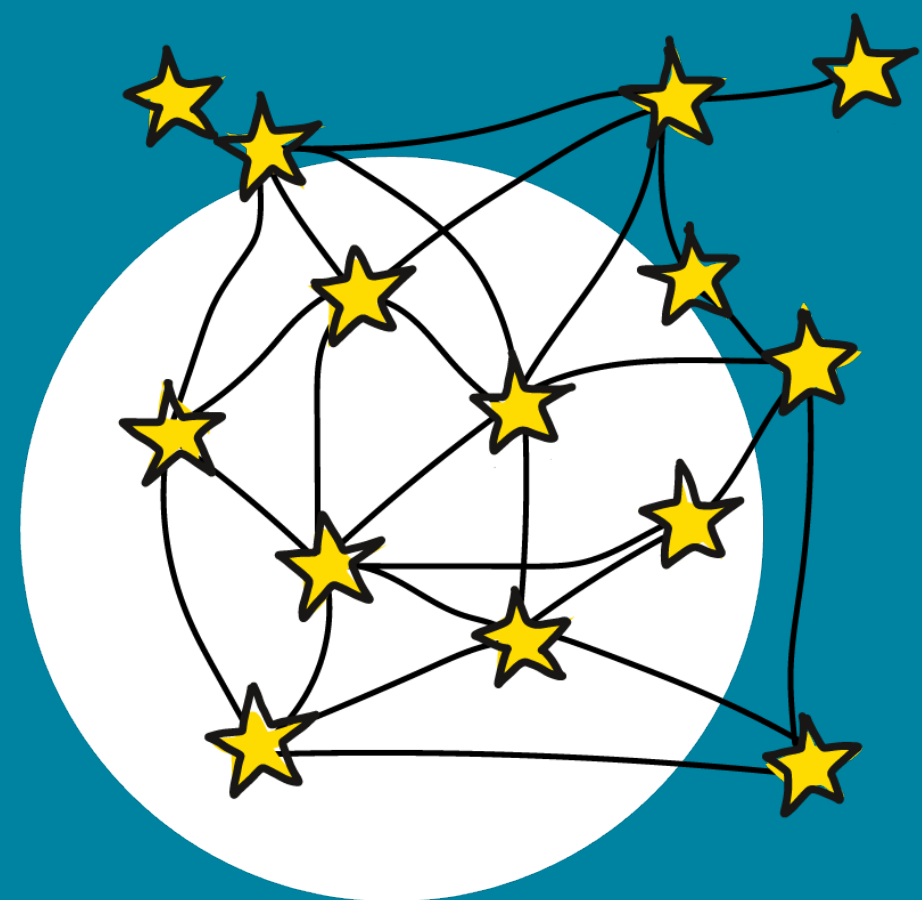


The need for an open web search in Europe

The approach of the Open Search Foundation and its implications for E-Commerce-Companies

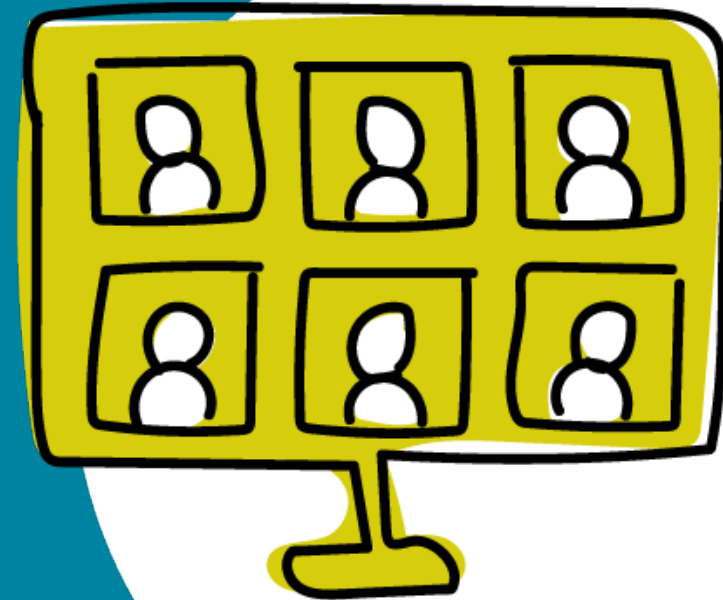
Alexander Decker – CMO Open Search Foundation
ad@opensearchfoundation.org



Do you use Google?

