

DuckDuckGo vs Google

PRIVATE VS. PERSONALIZED SEARCH



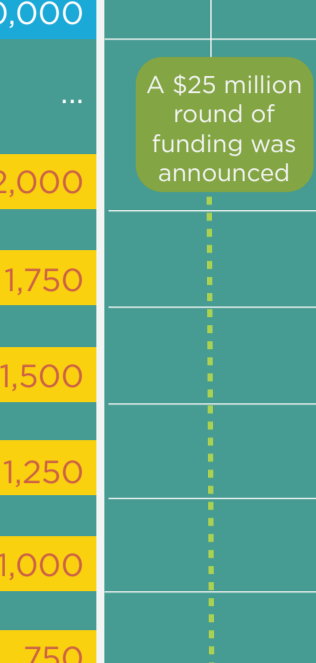
"As long as you can tie searches together and you keep any shred of the information, any personal information that can tie things back to you, then I think it's not truly private."

-DuckDuckGo Founder Gabriel Weinberg

"We know where you are. We know where you've been. We can more or less know what you're thinking about."

-Google Chairman Eric Schmidt

NAME



DuckDuckGo



Search bar for Google.

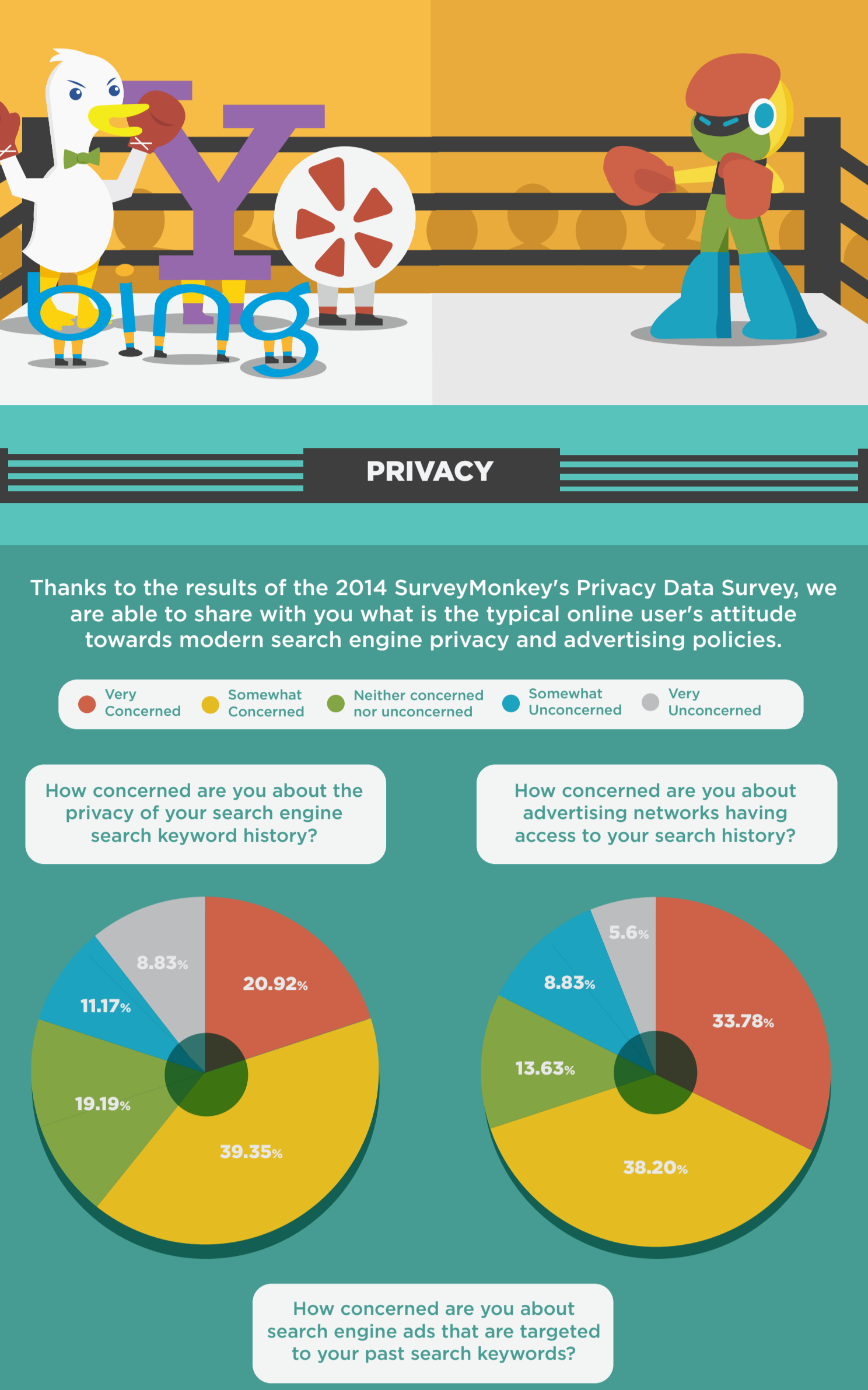
WORDS TO LIVE BY

"A search engine that doesn't track you."

"The need for information crosses all borders."

