

# UNIT 4

LEVEL 2

# TECH COMPANIES



READING 3

## SKILLS:

- Details

## GETTING STARTED:

Do you use any  
other search  
engine apart  
from Google?

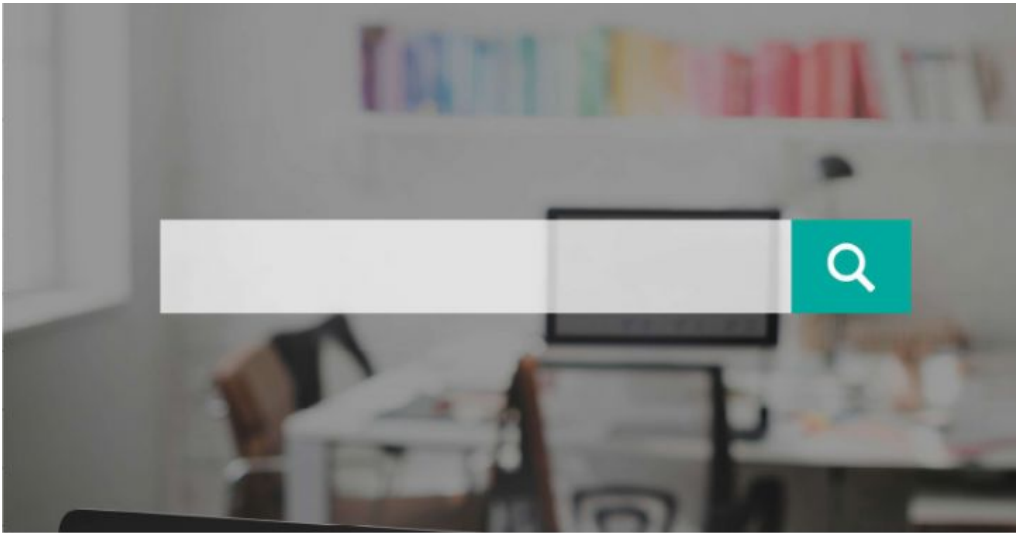
## THE HISTORY OF GOOGLE AND HOW IT WAS INVENTED

Search engines have been around since the creation of the internet. **However**, it was Google that would go on to become the first destination for finding just about anything on the web.

Google was invented by computer scientists Larry Page and Sergey Brin. The site was named after a googol (the name for the number 1 followed by 100 zeros). **Moreover**, the name represents the immense amount of information that a search engine can collect.

In 1995, Page and Brin met at Stanford University **while** they were computer science students. **Firstly**, they began collaborating on writing a program for a search engine called Backrub. **Later**, the project resulted in a widely popular research paper titled "The Anatomy of a Large-Scale Hypertextual Web Search Engine."

This search engine was unique **as** it used a technology they developed called PageRank, which determined a website's relevance. **At the time**, search engines ranked results based on how often a search term appeared on a webpage.



**Next**, thanks to the excellent reviews that Backrub received, Page and Brin began working on developing Google. **Despite** the fact that it was a tough project, the pair built a server network using cheap, used, and borrowed computers. They **even** went over the limit of their credit cards buying terabytes of disks at discount prices.

**Initially**, they tried to license their search engine, but **unfortunately**, they failed to find anyone that wanted their product at an early stage of development. **Consequently**, they decided to keep Google and seek more financing to improve the product.

**Luckily**, the strategy worked, and **eventually**, the Google search engine turned into an important commodity. Sun Microsystems co-founder Andy Bechtolsheim was so impressed that after checking a demo of Google, he told the pair, "Instead of discussing all the details, why don't I just write you a check?"

Bechtolsheim's check was for \$100,000 and was made out to Google Inc. **in spite of** the fact that Google as a legal entity didn't exist yet. The check **also** enabled them to raise \$900,000 more for their initial round of funding.

With sufficient funds, Google Inc. opened its first office in Menlo Park, California, in 1998. Google.com, a beta search engine, was launched and answered 10,000 search queries every day. On September 21, 1999, Google officially removed the beta from its title.



In 2001, Google received a patent for its PageRank technology. By then, the company had relocated to a larger space in Palo Alto, California. **After** the company went public, there were concerns that the business's rapid growth would change the company culture, which was based on the motto "Do No Evil." The idea reflected a commitment by the founders to carry out their work with objectivity and without conflicts of interest. **Thus**, the position of chief culture officer was established **in order to** ensure the company stayed true to its basic values.

During the period of rapid growth, the company introduced a variety of products **such as** Gmail, Google Docs, Google Drive, and a web browser called Chrome. **Besides**, it acquired YouTube and Blogger.com. More recently, there have been incursions in different sectors, **for instance**, Nexus (smartphones), Android (mobile operating system), a smart speaker (Google Home), broadband (Google Fi), Chromebooks (laptops), Stadia (gaming), self-driving cars, and some other ventures. Thus, Google is one of the most valuable and influential companies in the world.

*\*Adapted from <https://www.thoughtco.com/who-invented-google-1991852>*

## Glossary:

- **Search engine:** A search engine is a website through which users can search internet content.
- **Search term:** A search term is the exact word or set of words a customer enters when searching on a search engine.
- **Beta:** A beta version of a product (software or a web page) refers to a phase where the product is undergoing testing before it is officially released.





Look at the **red words** in the text. Classify those connectors depending on their function.

Contrast	Sequence / Time	Addition	Consequence	Opinion
Purpose	Example	Reason	Result	Example

## WHAT DO YOU THINK?

What kind of information do you usually search for on Google?

