What Are They

HIDING ?

When you **search the Web**, do you **get the complete picture**? Are the search results you see **objective**, **authoritative**, and **balanced**? *The answer is not so clear these days!*

Using various **data** such as your **Web search history** and **social networking activities**, some search engines now attempt to **"personalize" search results** in hopes of providing sites they calculate you might "like" - *but not necessarily what you need to know!*

Aside from **denying you access** to "all the facts," this situation, however well-intentioned and attractive as it might seem, also has the dangerous potential of **keeping you *unaware* of important or useful information**. Your **privacy** is also at risk as search engines **track you**.

"Personalized" or "social" results can reinforce what you already *think you know* or *want to believe*, and in doing so they could **prevent you from reaching the truth** on any given topic.

One of the best ways to *break out* of this "filter bubble" and discover what you are not being show is to **consult multiple information sources** – and not just *different search engines*, but *other* sources available in various formats (digital, print, etc.).

A **librarian** can help you do just that! You could also try to take matters into your own hands and go *beyond* your favorite search engine by trying things like **article databases**, **specialized encyclopedias**, and the many other resources available at your library.

Remember, **even the *best* search engines can only reveal a *fraction* of information available** out there. *You and your research deserve much better than that!*

For more information – and to *expand* your awareness of research options …

- *Ask a Librarian!* – Ask a Thrall librarian *in person* or *online!* (**www.thrall.org/ask**)
- **Critical Thinking Skills** – Learn to evaluate information (**www.thrall.org/think**)
- **Databases & Encyclopedias** – free research tools available (**www.thrall.org/databases**)
- *Diversify Your Search* and *Not Online* – two free publications from Thrall (**www.thrall.org/docs**)
- **Don't Bubble Us –** A fun illustrated guide from the **DuckDuckGo.com** search engine (**www.dontbubble.us**)
- *The Filter Bubble: What the Internet Is Hiding from You* – a good book by **Eli Pariser**
- **LightSwitch Search Tools** – Discover/try specialized search engines (**www.thrall.org/search**)
- **Thrall Information Guides** – Find topics online and in the library (**www.thrall.org/guides**)