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Google's Ads May Show Racial Bias, Study Says

- 6- Webographie -

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[google1.jpg](#) Googling a new acquaintance is second nature, whether it's a date or potential employee. A huge disadvantage, however, is having your name automatically associated with arrest, even if you've never had a record.

One study by a Harvard professor says some of Google's ads discriminate, linking "racially associated" names to a possible criminal background. Government and [technology](#) professor Latanya Sweeney searched 2,184 full names on Google and Reuters.com, which uses [Google AdWords](#) advertisements. She found that "black identifying" names were more likely to show ads suggesting arrest, as compared to "white identifying" names.

Names often given to black babies, like DeShawn, Darnell a...

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