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"Issues"

(related to search engines)

'Search'...

The PRACTICE of 'searching' for (or looking up) info has become part of how we live.

Given that, companies such as Google that enable this for us, have enormous POWER over the process (ie. how they serve us results).

Search results can be 'manipulated' (ie. altered) before being sent to us.

Also, searching might bump up against legal protections afforded to content.

On top of it all, the use of LLMs to serve (summarize) search results introduces one more wrinkle: how would we know what came from the LLM itself, and what came from search? This insightful report details how LLMs (for example) help companies concentrate power.

