

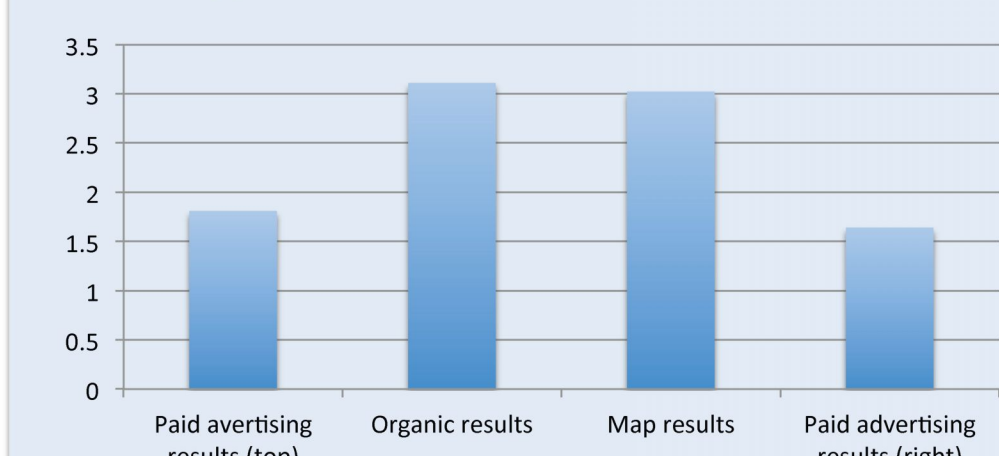
About 236,000,000 results (0.61 seconds)

## Abstract

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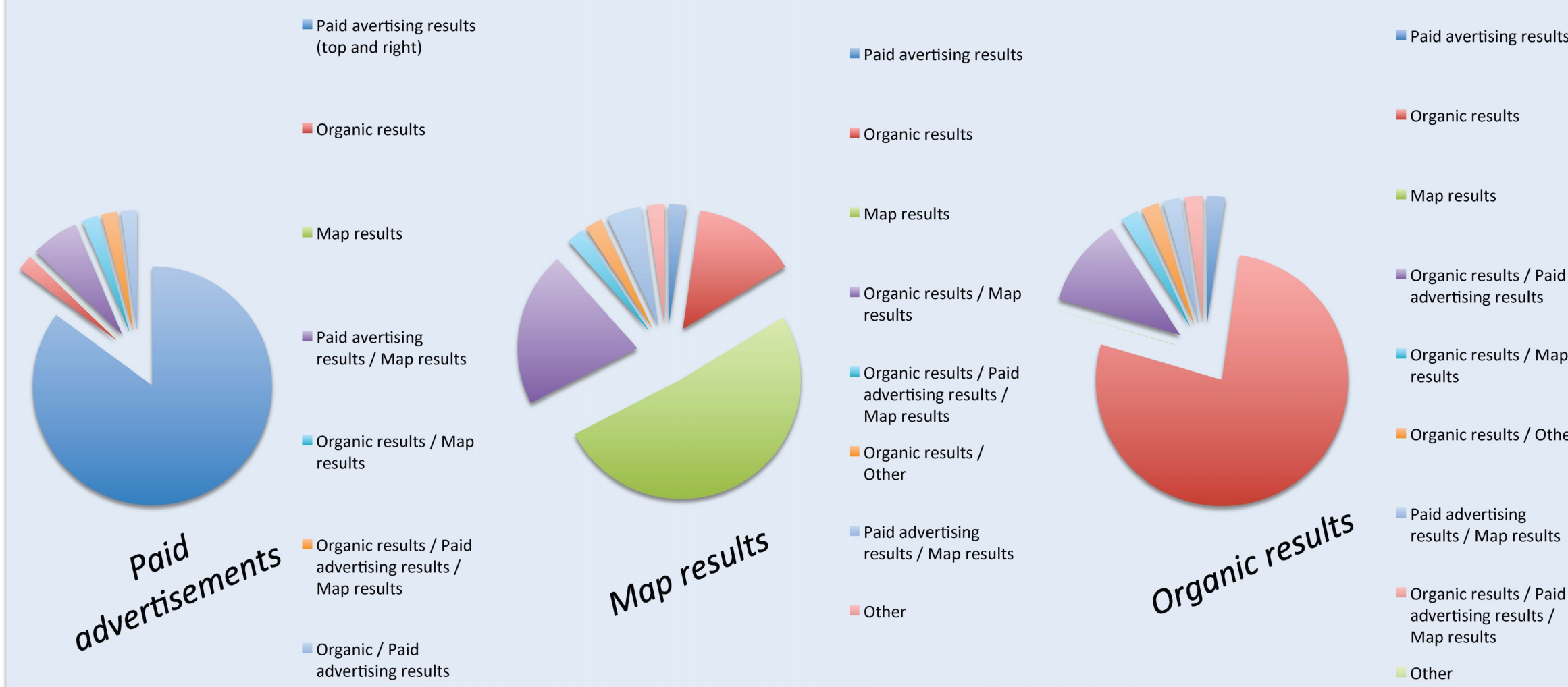
To someone using a search engine, the process of how the results on the page appear after the search is conducted is somewhat opaque. However, the results contain certain signals that may or may not affect how users perceive the credibility of the results. For example, is the result an ad, is it an 'organic' 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.

