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Google May Be Trying To Take Over the World

Joshua Neds-Fox

Wayne State University, dp5745@wayne.edu

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GOOGLE MAY BE TRYING TO TAKE OVER THE WORLD

Joshua Neds-Fox
Wayne State Univ.

and Why That's Not Necessarily a Bad Thing

GOOGLE IS...



- You know what Google is. Google is the de facto go-to search interface for the web.
- Google's mission: to organize the world's information and make it universally accessible and useful.
- 2009 saw significant improvements to Google's search algorithm, along with the introduction of real-time search.

GOOGLE IS...

- Advertising. It's the business model. AdWords and AdSense are their chief products.
- Google's number one revenue stream: Advertising. \$22.9 Billion in advertising revenue in 2009. That's 96.7% of their total revenue.

(http://investor.google.com/fin_data.html)



Image credits: <http://www.squidoo.com/recycle-everything>, <http://www.businessinsider.com/chart-of-the-day-in-case-you-had-any-doubts-about-where-googles-revenue-comes-from-2010-2>

GOOGLE IS...



- Wait, that sounds like two things.
 - *Yes, it does.*

- So which is it? Advertising? Or organizing the world's information?
 - *Both. It has to do the second to do the first.*

GOOGLE IS...



- “The remarkable thing about these software mega-brands is that they employ bright, forward-looking technologists and have unprecedented access to capital and development resource — **they leave no stone unturned in their quests to expand into relevant future markets.**”

Mar 25, 2010, “The Green Battle: Microsoft and Google Fight for Our Energy Data,” Alix Vance on The Scholarly Kitchen (Society for Scholarly Publishing’s Blog) <http://scholarlykitchen.sspnet.org/2010/03/25/the-green-battle-microsoft-and-google-fight-for-our-energy-data/>

GOOGLE IS...



- “Google's overriding interest is to (a) maximize the amount and velocity of the traffic flowing through the web and (b) ensure that as large a percentage of that traffic as possible goes through its search engine and is exposed to its ads. One of the most important ways it accomplishes that goal is to promote the distribution of as much free content as possible through as many sites as possible on the web.”

Apr 10, 2009, “Google in the middle,” Nicholas Carr on Rough Type (http://www.roughtype.com/archives/2009/04/google_in_the_m.php)

GOOGLE IS...



- “... Google’s business model and practices broadcast that open content is more linkable and valuable. Open content leads to more sharing, more automated linking, more traversals to drive the awareness that results in linking, which all lead to more money for Google...”

*Mar 4, 2010, “Orbiting the Google — A Gravitational Pull Affecting Our Lives and Thinking,” Kent Anderson on The Scholarly Kitchen (Society for Scholarly Publishing’s Blog)
<http://scholarlykitchen.sspnet.org/2010/03/04/orbiting-the-google-a-gravitational-pull-that-affects-our-lives-and-thinking/>*

GOOGLE IS...



- Growth has slowed year to year:
 - 56% in 2007
 - 29% in 2008
 - 08% in 2009
- Google sees its mission broadly: *“We build web applications, or “apps”, to make it simpler for people to share information and get things done together.”* (<http://www.google.com/corporate/>)

GOOGLE IS BRANCHING OUT...



□ **Search:**

- The Web - *google.com*
- Your Computer - *desktop.google.com*
- All of the above - *code.google.com/p/qsib-mac/*
- Geography - *maps.google.com*
- Books - *books.google.com*
- Articles - *scholar.google.com*
- People – *profiles.google.com*

GOOGLE IS BRANCHING OUT...



□ Applications

- Calendar - calendar.google.com
- Email - mail.google.com
- Text/Spreadsheet/Presentation - docs.google.com
- Browser - chrome.google.com, Chromium
- Newsreader – reader.google.com
- Mobile OS - android.com
- Voicemail – www.google.com/voice

GOOGLE IS BRANCHING OUT...



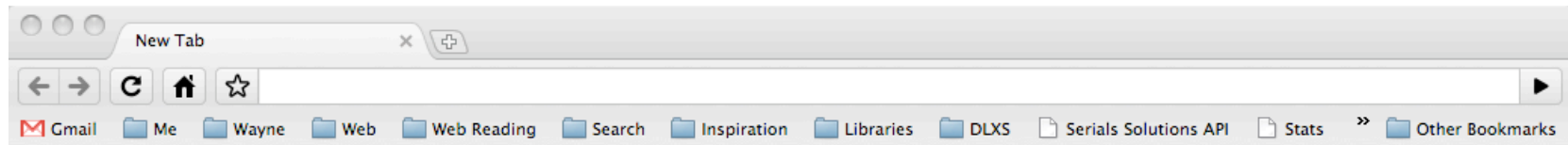
□ **Non-Traditional Applications**

- Operating System - Google Chrome OS
- Chrome Frame - code.google.com/chrome/chromeframe
- Wave - wave.google.com



SO, LET'S TAKE A LOOK AT SOME
OF THIS STUFF...

GOOGLE CHROME



Google chrome



Google Reader



Friends timeline | Joshua Ned...



