

Unavoidable Ethical Questions About Search Engines

Privacy?

Vocabulary

Bias: the action of supporting or opposing a particular person or thing in an unfair way, because of allowing personal opinions to influence your judgment.

Embedded: If an emotion, opinion, etc. is embedded in someone or something, it is a very strong or important part of him, her, or it.

Albeit: although.

Gleaned: to collect information in small amounts and often with difficulty.

Trove: a collection of valuable things.

Introduction

It may be impossible to imagine a world today without search engines. Of course, it is quite possible that many internet users, both young and old, do not consciously distinguish between the search engines they use and web browsers that now also typically include search engines as a feature within their user interface. Virtually all users of the internet have come to expect and depend on the instantaneous and useful results they receive in response to their various search queries.

