

I was curious about what information people would find if they were curious about climate change and took the easiest route by googling the phrase “climate change.” It’s a mixed story. The first listing on the page (presumably sponsored) is a Chevron site. Right below that are “related searches” for [climate change emails](#) [climate change hoax](#) [climate change skeptics](#) . When I did the same search with Yahoo, the second entry, right after Chevron, was

- [Is There Global Cooling? Get the Answers](#)

Global temperatures peaked in 1998, substantial cooling is underway.

www.isthereglobalcooling.com

After the first couple of entries however, on both search engines comes a respectable set of sites, such as the U.S. EPA site, World Wildlife Federation, wikipedia, IPCC, and the N.Y. Times site. Since wikipedia sites can sometimes be battlefields, I took a look to see what wiki says about climate change. The wiki entry was barebones and seemed to avoid taking much of a position. Interestingly, the entry for “global warming” was much more detailed and informative.