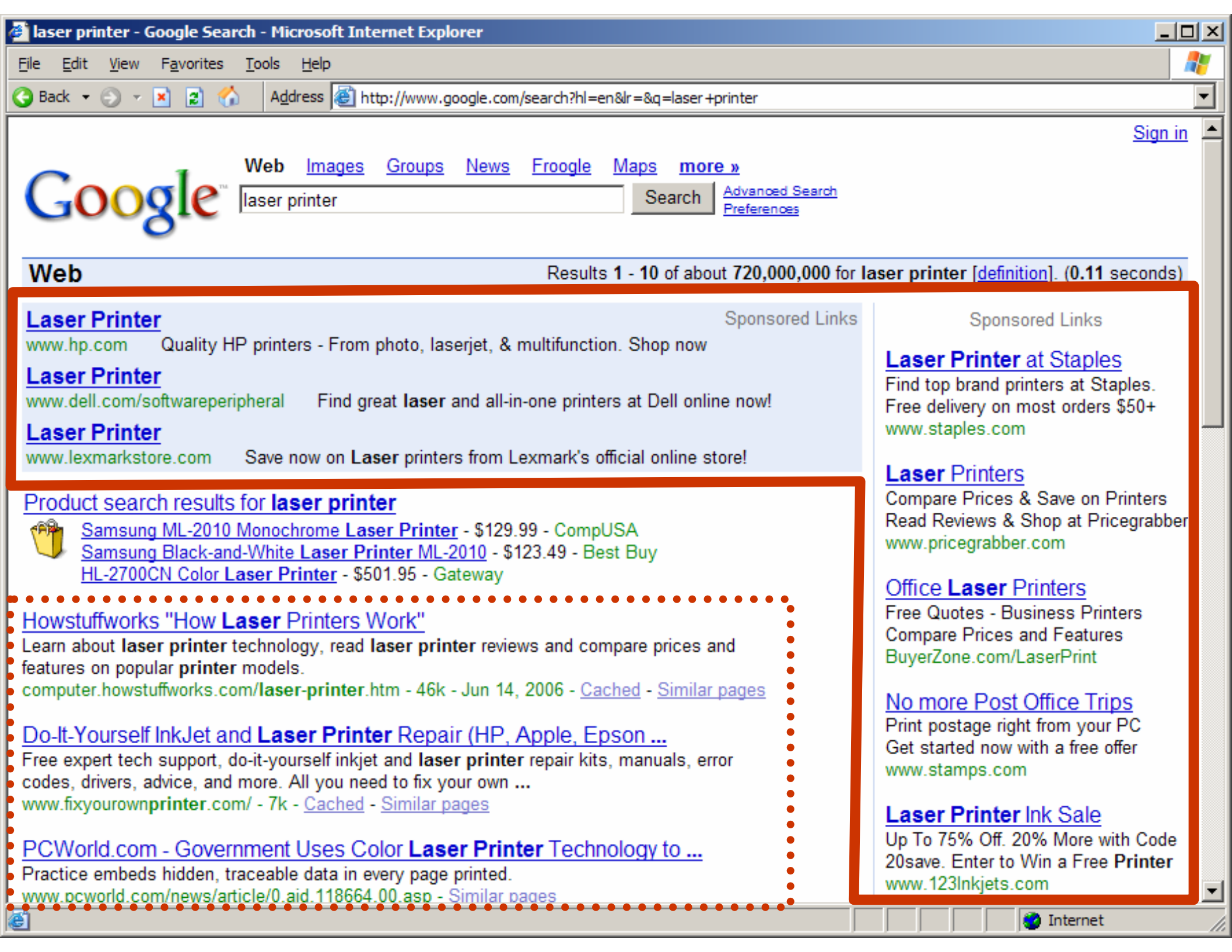


Measuring the Safety of Internet Search Engines

Benjamin Edelman



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laser printer

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[Samsung ML-2010 Monochrome Laser Printer](#) - \$129.99 - [CompUSA](#)

[Samsung Black-and-White Laser Printer ML-2010](#) - \$123.49 - [Best Buy](#)

[HL-2700CN Color Laser Printer](#) - \$501.95 - [Gateway](#)

[Howstuffworks "How Laser Printers Work"](#)

Learn about **laser printer** technology, read **laser printer** reviews and compare prices and features on popular **printer** models.

computer.howstuffworks.com/laser-printer.htm - 46k - Jun 14, 2006 - [Cached](#) - [Similar pages](#)

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Microsoft Internet Explorer window titled "screensavers - Google Search". The address bar shows "http://www.google.com/search?q=screensavers". The search results page displays the Google logo, search input field with "screensavers", and search buttons. The results are categorized under "Web" and show "Results 1 - 10 of about 102,000,000 for screensavers. (0.06 seconds)".

