Algorithms and the Filter Bubble

Stilgherrian

University of Technology Sydney
7 April 2014
You have a fair privacy score. Review your applications to learn what they know about you.

- **0** High Risk apps
- **49** Moderate Risk apps
- **19** Low Risk apps

See all 70 installed applications
Screenshots from Bitdefender Clueful for Android
Screenshots from Bitdefender Clueful for Android
Scan and protect your phone from potential privacy violations and identity leaks.

Protect Your Personal Data

Did you know that advertisements on your phone could be sharing your personal information?
Scan now to see what apps might be embedded with these types of ads.

Everything you need to protect your device from viruses, malware, and other privacy threats, is now available in Google Play.

Screenshots from TrustGo Ad Detector
Screenshots from TrustGo Ad Detector

Your device has 21 apps which contain ad plugins. Some plugins may exhibit more than one of the following behaviors.

<table>
<thead>
<tr>
<th>Behavior</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leak identity info</td>
<td>21</td>
</tr>
<tr>
<td>Collect location</td>
<td>20</td>
</tr>
<tr>
<td>Display push notification ads</td>
<td>0</td>
</tr>
<tr>
<td>Create shortcut on home screen</td>
<td>0</td>
</tr>
<tr>
<td>Modify browser homepage</td>
<td>0</td>
</tr>
<tr>
<td>Modify browser bookmarks</td>
<td>0</td>
</tr>
<tr>
<td>Leak phone number</td>
<td>0</td>
</tr>
<tr>
<td>Write SMS to message inbox</td>
<td>0</td>
</tr>
<tr>
<td>Send SMS on ad click</td>
<td>0</td>
</tr>
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Screenshots from TrustGo Ad Detector

Your device has 21 apps which contain ad plugins. Some plugins may exhibit more than one of the following behaviors:

- AVG PrivacyFix
  - AdMob, Millennial

- Flightradar24 Free
  - AdMob

- Gmail
  - AdMob

- Google Search
  - AdMob

- Hangouts
  - AdMob

- Google Play Movies
  - AdMob

- YouTube

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<tr>
<th>Feature</th>
<th>Apps and Technologies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protect Your Personal Data</td>
<td></td>
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<td>AdMob</td>
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NEW RESEARCH: More than half of the top 100 URLs are tracking you

You’ve probably never heard of most of the 100 top URLs in the world.
In fact, most users have no idea that they’ve even accessed most of the 89 domains the average user interacts with in a month.

A new F-Secure Labs study of the top 100 URLs accessed by customers all over the globe shows that of the world’s top URLs only 15% were accessed directly. The remaining 85% were accessed by other websites or software on the users’ PCs. Of the 85% accessed automatically, 10% come from ad-serving domains, 35% are ad-serving domains with tracking components and 19% are purely tracking domains.

http://safeandsavvy.f-secure.com/2014/04/03/new-research-more-than-half-of-the-top-100-urls-are-tracking-you/
Data Brokers

• Acxiom
• Equifax
• Experian
• Datalogix
Earthquake: 3.2 quake strikes near San Simeon

February 1, 2013 | 5:36 am

A shallow magnitude 3.2 earthquake was reported Friday morning seven miles from San Simeon, according to the U.S. Geological Survey. The temblor occurred at 5:28 a.m. PST at a depth of 3.7 miles.

According to the USGS, the epicenter was eight miles from Cambria, 12 miles from Lake Nacimiento, 22 miles from Paso Robles and 124 miles from San Jose City Hall.

In the past 10 days, there has been one earthquake magnitude 3.0 and greater centered nearby.
Let Quill Do the Writing for You

**HOW QUILL WORKS**

**Receive Data**
Quill imports your data and builds an appropriate narrative structure to meet the goals of your audience.

**Create Story**
Using complex Artificial Intelligence algorithms, Quill extracts and organizes key facts and insights and transforms them into stories, at scale.

**Deliver Insight**
Quill uses data to answer important questions, provide advice and deliver powerful insight in a precise, clear narrative.

