- In the replication of Edelman & Lockwood, Google refers to its own content in its first page of results when its rivals do not for only 7.9% of the queries, whereas Bing does so nearly twice as often (13.2%).
- Again using Edelman & Lockwood's own data, neither Bing nor Google demonstrates much bias when considering Microsoft or Google content, respectively, referred to on the first page of search results.
- In our more robust analysis of a large, random sample of search queries we find that Bing generally favors Microsoft content more frequently—and far more prominently—than Google favors its own content.
- Google references own content in its first results position when no other engine does in just 6.7% of queries; Bing does so over twice as often (14.3%).

The results suggest that this so-called bias is an efficient business practice, as economists have long understood, and consistent with competition rather than the foreclosure of competition. One necessary condition of the anticompetitive theories of own-content bias raised by Google's rivals is that the bias must be sufficient in magnitude to exclude rival search engines from achieving efficient scale. A corollary of this condition is that the bias must actually be directed toward Google´s rivals. That Google displays less own-content bias than its closest rival, and that such bias is nonetheless relatively infrequent, demonstrates that this condition is not met, suggesting that intervention aimed at "debiasing" would likely harm, rather than help, consumers.

The full report is available here . Please contact us if you are interested in speaking with Professor Wright about the report or would like a comment on the pending antitrust probe.