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Social Implications: Project 2 Hypothesis

In today's world, we get a majority of our information and recommendations through search engines. Through this "one eye" view, there could be a significant bias in search results or websites that could be prioritized or eliminated. We hypothesize that biases do exist on search engines and can be identified. In our experiment, we will analyze three search engines to find biases: Google, Yahoo, and DuckDuckGo. We will first research any potential conflicts of interest, controversial opinions and Political stances, of the heads of the parent companies or Public Relation Dept.s of these companies. Based on that information, we will then analyze the possible differences and rankings of the returned sources between the three search engines through various search terms. In addition, we will also look into some different websites that focus on the same topic to see if they emphasize different parts of the information and look into how this relates to what pages show up on the search engines.

Define bias:prejudice in favor of or against one thing, person, or group compared with another, usually in a way considered to be unfair.
How about this?
We will take a few political figures:
(the head of planned parent hood)

Hypothesis:
The information that we are exposed through search engines and websites is inherently bias. Taking three different search engines, we will perform searches on different political figures. We will search the names of two conservative figures and two liberal figures. In the scope of this experiment liberal figures are those that currently belong to the democratic party and conservative figures that are currently members of the republican party. We hypothesize that more than half of the first ten articles, not including, about the liberal figures will be positive articles, praising the figure and that more than half of the articles about the conservative figures will be negative, criticizing their action. This will prove that search engine results are bias. The political figures that we will use are: Hillary Clinton ,Donald Trump, Paul Ryan, and Cecile Richards.

Defintion: A bias search engine is a search engine that has prejudice in favor of or against one thing, person, or group. The search results of such a search engine will show this prejudice.