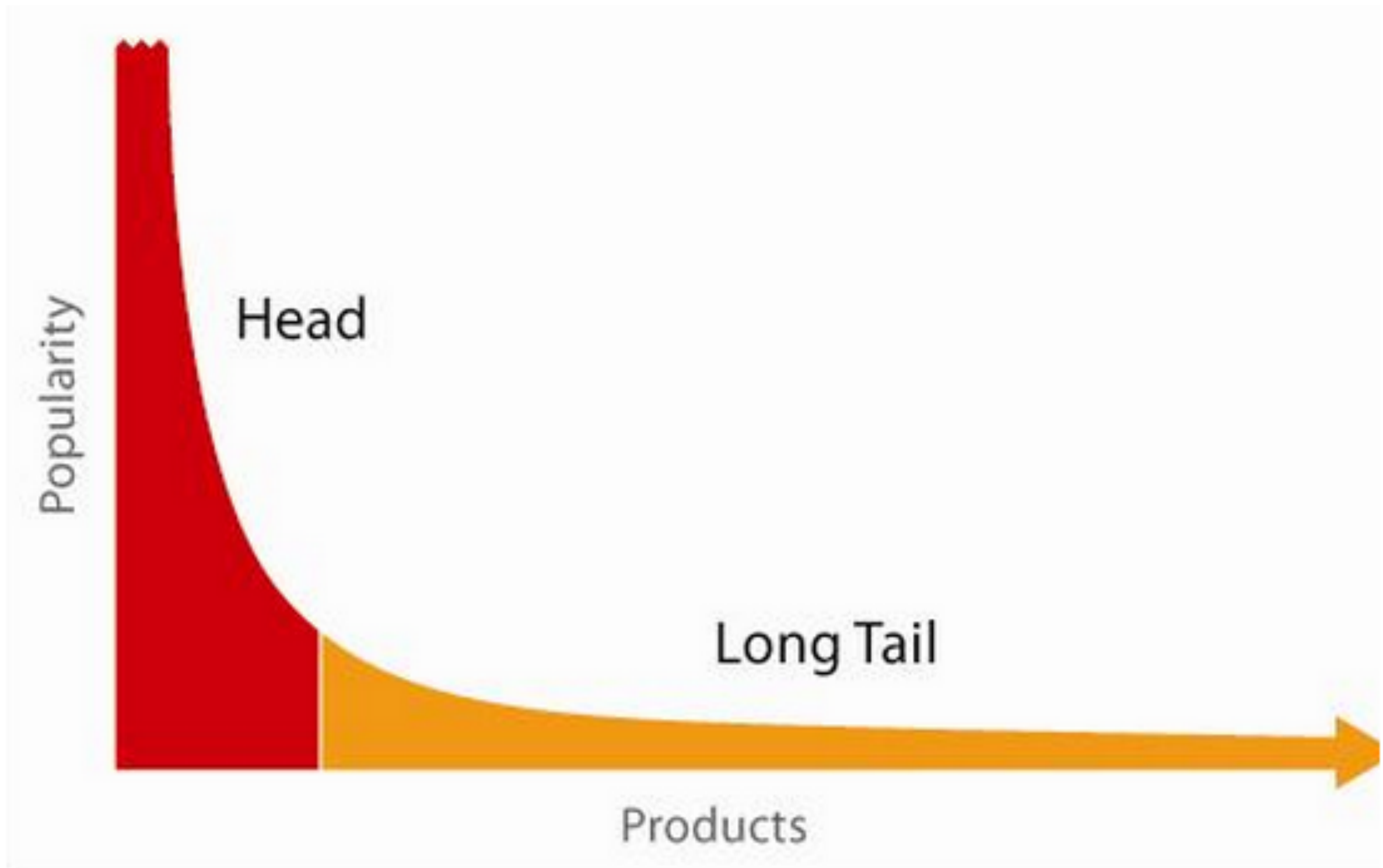


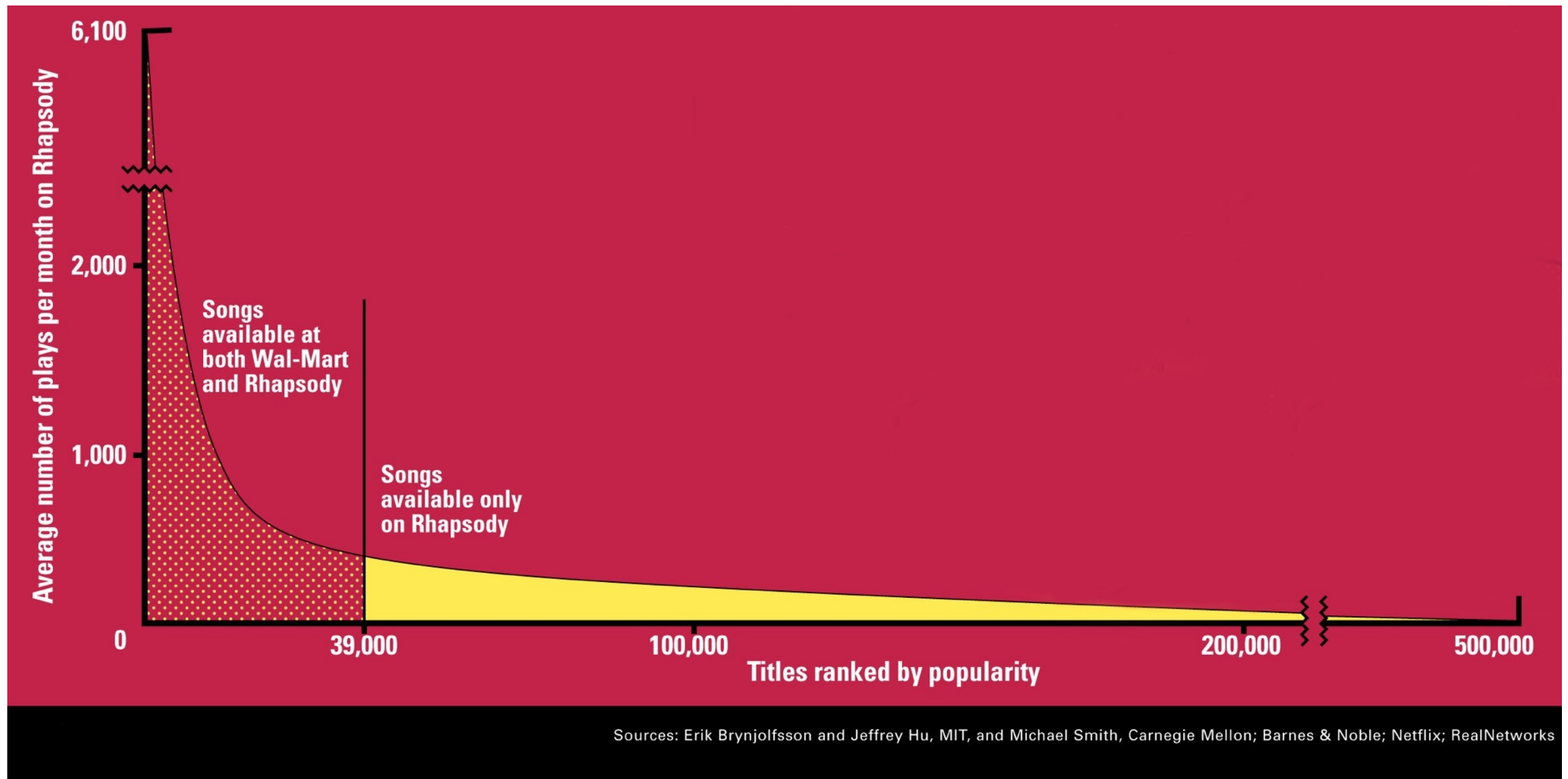
# Web Personalization and the Long Tail

Müge Akbulut

# Long Tail



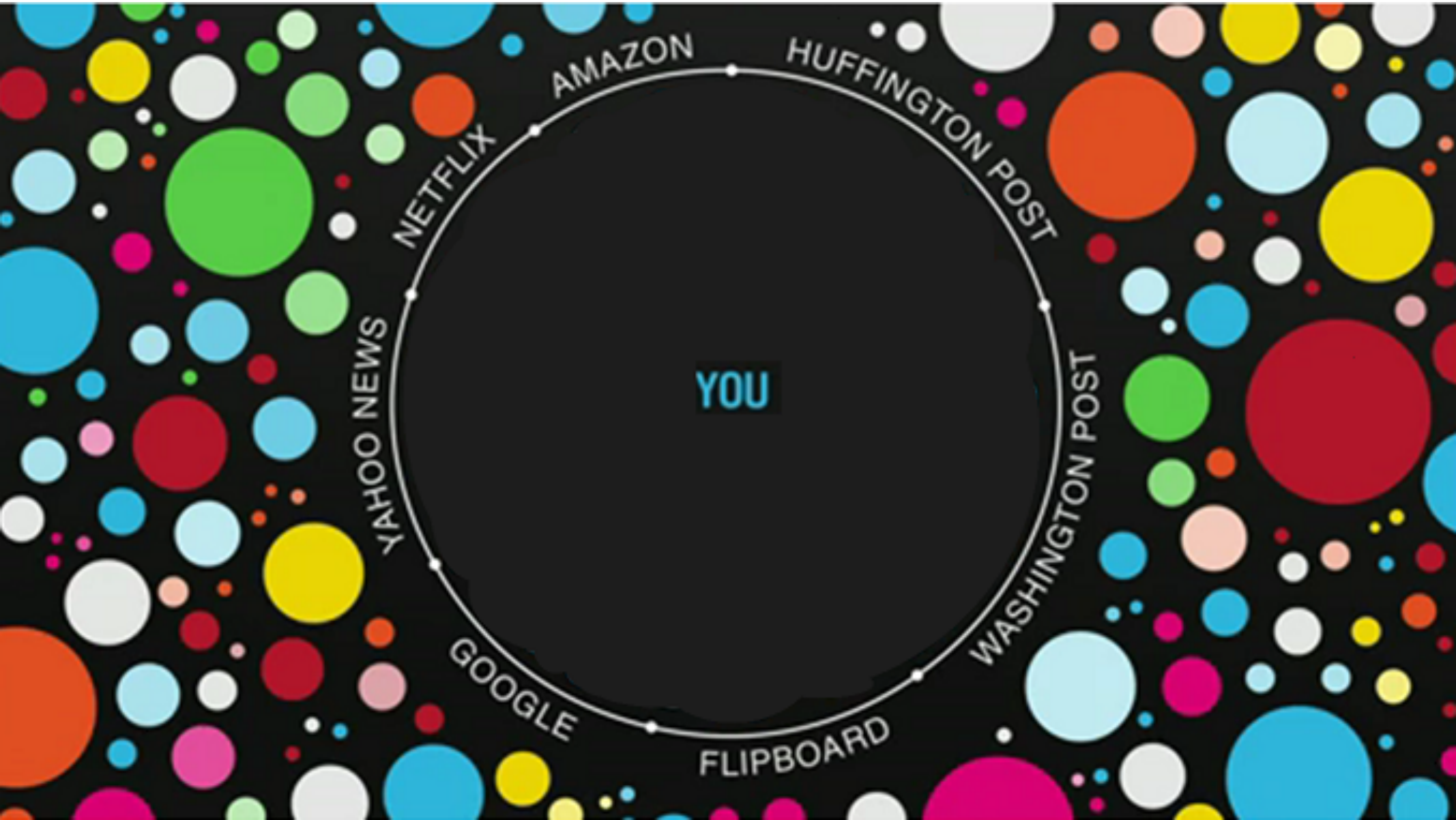
# Effects of online access



# Personalization

- In December 2009, Google began customizing its search results for each user.
- 57 signals that Google looks at that it uses to personally tailor your query results.
- Google, Facebook, The New York Times, Amazon...

# Filter Bubble



Source: Eli Pariser, TED talk



# Filter Bubble



Source: Eli Pariser, TED talk

“The Internet is showing us what it thinks we want to see, but not necessarily what we need to see”