This field controls your life!

Also at work?



Why there is de facto only one search engine in Europe

4

Worldwide, there are only four relevant search engines with their own search index.

2

Of these, only two search indices are significant: Google (USA) and Baidu (China).

1

Outside of China and Russia, there is only one relevant search index: Google.

93 %

Is the market share of Google in Europe

Search engines are not transparent.

Google's search index and search algorithm are black boxes.

Search engines are not neutral

The results issued by Google lead to a limited access to information. 80% of all clicks redirect to the same 10,000 domains. With over 360 million domains registered worldwide, this is less than 0.003%.

”

For this type of reason and historical experience with other media we expect that advertising funded search engines will be inherently biased towards the advertisers and away from the needs of the consumers.



"If it doesn't cost anything, you're the product."

At first glance, the major search engines are free.

But: they make their living by collecting our data, merging it, evaluating it and processing it.

With every single search request we do, we feed the system. It's almost a perpetuum mobile.

THOMAS RAMGE
VIKTOR MAYER-SCHÖNBERGER

MACHT MASCHINEN

Warum Datenmonopole
unsere Zukunft gefährden
und wie wir sie brechen

MURMANN

”

In economic terms, data
monopolies lead to
increasing inequality of
opportunity.
Power asymmetries
intensify.

”

As a result, the innovative
capacity of all other
companies as well as
society as a whole
declines.

” Europe needs to regain autonomy and sovereignty in the Internet and digitalisation in general.

” The Open Search Foundation works on concepts for a cooperative, open and distributed Internet search.





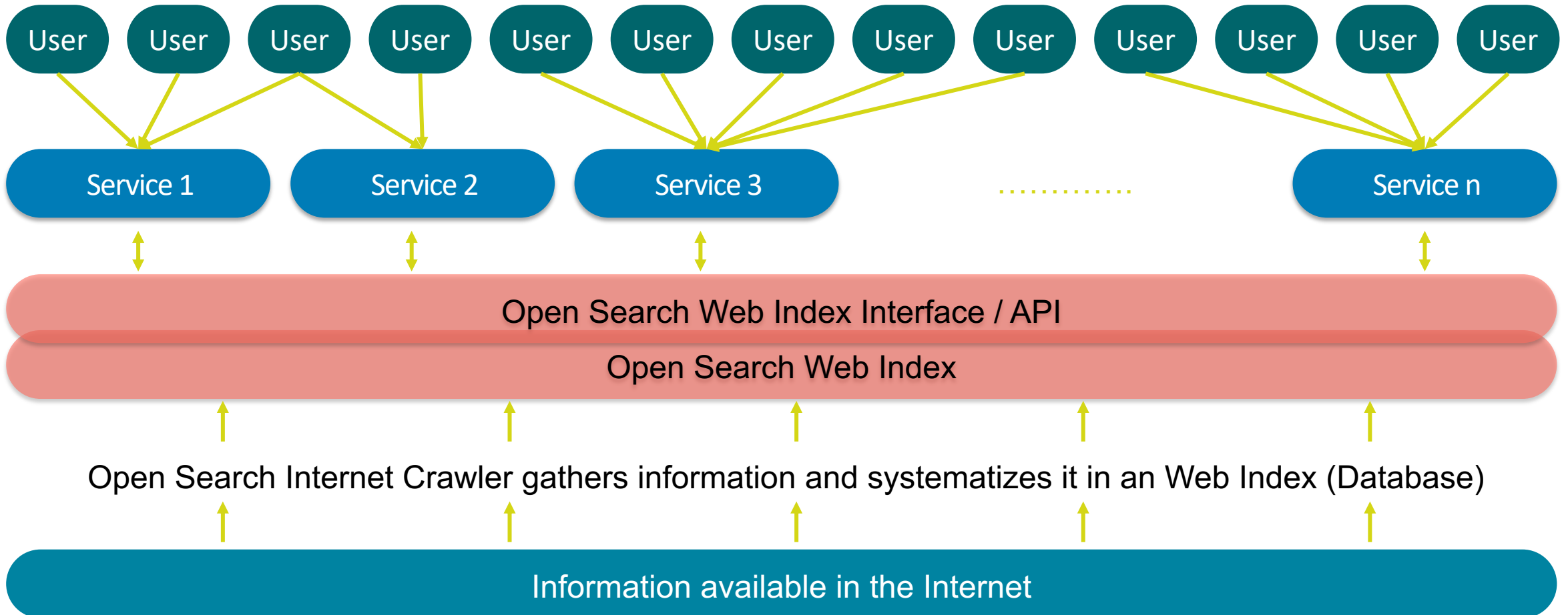
We can never beat them
[Google] at what they do
very well, if we try to do
the same.