### Which types of results do searchers trust to give the best results?

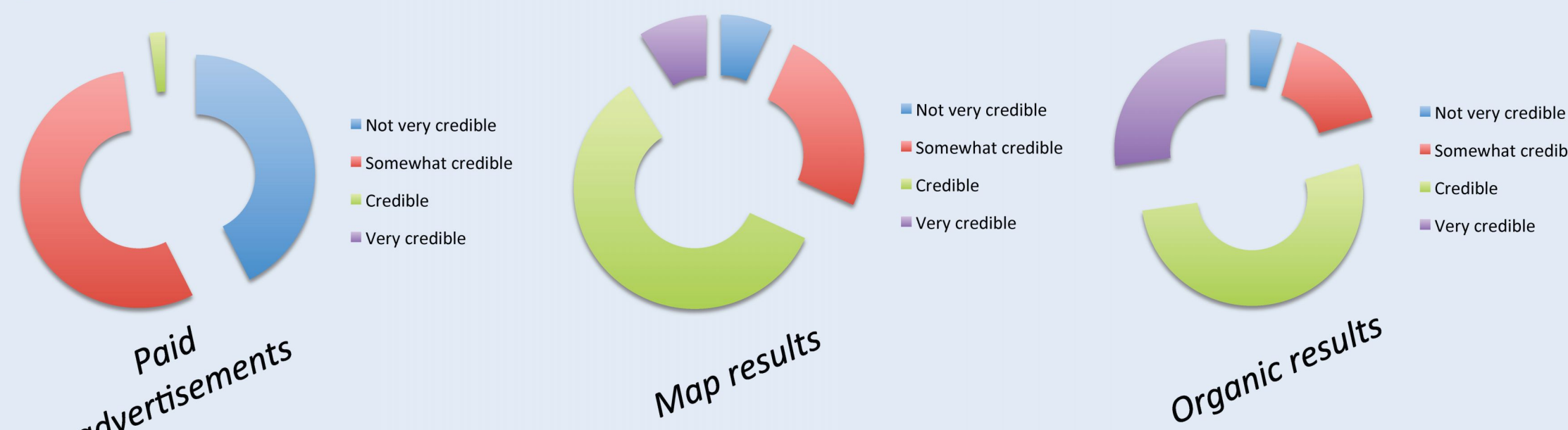


1= Not trustworthy  
4= Very trustworthy

### Where do searchers believe search results come from?

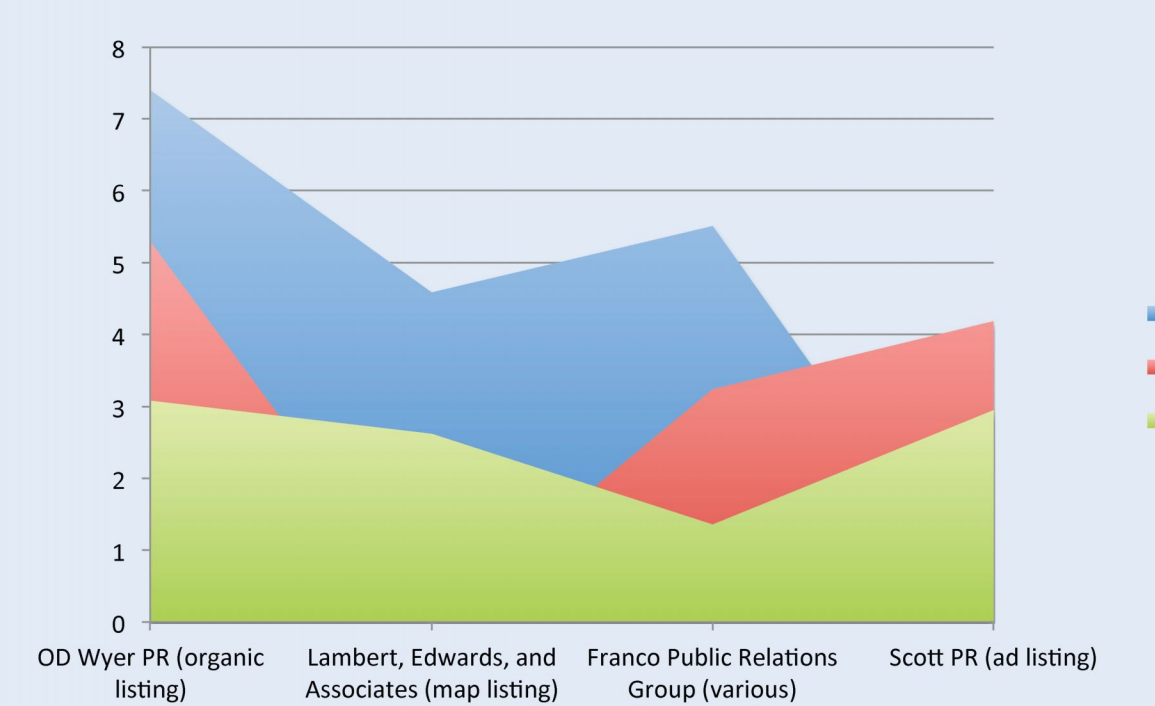


### How credible do searchers feel the results were when determining the very best results and overall page ranking decisions?

