

Internet Search Engines – a case for ethical overhaul?

Duncan Langford
Computing Laboratory,
University of Kent
Canterbury, UK
d.langford@kent.ac.uk

Abstract

This paper addresses the issue of Internet search engines. After a discussion of current practice, it seeks to determine appropriate guidelines for their construction and operation. It concludes by looking to what may potentially happen if clear ethical standards are not urgently applied to the management and use of Internet search engines.