

WE DO NOT CONTROL OUR ONLINE EXPERIENCES. EVERY CLICK OR TAP OR SOUND WE MAKE, WORD WE TYPE, PHRASE WE HIGHLIGHT OR PAGE ON WHICH WE LINGER, STORY WE "LIKE", OR MOVEMENT WE MAKE WITH OUR MOUSE -- INDEED, MERELY BOOTING UP A COMPUTER WITHOUT EVEN LOGGING IN -- ARE MINED FOR DATA. THIS DATA IS HARVESTED, PACKAGED AND SOLD BY AND TO COMPANIES AND/OR AGENCIES WITH PURPOSES UNKNOWN TO US: MARKETING, INFORMATION DELIVERY, CONTENT PERSONALIZATION, AND SURVEILLANCE.

OUR UNIQUE ONLINE BEHAVIOR BUILDS AROUND US A PERSONALIZED SPACE -- A VIRTUAL DIGITAL BUBBLE -- IN WHICH WE ARE OFFERED MORE OF WHAT WE LIKE IN THE STYLE WE PREFER -- AND SPARED CONTENT WE HAVE NOT SOUGHT OR LIKED IN THE PAST. WE ARE TRAPPED BY OUR OWN PROFILES INSIDE THESE BUBBLES.

SOME PEOPLE LIKE THE CUSTOMIZATION OF ONLINE EXPERIENCE AND ARE WILLING TO PAY WITH THEIR PERSONAL DATA. OTHERS WANT PRIVACY AND CONTOL AND ARE WILLING TO DO EXTRA WORK TO PROTECT IT. WE CAN CHOOSE TO OPT OUT OF AT LEAST SOME OF THIS FILTERING; WE CAN NO LONGER OPT OUT OF IT ALL. WE MAY NOT BE ABLE TO AVOID SURVEILLANCE, ESPECIALLY WHEN WIRELESS/MOBILE DEVICES ARE USED. THIS MAP OFFERS BACKGROUND ARTICLES AND PRESENTATIONS AND ALSO OFFERS TOOLS TO HELP PREPARE US TO MAKE MORE INFORMED CHOICES.

"The cloud never forgets, and imperfect pictures of you composed from your data profile are carefully filled in over time... We're like bugs in amber, completely trapped in the web of our own data."
Roger Kay, Endpoint

**FILTER BUBBLE
THREAT TO DEMOCRACY**

"... personalization is... a threat to democracy, such that we lose contact with news that indirectly affects all of us, but is outside of our personal interest... the data cookies that companies place on our computers... could limit the important worldwide issues we are exposed to..."
Eli Pariser

★ **STATE OF SURVEILLANCE**

★ **GLOBAL SURVEILLANCE
INDUSTRY DATABASE**

GOOGLIZATION OF EVERYTHING

DIAGNOSED BY YOUR SMARTPHONE

"BIG DATA" ERA AND PRIVACY RIGHTS

BEHAVIOR CREATES DATAPOINTS

DATAPPOINTS ARE HARVESTED FROM US

DATAPPOINTS ARE SOLD AS COMMODITIES

WE CREATE UNIQUE SEPARATE BUBBLES

WE ARE LED TO THINK INSIDE OUR OWN BOX

INFORMATION POWER IS BEING REDISTRIBUTED

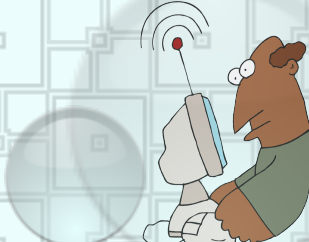
OUR PAST CLICKS/TOUCHSTREAM DETERMINES OUR FUTURE

COMPANIES COMPETE FOR OUR ATTENTION, USING WHAT WE ALREADY LIKE

WE ARE WHAT WE CLICK, WHAT WE SHARE, AND WHAT INVISIBLE PROFILERS DECIDE WE ARE



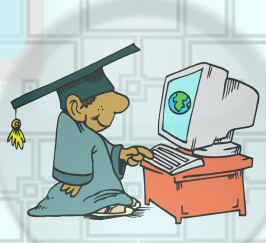
- [Data overload](#)
- [Psychology of customization](#)
- [Consumers give up data for convenience](#)
- ★ [FBI's KeySweeper](#)
- [Company point-of-view](#)
- [WSJ: What They Know](#)
- ★ [Spying's New Frontier](#)
- [Smart Meters, Internet of Things](#)
- ★ [Your Smart TV may watch you](#)
- ★ [Biometrics replace passwords?](#)
- [Google's 57 signals?](#)
- ★ [Google is listening](#)
- [Google Personalization](#)
- [Uses data to make a lot of money](#)



- [Big Data Analytics](#)
- [8 trends in big data](#)
- [Your Results May Vary](#)
- [Recommender systems](#)
- [What have we turned into?](#)
- ★ [Data as the New Currency](#)
- [Ruining your online experience?](#)
- [Video surveillance feeds big data](#)
- [Biometric Security poses privacy risks](#)
- [What is Big Data and Who's Collecting It?](#)

[Pop Tech: Eli Pariser, Filter Bubble](#)

[Democracy Now: The Filter Bubble, 1](#)
[Democracy Now: The Filter Bubble, 2](#)



[Video Pariser](#)



Home: [Oscillatorium](#)
Newest version [this map](#)
Date of this update: 08-06-16

The problem or is it PR?

We daily face an information overload. We have to decide every moment what to notice and what to ignore. Do we want someone else to decide for us?

**AN INTRODUCTION TO
FILTER BUBBLES
AND
DATA HARVESTING**



What we can do

- [StartMail](#)
- [TorProject](#)
- [Anonymizer](#)
- [Duckduckgo](#)
- [Safari's Do Not Track](#)
- [How to pop your filter bubble](#)
- [Electronic Frontier Foundation](#)

★ **POKEMAN GO, THE CIA,
"TOTALITARIANISM",
AND THE
FUTURE OF SURVEILLANCE**

**SECRETS
OF
SURVEILLANCE CAPITALISM**



EXCELLENT BOOKS:
[Master or Slave?](#)
[The Filter Bubble](#)
[Data and Goliath](#)
[The Googlization of Everything](#)

WHO ARE YOU?

You are (profiled by):

- What you search
- What you click/tap/touch, highlight
- What you "like", who you "friend"
- What you share
- Credit ratings of Facebook Friends
- The ad style that makes you buy
- The stories you read first
- Where you live
- Your software and browser
- Your biometrics
- ...more...

WHO'S WATCHING YOU?

BIG OTHER

- EMPTY CACHE
- CLEAR HISTORY
- DELETE COOKIES
- OPT-OUT OF AD WARE
- OPT-OUT OF TRACKING
- CHOOSE ENCRYPTION
- CHANGE ONLINE HABITS
- MAKE USE OF AIR GAPS
- MINIMIZE WIRELESS USE
- SHIELD WIRELESS DEVICES
- OPT-OUT OF PERSONALIZATION