Eli Pariser said in his TED talk

# Amazon

Visualization and Social Network Analysis Software | Amazon Launch - TouchGraph.com - Mozilla Firefox

[touchgraph.com/application/amazon/launch?query\\_type=Book&keywords=game theory](http://touchgraph.com/application/amazon/launch?query_type=Book&keywords=game theory)

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Game Theory: A  
Nontechnical  
Introduction

\$6.39

\$10.95

Morton D. Davis

Dover Publications

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Strategy	6	77	2007	\$90		
The Art of Strategy	6	73	2008	\$17		
Games of Strategy	6	68	2009	\$106		
Game Theory	10	83	1991	\$72		
A Course in Game ...	9	85	1994	\$33		
Microeconomic The...	8	82	1995	\$113		
Game Theory for Ap...	7	79	1992	\$41		
Recursive Methods ...	6	91	1989	\$69		
Econometrics	6	87	2000	\$73		
Recursive Macroeec...	6	82	2004	\$56		
The Theory of Indus...	5	88	1988	\$65		
Introduction to Mod...	4	83	2008	\$49		
Mostly Harmless Ec...	4	74	2008	\$28		
Game Theory	0	93	2007	\$9		
Game Theory 101	10	51	2011	\$0		
30 More Fallacies	9	68	2011	\$0		
The Calculus Direct	9	61	2009	\$3		
The Little Blue Rea...	9	60	2010	\$6		
42 Fallacies	9	55	2010	\$0		
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A Rulebook for Argu...	8	65	2010	\$6		

