

Google for academic research

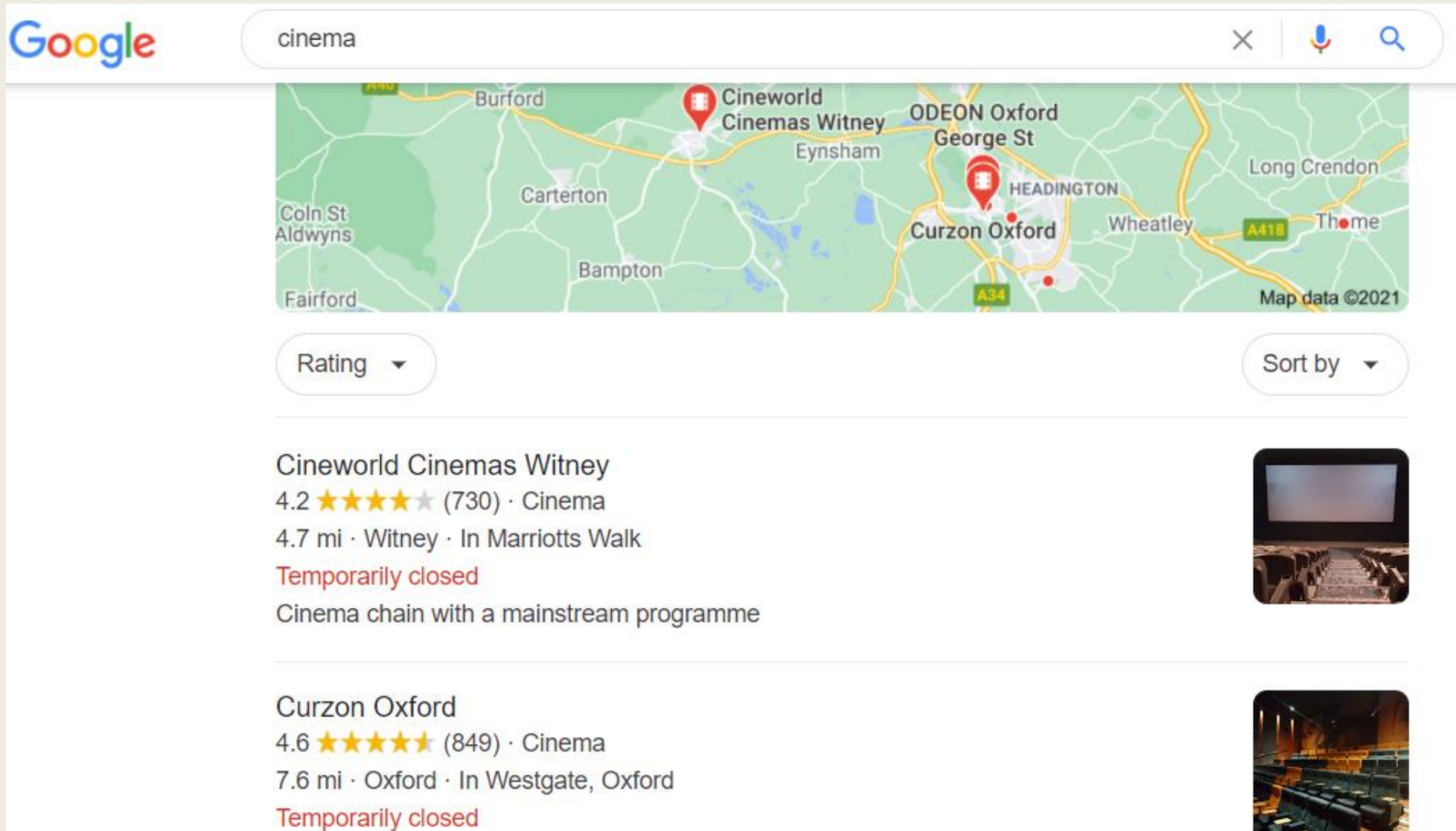
Part 3: Personalisation in Google

Your search is personalised

Your search will be personalised based on:

- Location
- Past search history (from your Google account)
- Past browsing history (from local cookies)
- Activity in other areas of Google (e.g. YouTube)
- The device you are using (e.g. phone v. laptop)
 - Also note that Google ranks mobile friendly sites higher in results whichever device you are using for your search
- Search history of your contacts

See a personalised search



Google cinema

Map data ©2021

Rating Sort by

Cineworld Cinemas Witney
4.2 ★★★★★ (730) · Cinema
4.7 mi · Witney · In Marriotts Walk
Temporarily closed
Cinema chain with a mainstream programme

Curzon Oxford
4.6 ★★★★★ (849) · Cinema
7.6 mi · Oxford · In Westgate, Oxford
Temporarily closed

You can un-personalise your search:

- Switch off web/search history
- Clear cookies
- Log out of your Google account

Or simply use **private/incognito browsing**

- Firefox ; Internet Explorer: Ctrl+Shift+P
- Chrome: Ctrl+Shift+N ; Safari: Cmnd+Shift+N

Private browsing will not remove country personalisation and will not hide your IP address.



You've gone incognito

Now you can browse privately, and other people who use this device won't see your activity. However, downloads, bookmarks and reading list items will be saved. [Learn more](#)

Chrome won't save the following information:

- Your browsing history
- Cookies and site data
- Information entered in forms

Your activity might still be visible to:

- Websites that you visit
- Your employer or school
- Your Internet service provider

Block third-party cookies

When on, sites can't use cookies that track you across the web. Features on some sites may break.

