Contents

Part I Introduction

1 Introduction ................................................................. 3
   A. Spink and M. Zimmer

Part II Social, Cultural, and Philosophical Perspectives

2 Through the Google Goggles: Sociopolitical Bias in Search Engine Design ........................................ 11
   A. Diaz

3 Reconsidering the Rhizome: A Textual Analysis of Web Search Engines as Gatekeepers of the Internet ......................... 35
   A. Hess

4 Exploring Gendered Notions: Gender, Job Hunting and Web Searches .................................................. 51
   R.M. Martey

5 Searching Ethics: The Role of Search Engines in the Construction and Distribution of Knowledge ...................... 67
   L.M. Hinman

6 The Gaze of the Perfect Search Engine: Google as an Infrastructure of Dataveillance ........................................ 77
   M. Zimmer

Part III Political, Legal, and Economic Perspectives

7 Search Engine Liability for Copyright Infringement .............. 103
   B. Fitzgerald, D. O’Brien, and A. Fitzgerald
8 Search Engine Bias and the Demise of Search Engine Utopianism ........................................................................ 121
E. Goldman

9 The Democratizing Effects of Search Engine Use: On Chance Exposures and Organizational Hubs ........................................ 135
A. Lev-On

10 ‘Googling’ Terrorists: Are Northern Irish Terrorists Visible on Internet Search Engines? ........................................ 151
P. Reilly

11 The History of the Internet Search Engine: Navigational Media and the Traffic Commodity ........................................ 177
E. Van Couvering

Part IV Information Behavior Perspectives

12 Toward a Web Search Information Behavior Model ............... 209
S.A. Knight and A. Spink

13 Web Searching for Health: Theoretical Foundations and Connections to Health Related Outcomes .............................. 235
M.J. Dutta and G.D. Bodie

14 Search Engines and Expertise about Global Issues: Well-defined Landscape or Undomesticated Wilderness? .................. 255
J. Fry, S. Virkar, and R. Schroeder

15 Conceptual Models for Search Engines .................................. 277
D.G. Hendry and E.N. Efthimiadis

16 Web Searching: A Quality Measurement Perspective ............ 309
D. Lewandowski and N. Höchstötter

Part V Conclusion

17 Conclusions and Further Research ...................................... 343
A. Spink and M. Zimmer

Index ...................................................................................... 349