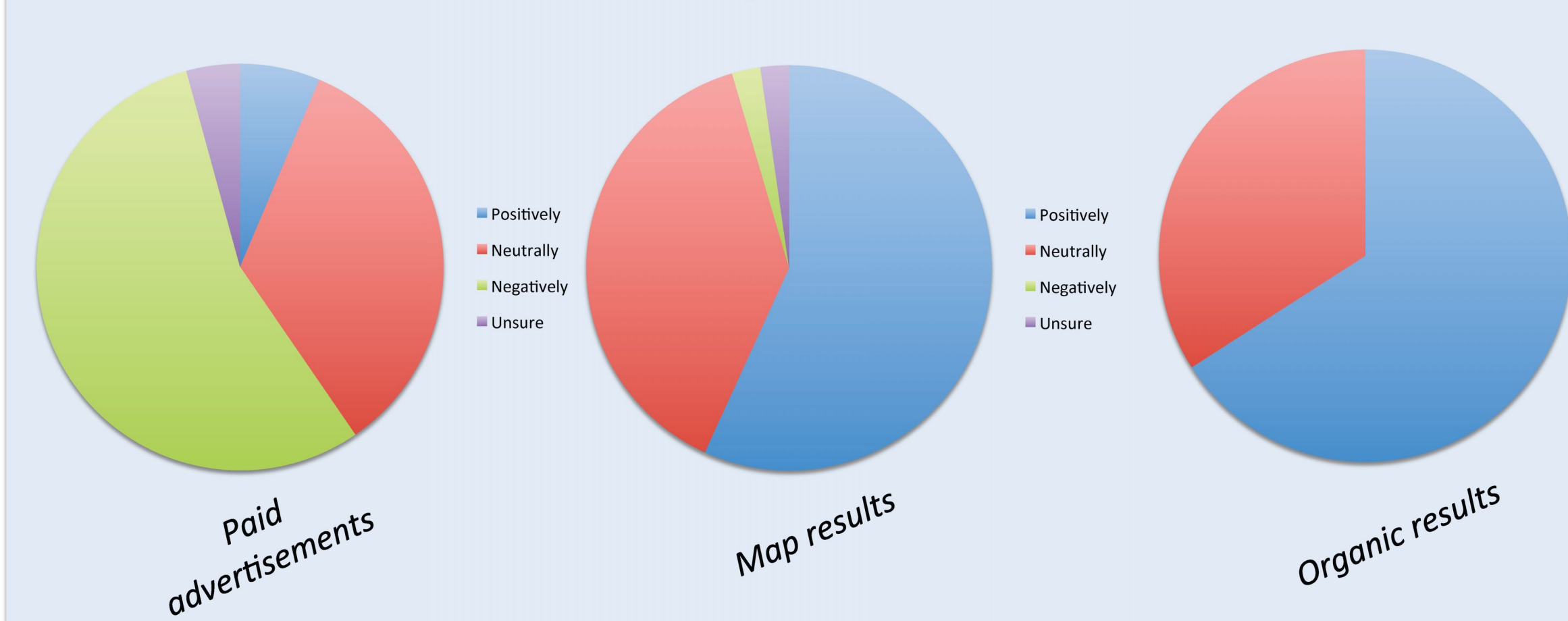


### Do different search engine results affect searcher rankings, even when search results are the same?

1= Lowest ranking  
8= Highest ranking



### Overall, how did searchers rank search results presented?



