**UNV 101-04**

**Analyzing Search Engines: What narrative is told through the algorithm?**

***Due: Tuesday, Sept 18 in Blackboard as a .pdf,.docx,.rtf,.doc file***

**Purpose:** In our class, we have discussed how search engines rank results, the role of search engines as advertising companies, and that search results are not a natural reflection of the world. The purpose of this assignment is to explore some of these concepts in practice and reflect on two different search algorithms.

**Directions:**

*Overview:* This assignment is broken up into two parts. First, you will analyze and compare personalized search results from Google with results from Duck Duck Go, a search engine that does not collect IP addresses and other search history information. Next, you will analyze Google Image results for the dominant narrative inspired by our reading from Safiya Noble.

*Part I - Analyzing & Comparing Search Engines:*

1. Login to your personalized Google account (you can use your CSUDH google account if you do not have another one).
2. Run three separate searches in Google:
	1. Hotels
	2. Immigration to the U.S
	3. Your choice – pick something you have looked for recently!
3. For each search, take a screenshot image of your first page of results. To take a screenshot on a Windows computer use the “PrntScn” button. On a Mac use Shift-Command-4 and select the portion of your screen. You can also use free programs such as [Jing](https://www.techsmith.com/jing-tool.html) or [Screenr](https://www.screenr.co/) to take quick and customizable screenshots.
4. Next do the same searches in Duck Duck Go and take a screenshot image of your results
5. In a document, paste your screenshots for each search and compare your results. Write approximately a paragraph for each of the three searches (3 paragraphs in total). Where do you see advertisements in your results? What services and websites are prioritized in each search system? How did each search system interpret what you were searching for? Which results are more relevant to you? What narrative is being told in the results?

*Part II - Analyzing Google Images*

1. Select a phrase to search for from the following list: God, working mom, Mexican, lead singer, doctor, handsome, beautiful women, cute children, happy family, professor, or choose your own!
2. Search Google Images for your phrase with Safe Search on.
3. Take a screenshot image of your results and in a short paragraph describe what you are seeing. What autosuggestions does Google recommend? What is the perspective represented by these searches? What narrative is being told in the results?

**Grading (20 points):**

The following rubric will be used to grade your assignment. Model yours after the outstanding column to receive all 20 points.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Beginning | Proficient | Outstanding |
| Searches Conducted (2) | Didn’t complete all the searches or didn’t fully document search phrases and results | Completed all the searches and mostly documented search phrases and results  | Completed all the searches and fully documented search phrases and the first page of results  |
| Clarity of Document (3) | Difficult to read or find analysis. | Screenshots were mostly easy to see and the analysis was available in the document though not always next to each relevant search. | Screenshots were easy to see and the analysis was underneath each relevant search. |
| Analysis of results (15) | Does not reference class materials or does not make thoughtful comparisons between search systems. | References some class materials and applies content to searches. Makes thoughtful comparisons between search systems. Correctly identifies advertisements. | References theories and examples from class readings and discussions. Makes interesting comparisons between search systems. Correctly identifies advertisements. |

**Format (Example Template):**



