

Name\_\_\_\_\_

Section\_\_\_\_\_

**Fairness in search and ads**

Please fill out the following columns. Should society step in when *search results/ads* are biased? If so, why and how? If not, why? Answer from the *stakeholder's* (majority group, tech company, etc.) perspective. Should "society" be governments, for-profit companies, independent regulatory agencies, individuals etc?

**Stakeholders:**

**Majority group**

**Minority group**

**Tech companies**

**Advertisers**

Should society  
step in when  
*search results*  
are biased?

Why? How?

Why not?

Should society  
step in when  
*ads* are biased?

Why? How?

Why not?