“Google Suggest […] gives you a playground to explore what others are searching about” (Google, 2004)

Which others are you in? Which criteria discriminate what you’re suggested?

Language configuration are easily simulable.

So we built a tool to simulate all languages that are supported by Google to see how this criteria influences suggestions made.

In order to visualise the data, we projected it on a world map, associating each country with their official language or/and the most spoken.

Possible outcomes:
- Reverse-engineering other criteria taken into account by Google to produce suggestion.
- Mapping cultural diasporas.
- Modeling interactions between search and suggestions.
- Observing influences between countries over time, suggestion-wise.

125 countries associated to 48 languages are taken into account.
~ 10,000 requests on the platform