

## **Carole Cadwalladr, “Google, democracy and the truth about internet search.”**

1. A. Who is speaking?

Carole Cadwalladr. She is a journalist for the newspapers *The Guardian* and *The Observer* (both liberal papers) in the United Kingdom.

B. To whom? She is writing for the readership of *The Guardian*

2. Where is s/he speaking? In the Tech column of the newspaper

3. When is s/he speaking? December 2016

4. What kind of text is this? A newspaper article/column

5. Why is s/he speaking? What’s the purpose? to inform; to warn her readership of how the Web is becoming biased

6. What is the main message? Cadwalladr reports that ultra right-wing groups have learned how to game Google’s PageRank algorithm in order to spread fake news, create alternative realities, and throttle the work of responsible journalism. In this article, Cadwalladr encounters the infamous company Cambridge Analytica, which was responsible for microtargeting voters with propaganda before the 2016 Brexit vote and the 2016 U.S. elections