Web Results 1 - 10 of about 102,000,000 for screensavers. (0.06 seconds)

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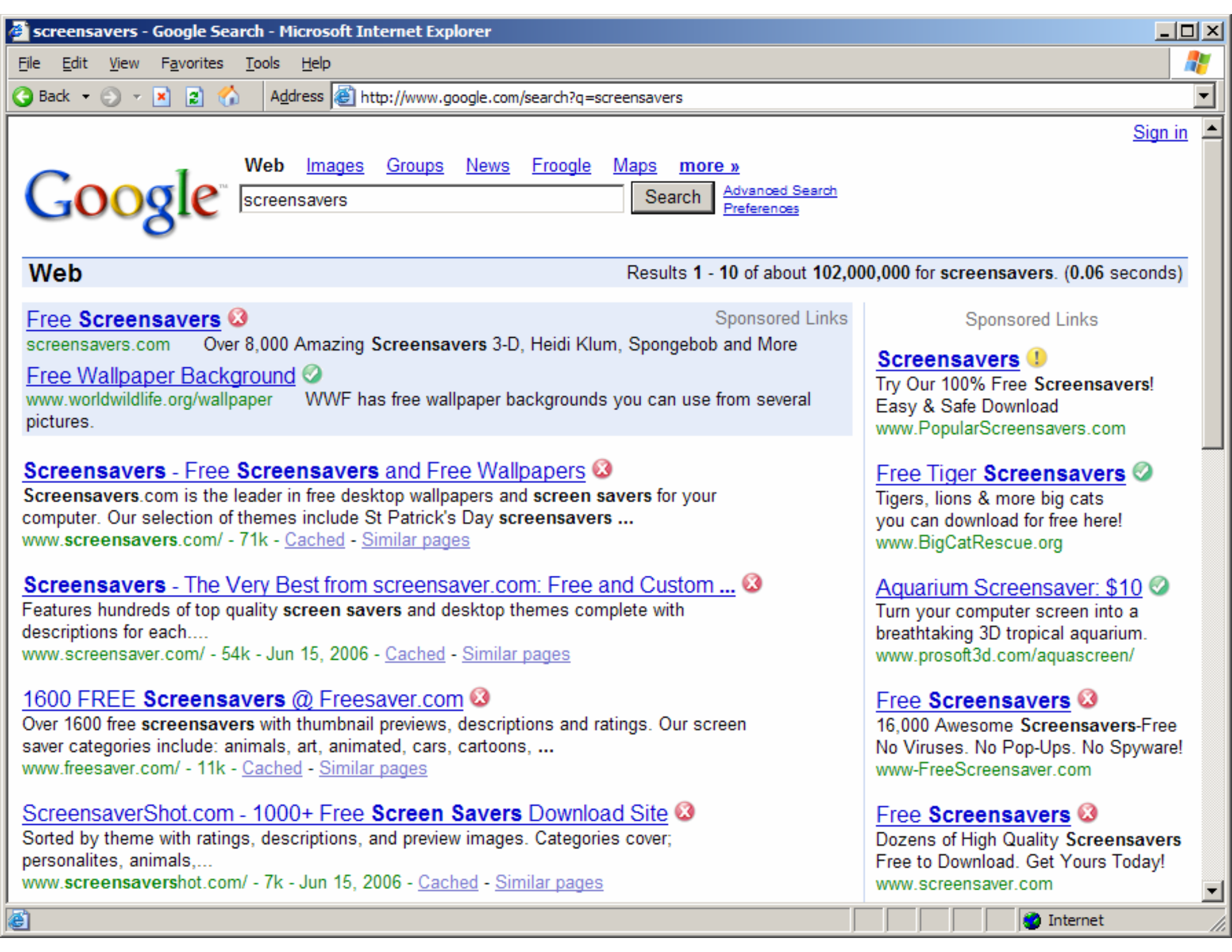
