

Web Personalization and Long Tail

Müge Akbulut¹, İpek Şencan² and Meriç Dirik³

¹Hacettepe University Department of Information Management

²Hacettepe University Department of Information Management

³Hacettepe University Department of Information Management

Abstract: Today, whole host of companies like Google, Facebook, The New York Times and Amazon are now increasingly personalized. They designed around the user who searches a customized way. Thus, different people get different results when they search for the same thing. Eli Pariser said in his TED talk “People receive things they want to see, not what they need to see”. He cited examples where liberal-leaning Facebook friends only see fellow liberals in their “Top Stories,” or a frequent traveler only got tourism results when Googling “Egypt” in the midst of the Arab Spring. The Internet is showing us what it thinks we want to see, but not necessarily what we need to see. Actually, our filter bubble is our own personal unique universe of information that we live in online. Amazon probably won't suggest a different book with users who bought this book found the following volumes challenging to their worldview. Chris Anderson describes the long tail theory that “Our culture and economy is increasingly shifting away from a focus on a relatively small number of "hits" (mainstream products and markets) at the head of the demand curve and toward a huge number of niches in the tail". Thus, in this paper, we will discuss new technologies make it possible to monetize niche content. However, on the other hand Amazon's filter bubble hiding niches from us. We don't actually see what gets edited out.

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