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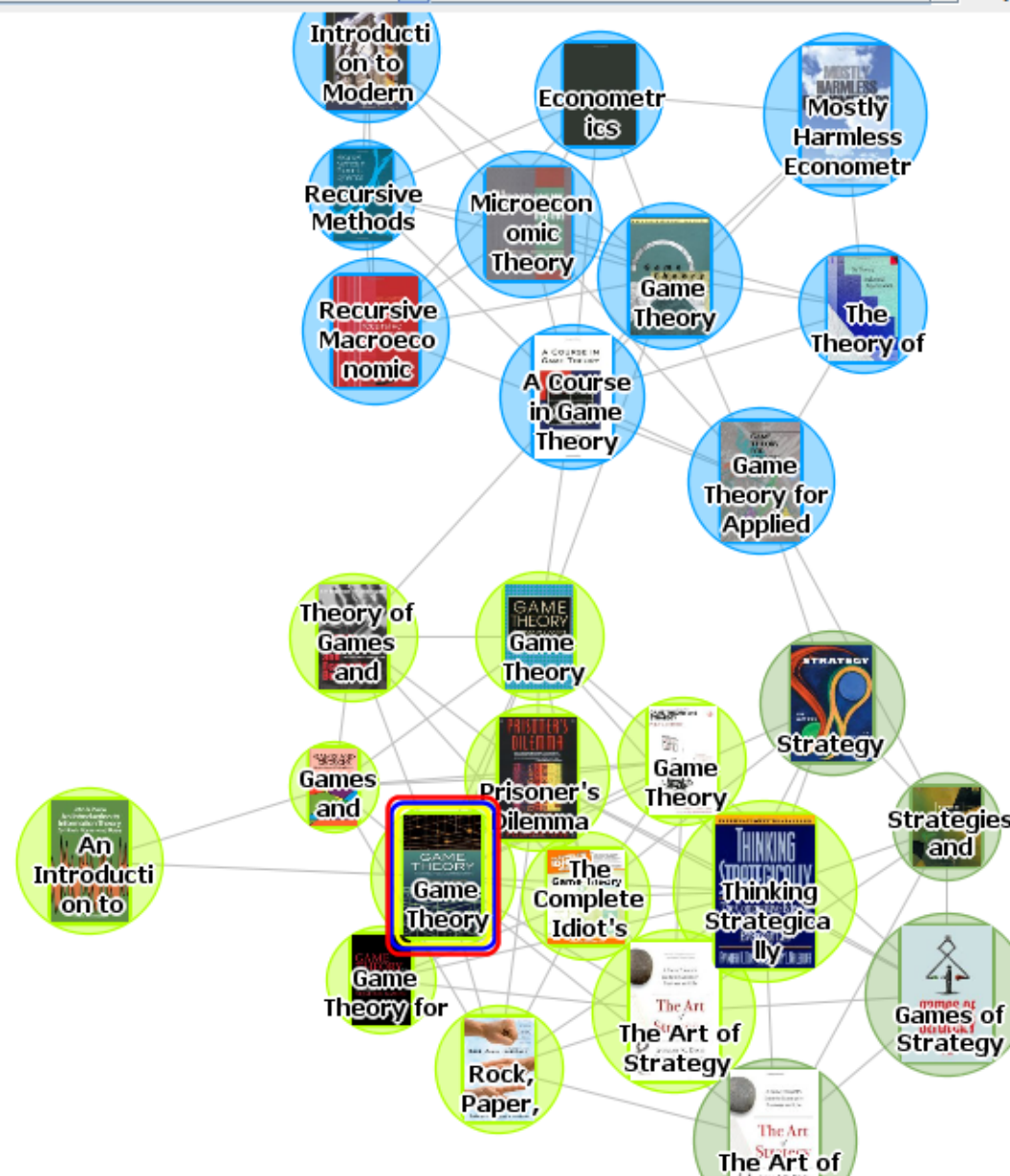
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Link

## Tools

Zoom:

Spacing:





# If you like Britney, you'll love...



Source: Amazon.com

# The Balance

The best editing gives us a little bit of "Pink" and a little bit of "The Selector".

And the challenge with these kinds of algorithmic filters, these personalized filters, is that, because they're mainly looking at what you click on first, it can throw off

"We need it to connect us all together. We need it to introduce us to new ideas and new people and different perspectives. And it's not going to do that if it leaves us all isolated in a Web of one."