

**From
'ask a *librarian*'
to
'just google it'**

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**Search is
changing
across
generations.**

Going to library.



To “Google it”

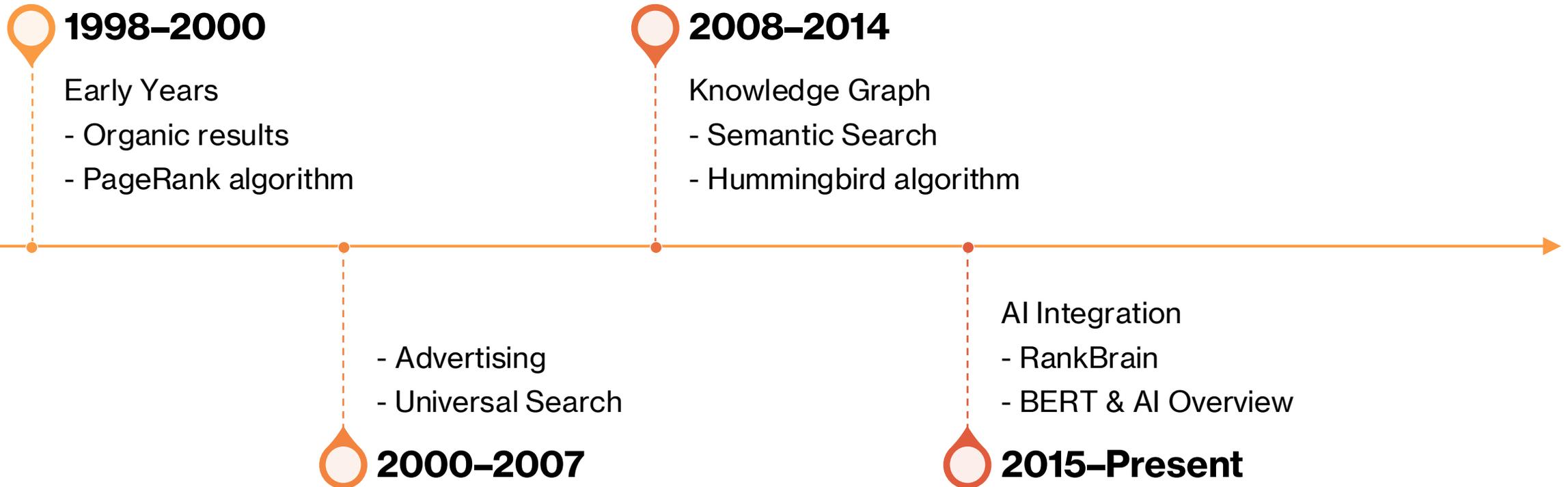


Social media platforms as
search engines.



Search on ChatGPT

The evolution of Google!



Static searching vs complex searching



How many meters are in a mile?



Is Earth flat?

Length

Mile

Formula for an approximate result, multiply the length value by 1609

[More info](#) [Feedback](#)

same answer to your question.

Shape / The Earth

No, the Earth is roughly a sphere.

[Feedback](#)

NASA (.gov)
<https://www.nasa.gov/earth/how-do-we-know-the-e...>

How Do We Know the Earth Isn't Flat? We Asked a ...

Mar 11, 2025 — This was a magical revelation for the Greeks and the Egyptians, who were able to see from the motions of the stars and the way the Sun moved ...

