

## 1 Thesis Meeting

15 December @ 15:20-15:40

## 2 Google Objects & Subjects

- Dark Web
  - engines include and exclude by not indexing orphans
  - not only simply not indexed, but also “burying” sites
- A.D.D.
  - Engines encourage attention deficits.
  - users rarely look past result 10
  - Jansen & Spink, 2003 (groundbreaking study shows users rarely dig deep)
  - google hack: Shmoogle
- Databody
  - Critical Art Ensemble
  - Google keeps search engine histories, called flecks
  - the collective, or cumulative, data held on you in databases
  - results of Google searches now designed to please your data body
  - google hack: Scroogle
  - AOL case of stored search engine queries
  - TrackMeNot - randomized search queries in a low priority process obfuscates the data body

## 3 Googlization

- Front page
  - “doesn’t everybody want the same simple design on every site they visit?”—seeking the single search box and button
  - ten years of the google front page (tabs) and the fall of the drectory (and the editors and librarians)
    - \* classic case of burying the human editor and fore-fronting the algorithm

- results page
- back-end

## 4 Google Information Politics

- Censorship
  - Tainanmen: google.com vs google.cn
  - mis-spelling as means to get around censorship
- Spammy neighborhoods

## 5 Google Derivatives

- licensing
  - Google classifies every altering of their search results as a derivative
- Agreeing to the Terms of Service
  - In exchange for search engine results or other services, the user acknowledges and agrees to a great many terms, including the promise to access Google only through its interface (5.3), and the agreement not to make derivative works from the content of the results (8.2), or from the software code (10.2)
- NewsMap

## 6 Research Info

- studying the differences between various local Googles
- google has 175 local domain names
- not all local googles have “Pages from <country>...”
- Can also advanced search -> region
- “What type of globalizing machine is google?”
  - Glocalizing
- Human Rights queries through local Googles
- Method
  - search in native languages of local googles

- fetch location of owner from registrar and plotted on a map
- ranked based on number of local results in top 10
- Local domain Google does not mean local information sources
- established sources are prominent in local results
- language is a key factor in local results
- there are local sources: they are just not present in the top 10
- the underlinked is underprivileged, even if the sources are local
- EU googles hardly share sources and may be characterized by their local sources instead
- Can the search engine be used to investigate different “rights” in the various locales?
  - multiple languages in a country? used the top two
  - visualize top 1- issues per country
  - Glocalizing: resending culturally specific as well as shared rights

## 7 Reminders:

- Master the format before you deviate from it
  - include dates
  - save the page as HTML/web archive and screenshot
  - search 'http' for pure PageRank
  - 'site:' and 'inurl:'