

Chapter #4: Reading 1
Mind Control and the Internet
NOTE-TAKING: Completing an Outline (p. 92)

Go back to the reading and read it again. Work in groups to complete the outline showing the main ideas and supporting details.

A. The Internet has become a huge commercial enterprise.

1. It began as an alternative to big media.
2. The Brin and Page started _____
3. _____

B. Targeted ads are dangerous to privacy.

1. Companies collect _____
2. Apple, Google, _____
3. There is the danger that _____

C. Facebook _____

1. what you click on will lead to ads popping up.
2. people with many friends _____

D. Anonymity seems like freedom, but it is not.

1. The paradox is that there is a lot of self-expression on the web.
2. But _____

E. _____

1. The "hive mentality" destroys individual responsibility.
2. It also encourages meanness.

Kindle track mobile phones and tablet users a note what they are doing.
is also a commercial powerhouse.
taking ads to finance google.
The "hive mind" is created through the Internet's electronic connection.
data about all aspects of people's lives.
the value of individuality and personhood is diminished.
Google was transformed into the largest global advertising platform by money interests.
privacy will be invaded, and other civil liberties will be abused.
help businesses pitch the products.