

Module 6 – GOOGLE

Student: _____



Can you imagine your life without Google? Think about everything you use it for. Make a list with your class about the uses of Google in everyday life.

Listen to a person talk about Google and select the best answer for each question.

Google is a:

- | | |
|--------------------------|----------------------|
| <input type="checkbox"/> | a) search engine |
| <input type="checkbox"/> | b) browser |
| <input type="checkbox"/> | c) internet provider |

Google uses a secret

- | | |
|--------------------------|--------------|
| <input type="checkbox"/> | a) formula |
| <input type="checkbox"/> | b) algorithm |
| <input type="checkbox"/> | c) storage |

Google started in

- | | |
|--------------------------|---------|
| <input type="checkbox"/> | a) 1994 |
| <input type="checkbox"/> | b) 1995 |
| <input type="checkbox"/> | c) 1996 |

PageRank gives the search results

- | | |
|--------------------------|-----------------------|
| <input type="checkbox"/> | a) a relevancy score |
| <input type="checkbox"/> | b) a date |
| <input type="checkbox"/> | c) a safety guarantee |

Google's first name was

- | | |
|--------------------------|--------------|
| <input type="checkbox"/> | a) Backup |
| <input type="checkbox"/> | b) Backwards |
| <input type="checkbox"/> | c) Backrub |

Google now offers all of these EXCEPT:

- | | |
|--------------------------|---------------------|
| <input type="checkbox"/> | a) e-mail |
| <input type="checkbox"/> | b) a game store |
| <input type="checkbox"/> | c) restaurant menus |

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Script

Google is an incredible tool if you think about it. We have an infinite amount of information at our fingertips, and we can find exactly what we are looking for with the help of the search engine Google. Have you ever asked yourself how Google started and how it works? The story starts back in 1995, when Larry Page and Sergy Brin met at Stanford University. Together they built a search engine and called it “Backrub”. A year after it started, they changed the name to Google. Since then, it has gained popularity to become the #1 search engine in the world.

But how does Google work? Google helps you to find whatever you are looking for by you typing in just a few words. It uses a special algorithm that no one outside of the company knows. It also uses crawlers to help generate its results. It uses an additional algorithm called PageRank that gives each result Google finds a relevancy score. You can do an advanced search in which you can specify which are the most important words, from what dates you would like the webpages, and other specifications. Google has expanded to have its own email, game store, document share, translator, and more tools. It seems there is no end to Google’s success!

Source: <https://computer.howstuffworks.com/internet/basics/google2.htm>