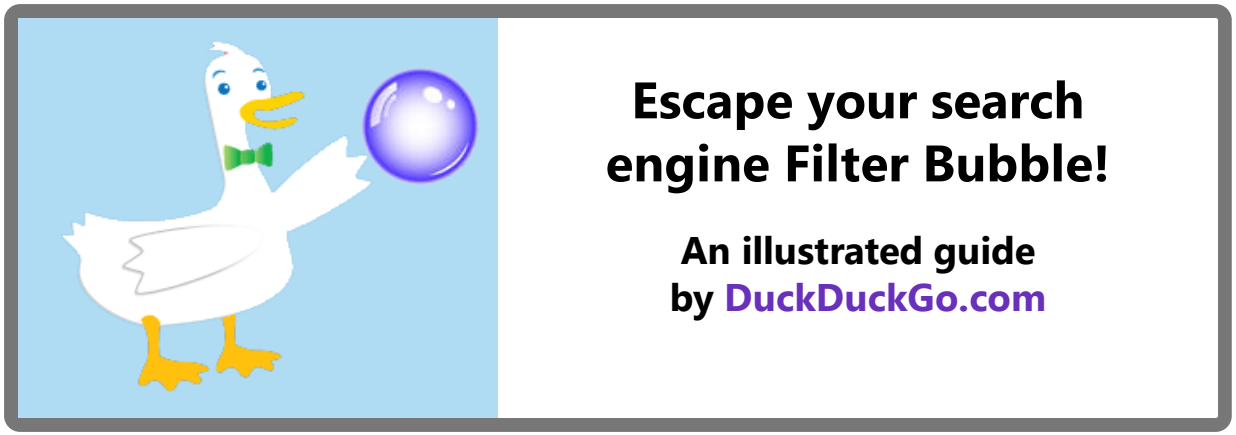
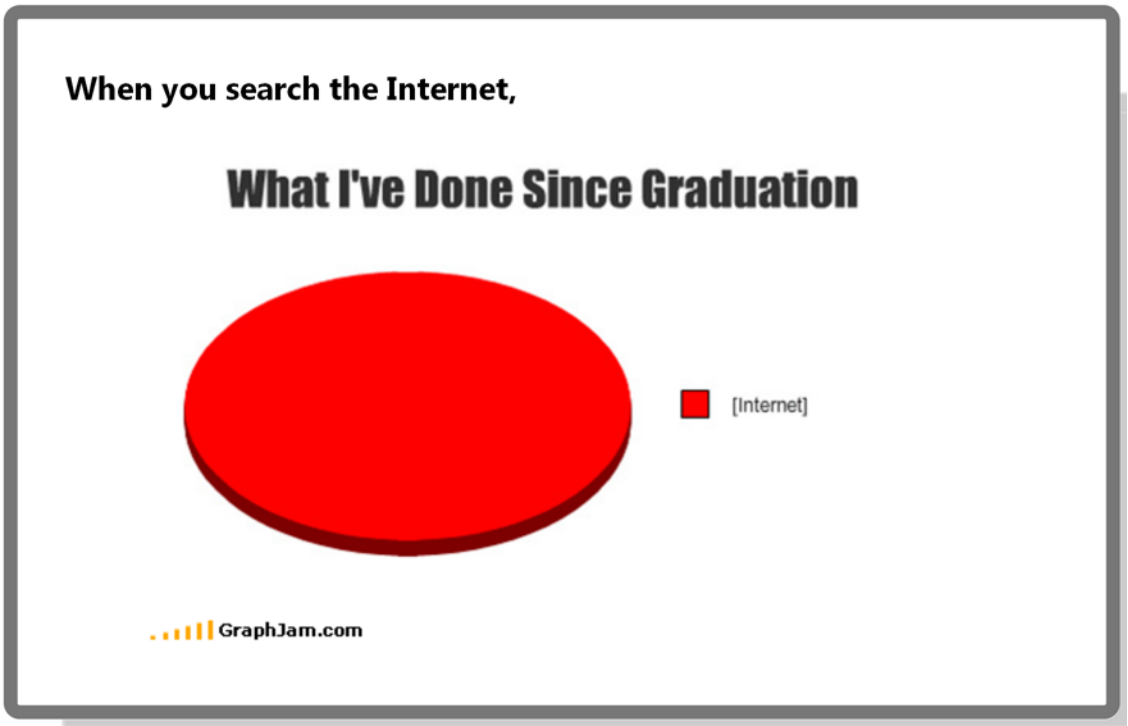
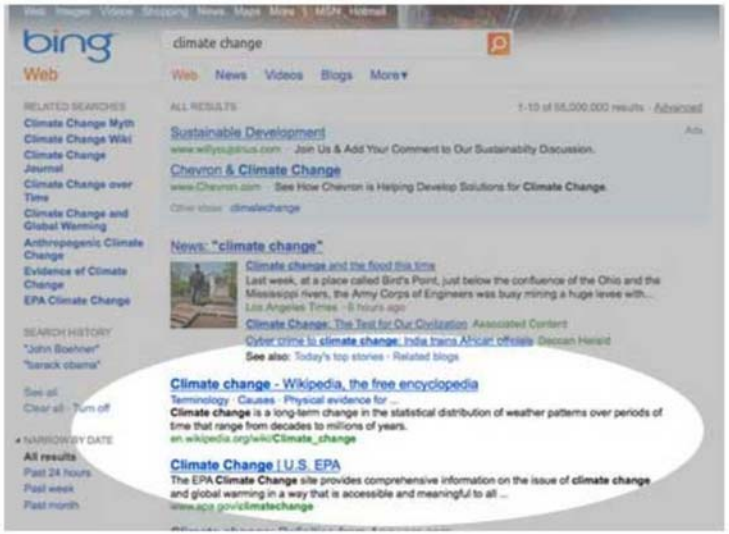

