

SEARCHEN NETWORKS® Founder Releases Statement on Necessity, Importance of “Filter Bubble Transparency Act”

Looming legislation poised to reign-in big tech firms such as Facebook, Twitter, and Google.

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/EINPresswire.com/ -- WEST PALM

BEACH, FL - John Colascione, Founder and Chief Executive Officer of SEARCHEN NETWORKS®, issued the

following statement on the looming [The Filter Bubble Transparency Act](#), new legislation targeting big tech firms such as Facebook, Twitter, and Google; legislation he calls Big Tech’s Worst Nightmare, which is designed to reign-in search engine and social media companies whose tight grip on information leads to anti-competitive actions, [censorship and political bias](#).

“

Simply put, they Big Tech hates this bill because they will no longer get away scot-free with populating their own products and services above others.”

John Colascione

engine algorithms.”

Google’s Customer Solutions Team sent out an email on November 23, 2021, informing users of the The Filter Bubble Transparency Act, a bipartisan bill the tech company referred to as controversial, saying it could have unintended consequences and could disrupt many of the digital tools you use.

“The only ‘unintended consequences’ this bill is going to have is on Google and other tech giants who will lose a significant level of control over their bias ranking methodologies in the selection



of content they present. Simply put, they hate this bill because they will no longer get away scot-free with populating their own products and services above others and will cease using their mighty leverage to [make and break winners and losers](#)."

John Colascione is the Chief Executive Officer of SEARCHEN NETWORKS®, a group of digital media companies based in West Palm Beach, FL. He specializes in Website Monetization, is a Google AdWords Certified Professional and authored an educational 'how to' book called "Mastering Your Website".

A BILL

To require that internet platforms give users the option to engage with a platform without being manipulated by algorithms driven by user-specific data.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the "Filter Bubble Trans-
5 parency Act".

6 **SEC. 2. DEFINITIONS.**

7 In this Act:

Filter Bubble Transparency Act

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