News Item

Google News Serves Conservatives and Liberals Similar Results, but Favors Mainstream Media | The Conversation

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August 31, 2018

> Google News does not deliver different news to users based on their position on the political spectrum, despite accusations from conservative commentators and even President Donald Trump. Rather than contributing to the sort of "echo chamber" problem that critics fear have plagued Facebook and other social media networks, our research has found that Google News algorithms recommended virtually identical news sources to both liberals and conservatives. That's an important point to keep in mind when evaluating accusations that Google News is biased.
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> Our findings are part of an ample and growing body of research on this question. Online services – including Google's regular search function – may provide intensely personalized information. But media scholars like us have found that when it comes to news, search engines and social media tend to lead people not to a more narrow set of sources, but rather to a broader range of information. In fact, we found, Google News is designed to avoid personalized search results, intentionally constructing a shared public conversation based on traditional criteria of journalistic values.
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> There is, however, one aspect of this lack of personalization that may strike conservatives the wrong way: Established mainstream news outlets strongly dominate the results, regardless of what a user is searching for. Of all the Google News recommendations we collected, a full 49 percent – nearly half – were to just five national news organizations: The New York Times, CNN, Politico, The Washington Post and HuffPost. And those five, much like other mainstream news organizations, tend to be seen as center-left.

Source: [Google News serves conservatives and liberals similar results, but favors mainstream media](#)