



Build a Citation (Sample Answers)

1. In the image, locate each piece of information you need to build this citation.

The image shows a sample article page with several callouts pointing to specific information needed for a citation:

- Article title:** Points to the main title, "The Troubling Future of Internet Search".
- Author:** Points to the byline, "By Eli Pariser".
- Publication Title:** Points to the magazine title, "THE FUTURIST".
- Page:** Points to the page number, "6".
- Issue:** Points to the issue information, "September-October 2011".
- Year:** Points to the year, "2011".

The article text is as follows:

The Troubling Future of Internet Search

Data customization is giving us access to a private information universe at the expense of a free and fair flow of information, says Google executive director of Moveon.org.

By Eli Pariser

Someday soon, Google might make the search box obsolete. Searching will happen automatically.

"When I walk down the street, I want my smartphone to be doing searches constantly—'did you know?' 'did you know?' 'did you know?' 'did you know?' In other words, your phone should figure out what you would like to be searching for before you do," says Google CEO Eric Schmidt.

This vision is well on the way to being realized. In 2009, Google began customizing its search results for all users. If you tend to use Google from a home or work computer or a smartphone—i.e., an IP address that can be traced back to a single user (you)—the search results you see incorporate data about what the system has learned about you and your preferences. The Google algorithm of 2011 not only answers questions, but it also seeks to divine your intent in asking and give results based, in part, on how it perceives you.

This shift speaks to a broader phenomenon. Increasingly, the Internet is the through which we view and interact with information about the larger world. As we seek out some new book or movie, we leave a digital trail. As we interact, we leave a digital trail. As we interact, we leave a digital trail. As we interact, we leave a digital trail. As we interact, we leave a digital trail.

help companies like Google deliver you search engine results in line with what it knows about you.

Other companies can use this data to design Web advertisements with special appeal. That customization changes the way we experience and search the Web. It alters the answers we receive when we ask questions. I call this the "filter bubble" and argue that it's more dangerous than most of us realize.

In some cases, letting algorithms make decisions about what we see and what opportunities we're offered gives us fairer results. A computer can be made blind to race and gender in ways that humans usually can't. But that's only if the relevant algorithms are designed with care and acuteness. Otherwise, they're likely to simply reflect the social mores of the culture they're processing—a regression to the social norm.

The use of personal data to provide a customized search experience empowers the holders of data, particularly personal data, but not necessarily the seekers of it. Marketers are already exploring the gray area between what can be predicted and what predictions are fair. According to Charlie Stryker, a financial services executive who's an old hand in the behavioral targeting industry, the U.S. Army has had terrific success using social-graph data to recruit for the military—after all, if six of your Facebook buddies have enlisted, it's



Sample Answers

2. In the image, locate each piece of information you will need for the APA citation.

Dispatches

Business

THE END OF THE INTERNET?

How regional networks may replace the world wide web

BY GORDON M. GOLDSTEIN

THE WORLD WIDE WEB celebrated its 25th birthday recently. Today the global network serves almost 3 billion people, and hundreds of thousands more join each day. If the Internet were a country, its economy would be among the five largest in the world.

In 2011, according to the World Economic Forum, the Internet is the most optimistic person I know on almost every topic," the Internet entrepreneur Marc Andreessen recently said in an interview, and "I'm incredibly optimistic about the future of the Internet."

will still work the way that it does today."

If the long history of international commerce tells us anything, it is this: free trade is neither a natural nor an inevitable condition. Typically, trade has flourished when a single, dominant country has provided the security and will to sustain it. In the absence of a strong liberal ethos, promoted and embodied by the precursor to the Internet. As the network evolved, American companies were quick to exploit its growth, gaining a first-mover advantage that has in many cases grown into global dominance. A vast proportion of the world's Web traffic passes through the United States.

Laura DeNardis, a scholar of Internet governance at American University, argues that the Internet's character is inherently private today. "The Internet is a system of independent systems," she writes, "operated by mostly private companies," including large telecommunications providers like AT&T and giant content companies such as Google and Facebook. All of these players make the Internet function through private economic agreements governing the transmission of data among their respective networks. While the U.S. government plays a role—the world's central repository for domain names, for instance, is a private nonprofit organization created by the U.S. government.

Merkel's exploration of a closed, pan-European cloud-computing network is simply the latest example of what the analyst Daniel Castro of the Information Technology and Innovation Foundation calls "data nationalism," a phenomenon gathering momentum

ILLUSTRATION BY MATT CHASE

Author: GORDON M. GOLDSTEIN

Article title: THE END OF THE INTERNET?

Year: 2014

Page: 24

Issue: JULY/AUGUST

Publication title: THE ATLANTIC

Based on this model citation for a journal article, write the correct citation for this article:

Model:

Author Lastname, First initial. (year). Article title. *Publication title*. Issue, pages.

Citation:

Goldstein, G. M. (2014). The end of the internet? *The Atlantic*, July/August, 24.



3. In the image, locate each piece of information you will need for the APA citation.

- Author – Henry Jenkins
- Title – Convergence Culture – Where Old and New Media Collide
- Year of publication – 2006
- City – New York
- Publisher – New York University Press

Using the Model, write the citation for the book.

Model:

Author Lastname, First initial. (year of publication). *Title*. City: Publisher.

Citation:

Jenkins, H. (2006). *Convergence culture: Where old and new media collide*. New York: New York University Press.