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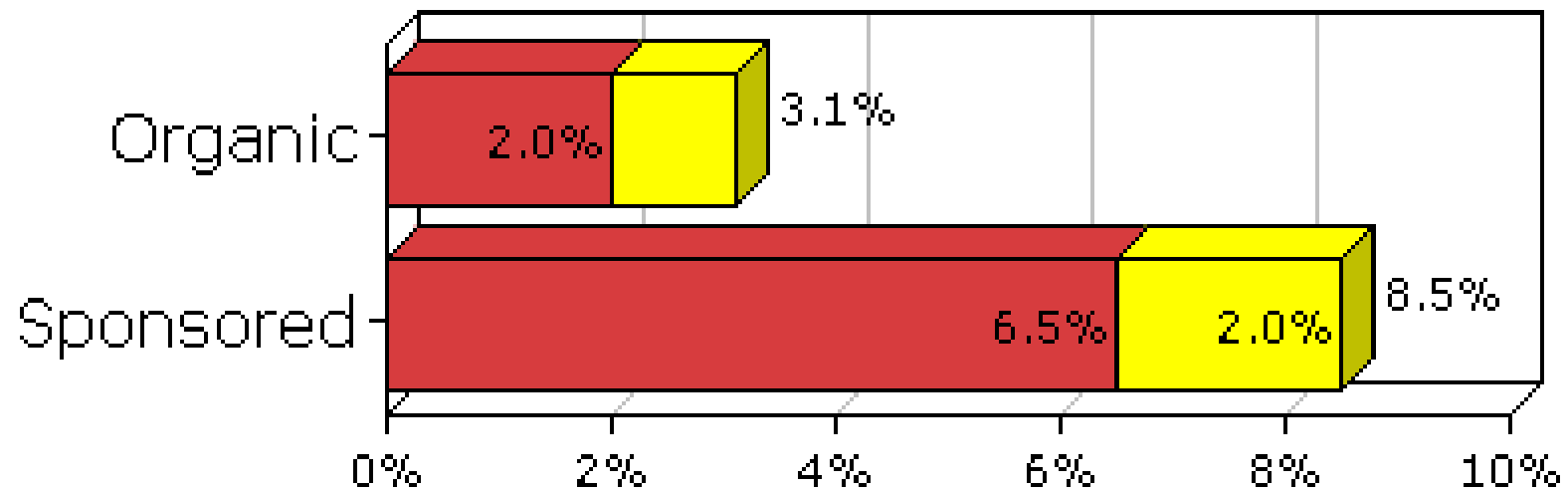
Adverse Selection in Search Ads

