

Search Engine Bias



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Search Engines



Bing

yahoo!



Search Engines

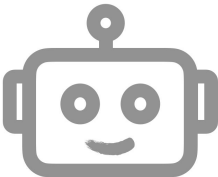


1. Widely used and are replacing traditional media sources (*Pew Research Center surveys)
2. People place a high level of trust in the results they find in these algorithms (*European Commission survey)
3. The results are personalized to some extent



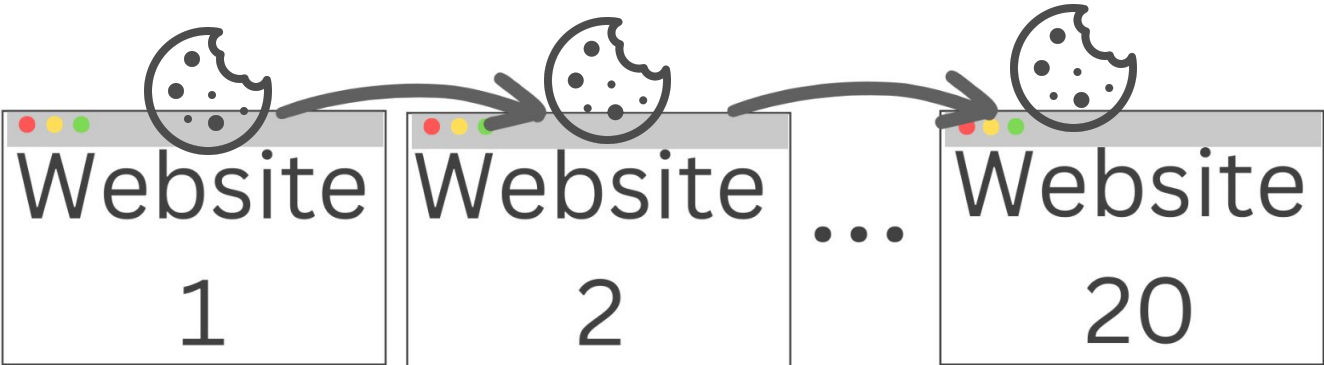
- Are search engine results of sensitive topics (such as elections) personalized?
- If so, how extensively? What drives this personalization?
- Do these results have a specific bias?

How?

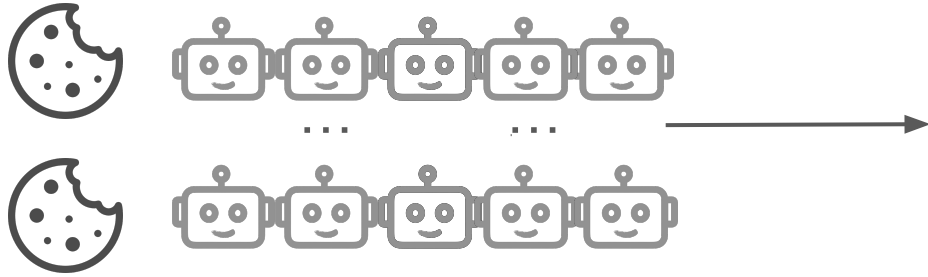


I look like a human!

OpenWPM
webcrawler



How?



A search engine interface showing the logos for Google (G), Bing, and Yahoo! (with the duck logo) at the top. Below the logos is a search bar containing the text "European elections" and a magnifying glass icon. Below the search bar is a list of three search results, each consisting of a number followed by a horizontal line representing a link:

1. _____
2. _____
3. _____

Recent Audits

1. Israel - Palestine conflict
2. European Elections
3. US Elections

Thank you!

