

AI, ML, and Algorithms, Oh My: How Technology Affects Search Results

There's no doubt that artificial/augmented intelligence, machine learning, and algorithms affect your search results. Most business researchers understand that their web searches are influenced by the underlying technologies and that the algorithms in play are numerous and not disclosed by search engine companies. However, AI is also used by our library subscription databases—you know, the ones we pay money for. Learn the five basic things you should know about the effect of these technologies on your search results.