

# Project Timeline and Background

David Lazarus
Vladimir Iovu

Team 8

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## **Search Engine History**

- 1st Generation (~1994)
  - Altavista, Excite, Infoseek
  - Ranks on Content (Keywords)
- 2nd Generation (~1996)
  - Lycos
  - Ranked on Content and Structure (Popularity)
- 3rd Generation (~1998)
  - Google, Yahoo, Bing
  - Ranks on Content, Structure AND Value
    - Page Reputation

## Google's Background

#### History

- Founded in 1996 by Larry Page and Sergey Brin
- Incorporated in 1998
- The company's mission statement from the outset was "to organize the world's information and make it universally accessible and useful"

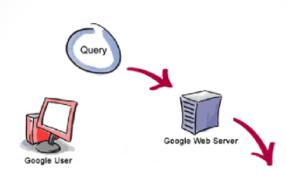
#### Interesting Facts

- Most visited website in the world
- Runs on over 1 million servers
- Processes over 3 billion search queries a day
- Revenue of \$50B in 2012

### **How Google Works**

A search engine operates in the following order:

- Web crawling
- Indexing
- Searching



- 3. The search results are returned to the user in a fraction of a second.
- 1. The web server sends the query to the index servers. The content inside the index servers is similar to the index in the back of a book--it tells which pages contain the words that match any particular query term.



2. The query travels to the doc servers, which actually retrieve the stored documents. Snippets are generated to describe each search result.





#### **Technical Issues**

- Spam
  - Attempts to modify the web and influence search engine results
  - Different techniques
    - Keyword Stuffing
    - Link farms
    - Link farms of irrelevant reputable sites
- "Google Bombs"
- Server Issues
  - Load balancing
  - Bugs

## **Social Impact**

- Improved business world
  - Helped small business get recognized
  - Helped spread businesses growth
- Improved people's lives
  - More connected than ever
  - Find exactly what you are looking for
  - Research any topic
  - No need to go to library anymore

### **Ethical Issues and Marketing**

- Misuse and manipulation of search results
- Stealing intellectual property
- Violate people's privacy
- Censorship of search results and content
- Antitrust
- Monopoly
- Restraint of trade

## **Project Time Line**

Action Item	Person(s) Responsible for the Action Item(s)	1-28	2-4	2-13	2-18	2-27	3-11	3-18	3-25	4-8	4-15	4-22	4-29
Obtaining Sources	lovu, Lazarus												
Create Proposal	lovu, Lazarus												
Submit Proposal	Iovu, Lazarus			1									
Research	Iovu, Lazarus												
Create Background Presentation	Iovu, Lazarus	•											
Background Presentation	lovu, Lazarus		4	<b>1</b>									
Research	lovu, Lazarus												
Create Technical Issues Presentation	lovu, Lazarus												
Technical Issues Presentation	Iovu, Lazarus												
Research	Iovu, Lazarus												
Create Social Impact Presentation	Iovu, Lazarus												
Social Impact Presentation	Iovu, Lazarus												
Come up with the Report Draft	lovu, Lazarus												
Submit Report Draft													
Research	lovu, Lazarus												
Create Ethical Issues and	lovu, Lazarus												
Marketing Presentation													
Ethical Issues and Marketing	lovu, Lazarus									•			
Presentation													
Put together Final Presentation	Iovu, Lazarus												
Final Presentation	lovu, Lazarus										4	_	
Organize Final Report	Iovu, Lazarus												
Fine Tune the Final Report	lovu, Lazarus												
Submit Final Report	lovu, Lazarus												\

#### Conclusion

- Work together to meet the deadlines
- Strive for the best final product
- Explain different aspects of google
  - Technical Issues
  - Social Impact
  - Ethical Issues
- Educate all including us what google is about
- Bring in as many details as possible

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