An article in The Conversation today notes that the Federal government deal with Google to get them to pay for the use of content has resulted in them paying the big media players like Newscorp and Nine but not the little ones, thus worsening Australia’s media concentration problem.

This was predictable. Our government was seen internationally as boldly taking on google and the social media giants, but more likely it was meekly doing the bidding of Newscorp because of their power in Australia. You may recall that when the legislation was suggested google threatened to withdraw all its services from Australia.

The upshot of this was a deal where google pays the big players and is supposed to negotiate with the small players. But what if it chooses not to do the second part?

Australia has a wonderful history of not enforcing the laws where powerful folk are involved. Banks, aged care providers, casinos all have adverse Inquires but continue the same after a bit of foot shuffling. Businesses or schools overpaid by jobkeeper or subsidies keep the money. Insurers who refuse patients’ treatments are never sanctioned etc. Why would anyone think that the global metadata giants have to do anything, if Murdoch is happy?

The smaller outlets had a small protest of their own as in the article below.

If you want to try something other than google as your search engine, you can try Duckduckgo. It has some advantages and some disadvantages:

It gives the same search result to everyone, uninfluenced by your search history. This is good and bad. Your own prejudices or preconceptions are less likely to be reinforced, but what you were looking for last time does not make the next search faster.

It also is not as good for things like restaurants as it has less data to work from, and is also not quite as good on very detailed topics.

But it is not google, so you are helping diversify search engine power.

<https://theconversation.cmail19.com/t/ViewEmail/r/84EE304223A4A06F2540EF23F30FEDED/3BED718AD135359E405DC10595964AA8?alternativeLink=False>