DM Proposal - Google

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1 Introduction

2 Question

Do native translations of 'terrorist' return different image results on local Googles than searching with the English word 'terrorist' at the same sites? What are the differences in results when those native translations are fed to Google.com and compared to the results for 'terrorist' there? To what extent do Spanish-language local Googles reflect their own locality versus the entire Spanish speaking web?

3 Method

First we gather results from queries in both Spanish and English in Google.es and Google.com:

- google.es: 'terrorista' / 'terrorist'

- google.com: 'terrorista' / 'terrorist'

Those results are compared and classified according to common criteria: mug shots, wanted lists, armed services, armed terrorists, results of terrorism, and humor. Furthermore, the percentage of images that are the exact same between queries will be recorded.

Then the same process is repeated for google.com.co (Colombia), google.com.ve (Venezuala), and google.mx (Mexico), searching in both English and Spanish.

Look at domains and whois information to determine the location of the information.

Construct the country list through some sensible means.

Reasons for our countries:

- Not enough local Google's in Arabic language space.

- Is the data about local terrorist groups? hosted on local servers?

Cultural angle is:

visual representation of 'terrorist'

are the local terrorist groups represented in the top 30 image results? do cultural conceptions of terrorism fit with the outside analysis of the 'terrorist group list'?

4 Findings

English and Spanish search terms will return different results across all Googles. The English language results will be similar. Less intuitively, Spanish language queries will have roughly the same degree of similarity despite being run through localized Googles. Results will only differ (reflect locality) in images buried behnd the first page of results.

5 Discussion