Escape your search
engine Filter Bubble!
An illustrated guide
by DuckDuckGo.com


When you search the Internet,
What I've Done Since Graduation
[Internet]
GraphJam.com

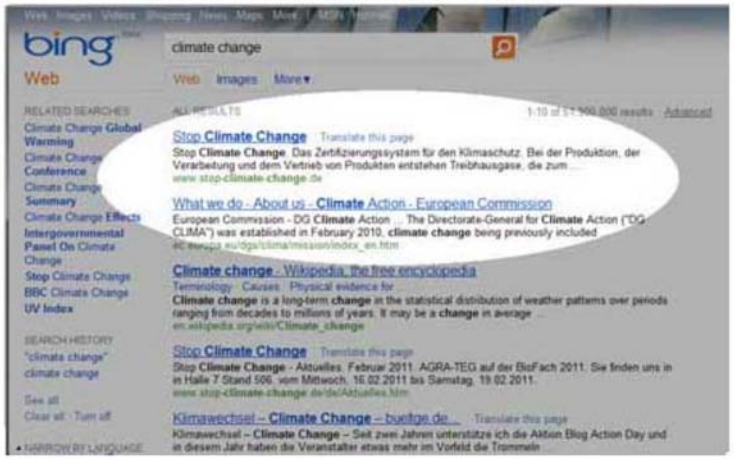
search engines now show different results to different people.

Search for "Climate Change"

Informational Sites



vs. Climate Action Sites



(**Try** a Bing search for "climate change")

Results are tailored to who you are,



based on your search history

Google

bankruptcy

Google Search I'm Feeling Lucky

(See your Google search history.)

and your click history.



Since you often click on things you agree with,

the ONION
America's Finest News Source

Area Woman Prefers To Get Same Advice From As Many People As Possible

JANUARY 18, 2011 | ISSUE 47-03

MOUNTAIN VIEW, CA—When faced with any kind of vexing decision or problem, 29-year-old Christine Lim prefers to weigh all her options by getting the exact same advice from as many people who already agree with her as possible, the area woman told reporters

you keep getting more and more



of what you already agree with,

Search for 'barack obama':

Ann gets MSNBC:

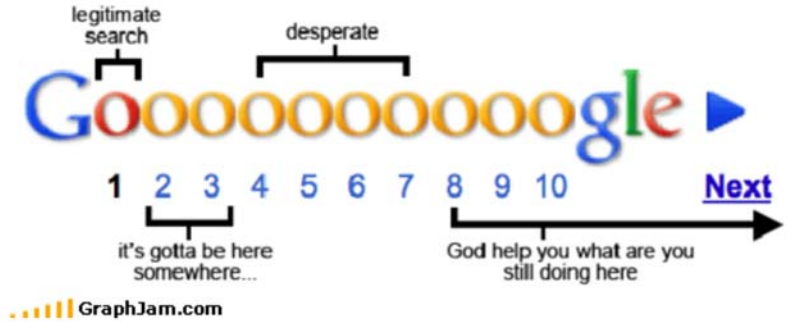


Elaine gets FOX News:



(**Try** a Google search for "barack obama")

which means other stuff gets demoted (effectively filtered).



