**Build a Citation (Practice)**

To build a proper citation for a reference list, we need to know what type of source we are working with and what information we need to collect.

Let's practice this now.

1.  For the first practice exercise, let's use a citation for Pariser with the model APA citation below for reference:

    Pariser, E. (2011). The troubling future of Internet search. *Futurist*, 45(5), 6-8.

    Author. (Year). Article title. *Journal Title*, Issue(Volume), page numbers.

    In the area below, locate each piece of information you need to build this citation.

Types of information:
-   author
-   year
-   article title
-   publication title
-   issue
-   page

# The Troubling Future of Internet Search

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

By Eli Pariser

Someday soon, Google hopes to 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 portal through which we view and gather information about the larger world. Every time we seek out some new bit of information, we leave a digital trail that reveals a lot about us, our interests, our politics, our level of education, our dietary preferences, our movie likes and dislikes, and even our dating interests or history. That data can

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

2.  This time, build the citation without a model. Start by thinking about what kind of publication this sample is, and then decide which information from the sample that you will need.

    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 Eco-called "the splinternet." "I'm the most optimistic person I know on almost every topic," the Internet entrepreneur Marc Andreessen recently said in a public interview, and "I'm incredibly concerned." Andreessen said it is an "open question" whether the Internet five years from now

    "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 en-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 American servers.

    Laura DeNardis, a scholar of Internet governance at American University, argues that the Internet's character is inherently commercial and private today. "The Internet is a collection 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

    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

    24   JULY/AUGUST 2014   THE ATLANTIC                    ILLUSTRATION BY MATT CHASE

    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.
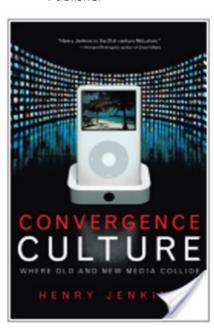
    **Citation:**

3. Different kinds of publications require different pieces of information for the APA citation. Start by identifying what kind of publication this is (below), and then decide which information you will need.

   Locate each piece of information you will need for the APA citation.

Find/match the following information:
- Author
- Title
- Year of publication
- City
- Publisher

NEW YORK UNIVERSITY PRESS
New York and London
www.nyupress.org

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Library of Congress Cataloging-in-Publication Data
Jenkins, Henry, 1958–
Convergence culture : where old and new media collide / Henry Jenkins.
p.   cm.
Includes bibliographical references and index.
ISBN-13: 978-0-8147-4281-5 (cloth : alk. paper)
ISBN-10: 0-8147-4281-5 (cloth : alk. paper)
1. Mass media and culture—United States.  2. Popular culture—United States.
I. Title.
P94.65.U6J46 2006
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c  10  9  8  7  6  5  4  3  2  1
p  10  9  8  7  6  5  4  3  2  1

Using the Model, write the citation for the book.

**Model:**

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

**Citation:**