


# Need for Controlling of the Filter Bubble Effect

Marko Curkovic<sup>1</sup> 

Received: 2 November 2017 / Accepted: 3 November 2017 / Published online: 11 November 2017  
© Springer Science+Business Media B.V., part of Springer Nature 2017

In the article by Piasecki and colleagues, authors justifiably used, among other sources, Google Search within their search strategy for the identification of existing ethical guidelines for epidemiological research and public health practice (Piasecki et al. 2017). As stated in their article, they used such a search strategy to meet three general conditions of transparency, replicability, and lack of bias (Piasecki et al. 2017). However, it has been shown that internet search engines in general, and Google Search specifically, has a tendency to selectively expose information—basically they use algorithms that personalize information in that sense that users are increasingly exposed to information that confirms their own beliefs and attitudes (Holone 2016). This effect, commonly referred to as the bubble effect, could have produced a selection bias in search methodology implemented by Piasecki and colleagues, and therefore impede the generalizability of their research findings.

## References

- Holone, H. (2016). The filter bubble and its effect on online personal health information. *Croatian Medical Journal*, 57(3), 298–301.
- Piasecki, J., Waligora, M., & Dranseika, V. (2017). What do ethical guidelines for epidemiology say about an ethics review? A qualitative systematic review. *Science and Engineering Ethics*, 23(3), 743–768.

---

✉ Marko Curkovic  
markocurak@gmail.com

<sup>1</sup> University Psychiatric Hospital Vrapce, Bolnicka cesta 32, Zagreb, Croatia