

Search is the Next Battle Front in the Information Wars | TechPolicy.Press

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In the wake of the 2024 US elections, efforts to ensure the integrity of online information ecosystems are at a critical juncture. With social media platforms retreating from more active moderation of civic mis- and disinformation, the role of search engines in providing access to trustworthy information is increasingly vital. As generative AI transforms how users engage with search, platforms must navigate the political challenges that have emerged in the past few years. Fortunately, there are key lessons and best practices from the social media age that AI search firms can learn from and adopt to safeguard the flow of reliable news and information.

[...]

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