



Project Timeline and Background

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Table of Contents

- Search Engine History
- Google's Background
 - Technical Issues
 - Social Impact
 - Ethical Issues and Marketing
- Project Timeline
- Sources
- Conclusion

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

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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