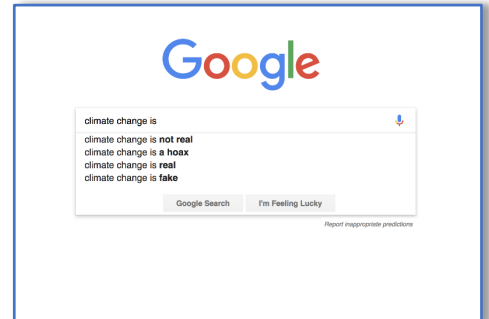


Google Autocomplete

Type the following into the Google Search box:

Interracial marriage is



Discussion: Take a moment to share your thoughts with your partner.

1. Do you think that the autocomplete suggestions are accurate based on your past search history? Y or N
2. Do you think that the Google search predictions are biased? Why or why not?
3. Can Google's search predictions change the way you think about the world?

A 2012 survey, from Pew Research Center, found that **66%** of people believed search engines were

“fair and unbiased.”

{ Purcell, Brenner & Rainie, 2012 }



Autocomplete is coming to be seen as a form of prophecy, complete with a self-fulfilling invitation to click and agree. Yet by letting an algorithm finish our thoughts, we contribute to a feedback loop that potentially reinforces untruths and misconceptions for future searchers.

{ Chatfield, 2013 }



When you start a search on Google, you can find the information you're looking for faster using search predictions. Search predictions are possible search terms you can use that are related to the terms you're typing and what other people are searching for.

Where predictions come from:

- The terms you're typing
- Relevant searches you've done in the past (if you're signed in to your Google Account and have Web & App Activity turned on)
- What other people are searching for, including Trending stories

How predictions are made:

- Based on several factors, like how often others have searched for a term
- Designed to show the range of information on the web. You might see predictions related to a variety of popular topics