Prof. Arjen de Vries
Directeur - Institute for Computing
and Information Sciences
Radboud Universiteit

The basic idea of OSF is based on the separation of search index (as a basis for all further services) and search engine(s)/other services.

An open and distributed Internet search in Europe bases on an open search ecosystem –

The Open Search Web Index

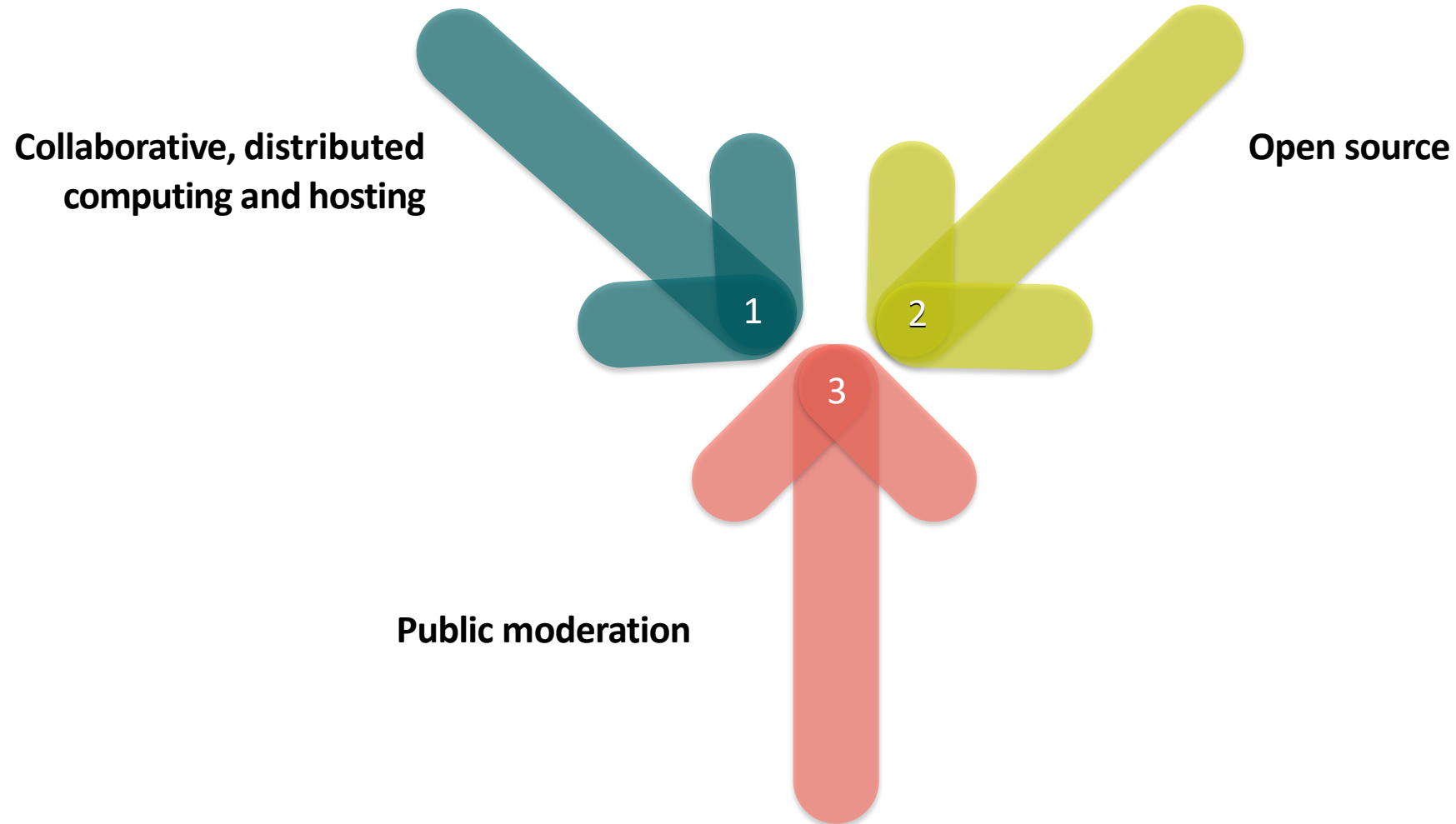


An open, transparent search index based on humanistic values

- A free, public good
- Protect privacy and data
- Neutral and trustworthy