*The 8th paragraph of G's Philosophy List

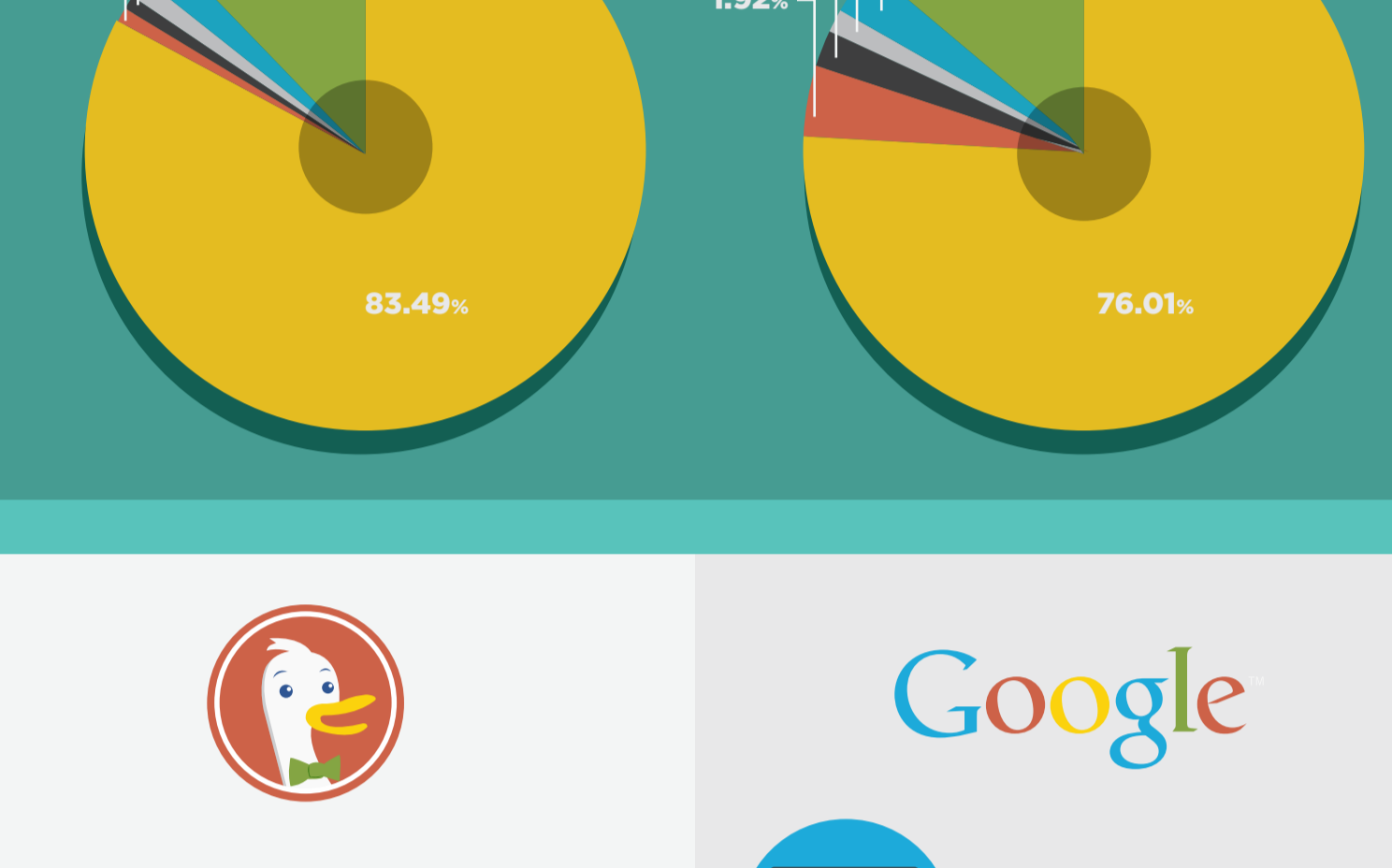
TIMELINE OF EVENTS



Yearly searches from 1998 to 2014. * G integrates their users' information across Gmail, YouTube, search and 57 other Google services. ** Under the PRISM program the NSA has access to Google user accounts (audio, video, photographs, e-mails, documents and connection logs that enable analysts to track a person's movements and contacts) over time.

SEARCH RESOURCES

- Uses APIs of other SEs like Yahoo!, Yandex, WolframAlpha, Yelp, and Bing. Uses its own bot: DuckDuckGoBot. Uses crowd-sourced sites like Wikipedia for Instant