

### Quiz 2.23.21

2) What made Google unique among early search engines? In other words, what was Google's key to success? How does this insight relate to Carr's overall point in TS?

The ability to have books digital and be able to provide the text in any size without disrupting the text. Also, the fact that the book could be available in 430 different languages. The cultural impact would be phenomenal since anyone could read the book by simply searching it on the web. However, we have seen the studies that show the decrease in reading and the impact multimedia has on people. Digitizing books simply is another way that harms people and the way they capture the context of a book. Carr does point out that in the end google is doing more harm than good with digitizing books. Just like inventors create more problems by attempting to make an invention better, google is creating a mass reading problem without even realizing it.