WSU Libraries



The New York Times - Breaki...



Webmonkey - The Web Devel...



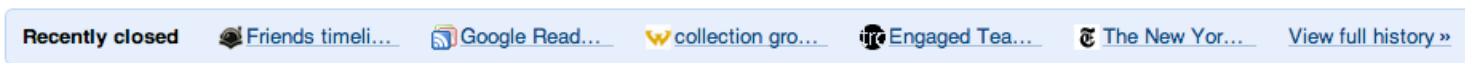
The Scholarly Kitchen



Engaged Teaching and Learni...



collection groups list

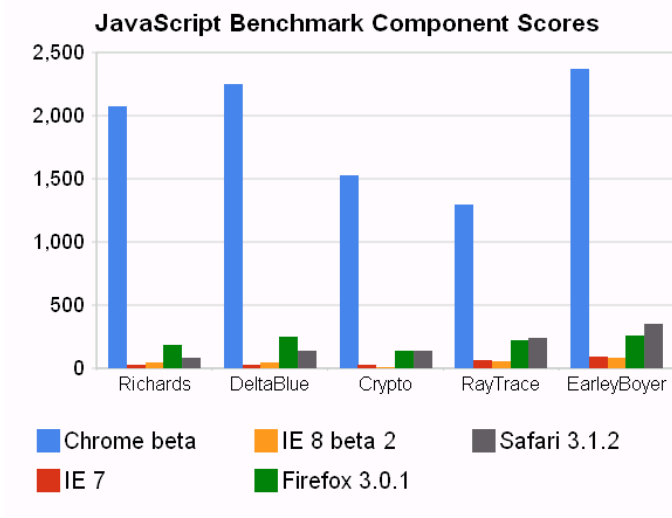


Press **⌘-T** to open a new tab.

GOOGLE CHROME

- <http://www.google.com/chrome>
- A Web Browser, and the base for the Chrome OS
- Google claims it's "fast to launch, fast to load web pages" and very simple. Are they right?
- CNET says yes: Chrome beats IE/Firefox/Safari on 5 different Javascript benchmark tests.

(http://news.cnet.com/8301-1001_3-10030888-92.html)



GOOGLE CHROME



□ Simple?

- There's not a lot of UI cruft. Tabs simplify browsing.
- The address bar is now omni-functional ('Omnibox').
 - Type a URL
 - Enter a search term
 - Google will autosuggest, and determine which is which.
- "Most visited" pages accumulate on the homepage, a la Opera. Google learns over time what you visit.
- Tabbed browsing is drag-and-drop functional.
- Secure: only browser left standing at today's Pwn2Own

GOOGLE CHROME

□ Javascript

- Google has written an entirely new Javascript Virtual Machine, called V8, the code that runs Javascript in the browser.
- Generates code dynamically. Instead of reading and then interpreting, V8 compiles Javascript into machine code to run faster.
- Engineered to clean up memory better, making for faster, smoother transitions.



Scott McCloud, http://www.google.com/googlebooks/chrome/big_16.html

GOOGLE CHROME



□ **Wait, Chrome OS?**

- Currently in development, projected to launch late this year.
- A lightweight Linux distribution based on Debian
- The browser **is** the operating system – applications load in tabs. Boots instantly, instantly online.
- No hard drive. Applications and data live in the cloud.
- Will come preinstalled on a Chrome netbook. Cannot be downloaded.

GOOGLE CHROME



□ Privacy?

- Google's data-collection practices are notorious. There is no indication that Chrome will be any different.
- Google has always been gathering data on web-browsing behavior by proxy – through its search interface. Now it will have an opportunity to gather “primary sources” as it were.
- Privacy may be a moot point, if adoption outstrips our concerns.

GOOGLE CHROME



□ **Why Google Chrome?**

- It serves as the base for the upcoming OS.
- Google services run better in it.
- Google plans on providing more services. Without a native Google browser, it is not maximizing its potential for those services.
- Google remains at a disadvantage if it doesn't control its environment, especially if it has to serve Javascript-heavy applications to Javascript Virtual Machines it doesn't control.

GOOGLE CHROME FRAME



- <http://code.google.com/chrome/chromeframe/>
- A plug-in for IE that overlays IE's native Javascript / HTML rendering engine with Google's
- Provides access to HTML5 elements, like <video> and <canvas>, that IE doesn't yet support.
- Provides Google with the opportunity to run its optimized Javascript engine in the World's Most Popular Browser™, paving the way for heavily-Javascript-dependant Google apps.

GOOGLE CHROME FRAME

- From the FAQ: “Google Chrome Frame is an Active Document Server that hosts web pages rendered using Google Chrome's rendering engine”
- “Google Chrome Frame is designed to work only inside Internet Explorer and not with other browsers” (<http://code.google.com/chrome/chromeframe/faq.html>)
- Triggered by the webpage:
 - `<meta http-equiv="X-UA-Compatible" content="chrome=1">`

GOOGLE CHROME FRAME



- Why Chrome Frame?
 - It's a workaround to IE's notoriously lax standards support. Web designers/developers grumble about IE. Chrome Frame allows Google to design however it wants and just "trump" IE's native rendering capabilities.
 - It's a trojan horse to prepare the way for:

GOOGLE WAVE

The screenshot displays the Google Wave interface. At the top left is the "Google wave preview" logo. The top right shows the user name "Joshua" and links for "Feedback", "Terms", "Privacy", "Help", and "Sign out".