Answers. Uses its own bot to crawl the web and index pages. Uses crowd-sourced sites like Wikipedia and Freebase for Knowledge Panels.



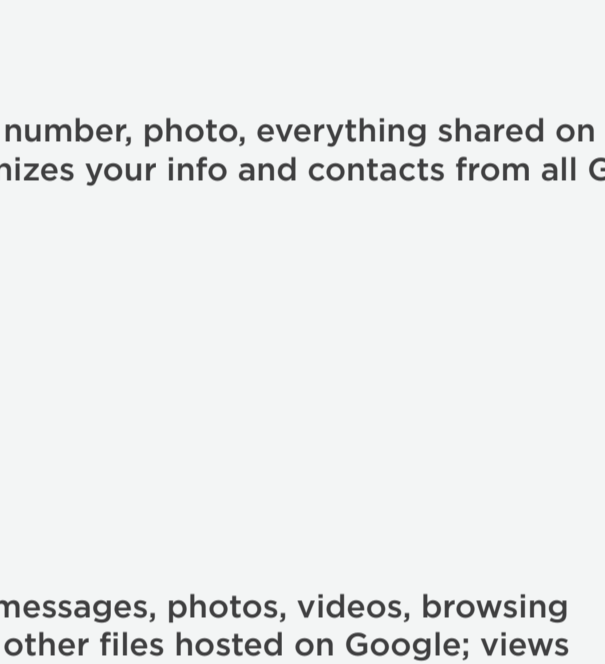
PRIVACY

Thanks to the results of the 2014 SurveyMonkey's Privacy Data Survey, we are able to share with you what is the typical online user's attitude towards modern search engine privacy and advertising policies.

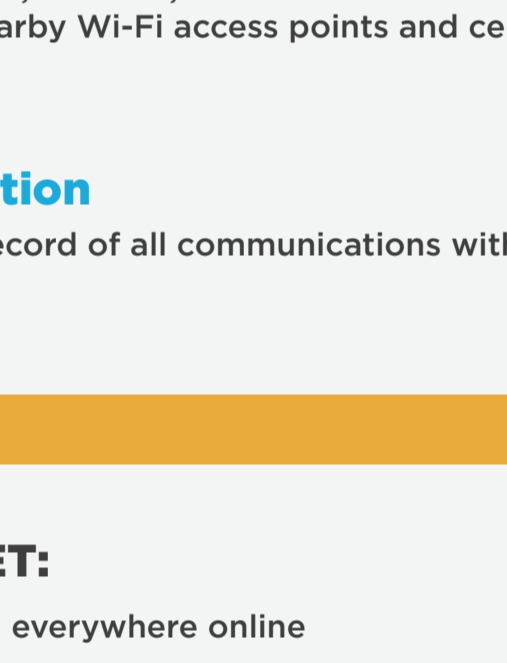
Very Concerned, Somewhat Concerned, Neither concerned nor unconcerned, Somewhat Unconcerned, Very Unconcerned.

How concerned are you about the privacy of your search engine search keyword history?

