

**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.                                                     |