

So **Facebook** / isn't the **only** place / that's doing this kind of **invisible**,/ **algorithmic** editing of the **Web**.// **Google's** doing it **too**.// If **I** search for something, / and **you** search for something,/ even **right now** / at the very **same time**/, we may get very **different** / **search results**.// **Even** if you're **logged out**, one engineer told me /, there are **57** signals/ that **Google** looks at //-- **everything** from / what kind of **computer** you're on/ to what kind of **browser** you're using /to **where** you're **located** -/- that it uses to **personally** tailor/ your query results. //Think about it for a second/: there is **no**/ **standard Google** /**anymore**. And you know, the funny thing about this is that it's hard to see. You can't see how different your search results are from anyone else's.

But **a couple** of weeks ago / I asked a **bunch of friends** / to Google "**Egypt**"/ and to send me **screen shots** of / **what** they **got**. // **So** / here's my friend / **Scott's** screen **shot**. // And here's my friend **Daniel's** screen shot. // When you put them **side-by-side**, / you don't even have to **read the links** / to see **how different** these two pages **are**.// But when you **do read** the links, / it's **really quite remarkable**. // **Daniel** / didn't get **anything** about the protests in Egypt **at all** / in his first page of Google results. / **Scott's results** were full of them. / And this was the **big story** of the day at that time./ That's how **different** / these results **are becoming**. //