How concerned are you about advertising networks having access to your search history?

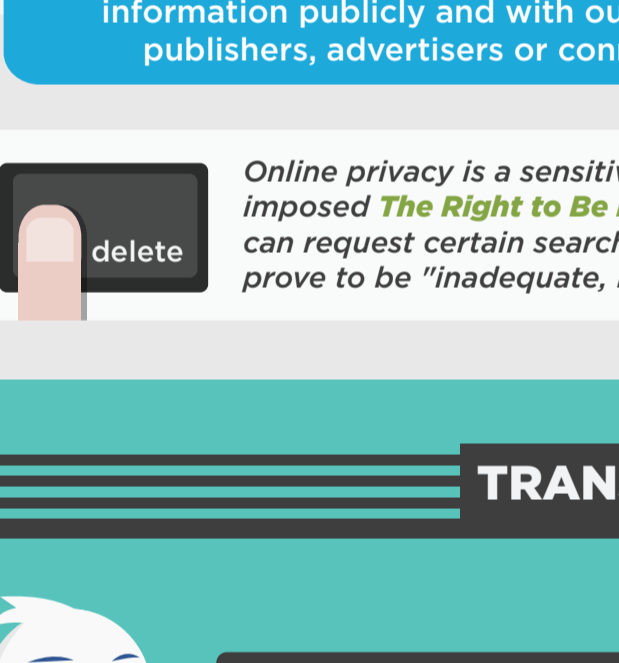


How concerned are you about search engine ads that are targeted to your past search keywords?



How much would you pay each month for an ad free search engine?

How much would you pay each month for a search engine that does not track you?



Comparison of privacy policies: DuckDuckGo (Doesn't collect or share personal information, No Bubble You policy, encrypted links) vs Google (Tracks IP addresses, filter bubbles, profiles users, records search history).

WHAT KIND OF DATA DOES GOOGLE COLLECT ON ITS USERS?

- Personal info: Name, email address, telephone number, photo, everything shared on your G+ profile. Financial info: Credit cards. Activity-related info: Usage data, preferences, Gmail messages, photos, videos, browsing history, map searches, docs and other files hosted on Google. Device info: Device type and unique device identifier, phone number, calling party number, forwarding numbers, time and date of calls, duration of calls, SMS recording information and types of calls. Location info: GPS signals, location; sensor data from the device used that provides info on nearby Wi-Fi access points and cell towers. Interaction: Keeps a record of all communications with you.

AS A RESULT YOU GET:

- Targeted ads that follow you everywhere online. The US government can obtain all the info stored on you from G.

Google on sharing personal data:

- "We provide personal information to our affiliates or other trusted businesses or persons to process it for us." "We will share personal information with companies, organizations or individuals outside of Google if we have a good-faith belief." "We may share aggregated, non-personally identifiable information publicly and with our partners - like publishers, advertisers or connected sites."

Online privacy is a sensitive topic. On 13 May 2014, the European Union imposed The Right to Be Forgotten rule on Google. Under this rule a person can request certain search results in Google which incriminate him/her or prove to be "inadequate, irrelevant or no longer relevant" to be deleted.

TRANSPARENCY

- DuckDuckHack platform - innovation and development ideas are suggested and employed by DDG users (Us + You = We). DDG's staff is easily reachable in DDG's forum and social networks. Google's secret algorithms - updates are released without public announcement, often resulting in penalizing and deindexing sites from G SERPs (Us vs. You). Guidance offered by G - among the major sources are Google forums, Google Webmasters Hangouts, Matt Cutts' videos on YouTube and John Mueller's hangouts on G+.

ADS AND MONETIZATION

- 2 ads on top of the search results. An affiliate program with Amazon and eBay. AdWords: Sponsored links above SERPs - up to 3 ads. Sponsored links on the right-hand side of the SERPs - up to 8 ads. Sponsored links below SERPs. Ads on Google Maps. Google Instant Ads. Local listing ads in SERPs (testing phase).

ADS TARGETING

- Based on the key phrase used in the search query. Based on location, IP address, previously searched products/services, personal profile gathered from all the Google products you use.

