

News Release

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“Is Google Biased?”

A 2-part Investigative Report by *The Information Advisor* publishes its findings.

May 6, 2019, Medford, NJ - Is Google biased? Over the last several months, various parties have accused Google's search engine of bias. The allegation is that Google returns primarily sites with liberal points of view, thereby supporting Democrats and unfair to the President. Are these allegations accurate?

Information Today, Inc., the leading provider of publications, conferences, and other information services to the information professional community, today announced the publication of its final findings from a special two-part investigation by *The Information Advisor* (IA) newsletter analyzing the question of bias and Google. Founded in 1987, the *Information Advisor's Guide to Internet Research* is a monthly journal for research information professionals. According to Robert Berkman, founder and editor of the publication:

“Over the last year or so, there has been an increasing amount of discussion and allegations that Google's search engine is unfairly biased towards surfacing sites that support the political left.” Berkman adds too that, “these allegations are coming primarily from the President and Republicans in Congress who often reference studies and articles to back up their claims. We wanted to dig in deeply to find out what the truth is behind these charges and their sources”

The special two-part series traces back how many of the allegations of bias stemmed from the work of a specific prominent psychology researcher, who has published and spoken widely about what he found as critical shortcomings of Google's search engine. Berkman interviewed that researcher directly, along with various experts, and a key contact inside Google. “Based on our research,” Berkman said “we did not find any evidence, nor a compelling narrative that Google is intentionally manipulating its results.” Furthermore, Berkman stated, “there has been a clear political agenda by certain outlets to try to discredit Google's credibility. At the same time, however, Berkman also noted that the concept of bias is complex, and requires clearly defining

various types of bias and understanding how Google's algorithm works. He also says that Google could and should be taking steps to be more transparent about how its search engine works.

This special investigation was published in the March and April 2019 issues of *The Information Advisor's Guide to Internet Research* Information Today, Inc. is making the two articles available free of charge as a special PDF report. For the free copy, visit the website at <http://www.informationadvisor.com> or contact Robert Berkman at iag@infoday.com

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