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Search Engine Society (Digital Media and Society)

Alexander Halavais

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Search engines have become a key part of our everyday lives. Yet while much has been written about how to use search engines and how they can be improved, there has been comparatively little exploration of what the social and cultural effects might be. Like all technologies, search engines exist within a larger political, cultural, and economic environment. This volume aims to redress this balance and to address crucial questions such as:

* How have search engines changed the way we organize our thoughts about the world, and how we work?
* What are the ‘search engine wars', what do they portend for the future of search, and who wins or loses?
* To what extent does political control of search engines, or the political influence of search engines, affect how they are used, misused, and regulated?
* Does the search engine help shape our identities and interactions with others, and what implications does this have for privacy?

Informed members of the information society must understand the social contexts in which search engines have been developed, what that development says about us as a society, and the role of the search engine in the global information environment. This book provides the perfect starting point.

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