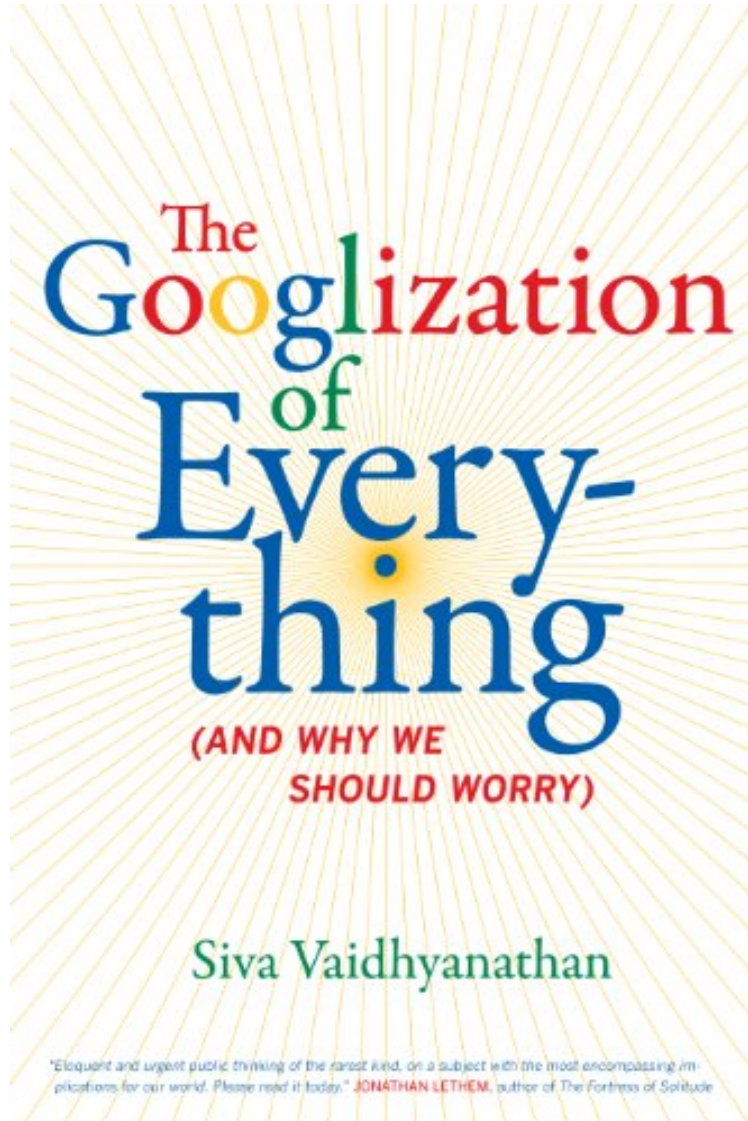


[Mobile book] The Googlization of Everything: (And Why We Should Worry)

The Googlization of Everything: (And Why We Should Worry)

Siva Vaidhyanathan

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Siva Vaidhyanathan : The Googlization of Everything: (And Why We Should Worry) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Googlization of Everything: (And Why We Should Worry):

1 of 1 people found the following review helpful. Shocking read!By VolaticusVery informative. Read it and find out how google is not the benevolent company that we have come to trust but an organization that in trade for our searches it sells and uses our data to increase profits.1 of 2 people found the following review helpful. Warning: Reading may cause reasonable doubt about your favorite search engineBy CustomerIntroduced to this in Coursera MOOC

(Understanding the Media by Understanding Google") and found it as essential as the Surgeon General's warning about smoking. 1 of 4 people found the following review helpful. The place of "Google" By Sadik TOKGOZ After having been to Siva's talk at Harvard University, I bought and read the book. It covers some interesting points which made sense to me but have not thought about them before. How marketing concept has changed with "Google", how we are NOT memorizing things anymore and how we are NOT forgetting things anymore with the presence of Google. Also covered are the circumstances that made the birth of Google easy and the political and social issues surrounding Google. I got the feeling that I should have been given certain amount of Google shares since the company successfully used and sold each individual's marketing profile. :)

In the beginning, the World Wide Web was exciting and open to the point of anarchy, a vast and intimidating repository of unindexed confusion. Into this creative chaos came Google with its dazzling mission—"To organize the world's information and make it universally accessible"—and its much-quoted motto, "Don't be evil." In this provocative book, Siva Vaidhyanathan examines the ways we have used and embraced Google—and the growing resistance to its expansion across the globe. He exposes the dark side of our Google fantasies, raising red flags about issues of intellectual property and the much-touted Google Book Search. He assesses Google's global impact, particularly in China, and explains the insidious effect of Googlization on the way we think. Finally, Vaidhyanathan proposes the construction of an Internet ecosystem designed to benefit the whole world and keep one brilliant and powerful company from falling into the "evil" it pledged to avoid.

From Publishers Weekly Starred . What is the nature of the transaction between Google's computer algorithms and its millions of human users? Are we heading down a path toward a more enlightened age, or are we approaching a dystopia of social control and surveillance? With these and other questions, University of Virginia media studies and law professor Vaidhyanathan thoughtfully examines the insidious influence of Google on our society. In just over a decade, Google has moved so rapidly in its mission to "organize the world's information and make it universally accessible and useful" that cries of "Google it!" resound through high school classrooms, business offices, academic halls, and public libraries. As Vaidhyanathan points out, we must be cautious about embracing Google's mission and not accept uncritically that Google has our best interests in mind. He reminds us that Google is a publicly traded, revenue-driven firm that is dangerous in many subtle ways. By valuing popularity over accuracy and established sites over new ones, Google sets its own agenda regarding what information is most relevant to users, altering their perceptions about value and significance. Vaidhyanathan admirably concludes with a design for an information ecosystem called the Human Knowledge Project, which would be a more democratic means of parsing and organizing knowledge. (Mar.) (c) Copyright PWxyz, LLC. All rights reserved. "An important book. While a number of excellent histories about the emergence of Google have been published . . . few writers have tried to take a comprehensive and critical look at the wider impact on society of Google's vast ambition "to organize the world's information and make it universally accessible and useful." . . . Vaidhyanathan's perspective as an East Coast academic outside the group-think of Silicon Valley is a valuable one. He is a clear writer with an engaging voice, and a good guide for this peek behind the wizard's curtain."