This raises the question: what are *you* missing?

amazon.com

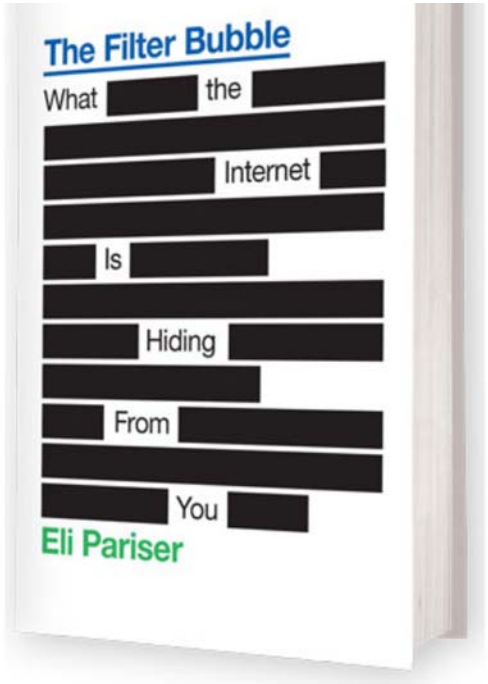
113 of 115 people found the following review helpful:

Since reading the book, I've found myself compulsively testing one of its main case studies: Google's automatically personalized search results. Try searching for "guns": I don't see the NRA on the first page, but friends do. Huge differences on "abortion" too: some people see Planned Parenthood, other people see Catholic.com. Even searching for "bias" shows different results to me vs my wife!

(**Try** a Google search for "guns.")

In other words, you are living in a Filter Bubble





that promotes things it *thinks* you'll like,

Search for 'Egypt':

Scott gets Egyptian Protests:





Daniel gets Travel Information:



(**Try** a Google search for "egypt")

and demotes (effectively filters) out some of the rest,

The New York Times

"It's totally creepy if you think about it," said Tze Chun, a filmmaker who agreed to participate in a similar experiment at a recent dinner party we both attended in Brooklyn.

Five of us used our phones to search for "Is Osama really dead?," a phrase Mr. Chun suggested.

Although our top 10 results included the same link — to Yahoo Canada answers — in first place, two of us also received a link to a post on jewishjournal.com, a newspaper site. Meanwhile, Mr. Chun and two other filmmakers had links to more conspiratorial sites like deadbodies.info.

(**Try** a Google search for "Is Osama really dead?")

which may limit your exposure to opposing information.



Unfortunately, it's not easy to pop your filter bubble,

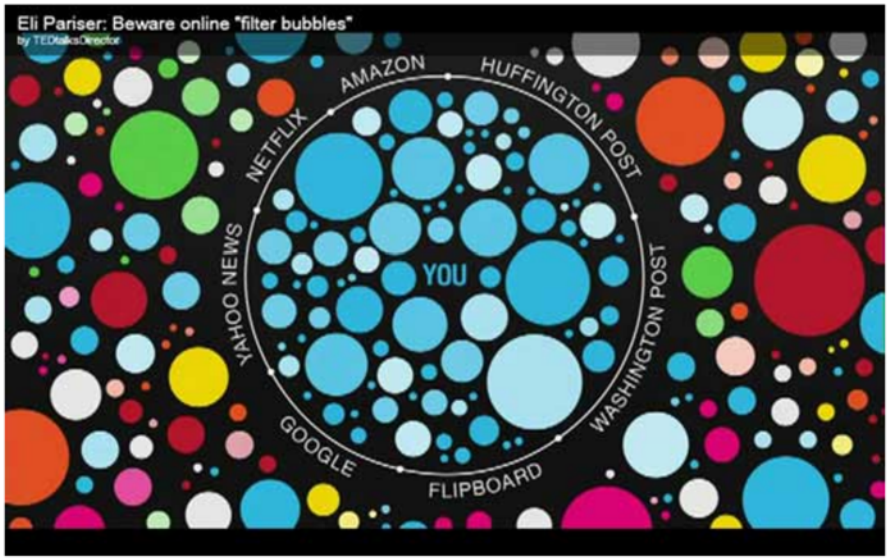


because the technology is used so much





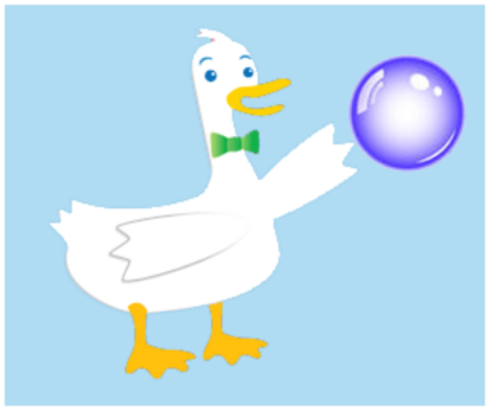
across the Internet.



We offer you an alternative: a search engine

DuckDuckGo

that breaks you out of your Filter Bubble by default,



plus other differences like real privacy.

The New York Times "Does not collect browsing history."

CNN "It has less clutter."

FAST COMPANY "The proof is in the results."

For more on Filter Bubbles, check out Eli Pariser's Ted Talk.

For more on DuckDuckGo, check out our about page and search!