

[This article by Ricardo Baeza-Yates](#) expands on the notion of bias that we've discussed with respect to machine learning to consider other ways in which bias can be spread or amplified on the World Wide Web.

Please read the article and prepare a reflection that addresses the following questions:

1. Baeza-Yates talks about the issue of activity bias. What does this mean? How might activity bias contribute to the spread of misinformation or disinformation?
2. Baeza-Yates also talks about user interaction bias. What does he mean here? Why would the way in which information is arranged have an effect on a recommender system?
3. Baeza-Yates also discusses the problem of second-order bias, where, as he points out, the "rich get richer." What does he mean by this? How can second-order bias propagate inaccurate or incomplete views of the world?

Work referenced: Bias on the Web. Ricardo Baeza-Yates  
Communications of the ACM, June 2018, Vol. 61 No. 6, Pages 54-61  
<https://cacm.acm.org/magazines/2018/6/228035-bias-on-the-web/fulltext>