- Are search engines' ads “worse”?
 - “Worse” than what?
- Possible comparisons
 - All sites
 - All “similar” sites
 - Search engines' organic results for the same terms

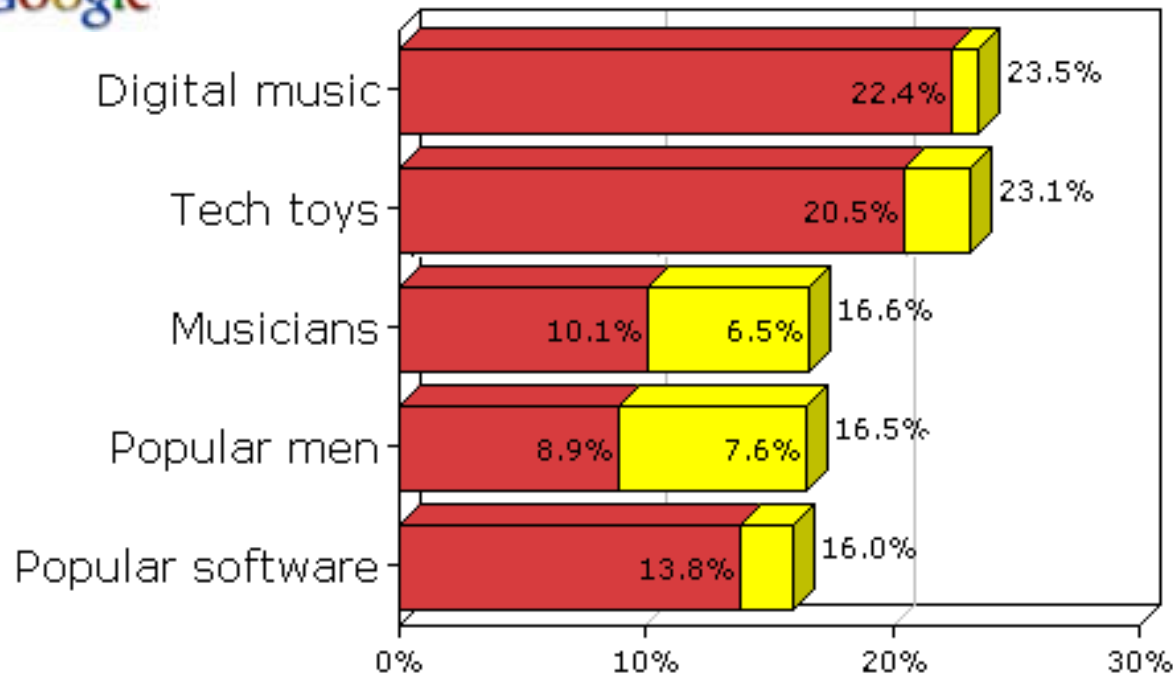
Methodology



Organic vs. Sponsored Results



Dangerous Keywords



bittorrent, free music downloads, ipod, itunes, limewire

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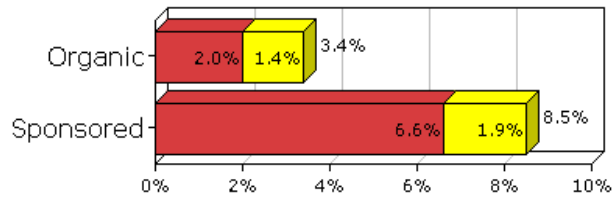
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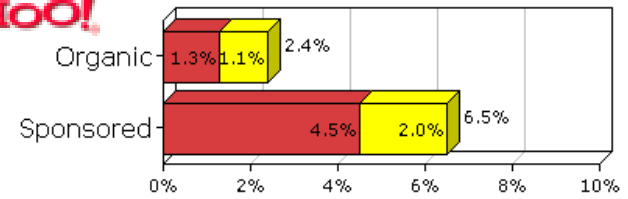
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Search Engine Comparison

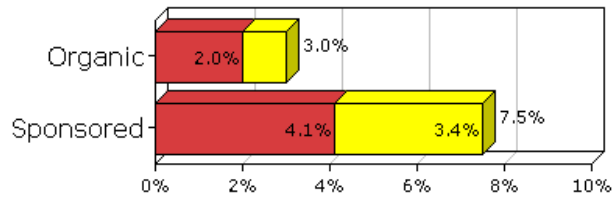
Google



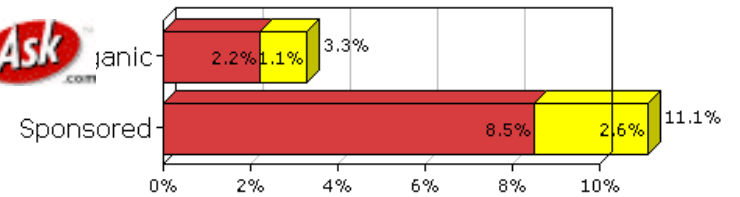
YAHOO!