### Lack of Knowledge

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### Credibility

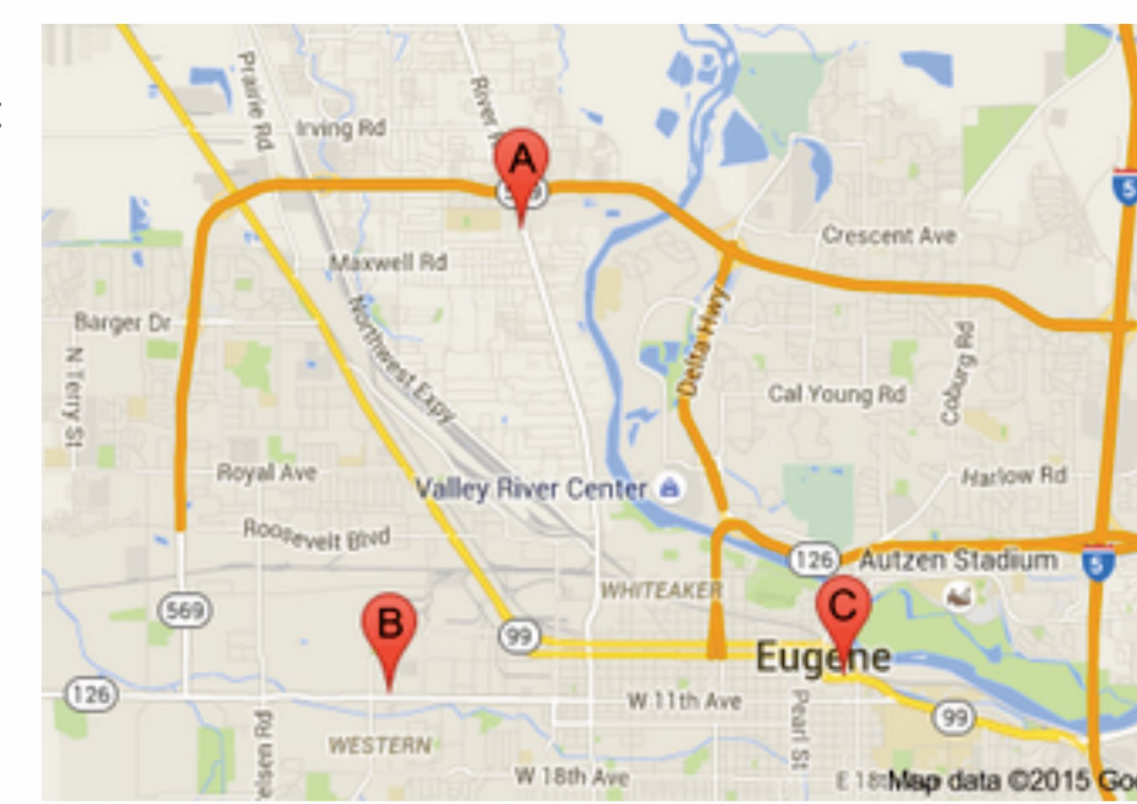
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### Positive Performance

