Abstract
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To someone using a search engine, the process of how the results appear after the search is conducted is somewhat opaque. However, the results contain certain signals that may or may not affect how users perceive the credibility of the results. For example, is the result an ad, is it an ‘organic’ listing, or does it come from somewhere else? This study will focus primarily on Google’s search engine and investigate user perceptions of search results, contributing to existing studies on credibility and user bias. Through examining search query results presented in a graphic and visual way, we will look specifically at map results and their potential impact on user actions.