



Machine & Algorithm Bias

Additional information

What if I want to limit the bias of the information that is delivered to me? Or if I want to limit the information search engines collect about me? Do I have options?

- It is possible to limit the information algorithms collect and associate with your contact information. Here are some ideas to consider trying out:
 - You can opt to use a **private search engine**, such as DuckDuckGo or Startpage, many of which are available online for free.
 - You can also use the **incognito tab** on your browser, and none of your searches while in incognito mode will be used to market to you.
 - You can [opt out of Google personalized search results](#) and/or check your Google settings and Google Dashboard [to see what information is being collected](#).
 - If you stay logged in to your email while searching the internet, many email carriers make it a [practice to track your searches](#) and connect your search history with your name and email contact information. This is more difficult for browsers to do if you make it a practice to log out of your email before searching online.
 - **First party cookies** [track your activity on a site](#) and report back to the site. **Third party cookies** track your activity after you leave a site and report it back to the original site. On most computers and phones, you can go into Settings and choose whether you want to accept, block, or be prompted for first-party and third-party cookies.
 - Take a moment to look at your search results, especially for news or politics. Do they all seem to be from the same point of view? Do they have headlines that seem designed to make you anxious or upset? To help spot biased search results, you can make it a practice to visit a few different sites that are highly rated for the accuracy of their reporting and choose at least one that skews differently from your own viewpoint. This not only helps you spot biased search results but will make your search engine results [less tailored to what the algorithm detects as your beliefs and comfortability with the search results](#).

Need help finding a resource?

Ask library staff for help if you are unable to find or access a resource.
We're glad to help you find the information you are looking for.