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## Combined Surveys & Conclusions

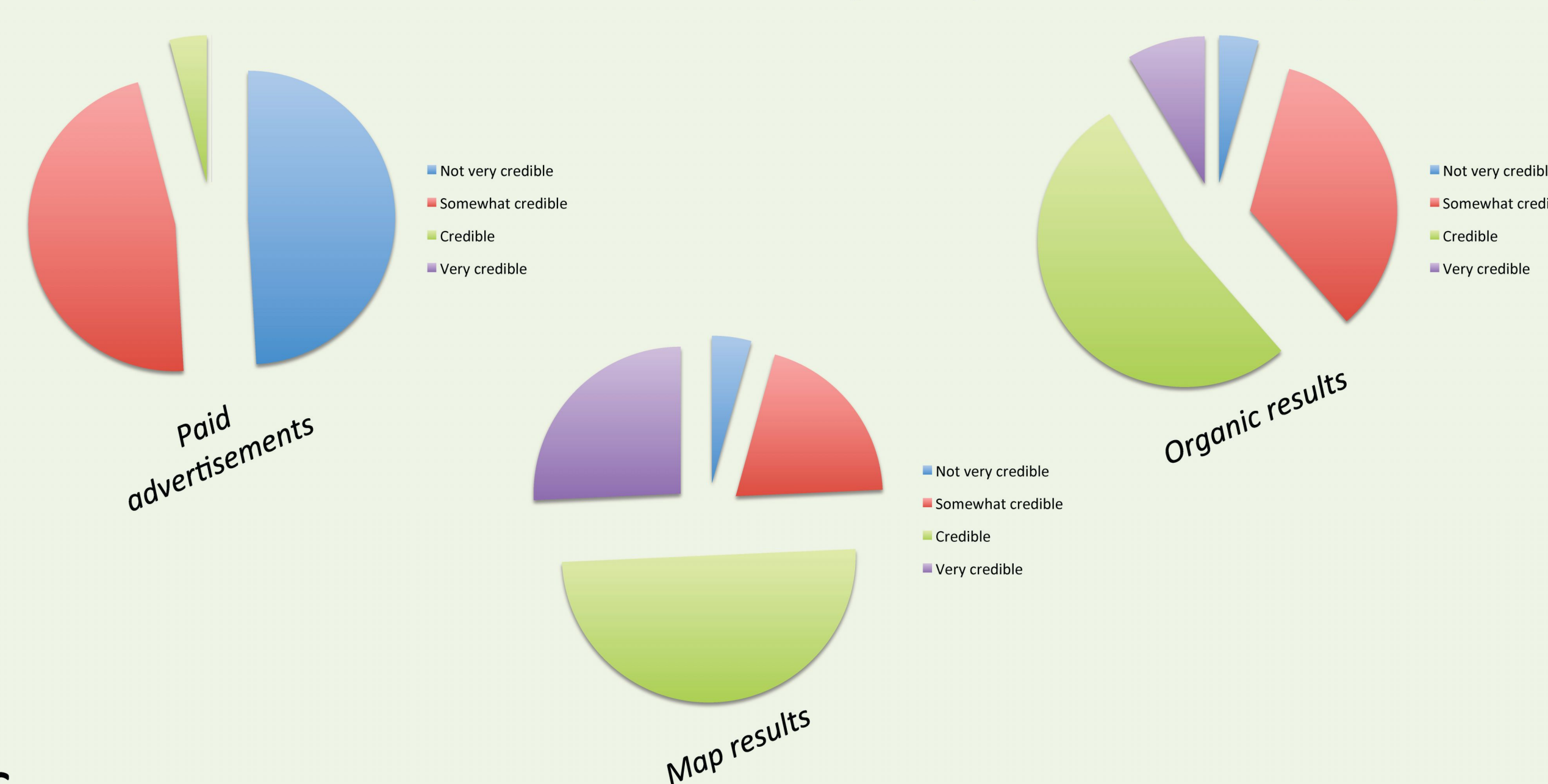
### A.

#### Lack of knowledge around where search results come from:

In our study, we asked participants about their understanding of where map results come from. In study one, 50% of people assumed map results were solely based on a user's location. More accurately, 20.45% believed the map results stemmed from both location and organic qualities. In study two only 46.15% of people assumed map results were solely based on a user's location. Clearly, there is much confusion over where map results actually come from, while participants seem to understand the reasons for paid advertisements and organic results much more so.