Navigation Panel (Left):

- Inbox** (selected)
- All
- By Me
- Requests
- Extensions
- Settings
- Trash
- Spam

SEARCHES (+) and **FOLDERS** (+) sections are also present.

Contacts Panel (Bottom Left):

- Joshua** (profile picture)
- Search contacts
- Vince what is wave?
- Jason G Bearded and growing
- John Tired. Spinning class
- Manage contacts (+)

Inbox Panel (Middle):

Inbox 1 - 6 of 6

New wave | in:inbox

Follow | Unfollow | Archive | Inbox | Spam | Read | ...

Message	Date	Count
-	11:35 am	1 msg
Whiskerino wave, ya'll. - I'm guessing this is how it's done.	Mar 3	73 msgs
Invite others to Google Wave - Google Wave is more fun when you - something on your mind?	Dec 8, 2009	1 msg
- something on your mind?	Dec 1, 2009	2 msgs
It looks like we'll be the first! - Nice. Josh is in too...if I could just g	11:37 am	5 msgs
Welcome to Google VWave - Click the links below to open waves with	Nov 24, 2009	1 msg

Message Thread (Right):

It looks like we'll be the first!

Replay | Edit | Playback | Unfollow | Archive | ...

Paul Gallagher: **It looks like we'll be the first!** Nov 30, 2009

Jonathan McGlone: Nice. Josh is in too...if I could just get his contact... Nov 30, 2009

Jonathan McGlone: Got his contact, he's in the wave Nov 30, 2009

Me: I am in the wave. Note that my profile pic is actually waving. Nov 30, 2009

Me: 11:37 am

file

Tags: (+) | Images

GOOGLE WAVE

- Google Wave is a “hosted conversation with only one copy that anyone can contribute to”
- Currently in Beta, must be invited (much like Gmail a few years ago).
- Google is pinning high hopes on this becoming a default project manager – slash – workflow manager – slash – next gen email app.



GOOGLE WAVE FEATURES

- **Wiki:** Anyone can edit anything.
- **Playbackable:** You can rewind and fast forward to see what/when additions were made.
- **Embeddable:** Can be embedded in a website, like a video.



GOOGLE WAVE FEATURES

- **Extensions:** Gadgets (applications) and Robots (automated ‘smart’ conversation participants / scripts)
- API was updated just this month to allow “push” inclusions in the wave from live data.



GOOGLE WAVE FEATURES

- **Open Source:** That's right.
 - Can be developed / extended
 - Can be hosted locally, like Microsoft Exchange Server
 - Attractive to early adopters
 - “Open-source is central to Google’s strategy to foster quick adoption. And if people start using or even switching over to Google Wave, then it could very well be the game-changing communication tool that everyone has been waiting for.”
(<http://mashable.com/2009/05/31/google-wave-features/>)

GOOGLE WAVE



□ Why?

- Google Wave is developed to be like email for the social software set – editable, conversational, extensible, exportable.
- If it takes off, Google will be even better positioned to oversee the world of online data and interaction, since the Wave is hosted.
 - President Google?
- Wave requires Google's underlying Javascript support, or something like it.

□ More:

- <http://www.businessinsider.com/chart-of-the-day-in-case-you-had-any-doubts-about-where-googles-revenue-comes-from-2010-2>
- http://news.cnet.com/8301-1001_3-10030888-92.html
- <http://www.fiercicio.com/techwatch/story/firefox-ie8-safari-and-iphone-overcome-day-one-pwn2own/2010-03-26>
- <http://gizmodo.com/5408504/everything-you-need-to-know-about-chrome-os>
- <http://mashable.com/2009/05/31/google-wave-features/>
- <http://mashable.com/2010/03/02/google-wave-api/>
- <http://moconews.net/article/419-androids-secret-sauce-googles-little-known-advertising-rev-share-deals-/>
- http://www.routhtype.com/archives/2009/04/google_in_the_m.php
- <http://scholarlykitchen.sspnet.org/2010/03/25/the-green-battle-microsoft-and-google-fight-for-our-energy-data/>
- <http://scholarlykitchen.sspnet.org/2010/03/04/orbiting-the-google-a-gravitational-pull-that-affects-our-lives-and-thinking/>
- http://www.wired.com/magazine/2010/02/ff_google_algorithm/all/1
- http://www.youtube.com/watch?v=0u84XD_rdwI
- <http://www.google.com/googlebooks/chrome/>
- <http://code.google.com/chrome/chromeframe/>
- <http://code.google.com/chrome/chromeframe/faq.html>
- http://investor.google.com/fin_data.html
- <http://www.google.com/corporate/>
- <http://www.google.com/intl/en/options/>
- <http://www.google.com/chrome>

