Google

Hi, how can I help?

In 1996 two Stanford University students, Larry Page and Sergey Brin got intrigued by the prospect of backlinks and decided to base their Ph.D. dissertation on it. In layman's terms, they wanted to determine the number and relevance of websites that linked to a specific page on the internet. The idea was that, just like with research papers, the most authoritative ones are those that are cited the most often. Since in the 90s even the most successful search companies had no way of organizing their results, it didn't take them long to realize just how revolutionary their idea was. The pair spent months tweaking the algorithms and improving the engine before finally making Google public in 1997.

From the very beginning, Page and Brin were more concerned with the quality of their service than with making money, and that dedication has certainly paid off in the long run. Within a year the number of Google's daily users rose to over 10,000 through word of mouth alone. The company quickly outgrew Larry's dorm room as well as their first office space in a rented Silicon Valley garage, and in 2004 it was finally moved to its current headquarters known as "Googleplex" in Mountain View, California.

It may be hard to believe, but despite Google's immense popularity, the company wasn't earning any money for the first several years. It wasn't until they introduced AdWords that things took a turn for the better. AdWords was Google's pay-per-click advertising service with a twist. Instead of merely allowing the highest bidder to get the best advertising spot, they introduced a "Quality Score" which allowed Google to rank ads according to the number of times they were clicked on and value them accordingly. Ultimately, advertisers who were more popular ranked higher than those who simply paid for ad space. This new system turned out to be a huge success for Google as the advertisements appealed to the needs of users.

Money not being an issue anymore, Google began expanding its service in the early 2000s. Gmail was launched in 2004. Google Maps and Google Earth, as well as Google apps, were created in 2005. In 2006 Google acquired Youtube. The following year Streetview and the Android mobile operating system were launched. The year 2008 saw the birth of Chrome. In 2010 Google announced a plan to start developing driverless cars and went further down the sci-fi path by releasing a prototype of Google Glass in 2013.

Twenty years after launching the Google search engine, Page and Brin are still hard at work, creating new and inventive software and hardware that's increasingly starting to look like something straight out of a sci-fi movie. Smart clothing and hands-free devices may become part of our daily lives in the near future. With Page and Brin leading an army of some of the world's sharpest minds, a sci-fi future may not be far away.

Vocab Match

Name: _____

Word	Answer	Definition
1. determine	1. ___	a. noun- importance
2. relevance	2. ___	b. noun- strong support and loyalty to something or someone
3. tweak	3. ___	c. verb- to learn something through research
4. dedication	4. ___	d. noun- a place from which something is controlled
5. outgrow	5. ___	e. noun- the first model or version of a device
6. headquarters	6. ___	f. adjective- very large in size or amount
7. immense	7. ___	g. verb- to make small changes
8. bidder	8. ___	h. noun- a person who offers a particular sum of money for something
9. issue	9. ___	i. verb- to become too large for something
10. prototype	10. ___	j. noun- problem

Discussion Topics

1. Which futuristic gadget from the movies would you like to see invented?

2. How important is the internet to you?

3. Do you think that one day the internet could be replaced with something else?

4. Do you think a quality product or a quality advertisement is more important in business?

5. Do you think money changes people?

Name: _____

Unscramble:

a) tougwro   _____

b) oendtidcia   _____

c) deetnemri   _____

d) suies   _____

e) taewk   _____

f) topyperot   _____

g) rdebid   _____

h) seeminm   _____

i) relveaenc   _____

j) haedtqeuarsr   _____

Fill the gaps with the appropriate form of the word:

a) He _____ his life to fighting crime.   DEDICATION

b) I admire Sarah's _____.   DETERMINE

c) Delete any _____ information. We don't need it.   RELEVANCE

d) John _____ his Spiderman t-shirt. He wants a new one. OUTGROW

e) I am _____ grateful for your help.   IMMENSE

f) The essay is done, I just need to make a few _____ .   TWEAK

Quiz

1) Which university were Page and Brin attending when they created Google?

a. Stanford b. Oxford c. Cambridge d. Harvard

2) What was their PhD dissertation about?

a. forward links b. search c. backlinks d. the internet

3) When Google started, how many companies were sorting search results?

a. 1 b. 2 c. 3 d. 0

4) When was Google made public?

a. 1997 b. 1996 c. 1999 d. 1994

5) Where was Google's first office?

 a. in an attic b. in a garage c. in a basement d. in a living room

6) What is the name of Google's headquarters?

a. Googleburg b. Googleton c. Googletown d. Googleplex

7) What is the name of the service which earned Google its first income?

a. Gmail b. a Google Maps c. AdWords d. Chrome

8) According to the text, which of these was launched first?

a. Chrome b. Gmail c. Streetview d. Google Glass

9) Which of the following companies is owned by Google?

a. Apple b. Youtube c. Twitch d. Starbucks

10) According to the text, which of these things might we expect from Google in the future?

a. flying cars b. animal speech translator c. smart clothes d. personal robots

<u>Key</u>

Matching	Quiz
1. c	1. a
2. a	2. c
3. g	3. d
4. b	4. a
5. i	5. b
6. d	6. d
7. f	7. c
8. h	8. b
9. j	9. b
10. e	10. c

PROJECT: Students chart their internet usage for a week and present their findings to the class.

Article written by: Jelena Kalaba

Source: http://www.internethistorypodcast.com/2017/04/the-history-of-google/ ,

https://interestingengineering.com/almost-everything-you-need-to-know-about-googles-history

https://www.digitaltrends.com/mobile/awesome-google-moonshot-projects/