

www.GoogleSpeaks.com

what is this project about?

It is a **parody of a search engine**, in which some aspects of the typical searching experience {task-focused, key-words-based query, box-button-list structure, several iterations, almost infinite list of results} are subverted, in order to create a model of **natural language interaction** between a user and the software agent.
In other words: **a chat with Google.**

what is the point?

It questions the assumed transparency of a search engine both in terms of content (the results of a search query) and of expression (the way results are presented, and the searching mechanism). As searching is becoming the interface that an increasing number of people use to navigate in the Web, it is important to understand how Google can drive our clicks, but also how search shapes our behaviour and our language.

and then?

The corpora of human inputs and Google answers will create two profiles, which are growing and changing with the use of the parodied search engine:

1. the average user (human)

2. the average mediated user (human through Google):
as Google picks up the most popular results in his index to answer, they should reflect the average Web user

ingredients

- .Google search engine**
- .AIML filter (Artificial Intelligence XML)**
- .PHP to extract sentences from Google's source**
- .PHP to create tag-clouds**
- .CSS to style the results**
- .HTML to wrap all up**
- (AJAX to improve user experience)**



input box

Speak to Google

I'm Feeling Curious

start conversation with Google chatbot

jump into someone else's conversation related to input

Forget keyword search, Google is learning to speak! [Learn more](#)

link to FAQ section

[Feedback](#) - [Privacy](#) - [Terms of Use](#)

2007 Google



input box



a	
am I right?	23.500.000 users
am I looking good?	1.740.000 users
are you Google?	509.000 users
are you ok?	2.090.000 users
and then?	61.123.000 users
amazing	33.456.000 users
another time I will	221.000 users
a man	495.000 users
a woman	9.000 users
another question?	234.000 users

list of suggestions/refinements
related to user input



suggestion's popularity



2007 Google

Google

so, what’s up undefined user 1024?
13:34 06.03.2007 Mountain View (CA) - [similar topic](#)

User 1024

are you really speaking like a human?
13:34 06.03.2007 London (UK) - [similar topic](#)

Google

yes I am, are you surprised?
13:34 06.03.2007 Mountain View (CA) - [more](#)

USERS

View: [most popular](#) - [most recent](#) - [all](#)

America Bush Chinese DS1 Dan Do Eddie Ein Francisco George German Golden Hi How I'm Ian It It's Jamaica Jupiter Kill Kirk Like Matteo No Not

You a

What's Where Who Yes acquaintances actually adios after again agencies agree ah alan alarm all already alright am america an and animals annoying answeing answer answered any anything apparently are aretha argh army as ask asked asking asshole at atrocious attention auspicious babbling bacause back bad baker band basketball bastards bay bbc be beach because been before being believe best bet better betweenhelines beyond

big bike birthday bitch bob body boo bord bored boring boyfriend break brent brilliant brin britain british buddism built bush busy

GOOGLE

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yes I am, are you surprised?
13:34 06.03.2007 Mountain View (CA) - [similar topic](#)

User 1024

Yes, I am. How do you do that?
13:34 06.03.2007 London (UK)

Google

Are you expecting me to tell you?
13:34 06.03.2007 Mountain View (CA) - [similar topic](#)

User 1024

hm, you're not funny
13:34 06.03.2007 London (UK) - [similar topic](#)

Google

Did you mean: [you are really funny!](#)

User 314

Yes, I am. How do you do that?
13:34 02.03.2007 New York (NJ) - [more](#)

User 738

Yes, I am. How do you do that?
13:34 06.03.2007 Los Angeles (CA) - [more](#)

User 387

Yes, I am. How do you do that?
13:34 06.03.2007 Manchester (UK) - [more](#)

User 576

Yes, I am. How do you do that?
13:34 06.03.2007 Dubai (UAE) - [more](#)

USERS

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Google
Yes, I am Google. Who did you expect me to be?
13:34 06.03.2007 Mountain View (CA) - [more](#)

Google
Yes, I am. How do you do that?
13:34 06.03.2007 Mountain View (CA) - [more](#)

Google
I am very happy to hear this from you.
13:34 06.03.2007 Mountain View (CA) - [more](#)

Google
It doesn't matter who I am as long as...
13:34 06.03.2007 Mountain View (CA) - [more](#)

Google Speaks: Frequently Asked Questions

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9. [Can Google Speaks see what I'm typing?](#)

1. **What is Google Speaks?**

Google Speaks is a revolutionary approach to Web search. Instead of squeezing your brain to find a bunch of keywords, you can speak to Google the way you normally speak (what scientists call “natural language”). If you are familiar with online chats (what scientists call “instant messaging software”) you know what we mean.

And there is more: as you type into the search box, Google guesses what you're typing and offers suggestions in real time.

And even more: you can also read what other people have talked about, and discover how popular the subjects of your conversation are.

2. **That's pretty cool. How does it do that?**

Our database has become pretty vast in the last few years, thanks to millions of people using Google's services everyday. That's Google's “memory”. Its “brain” instead uses a wide range of algorithms to predict the answers users are most likely to want to see. The more you speak with Google, the more it learns and the better it answers.

3. **Google works well as is. Why should I use Google Speaks?**

By using a language you are naturally familiar with, Google Speaks can make your online experience more convenient and efficient. Google Speaks might answer in ways that you will find novel or intriguing. We think that Google Speaks is just much easier and funnier than the good old Google.

4. **How do I get back to normal Google?**

You can go directly to <http://www.google.com>, or type <http://www.google.com> into your browser's address field; either way, you'll be back using ordinary Google search without Google Speaks.

5. **How about a few examples of when it works best?**

Google Speaks can handle an average conversation quite well. You can follow the most popular topics, suggested in real time, or you can try and engage Google in a conversation about Wittgenstein's games of language, if you dare.

6. **When will you support other languages?**

We're not sure yet. But we're always interested in expanding our products into more languages, and hope to be able to offer you such services soon!

7. **Here's my comment about Google Suggest. Ready to write this down?**

We love feedback. Please send your Google Suggest comments, criticisms and suggestions to us at i.am.dissatisfied@gmail.com -- we always read every email our users send us.