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### The Pancakification of My Intelligence, Attention, and Information

Because of the overuse and reliability that lies in the vital non-physical hands of data aggregators, my attention is hyper controlled. While I have the freedom to debate, research, and re-learn, I live with the constant reality that someone somewhere is telling me what to think, how to think, and most importantly why to believe something.

There are very few sources that search engines collect data from. Factual, InfoGroup, Acxiom, and NeustarLocaleze. These aggregators control which data points get sent and sorted to search engines and other platforms. But, where are these answers coming from? What force is controlling what information goes where? Our conception of how data is pushed and what data is distributed is that it comes from machines or some sort of program, yet we forget that humans still have the power to enforce the parameters of what each of us actually get to see.<sup>1</sup> I've been taught lies and been force fed information making me question whether or not my educators are reliable; even if I turn to the internet or a book, who really has the proof, and who's just talking? According to [this chart](#), biased media outlets are everywhere. Unfortunately, journalists and even historians cannot be unbiased which adds to piles of uncertain information. When we were young, we were taught that brave, mighty Christopher Columbus sailed the ocean blue in 1492. Later we learn that men slaughtered, infected, and enslaved thousands of Native American people. What you'll never hear is that men would brutally mutilate Native American women and turn their genitals into pouches. That's hard for a four-year-old to hear, but its uncomfortable and almost doesn't even sound accurate now because the first thing we learned was that the peaceful, heroic Columbus gave us our home—not that he stole it from others. This greatly contributes to a

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<sup>1</sup> Some believe in G-d, others believe in the higher power of massive media conglomerates controlling our habits and monitoring us....oop someone had to say it.

blindness that we aren't even aware we have toward Native American people; this theory can be applied to an abundance of other ideas.<sup>2</sup>

What I pay attention to has been funneled based on the choices I've made regarding how I use social media and the internet. I also believe that the ways in which I perceive information gets filtered through a subconscious biased due to my past. Personally, I'm focused on more liberal policies and what I have slowly chosen to pay attention to throughout my ten years on the internet has been pigeonholed because of my subliminal choices. Plus, social media and conglomerates' behavioral data tracking pushes biased information in order to effectively manipulate my vulnerability for their own monetary incentives.<sup>3</sup> Activity surveillance produces unnatural habits deprived from predetermined pathways in which our choice is limited.

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<sup>2</sup> But, due to a 450 word count, I'm adding footnotes. This is also applied to gender stereotypes and binaries, as well as the inconsistencies of views toward people of color in general, especially African Americans. Our criminal justice system's injustices toward and public "fear" of black bodies comes from European colonizers' inability to acknowledge them as humans. Instead, they were categorized as animals. And, while being well aware of this discrepancy in our history, no changes in the judicial system or general behavior.

<sup>3</sup> A.k.a. their own satisfaction... it should be illegal. Surveillance capitalism is a massive issue

Works Cited:

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