- Open for the future

Approach

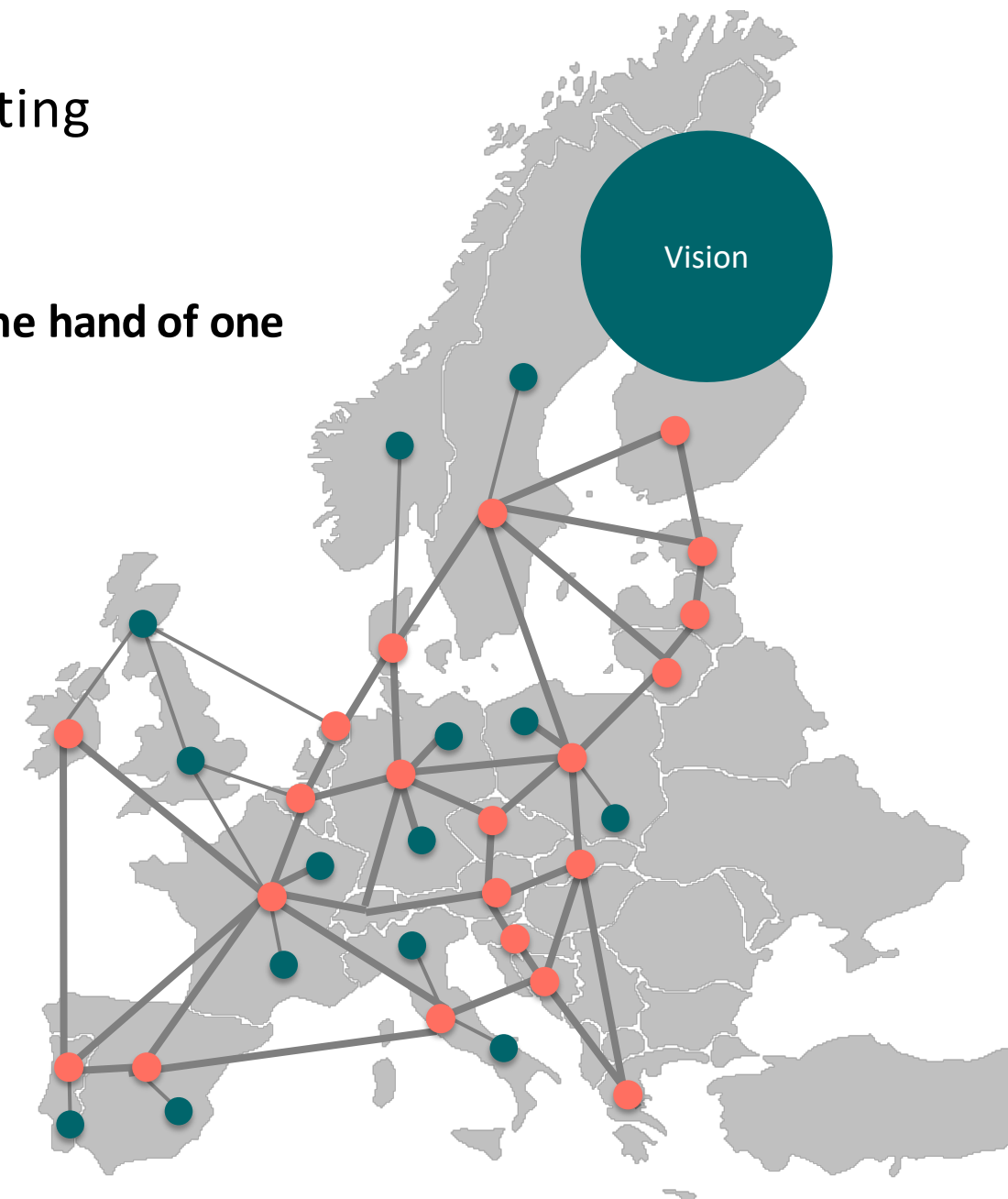
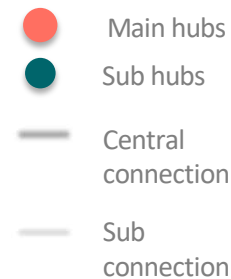
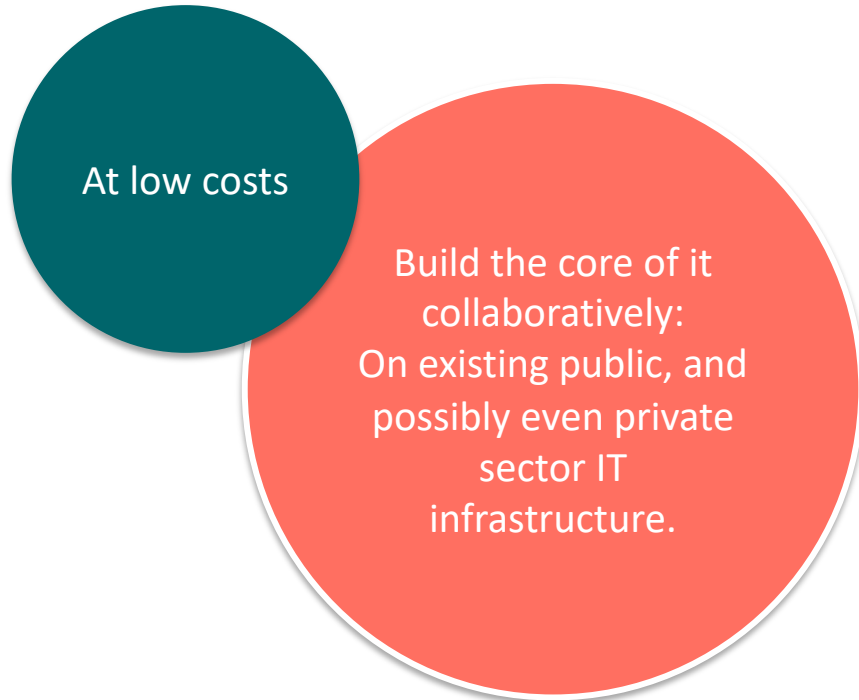
We suggest three basic principles for an open search ecosystem to be developed in and for Europe.