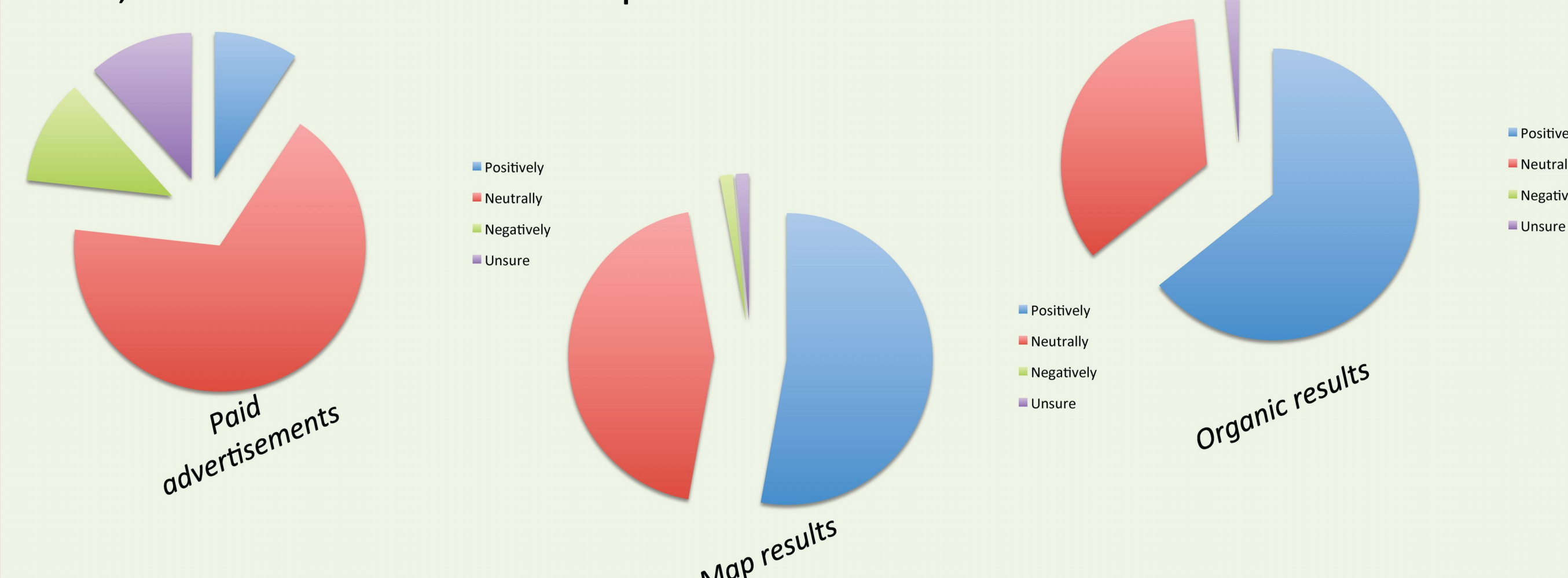
### B.

#### How credible do searchers feel the results were when determining the very best results and overall page ranking decisions?