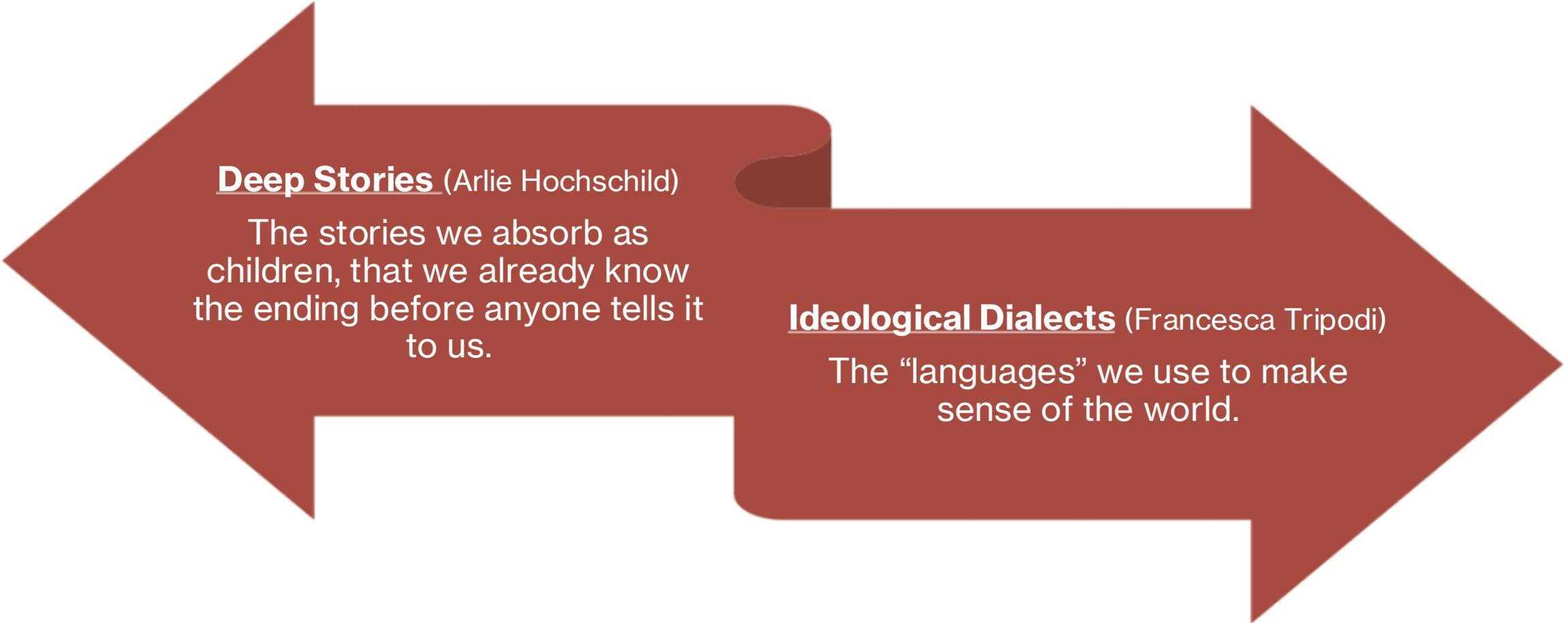
The Guardian
<https://www.theguardian.com/brain-flapping/jan/e...>

Why the Earth is actually 100% flat | Science

Jan 26, 2016 — Dean Burnett: Rapper B.o.B. has been criticised for publicly insisting the Earth is flat. You may think his claims are ludicrous, ...

different answers to your question.

Why complex searching gets more complicated?



Deep Stories (Arlie Hochschild)

The stories we absorb as children, that we already know the ending before anyone tells it to us.

Ideological Dialects (Francesca Tripodi)

The “languages” we use to make sense of the world.

Why does complex searching impact the results we get?



Our perspectives shapes the query.



Query shapes the system's output.



Semantic media (Andrew Iliadis)



Filter bubbles (Eli Pariser)

how ideological
dialects shape
keywords and the way
that ends up impacting
the information that is
subsequently returned
to us?

(Tripodi)



Why do keywords matter so much?



User-side (worldview shapes queries)



Actor-side (manipulation of keywords)

How external actors manipulate the keywords?



Search directives

Push people to search certain keywords.

[*Robertson et. al. \(2023\)*](#)



Data void

When new keywords appear but lack reliable information.

[*Golebiewski and boyd \(2019\)*](#)



Dredge words

When unreliable domains rank highly for these words.

[*Williams et. al. \(2024\)*](#)



Viral sloganeering

Catchy slogans designed to dominate search.

[*Donovan and Friedberg \(2019\)*](#)



Keyword signaling

Using coded keywords to signal belonging to insiders.

[*Tripodi \(2019\)*](#)



Keyword squatting

Creating online content around specific SEO term.

[*Donovan and Friedberg \(2019\)*](#)

Search Directives (SD).

content that could prompt an online search.

e.g. user a telling user b to "look up Chemtrails on Google"

search directive?

