



Reasoning with Ethics

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A Project of The School for Ethical Education | www.ethicsed.org

“Ethics in action creates character.”

Use this blog to:

1. Lead class discussions in social studies, civics, ethics or advisory classes.
2. Teach students skills to analyze cases with core ethical values.
3. Recognize skills in support of SEE’s Tri-Factor Model of ethical functioning.

[Visit the online Ethics Blog.](#)

Is Google Playing Fair?

Google is being accused by competitors and has paid a \$2.7 Billion fine to the European Union’s anti-trust commission for practices that tilt its search engine results in favor of Google products.

CBS 60 Minutes recently reported on a US Federal

Trade Commission study that noted, “Google is in the unique position of being able to make or break any web-based business. Google has strengthened its monopolies over search and search advertising through anticompetitive means...and forestalled competitors’ and would-be competitors’ ability to challenge those monopolies...”

Competitors and government agencies accuse Google of using their secret web search algorithms (advertised to place the most meaningful results to the top of web searches) to purposefully locate quality competitive products on page four of search results. One executive noted that being on page four was like being nonexistent.

Assuming these noncompetitive practices are illegal (the European Union won its case), would Google executives or programmers have an ethical responsibility to align their practices with the law? What core values could a Google programmer cite to support the writing of algorithms that ethically complete and publish search results? What skill would a programmer or manager need to make their case for ethical programming to Google executives?

Regarding the response sought for this issue, SEE welcomes students to post on our website at http://bit.ly/Ethics_Case where more information is available for *Reasoning with Ethics*. Click on video link with more details for this archived case - <https://youtu.be/IWH5ZeU91LU>

Contact information

The School for Ethical Education is a not for profit teaching agency in Milford, CT with the mission to advance strategies of placing ethics in action to create character. As a non-sectarian 501(C)3, SEE is supported by fees for service, grants and donations. For more information visit our website at www.ethicsed.org Please reply with “unsubscribe” in the subject heading if you want to be removed from this Reasoning with Ethics Blog.

Are Google search results biased?

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