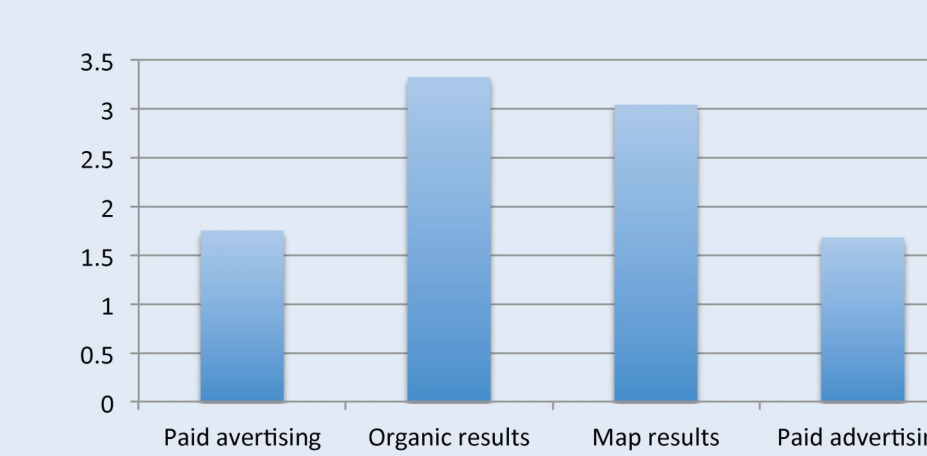


### C.

#### Overall, how did searchers rank search results presented?

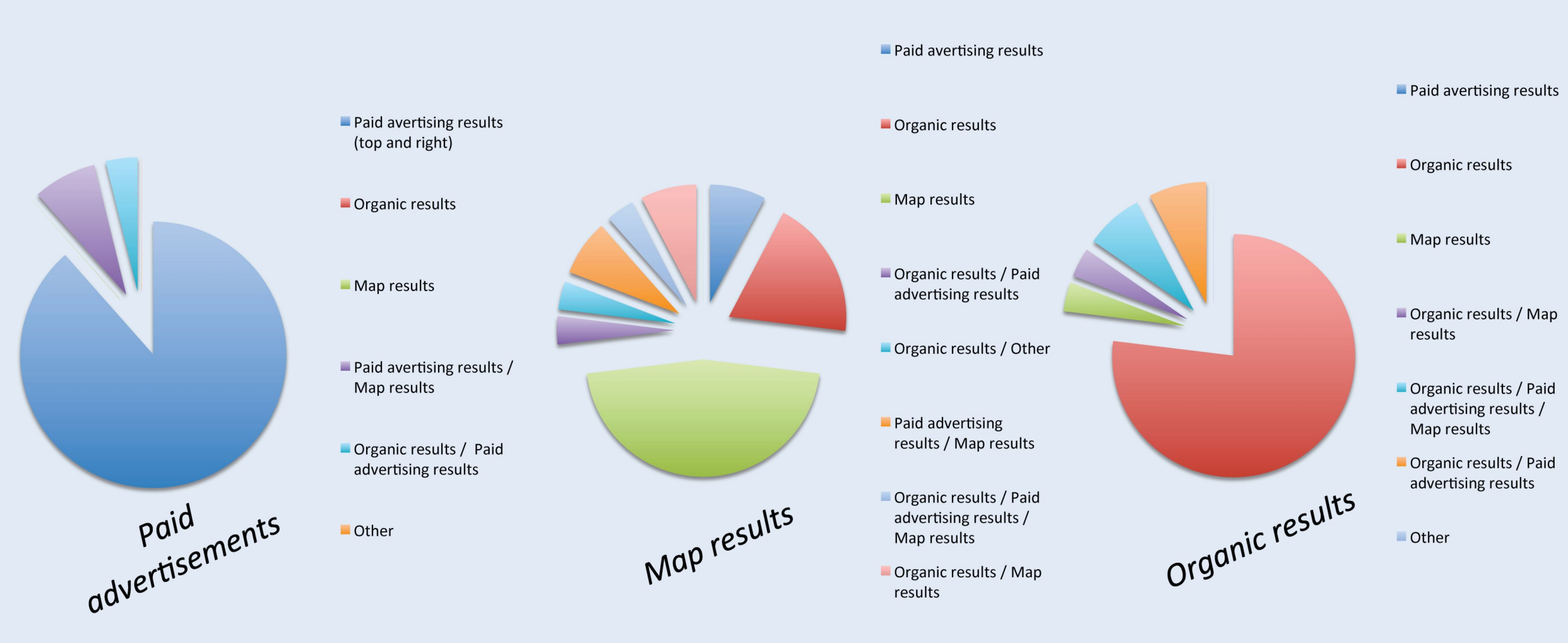


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