LEARN MORE ABOUT QUILL

Thematic Clusters

Bruns & Burgess, “Mapping the Australian Twittersphere”
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Perth
Marketing / PR
Design
Web
Creative
IT
Tech
Social
Media
Tech
PR
Advertising
Social
ICTs
NGOs
Social
Policy
Farming
Agriculture
Greens
ALP
Progressives
Conservatives
Conservatives
Journalists
Hardline
Conservatives
@KRuddMP
@JuliaGillard
News
Opinion
News
Utilities
Services
Net Culture
Real Estate
Property
Business
Property

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NGOs
Social Policy
IT
Tech
Social Media
Tech
PR
Advertising
Creative Design
Utilities
Services
Net Culture
Creative
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Beauty
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Follower/followee network:
~120,000 Australian Twitter users (of ~950,000 known accounts by early 2012)
colour = #qldfloods tweets, size = indegree

Bruns & Burgess, “Mapping the Australian Twittersphere”
Follower/followee network:
~120,000 Australian Twitter users
(of ~950,000 known accounts by early 2012)
colour = #ausvotes tweets, size = indegree

Bruns & Burgess, “Mapping the Australian Twittersphere”
Follower/followee network:
-120,000 Australian Twitter users (of ~950,000 known accounts by early 2012)
colour = #auspol tweets, size = indegree

Bruns & Burgess, “Mapping the Australian Twittersphere”
Follower/followee network:
- ~120,000 Australian Twitter users
  (of ~950,000 known accounts by early 2012)

colour = #wikileaks tweets, size = indegree

Bruns & Burgess, “Mapping the Australian Twittersphere”
Pew Research, “Mapping Twitter Topic Networks: From Polarized Crowds to Community Clusters”
Benjamin Erb @johnny_p_Dc
The Greens Party new election ad is very ordinary. I'd be hiring a new creative director if I was the Greens. #AusVotes #AusPol #Greens
Expand

William Goyer @midasfundsJj
The Greens Party new election ad is very ordinary. I'd be hiring a new creative director if I was the Greens. #AusVotes #AusPol #Greens
Expand

Oscar Pulman @delwilliams71
The Greens Party new election ad is very ordinary. I'd be hiring a new creative director if I was the Greens. #AusVotes #AusPol #Greens
Expand

Neema Naficy @nnaficyf
The Greens Party new election ad is very ordinary. I'd be hiring a new creative director if I was the Greens. #AusVotes #AusPol #Greens
Expand

Glenn G Lampard @dGlennGee
The Greens Party new election ad is very ordinary. I'd be hiring a new creative director if I was the Greens. #AusVotes #AusPol #Greens
Expand

KamloopsFilmSociety @kamloopsfilm_
The Greens Party new election ad is very ordinary. I'd be hiring a new creative director if I was the Greens. #AusVotes #AusPol #Greens
Expand

BT @Br_Tr
The Greens Party new election ad is very ordinary. I'd be hiring a new creative director if I was the Greens. #AusVotes #AusPol #Greens
Expand

<table>
<thead>
<tr>
<th>Twitter Followers</th>
<th>2500</th>
<th>5000</th>
<th>10000</th>
<th>25000</th>
<th>50000</th>
<th>100000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Buy Twitter Followers</strong></td>
<td><strong>$20</strong></td>
<td><strong>$40</strong></td>
<td><strong>$70</strong></td>
<td><strong>$160</strong></td>
<td><strong>$300</strong></td>
<td><strong>$500</strong></td>
</tr>
<tr>
<td>Delivery Time (days)</td>
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<td>3</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Money-Back Guarantee</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**100% MONEY-BACK GUARANTEE**

**100% RETENTION GUARANTEE**

<table>
<thead>
<tr>
<th>Twitter Followers</th>
<th>250 000</th>
<th>500 000</th>
<th>1 Million</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BULK Twitter Followers</strong></td>
<td><strong>$750</strong></td>
<td><strong>$1200</strong></td>
<td><strong>$1500</strong></td>
</tr>
<tr>
<td>Delivery Time (days)</td>
<td>3-5</td>
<td>5-7</td>
<td>10-15</td>
</tr>
<tr>
<td>Money-Back Guarantee</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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http://fakefollowerstwitter.com/ screenshot 26 August 2013
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