

The Story Behind Search Engine

Since its start in 1998, Google has become one of the most popular search engines. It has grown from a research project in the dormitory room of two college students to a business that now employs approximately 20,000 people.

Google's founders, Larry Page and Sergey Brin, met in 1995 when they were in their twenties and graduate students in computer science at Stanford University in California. They realized that Internet search was a very important field and began working together to make searching easier. Both Page and Brin left their studies at Stanford to work on their project. Interestingly, they have never returned to finish their degrees.

Brin was born in Russia, but he has lived in the U.S. since he was five years old. His father was a mathematician in Russia. Page, whose parents were computer experts, has been interested in computers since he was six years old.

When Google started in 1998, it did 10,000 searches a day. Today it does 235 million searches a day in 40 languages. It indexes 1 trillion Web pages.

How is Google different from other search engines? Have you ever noticed how many ads and banners there are on other search engines? News, sports scores, stock prices, links for shopping, mortgage rates, and more fill other search engines. Brin and Page wanted a clean home page. They believed that people come to the Internet to search for specific information, not to be hit with a lot of unwanted data. The success of Google over its rivals has proved that this is true.

Over the years, Google has added new features to its Web site: Google Images, where you can type in a word and get thousands of pictures; Google News, which takes you to today's news; Google Maps; and more. But one thing hasn't changed: the clean opening page that Google offers its users.

In 2009, Forbes.com listed Page and Brin as having net worths of \$12 billion each, at 36 and 35 years old.

I. Underline the present perfect tense in each sentence. Then say if the sentence is true or false and justify your answer.

1. Google has become a very popular search engine.

T/F _____.

2. Google has grown just a little over the years.

T/F _____.

3. Sergey Brin has not lived in the U.S. all his life.

T/F _____.

4. Larry Page and Sergey Brin have known each other since they were children.

T/F _____.

5. Larry Page has been interested in computers since he was a child.

T/F _____.

6. Brin and Page have returned to college to finish their degrees.

T/F _____.

7. Brin and Page have become rich.

T/F _____.

II. Choose the correct options (a, b or c)

8. The phrase 'graduate students in computer science at Stanford University' shows that Brin and Page _____.
(a) refused to graduate (b) obtained an undergraduate academic degree (c) were geniuses
9. Brin and Page were interested in making internet search _____.
(a) important (b) doable (c) less challenging
10. To do their research, Brin and Page _____.
(a) quit their studies (b) stayed in Stanford (c) returned their degrees to the university
11. Comparing the number of searches at the beginning and today, one can notice that Google's progress is _____.
(a) very slow (b) exponential (c) average
12. Brin and Page developed _____ earlier search engines.
(a) the same features as (b) features simpler than (c) more complex features than
13. Brin and Page avoided their website to be filled with _____.
(a) necessary information (b) unnecessary information (c) a lot of information
14. Compared to the beginning, Google has changed its features to _____.
(a) bring variety (b) make the website more colorful (c) offer users Google map

III. Write the words in brackets in their correct forms:

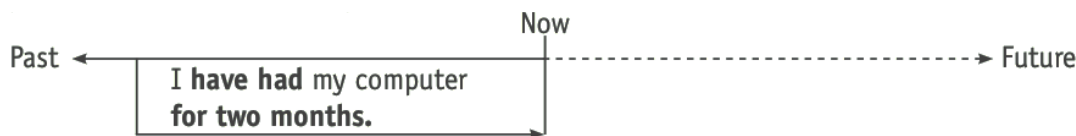
Google, a multinational multi-product _____ (corporate) best known for its internet search engine, was _____ (incorporate) as a private company, in September 1998. Although the _____ (found) are Larry Page and Sergey Brin, early in the history of the company _____ (leader) became a troika with the addition of Eric Schmidt. Page and Brin were _____ (study) together at Stanford University when they created the company. Schmidt came in as chief _____ (execute) officer in 2001. The tightly coordinated leadership group is one of the factors in the company's _____ (succeed). Eric Flamholtz and Yvinne Randle, in "Corporate Culture," refer to the three leaders of Google as a "classic leadership molecule" made up of leaders who function as a single and _____ (effect) team. Page and Brin are two of the _____ (rich) people in the world.

IV. Listen to the audio program and fill in the gaps

What was life like before Google? This might look like a silly and _____, but it is a good one. Google has _____. In an amazingly short space of time, the verb 'google' has entered our language. I think everything about Google is _____. It helps us so much. We can find any information we want just by _____. I even like the Google home page. It's so simple. You know, I _____ a day went by when I didn't use Google for something. I wonder what Google will be like _____. Only those at Google know. The strange thing about the Internet is that _____ about yet might come along and _____ Google overnight.

V. Grammar: THE PRESENT PERFECT

We use this tense for unfinished and finished actions.



- Unfinished Actions

1. It is used to talk about unfinished actions or states or habits that started in the past and continue to the present. Usually we use it to say 'how long' and 'since' or 'for' are needed.

Example: I have known Alioune since 1992.

- Finished Actions

2. Life experience. These are actions or events that happened sometime during a person's life.

Example: I have just downloaded uTorrent.

Exercise 1:

1) Name something you've always thought about.

_____.

2) Name a machine you've always wanted to have.

_____.

3) Name an application you've never been able to use.

_____.

4) Name a city you've never visited.

_____.

5) Name something you've always wanted to do.

_____.

6) Name something you've always been interested in.

_____.

Exercise 2: Change the statement to a question, using the word(s) in parentheses.

1. Google has changed the way people search. (how)

_____.

2. I have used several search engines. (which ones)

_____.

3. Larry and Sergey haven't finished their degrees. (why)

_____.

4. They have made a lot of money. (how much)

_____.

5. Sergey has been in the U.S. for many years. (how long)

_____.

6. Larry and Sergey have hired many people to work for Google. (how many)

_____.

7. We have used the computer lab several times this semester. (how many times)

_____.

8. The memory and speed of computers have increased. (why)

_____.

9. Computers have become part of our daily lives. (how)

_____.

Exercise 3: Add the word in parentheses () to the sentence.

1. You have heard about Brin and Page. (probably) _____
2. The teacher has not given a test. (yet) _____
3. We have heard of Page and Brin. (never) _____
4. They have been interested in search technology. (always) _____
5. Brin hasn't finished his degree. (even) _____
6. Brin and Page have become billionaires. (already) _____

VI. MONEY DEBATES: You will face each other in pairs and engage in the following 4-minute debates to support your point of view.

1. Student A: Rich people are stingy. Student B: Many rich people are very generous.
2. Student A: Money can't make you happy. Student B: Money opens the doors of happiness.
3. Student A: Rich people forget about their old friends. Student B: That's not the case.
4. Student A: Rich people are great role models. Student B: The majority are not role models.
5. Student A: Get rich or die trying. Student B: Life is not only about getting rich.
6. Student A: Capitalism is wonderful for giving us all a dream.
Student B: For most people capitalism in the world is a nightmare.

VII. Choose two of the following topics and say what you think about them. Sustain your view with examples from your community.

- a. Everything in modern society is based on money.
- b. Parents object to their daughters' marriages unless their future sons-in-law have jobs with good prospects.
- c. It is easier to marry well if you are wealthy.
- d. Many young people marry for money rather than love. Security is more important than happiness.
- e. More emphasis is put on material life than on spiritual life in modern society.
- f. Being poor is not very much fun.
- g. Being rich allows you to do what you want.
- h. Being wealthy allows you to enjoy life to the fullest.