Search Directive Components

- Search Engine
- Search Query
- Information Need

methods

- Data collection & Annotation
- Automated Discovery & Query Extraction
- Quantitative Analysis

results

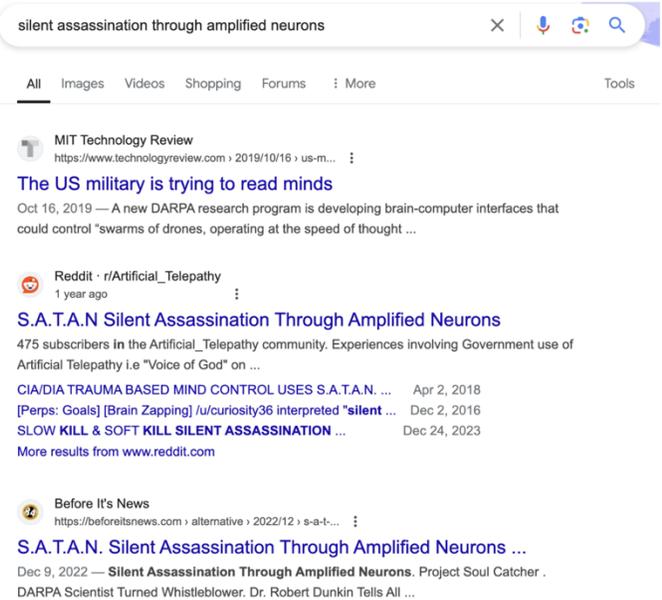
Linked Search Directives on Twitter by Search Engine and Date

Search Engine	1	2	3	4	5
google.com	amas vote	radio disney music awards 2019	radio disney music awards	american idol vote	strychnine9 music
bing.com	premier league quiz	ipl	nfl	bing	on this day in history
duckduckgo.com	lytvideo 0xmkkbrpii	trump rautheon	fertility not affected by vaccination women encouraged to get vaccinated	why emotional intelligence	pimp prime minister hungary porn
search.yahoo.com	selena gomez ad	obama hit mic moment	"atlantic council"	looking for actionable advertising for marketing your business - read articles.	riyad mahrez
search.brave.com	adhd	fbi study regarding assault weapons ban	gatewaypundit 200 congress iermeicin	new fbi headquarters to be larger than the pentagon	vanderbilt university dr paul newhouse transdermal nicotine receptors

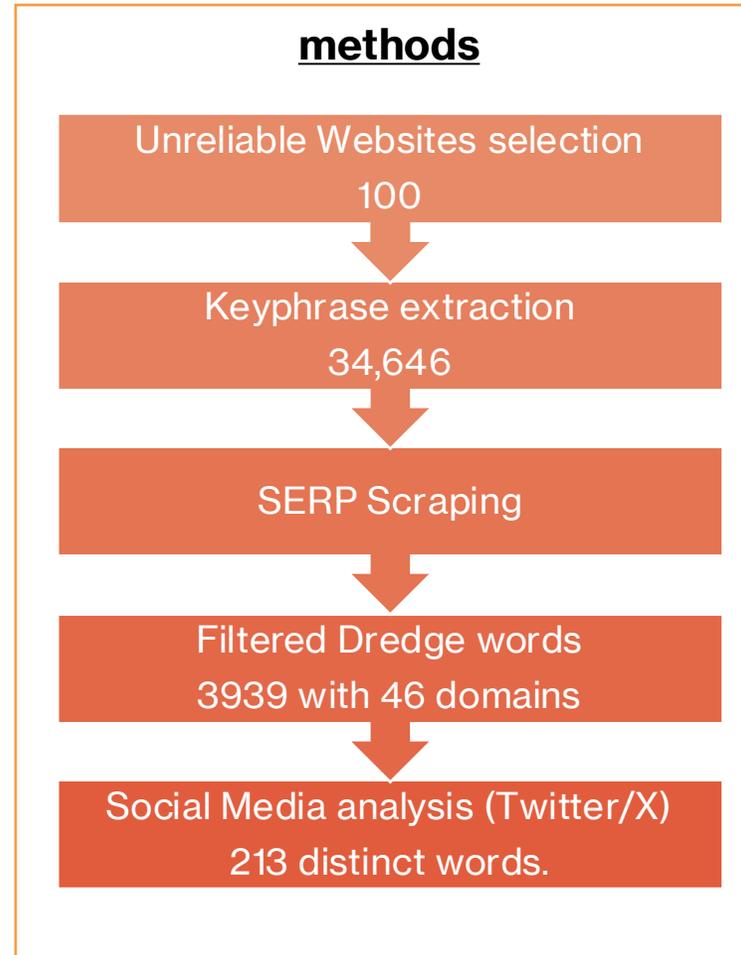
Dredge Words (DW).

keyphrases for which unreliable domains rank highly on search engines.

dredge words?



