

1. Record Nr.	UNINA9910811739503321
Autore	Segev Elad
Titolo	Google and the digital divide : the bias of online knowledge // Elad Segev
Pubbl/distr/stampa	Oxford : , : Chandos Pub., , 2010
ISBN	1-78063-178-2
Edizione	[1st edition]
Descrizione fisica	1 online resource (257 p.)
Collana	Chandos internet series
Disciplina	025.042/52
Soggetti	Search engines Internet searching
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (pages 191-218) and index.
Nota di contenuto	Power, communication and the internet -- The structure and power of search engines -- Google and the politics of online searching -- Users and uses of Google's information -- Mass media channels and the world of Google News -- Google's global mapping.
Sommario/riassunto	Aimed at information and communication professionals, scholars and students, Google and the Digital Divide: The Biases of Online Knowledge provides invaluable insight into the significant role that search engines play in growing the digital divide between individuals, organizations, and states. With a specific focus on Google, author Elad Segev explains the concept of the digital divide and the effects that today's online environment has on knowledge bias, power, and control. Using innovative methods and research approaches, Segev compares the popular search queries in Google and Yahoo in the United States and other countries and analyzes the various biases in Google News and Google Earth. Google and the Digital Divide shows the many ways in which users manipulate Google's information across different countries, as well as dataset and classification systems, economic and political value indexes, specific search indexes, locality of use indexes, and much more. Segev presents important new social and political perspectives to illustrate the challenges brought about by search engines, and explains the resultant political, communicative, commercial, and international implications.