G prohibits remarketing (targeting ads to users who have previously visited a given website) based on health info and religious beliefs

LOCALIZED RESULTS

- Serves some localized instant answers like weather via GEO:IP look-up. Localized results are possible if you assign a location in settings or in the search query. All search results are localized by default. Complex local result indexing in the SERPs: a 1,3,5,7 pack of local business listings.

IP addresses are not stored and therefore not exposed to third parties through this method

OTHER DIFFERENCES

- Ibansys - a shortcut to inner sitesearch. Content mills like eHow are banned from SERPs. Open-source: everyone can contribute. Keyboard shortcuts for easier navigation in SERPs. Customizable look. Site search for multiple domains like site:washingtonpost.com,wwwsj.com. Sitelinks search box in SERPs. Ever-evolving algorithms to deindex spammy sites. Integration with other G products - Gmail, G+, profile, Calendar, etc. Translation of results. Google Analytics and Webmaster Tools.

SERPs COMPARISON

The most obvious differences include ...

Comparison of SERP features: DuckDuckGo (Up to 2 sponsored links, Instant Answers, infinite scroll, interactive map, official site first, favicons, category pages) vs Google (number of ads, Quick Answers, 10 results per page, clickable map, rich content, local listings, business reviews).

CONCERNS

- Results are not localized unless location is actually indicated in the query or SE settings. No personalized results. No conversational search option due to the lack of search history. Filter bubble. Data leak and tracking. Government has access to your personal info. Advertisers take advantage of the data collected for your personal Google account. Manual and algorithmic penalties. Street View Privacy Issue - G is viewing too far into people's private lives. Exercises a monopoly on online searches.

DID YOU KNOW

In May 2012 DDG's Zero-Click Info was offered as a Google Chrome extension to enrich original Google SERPs. This type of instant answers listed above Google SERPs were considered useful for a number of searches, unlike Google's Knowledge Graph, which was pretty simplistic at that time.

Initially the core concept of DDG was not to be the private search engine alternative of Google but to avoid "SEO spam within the results" and to use collaborative resources like Wikipedia

G built a really good facial-recognition tool to use in its SERPs but discontinued the project due to privacy concerns

DEFINITIONS/LEGEND

- G Google. DDG DuckDuckGo. SERPs Search Engine Result Pages. SE Search Engine. UX User Experience.

Sources: https://duck.co/help/company/advertising-and-affiliates - Advertising and Affiliates. https://duckduckgo.com/privacy - Privacy Policy. https://www.google.com/about/company/philosophy/ - Google's Philosophy. https://support.google.com/adwords/answer/7221227?hl=en&ref_topic=3127771 - Understanding Ad Position and Ad Rank. The Future According to Mr Google by Alan Rusbridger. http://www.theguardian.com/technology/2014/apr/04/duckduckgo-gabriel-weinberg-secure-searches - DuckDuckGo: The Plucky Upstart Taking on Google with Secure Searches by Alex Hern. https://www.theguardian.com/technology/2014/may/13/right-to-be-forgotten-eu-court-google-search-results - EU Court Backs 'Right to Be Forgotten': Google Must Amend Results on Request by Alan Travis. https://www.theguardian.com/technology/2014/apr/04/duckduckgo-gabriel-weinberg-secure-searches - DuckDuckGo: The Plucky Upstart Taking on Google with Secure Searches by Alex Hern. https://www.theguardian.com/technology/2014/may/13/right-to-be-forgotten-eu-court-google-search-results - EU Court Backs 'Right to Be Forgotten': Google Must Amend Results on Request by Alan Travis. https://www.theguardian.com/technology/2014/apr/04/duckduckgo-gabriel-weinberg-secure-searches - DuckDuckGo: The Plucky Upstart Taking on Google with Secure Searches by Alex Hern. https://www.theguardian.com/technology/2014/may/13/right-to-be-forgotten-eu-court-google-search-results - EU Court Backs 'Right to Be Forgotten': Google Must Amend Results on Request by Alan Travis. https://www.theguardian.com/technology/2014/apr/04/duckduckgo-gabriel-weinberg-secure-searches - DuckDuckGo: The Plucky Upstart Taking on Google with Secure Searches by Alex Hern.

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Disclaimer: The DDG - G comparison has been drafted in the beginning of 2015. Please, note that given the ever-evolving nature of the Search Engine industry certain modifications of the data described above can be introduced in the near future either by DDG or G.