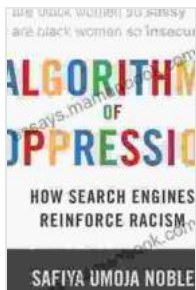# Algorithms of Oppression: How Search Engines Reinforce Racism

Search engines are often praised for their ability to connect us with information and resources, but a growing body of research shows that they can also reinforce racism and other forms of oppression.

Algorithms of Oppression: How Search Engines Reinforce Racism by Safiya Umoja Noble

★★★★☆ 4.7 out of 5

Language	: English
File size	: 5664 KB
Text-to-Speech	: Enabled
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 245 pages
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This is because search engines rely on algorithms to rank and display results, and these algorithms can be biased against certain groups of people.

How Search Engine Algorithms Work

Search engine algorithms work by crawling the web and indexing the content of websites. When a user enters a query, the search engine will search its index for pages that are relevant to the query. The search engine will then rank the pages based on a number of factors, including the

relevance of the content, the popularity of the page, and the authority of the website.

The problem is that search engine algorithms are not perfect. They can be biased against certain groups of people, such as people of color, women, and LGBTQ people.

Bias in Search Engine Algorithms

There are a number of ways that search engine algorithms can be biased. One way is through the use of training data. Training data is the data that is used to train the algorithm. If the training data is biased, then the algorithm will also be biased.

Another way that search engine algorithms can be biased is through the use of ranking factors. Ranking factors are the factors that are used to rank pages in the search results. If the ranking factors are biased, then the search results will also be biased.

The Impact of Search Engine Bias

The bias in search engine algorithms can have a number of negative consequences. For example, it can:

- Make it harder for people of color, women, and LGBTQ people to find information and resources.

- Reinforce stereotypes and prejudices.
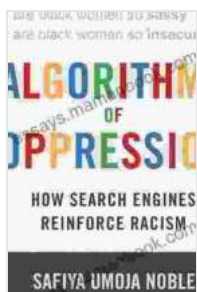
- Perpetuate discrimination and oppression.

What Can Be Done About Search Engine Bias?

There are a number of things that can be done to address the bias in search engine algorithms. One important step is to increase the diversity of the people who work on developing and maintaining search engines.

Another important step is to improve the quality of the training data that is used to train search engine algorithms. This can be done by including more data from a variety of sources, including data from marginalized communities.

Finally, it is important to develop new ranking factors that are not biased against certain groups of people. This can be done by working with experts from a variety of fields, including computer science, sociology, and psychology.

Search engines are powerful tools that can be used to connect people with information and resources. However, it is important to be aware of the potential for bias in search engine algorithms. By understanding the causes and consequences of bias, we can work to create search engines that are more fair and equitable.

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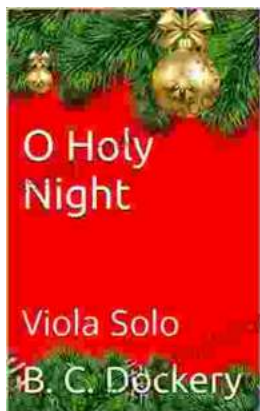|	
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