Burst the Filter Bubble
Using Semantic Web to Enable Serendipity
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The problem
Personalization filters tend to show only information which agrees with the user’s past viewpoint, effectively building a filter bubble around the user that tends to exclude contrary information.

Users are missing the joy of serendipity: find something they did not know were looking for.

The solution
TV case

1. Jana watches TV and shares on social networks her thoughts
2. We build an up-to-date Jana’s profile mapping her social networks activities to LOD
3. TV metadata is mapped to LOD too
4. We browse the LOD cloud to link new interests
5. We build an up-to-date and serendipitous EPG

The idea
We see the LOD cloud as a structured knowledge space covering a multitude of different domains. Creating new bindings between different knowledge elements can lead to the discovery of new knowledge paths.

We apply creative thinking models to the LOD cloud:
✓ variation & selection
✓ diverging & converging
✓ analogy & metaphor