

# THE I-SEARCH EXPERIMENT

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According to an article titled Web Gives Birth to Banner Ads published on wired.com, on October 27, 1994, the first online banner ad appeared on the same website. A day later, I was born.

Computer technology is in its childhood in the 90s. Not everyone could access the internet. But the IT industry has been booming exponentially. I bought my first laptop in 2012. I was enthralled by the videos on YouTube, millions of entries that answer every question. Moreover, online advertising made Google 200 billion dollars in 2021, constituting 81% of the total revenue in that year, according to statista.com. For a long time, my professional aspiration has been to work at Google.

I majored in a foreign language. I had no interest whatsoever in my major and failed many classes. Every day at university, I have hoped to study something else, but my GPA doesn't allow me to switch majors. It was a prison that I couldn't break. Luckily, online education platforms were advertising through Google. I clicked the ad, opened the website, and voila! I can study anything I want!

After graduation, I became a software engineer. Parts of me still want to go to Google, but I don't have a relevant degree, so I applied for a master's degree last year but got rejected because I don't have related courses on my transcript. Again, I encountered the ad of Outlier.org on YouTube and came to know that I can study and get credits. The ad was the reason that I am here, writing this essay.

If it was not for the invention and the development of online advertisement, google couldn't become such a giant company. And I would probably overlook online education and lost my chance to enhance my career.