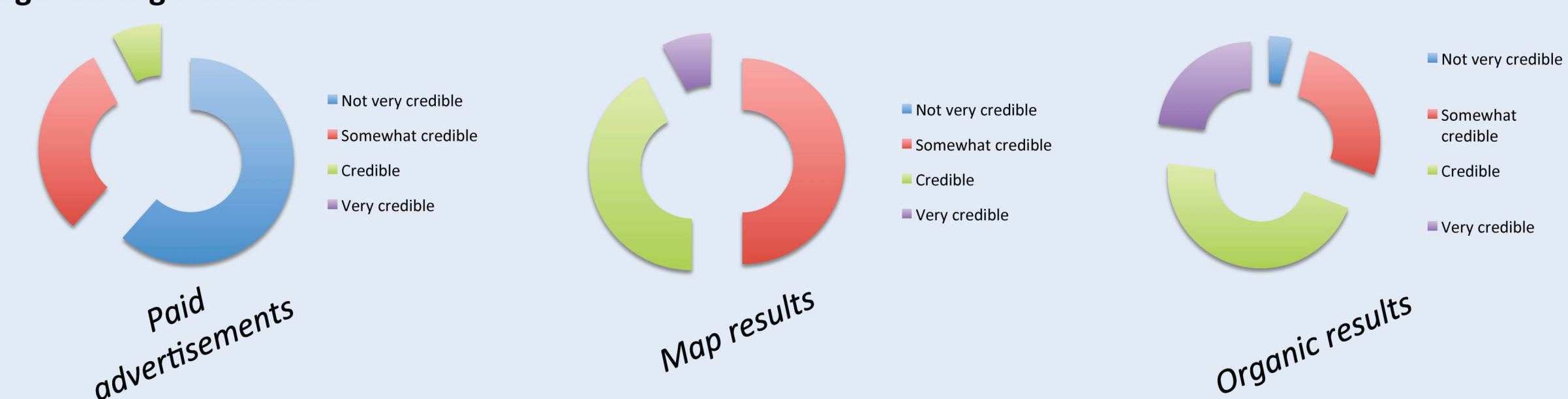


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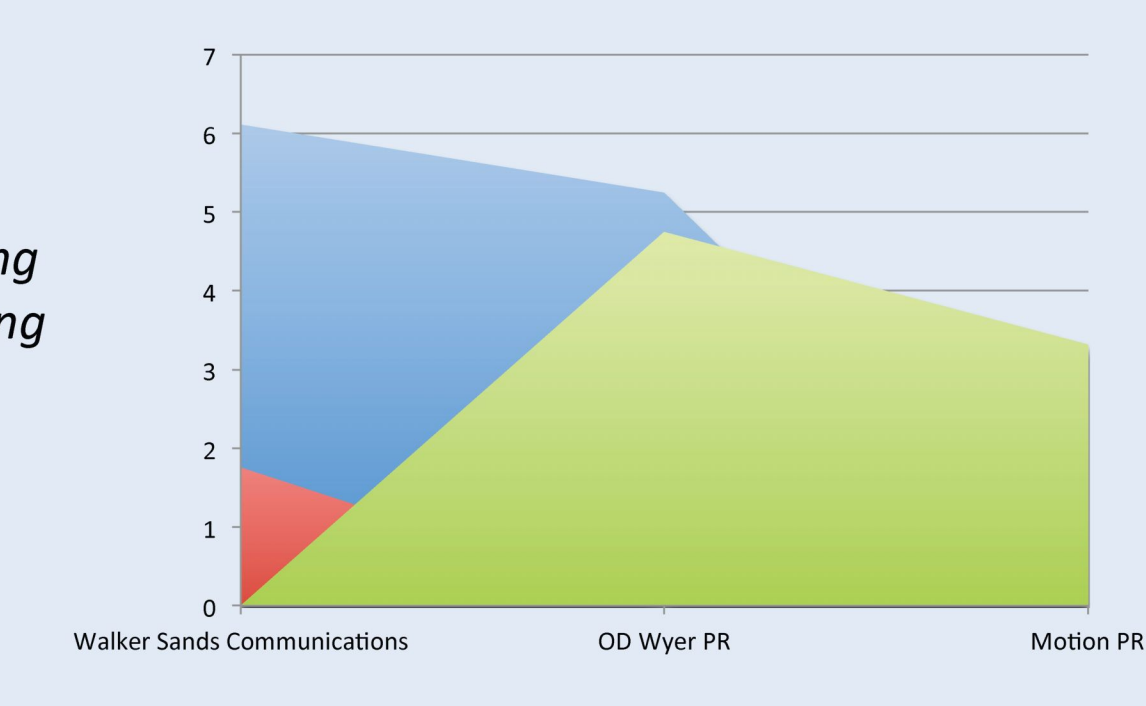


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