# **Search engine DuckDuckGo and Google comparison**

**\*Abstract\***

World Wide Web, a key to success, a key to information from all around the world. Thing so revolutionary that information became extraordinarily easy to success. From recipes on how to cook a perfect home-made beef wellington to tutorial how to create a game or even build a house. With this much information that are easily accessible is one more powerful than ever, but this is a theme for another article. This article will be about 2 huge search engines and browsers so called Google and DuckDuckGo, we probably all know. For those who doesn´t, let’s get into analyzing these two.

**INTRODUCTION**

**Google**

Google, a web browser so innovative that it shocked the world. In 1998 Google saw the light of the day for the first time in history. Organization Alphabet Inc. with the lead of Larry Page and Sergey Brin released a first ever version of the search engine in California. It became a super responsible and user-friendly search engine in a short time and in February 2015 it happened to achieve a milestone for the most used search engine in USA. Google works on so called “Page Rank” principle which in short means that the google search engine will rank all pages with the index you are searching for from 1-10 and then confront you with the best results that match your preferences. This also means that they are gathering information about you and your search history, your cookies and much more complex things that help the algorithm to find the best result for you. But this also means that a piece of privacy is missing here.

**DuckDuckGo**

Search engine, web browser and also known as chrome extension, DuckDuckGo is one of the most private web browser and search engine we know to these days. As of 29.th February 2008 Gabriel Weinberg created a “privacy masterpiece”. The engine is promoted to be simple, and private. It also has a few decent clever gadgets to simplify usage of it. One example is so called “Bangs” which are key words for fast access to specific sites. Another example is privacy you will get with usage of DuckDuckGo. I f we take Google as a comparison, DuckDuckGo is collecting some of your data as well as google, but the browser will clear the data it sored immediately after you close the browser and will never be used again. And it is a big difference. Let’s have a look and get to know DuckDuckGo better and compare Google.

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