



## The Big Bubble: How Technology Makes It Harder to Understand the World (Paperback)

By Per Grankvist

United Stories, 2018. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Who, or what, shapes our world view? Can facts really be alternative ? Is Google personalizing search results to each user and how does customization of news affect us? What do you really know about the algorithms that influence everyday life in a world that is increasingly digital? In The Big Bubble, journalist Per Grankvist explores how algorithms, the changing media landscape and new methods for communication influence our perception of reality. Drawing on behavioral science, psychology and history, and his ability to make technology understandable, Mr. Grankvist helps us see our own bubble from the outside. At once a reminder that bubbles have always existed, even offline, and a guide to popping them, The Big Bubble will change the way you think about the technology you use every day. - About the author: Per Grankvist is a well-known journalist and author in Sweden. He has written on the impact of digital media on politics, civic engagement and communication in some of Sweden's largest newspapers, and frequently appears on TV. Drawing on science, psychology and history and his award-winning ability to make...

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