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# ***DRUDGE REPORT***



GOOGLE FRANKENSTEIN: MACHINES TO CHOOSE YOUR NEWS  
 Mon Apr 12 2010 08:15:34 ET

GOOGLE CEO and Obama political activist Eric Schmidt declared this weekend that his machines will help decide what news you receive!

News sites should use technology to PREDICT what a user wants to read by what they have already read, Schmidt told the AMERICAN SOCIETY OF NEWS EDITORS, where a few humans still remained in the audience.

"We're all in this together."

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Schmidt said he doesn't want 'to be treated as a stranger' when reading online.

He envisions a future where technology for news editing could help tailor advertisements for individual readers.

And he wants to be challenged through technology that 'directs readers' to a story with an 'opposing' view.

4/12/2010

DRUDGE: GOOGLE FRANKENSTEIN SA...

[An odd suggestion from the CEO of a company long accused of offering little to no conservative-leaning links on its news page, while aggressively promoting left-leaning hubs.]

Schmidt said GOOGLE is working on new ways to push adverts and content for consumers, based on what stories they've read.

What stories his machines have selected.

Developing...