



Engines

Which to use for searching the web?

What is a search engine?

- A software program to find information on the web.
- Types of information include web pages, images, videos, news, weather, maps, shopping results and more.
- Searches are performed by a computer algorithm, rather than a human editor.

Google



- By far the most popular search engine globally
- A general purpose search engine that can search and find almost any type of content
- Also a massive tech company with products and services such as email, maps, cloud storage and the android OS for mobile devices.
- There are concerns for data privacy and collection, as well as the 'filter bubble' effect caused by personalisation of search results.

Bing



- A search engine by Microsoft, formally MSN search, then Live Search.
- A general purpose alternative to Google, providing many of the same types of content.
- Particular good at image and video searches, with an easy to use, functional user interface.
- Rewards program that rewards searches with points to spend at Microsoft store.
- Also susceptible to the 'filter bubble' effect.

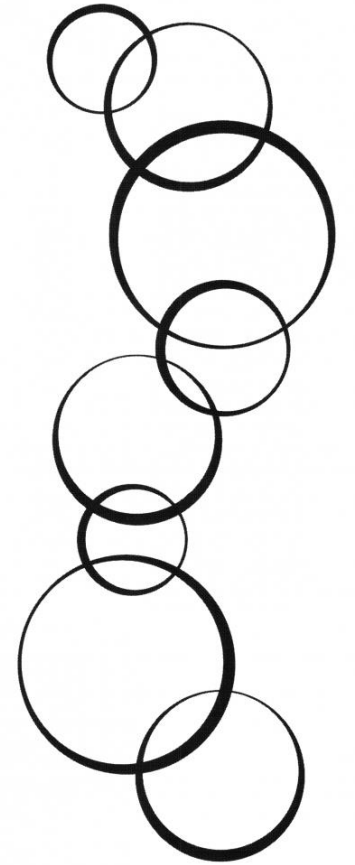
Yahoo!

- General purpose search engine, powered by Bing.
- Some users prefer Yahoo! for searching news, sport and finance.

The image shows the Yahoo! logo in a bold, purple, sans-serif font. The word "yahoo!" is written in lowercase letters, with the exclamation point being a solid purple shape. The logo is centered horizontally and positioned in the lower half of the slide.

Filter bubble?

- Some of the most popular search engines will personalise your search results based on your previous activity on the web, by using cookies and recording your search history.
- This means your search results will contain more of what you would like to see, and less of what you wouldn't like.
- Can help to find relevant information faster and easier.
- However, the 'bubble' of information created filters out contrary information, isolating the user from the bigger picture.



Privacy and Security focused search engines

- DuckDuckGo
- Startpage.com
- Qwant
- Swisscows
- OneSearch (Verizon)



- Do not collect any data about you or your search history, so generally immune to 'filter bubble' effect.
- However, search results potentially are less relevant, more general.

Charity search engines

- giveWater – helps to provide clean water throughout the world.
- Ekoru – helps to clean the world's seas and oceans, also focused on privacy.
- Ecosia – environmental focused, plants trees around the world. Powered by Bing, but with extra privacy options.



Special purpose search engines

- YouTube – find videos
- Unsplash – copyright free images
- Creative Commons search – copyright free media
- Listen Notes – find podcasts
- Giphy – find animated Gifs
- Wiki.com – find community created content from a range of sources, such as Wikipedia
- Slideshare – find presentations

