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Search Algorithm

After watching the video “your search algorithm is political” by Safiya Nobel, I can confirm google is much better displayed than how it used to be but, there are still some questioning pop-ups. For my first research, I searched for black men to see if anything out of the ordinary would pop up and it didn’t. One example Noble used to discuss was the automatic search functionality. She would type women and a whole bunch of inappropriate searches popped up to complete her sentences. It would either pop up as women shouldn’t have rights or women need to be put into their places etc. For my research on black men, my search algorithm wasn’t inappropriate and had genuine search questions. There wasn’t a problem that I found when I saw the page for black men. Under one of the SERPs titled people also ask there were a few other related questions that some people might find inappropriate, however, there was a lot of positive information on black men. The SERPs for images were also nice it showed a variety of black men, and it wasn’t something offensive or anything that would draw attention in that search algorithm department. For the most part, I feel that nobles’ judgment on how we should change the algorithm might have come to fruition.

I did another search to see if google addressed these concerns that noble discussed. One issue Noble spoke about was how women of color were being represented in the search engine. She said the first thing that popped up was pornographic sites. Noble also stated how the search engine operates by popular searches online by people, but it also leaves a bad representation of the subject. For my research, I searched up Hispanic women to see if the google algorithm is still showing inappropriate search suggestions. For the most part, I think google has improved its algorithm and it isn’t how it used to be portrayed. When I typed up Hispanic women the automatic search algorithm wasn’t an issue, it didn’t give me bad search selections after only typing Hispanic women. Different types of SERPs have information on the topic I requested. The first SERP was images of Latina women, and it wasn’t portrayed inappropriately. The next SERP I recognized was the people also ask section. The related questions to my topic were genuine and not inappropriate or racist in any matter. I agree with Noble that the improvement of the search algorithm was needed because at the time when she discussed these issues was in 2018. At that time, I did notice a lot of the inappropriate search topics that she mentioned. There are still improvements to be made but for now, it seems like google has changed its algorithm.

Images of my search

Graphical user interface, text, application, Teams

Description automatically generated

A screenshot of a computer

Description automatically generated with medium confidence

Graphical user interface

Description automatically generated