

As has become customary with just about every new product announcement by Google these days, the company's introduction on Tuesday of its new "[Search, plus Your World](#)" (SPYW) program, which aims to incorporate a user's Google+ content into her organic search results, has met with [cries of antitrust foul play](#). All the usual blustering and speculation in the latest Google antitrust debate has obscured what should, however, be the two key prior questions: (1) Did Google violate the antitrust laws by not including data from Facebook, Twitter and other social networks in its new SPYW program alongside Google+ content; and (2) How might antitrust restrain Google in conditioning participation in this program in the future?

[Read the full piece here.](#)