Examples include “**silent assassination through amplified neurons**”, “**psychic attack**”, “**flu shot injury**”, and “**indigo children**”



results

- Users on social media often encounter dredge words without a direct link to the unreliable website
- Analysis of Discovered Unreliable Domains
 - Health misinformation
 - Qanon misinformation
 - German-language far-right misinformation

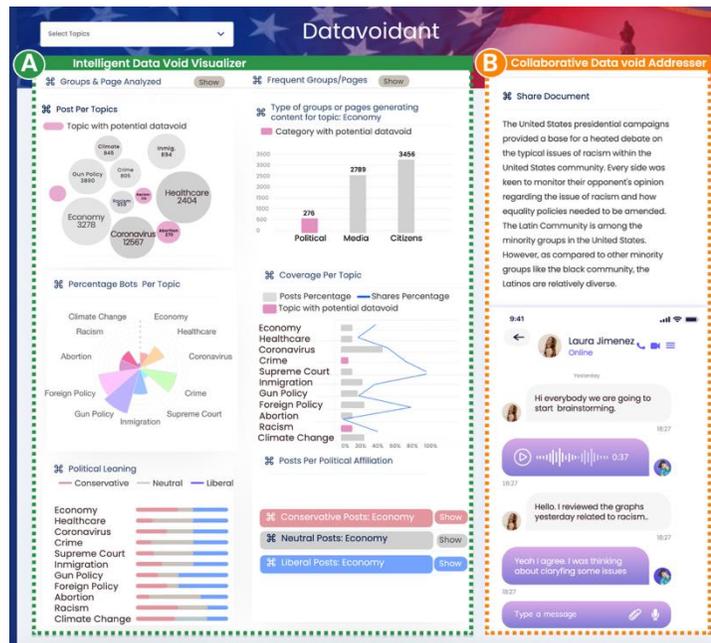
Data Voids (DV).

Golebiewski and boyd (2019)

DV becomes possible when, in response to a specific query, search engines return skewed and manipulatory content.

Datavoidant (2022)

Designed to help independent journalists identify and address political on Facebook affecting Latino communities.



Saviaga et. al. (2022)

Google, DV, and politics (2023)

Specific and localized queries in German and Swedish.

- **Level A (Mainstream)**
- **Level B (Radical-Right Populist)**
- **Level C (Extreme-Right)**

Search engine's reliance on source popularity may lead to extreme-right sources appearing in top positions.

Norocel & Lewandowski (2023)

DV and Warning Banners (2025)

1.4M unique search queries (SD) + SERP

Three waves – Oct 2023, Mar 2024, Sep 2024

Their definition of DV:

- when a query returns a low-quality banner.
- when a query returns a SERP with an average domain quality below 0.5.

1% of the 1.4M search queries produced a warning banner of any type when searched on Google

Robertson et. al. (2025)

Warning Banners

A



It looks like there aren't many great results for this search

The results below match your search terms, but some of them may not have reliable information on this topic. [Learn more](#)

- **Check the source**
Are they trusted on this topic?
- **Try new search terms**
Less specific words might get better results

[Get more tips](#)

A. low-quality banner

B



It looks like there aren't many great matches for your search

Try using words that might appear on the page you're looking for. For example, "cake recipes" instead of "how to make a cake."

Need help? Check out [other tips](#) for searching on Google.

B. low-relevance banner



It looks like the results below are changing quickly

If this topic is new, it can sometimes take time for reliable sources to publish information

- **Check the source**
Are they trusted on this topic?
- **Come back later**
Other sources might have more information on this topic in a few hours or days

[Get more tips](#)

C. rapidly-changing