTING!**

**Congratulations!
Your filter bubble could
burst very soon. You are
doing great, but perhaps
you could do even more.
Simply follow these
guidelines...**



© Lisa Jasch 2024

1 // BE CAREFUL WITH PERSONALISED SERVICES

Recommendations made by web services simplify web browsing, but they also increase the risk of creating a filter bubble. The fewer recommendations a web service provides you with, the smaller the risk of ending up in a filter bubble.

2 // DISABLE PERSONALISED ADS

You can disable personalised advertising under the link:
www.google.com/ads/preferences

3 // DISABLE GOOGLE'S WEB HISTORY

Do you already use different search engines? Great, but do you still want to keep on using Google? The company saves your search history through a service called Web History. Go to the following website to disable this service and to partly prevent Google from storing your data:
www.google.com/history

4 // CLEAR YOUR BROWSING HISTORY REGULARLY

Deleting your search history in your browser makes it more difficult for websites to track you and your online activities. It helps to protect your online privacy. Clear your search history not only on your web browser, but also on social media.

5 // DISCUSS

Actively taking part in discussions on social media and other pages is an effective measure to escape your own filter bubble and to simultaneously tear down other filter bubbles. Anyone who gets involved in a discussion, even if – or precisely because – it is uncomfortable, can deflate the filter bubble with their opposing opinion. It goes without saying that criticism should always be formulated constructively.

6 // UNDERSTAND ALGORITHMS

Those who understand that algorithms can hide unwanted posts on social media may be more careful with their likes and stored activity. You could, for instance, follow parties or organisations online that you do not actually endorse. This will make it harder for algorithms to form an appropriate filter bubble in the future.

7 // COMPARE INFORMATION

To counter the filter bubble effect, you can use the websites newstral.com or eurotopics.net as your default start page. They provide an overview of headlines from different political perspectives across the journalistic landscape.

8 // READ BOOKS. BE INFORMED

There is some literature on the subject of filter bubbles and echo chambers, for example:
Jaron Lanier: 'Ten Arguments for Deleting Your Social Media Accounts Right Now', Katherine Ormerod: 'Why Social Media is Ruining Your Life', Eli Pariser: 'Filter Bubble'.

9 // MAKE INFORMED DECISIONS

Filter bubbles make decisions for us by automatically playing the next video, giving reading suggestions or making purchase recommendations. Become aware of this. Decide for yourself to whom you give attention and time.

10 // WITHDRAW FROM THE WEB

The most radical solution would be to completely withdraw from the web. Perhaps try a week without social or other media that you consume on a daily basis and observe how your views and opinions are formed during this time. You might consume differently afterwards and place more value on conversations and meetings in real life.