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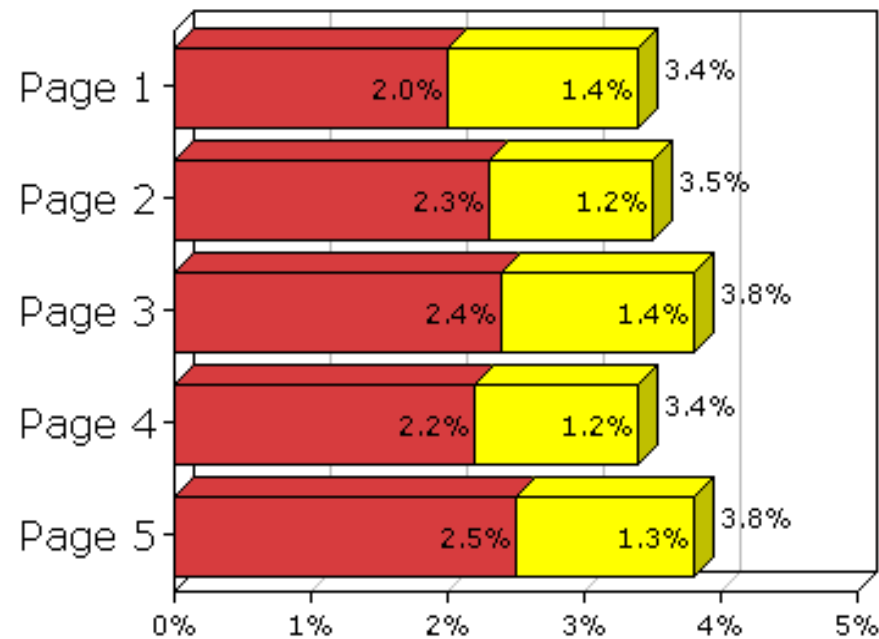


Ask.com



First Page Is Safer?

Google



Solutions

- Screening by search engines

Google AdWords: Content Policy - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <https://adwords.google.com/select/contentpolicy.html>

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Internet



Google's Online Pharmacy Qualification Program

Important! We are transitioning from SquareTrade to PharmacyChecker as our third-party pharmacy verification provider. During this transition, advertisers may still use a valid SquareTrade ID to run pharmacy-related ads. However, please note that by the end of July, all pharmaceutical advertisers will need a PharmacyChecker ID to continue to run such ads on AdWords.

The integrity of our advertisers and the safety of consumers within the Google Network are of utmost importance to us. As the online pharmaceuticals market becomes more complex, Google will take steps to give our users and advertisers the best advertising experience possible.

To ensure that our customers, advertisers, and partners have a relevant and trusted marketplace for online pharmaceuticals, we have introduced the AdWords Online Pharmacy Qualification Program.

Policy Overview: Google requires a SquareTrade ID for all online pharmacy advertisers and online pharmacy affiliates targeting the U.S. SquareTrade is approved by the National Community Pharmacists Association (NCPA).

What is Google's Online Pharmacy Qualification Process?

1. An Online Pharmacy is identified and required to participate in the SquareTrade ID program.
2. The Online Pharmacy is then directed to [SquareTrade](#), a leading online trust infrastructure company, which verifies that an appropriate governmental entity has licensed both the pharmacy and its associated pharmacist (verifying a SquareTrade ID) in a program administered in partnership with the National Community Pharmacists Association (NCPA).
3. The Online Pharmacy must then be certified as an Online Pharmacy that engages in a set of

Solutions

- Screening by search engines
- Complaints by users, other advertisers

Policy

- Meaningful liability for advertiser whose ads are misleading? Whose products are harmful?
- Liability for search engine (and other advertising intermediaries) when ads are misleading? Harmful?
 - Duty to affirmatively investigate?
 - Duty to act on complaints received?

Search Engine Advertising Fraud

- Click fraud
- Syndication fraud

Failure to disclose that these are sponsored links

SideFind

sideFind powered by IS

computers Find

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Buy a computer at Dell. Up to 1/3 off instantly on select...

[PCs for Less from Dell](#)
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Red Cross in its relief efforts for Hurricane Katrina.

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Computers, printers, TVs and other [consumer electronics](#) and accessories for you and your family.

Small Business
Technology solutions for businesses from 1 to 200 employees.

Medium & Large

SideFind Serving Yahoo PPC Ads

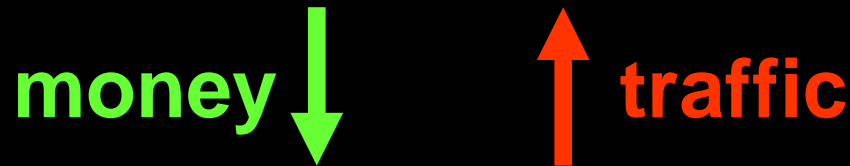
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SideFind

A Search Hijacker

video of the search hijacking

running a search at Google yields a
results page full of ads from Yahoo

Measuring the Safety of Internet Search Engines

Benjamin Edelman