Architecture of the Internet

COOKIES: A piece of data stored on a person's computer by a website to enable the site to "remember" useful information, such as previous browsing history on the site or sign-in information.

- [Website cookies explained | Guardian Animations - YouTube](#)

ALGORITHMS: A set of instructions to be followed, usually applied in computer code, to carry out a task. Algorithms drive content amplification, whether that's the next video on YouTube, ad on Facebook, or product on Amazon. Also, the algorithms serve a very specific economic purpose: to keep you using the app or website in order to serve more ads.

- [Review Facebook's Ad Policy](#)
- [Visit Your Ad Choices and run a diagnostic test on your computer or phone](#)

FILTER BUBBLES: Intellectual isolation that results from information served primarily through search engines that filter results based on personalized data, creating a "bubble" that isolates the user from information that may not align with their existing viewpoints.

- [Have Scientists Found a Way to Pop the Filter Bubble? | Innovation | Smithsonian Magazine](#)

What can you do to protect yourself?

- [Visit Electronic Frontier Foundation for tools to protect your online privacy.](#)
- [Visit FTC.gov for more information on cookies and understanding online tracking](#)

Additional Resources

- Is your device listening to you? ['Your Social Media Apps are Not Listening to You': Tech Worker Explains Data Privacy in Viral Twitter Thread (newsweek.com)](#)
- "[Website Cookies Explained | The Guardian Animations](#)"

- "How Recommendation Algorithms Run The World," Wired.
- "Wanna Build Your Own Google? Visit the App Store for Algorithms," Wired.
- California Cookie Privacy Law

Books

- *The Aisles Have Eyes* by Joseph Turow
- *Weapons of Math Destruction* by Cathy O'Neil
- *Algorithms of Oppression: How Search Engines Reinforce Racism* by Safiya Umoja Noble
- *Race After Technology* by Ruha Benjamin