Collaborative distributed computing and hosting leverages the strengths of cooperation.

From a centrally managed and monopolistic system in the hand of one company to a decentralized search ecosystem, shared and co-operated by many.



An **Open European Internet Index**, as a fundamental and indispensable basis for a large variety of public and private information services.



→ **Europe's „Galileo“ Programme for Internet Autonomy**

Vision: We are committed to ensuring that in five years ...

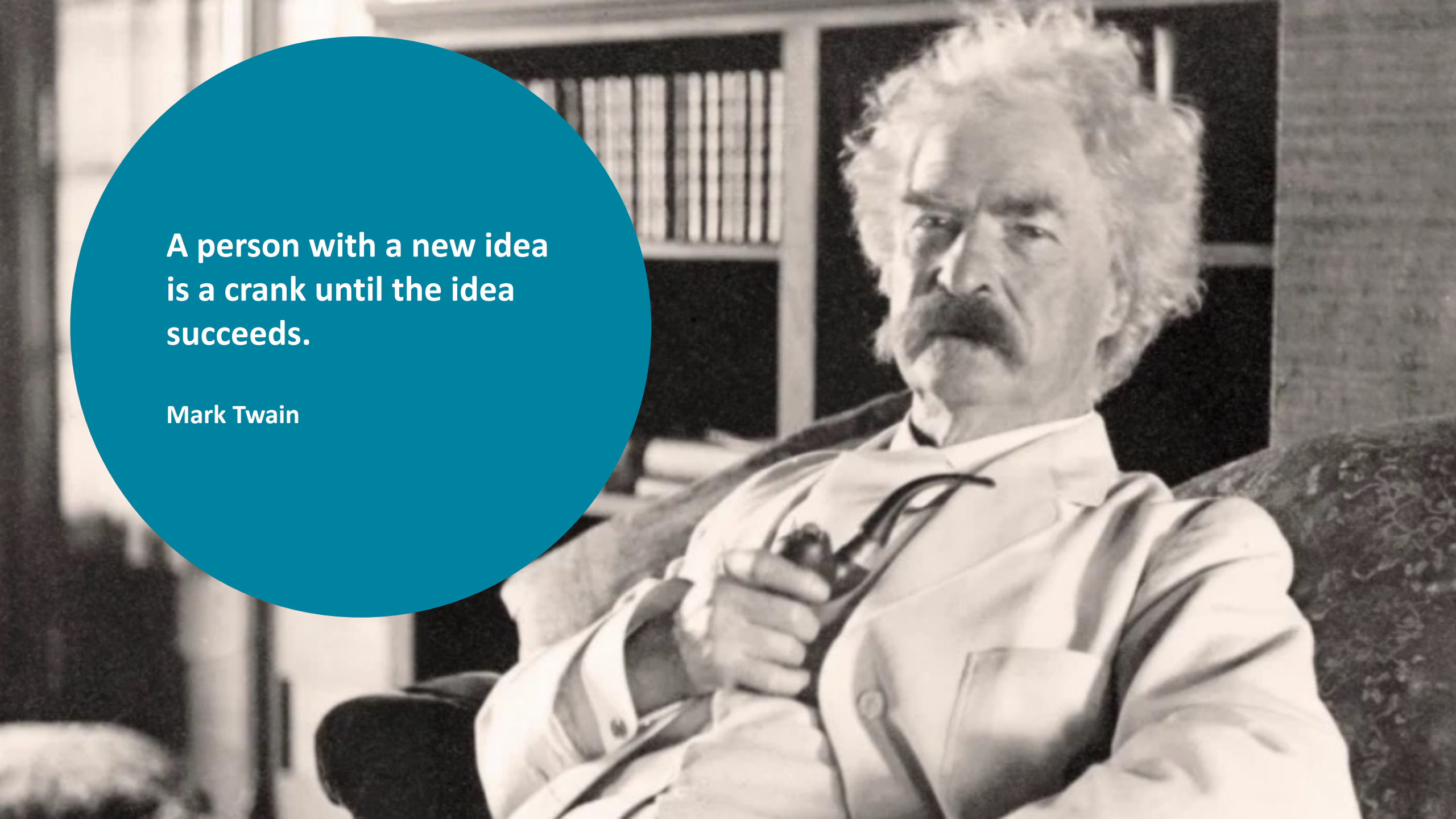
... a large variety of search engines based on an open search index exist and are used in Europe. This is reflected in the fact that these search engines achieve a **market share of at least 10 percent**. (Topic Diversity)

.. 1/3 of European citizens and 50 % of schoolchildren are **fully informed about internet search** and its various possibilities, and they have understood the subject matter (Topic Awareness). They are able to use search tools consciously and confidently. As a way to achieve this, half of the European countries should include "search units" in their teaching plans (development of digital competence / digital literacy / **search literacy**).

... the web index is based on common European **ethical values and standards**. (Topic Ethics)

... as a basis for this, a common open web index is available to people, which is structured according to transparent criteria that **comply with European law and democracy**. (Topic Governance)

... the operation of such a web index as a public good is based on a sustainable business **model committed to the common good**. (Topic Sustainable "Business Model")



