Web Personalization and the Long Tail

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Long Tail

![Long Tail Diagram]

- **Head**: High popularity products
- **Long Tail**: Low popularity products

*Note: The diagram illustrates the distribution of popularity among products, with a few popular products (Head) and many less popular products (Long Tail).*
Effects of online access
Personalization

• In December 2009, Google began customizing its search results for each user.

• 57 signals that Google looks at that it uses to personally tailor your query results.

• Google, Facebook, The New York Times, Amazon...
Filter Bubble

Source: Eli Pariser, TED talk
Filter Bubble

Source: Eli Pariser, TED talk
“The Internet is showing us what it thinks we want to see, but not necessarily what we need to see”

Eli Pariser said in his TED talk
Amazon
If you like Britney, you’ll love…

Source: Amazon.com
The Balance

The best editing gives us a little bit of "Pink" and a little bit of "The Selector".

And the challenge with these kinds of algorithmic filters, these personalized filters, is that, because they're mainly looking at what you click on first, it can throw off
"We need it to connect us all together. We need it to introduce us to new ideas and new people and different perspectives. And it's not going to do that if it leaves us all isolated in a Web of one."