Best Practice Webcast: Freak-out Friday: You and Your Bubble
January 13, 2017 | 12-1pm Central Time

Questions and Comments from Attendees

Poll Results:
- Poll 1:
  - Have you ever fallen victim to the internet filter bubble, either personally or within the scope of your job?
  - Responses:
  - Yes: 52%
  - No: 4%
  - No idea: 44%
- Poll 2:
  - At this point (mid-way through the webinar), I'm feeling:
  - Responses:
  - All is lost: 2%
  - Mind is blown: 2%
  - Show me the way out: 79%
  - All of the above: 17%

Questions:
1. Are all of the trackers free?
   Like most website tools, there are "freemium" and "premium" versions for all the trackers.

2. You mentioned using DuckDuckGo and other sites.   How do you do that?   Log on and ?
   Ironically enough, google 'duck duck go' to access the site. Once on the site, DuckDuckGo (DDG) gives you the option to add DDG as a Chrome extension. As well, you can change the default browser to DDG. You can also simply access DuckDuckGo.com directly.

3. Do you know who owns the other, alternate, search engines (DuckDuckGo, etc.)?   Thanks.
   Good question! As a prospect development professional, we will leave that to you to research. ☺ (OK – if you want to read a great article about it: https://www.fastcompany.com/3026698/inside-duckduckgo-googles-tiniest-fiercest-competitor*)*

4. Do the algorithms vary much among the major search engines?
   Algorithms are proprietary. Each search engine and social media site develops their own algorithms. It should be noted that they are constantly changing the algorithms to adapt to behavior, laws, organizational needs, etc. (And, as Lori repeatedly states, Follow the Money…)

5. Does your vehicle navigation, such as OnStar, track your history of where you've been? Does this go beyond our computer and smart phone? Great webinar, thank you!
   Good question! My gut says yes. I would read its terms of service to see what you've opted into just by having OnStar in your car. Here's a 2014 article about automobiles and privacy and what they do with your data: https://www.washingtonpost.com/news/the-switch/wp/2014/12/09/a-privacy-policy-for-cars-what-automakers-know-about-you-and-what-theyre-doing-with-it/?utm_term=.e2ded4ec250c

6. In terms of using the internet as a means of finding information, do you think it useful to cite websites in which we find information? As prospects technically have access to profiles or estimates written about them, would you find it prudent to be able to be able to share where such information about any prospect is available? As a means of protecting your research and your institution?
   The Apra Statement of Ethics does note "Members shall take the necessary care to ensure that their work is as accurate as possible. They shall only record data that is appropriate to the fundraising process and protect the confidentiality of all personal information at all times." Using verifiable sources that you cite provide you with greater credibility and trustworthiness. As prospect development professionals, we should always consider the source and the reputational risk we take using the source – citing the source ensures that we minimize that risk. We recommend to use proper citation when citing the sources utilized – yes, we are talking footnotes. Don't use the URL as the source cited. Instead, use the name of the piece/article/blog and the website name; date it was published; and date you

accessed it, recognizing even published blog posts can be updated way after you first utilized that information.

7. If I delete my browser history or burn cookies, will I have to constantly enter passwords?
Before you delete your browser history and burn your cookies, you do have the option of keeping you passwords or deleting them as well.

8. I am glad you brought up post-truth, what are some ways to combat fake news since it is becoming a greater problem?
Know Your Data. Know Your Sources. There are several wonderful guides now, some of which are in the resource list at the end of the slides from the webinar. Here is one great source: https://docs.google.com/document/d/10eA5-mCZLSS4MQY5QGb5ewC3VAL6pLkT53V_81ZyitM/preview And here's another: http://www.factcheck.org/2016/11/how-to-spot-fake-news/ And here's a nifty quiz: http://www.theglobeandmail.com/community/digital-lab/fake-news-quiz/article33821986/

9. Do you only use DuckDuckGo or StartPage? Or do you also use Google?
Liz: I do use Google, consciously knowing that I am being tracked and that I am in a bubble. Of DDG and StartPage, my preference is DDG, however, I encourage people to test the various browsers and use what works best for your needs. Lori: I use Google and DDG. Like Liz, I realize I'm in a bubble. FWIW, I still sign out of everything (especially gmail, Facebook, Twitter, and LinkedIn), even though I know Google has already placed me in my bubble based on use of my smartphone inside my house and my IP address. I do find it interesting to see the difference in the results between the two. I also approach my search strategy as "less is more" and "more is less." I do both.

10. What are your thoughts on creating a fake social media profile for searching prospects? (this is what we do for FB and Linkedin)
First, this is in violation to the Apra Statement of Ethics. But more concerning, this is a violation of the terms of service that you agree to when you create an account with sites like LinkedIn and Facebook. My question to you is that if a donor, volunteer or board member asked you how you accessed the information, would you be embarrassed to say you use a fake account. What risk (reputational and legal) are you placing your organization in by setting up a fake account?

Comments:
1. To one of your later recommendations - I wanted to share a (growing) resource I recently found - plain English user agreements/TOS documents - it's called tl;drLegal: www.tldrlegal.com.

2. Awesome presentation! Thank you! I would have liked more staff to hear your tips.

3. You've given us a lot of information about what we can do proactively to avoid getting completely caught in the bubble, personally and professionally. Thank you!