**A person with a new idea
is a crank until the idea
succeeds.**

Mark Twain



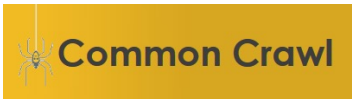
U N I K A S S E L
V E R S I T Ä T



Bayerisches Staatsministerium
für Digitales



Alliance
4 Europe



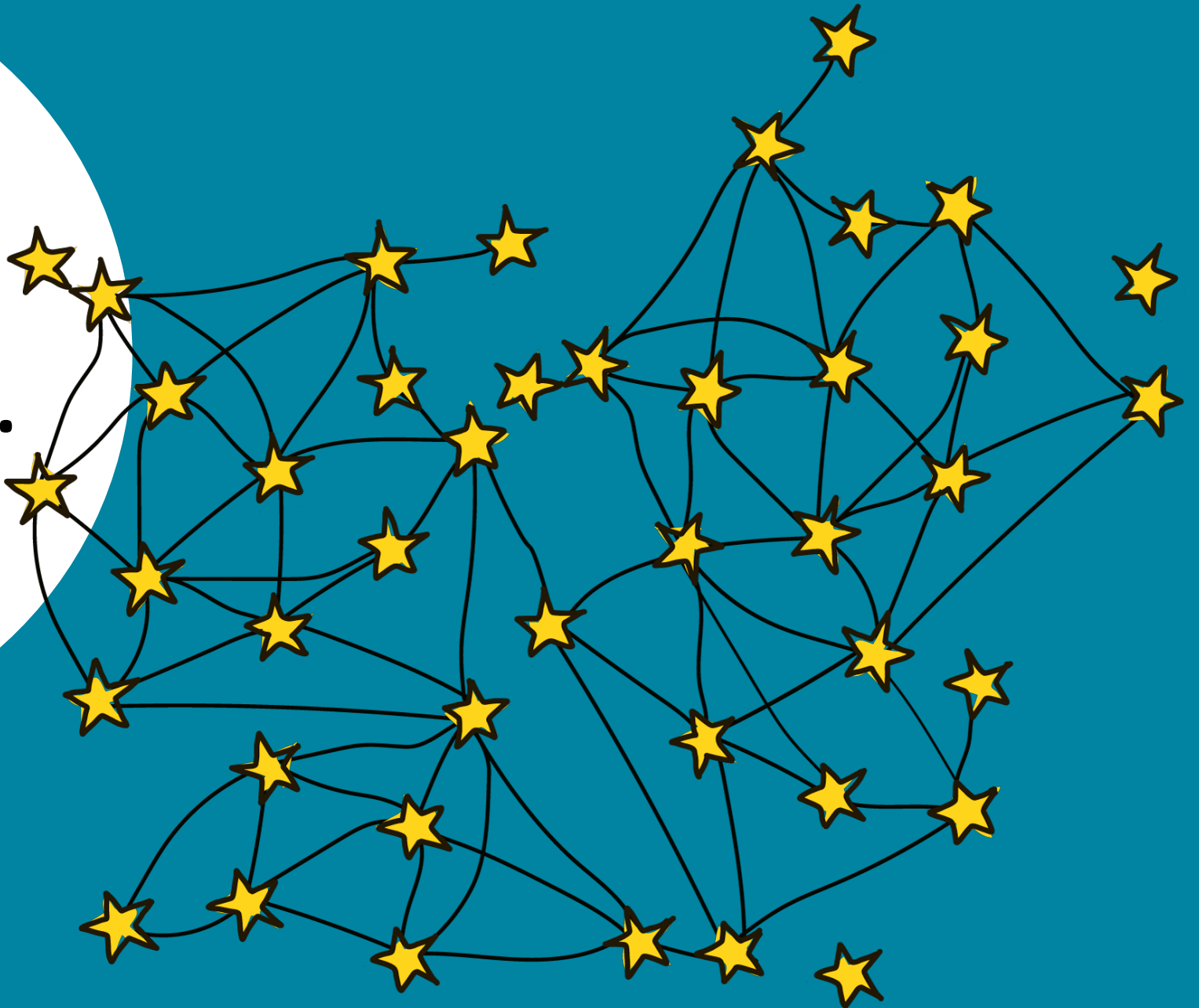
*network, interested Supporters and participants
in OSF events



IT4Innovations



**Together,
for a better net.**



open search
foundation

opensearchfoundation.org

Now it's your turn:

What are the prerequisites you as e-com freaks would have for such an index.

What could be the biggest achievements for you?

3rd International Open Search Symposium #ossym2021

- **11-13 October 2021**
- **Hosted by CERN, Geneva, Switzerland**
- **Interactive scientific and community meeting**



<https://opensearchfoundation.org/en/3rd-international-symposium-on-open-search-technology-11-13-october-2021/>

We need your support!

... report the findings to your board.

... make a contact with someone you know, who could contribute to ...

... just talk about it
#searchliteracy ...

... start an open search project in your organisation.

... participate in a a work group.

... give money.