ICT Innovators

Founders of Google

Larry Page and Sergey Brin

1973 -

Lawrence Edward Page is an American computer scientist that co-founded Google with Sergey Brin in 1998. Brin's parents, both academics, immigrated from Russia to America in 1979, where Brin started his education. Page and Brin met at Stanford University, where started work on a search technology they called BackRub. It allowed users to input a query term and returned a list of links ranked by importance. Increasing numbers of users lead to the creation of Google.

Page and Brin wanted to take all the world's information and make it accessible and useful for everyone. To do this they developed the PageRank algorithm to replace BackRub. PageRank, named after Larry Page, weights websites that have been linked to by other websites more frequently as being more important. Since 1999, Google has added over 250 different elements that now help rank the importance and relevance of a page, instead of just links, including data about your location, website metadata and URL details.

> " To me, this is about preserving history and making it available to everyone.
>
> **Sergey Brin**

> " The ultimate search engine would understand exactly what you mean and give back exactly what you want.
>
> **Larry Page**

> " We do lots of stuff. The only way you are going to have success is to have lots of failures first.
>
> **Sergey Brin**

Fast facts

When the company was incorporated in 1998, it was **based out of a garage**

10^{100} **'Google' is a misspelling** of the word Googol, the number 1 followed by 100 zeroes

Googlebot is a **webcrawler** that **collects information** from websites to build a searchable index **for Google**

Search Engine Optimisation is the process of designing a website to feature highly in search engine results

Encyclopædia Britannica. (2019). Larry Page. Retrieved from https://www.britannica.com/biography/Larry-Page/media/1/1009943/100707 Encyclopædia Britannica. (2019). Sergey Brin. Retrieved from https://www.britannica.com/biography/Larry-Page/media/1/1009943/100707 Images: Larry Page [Image] (2016). Retrieved from https://time-dotcom.files.wordpress.com/2016/06/gettyimages-495426754.jpg Sergey Brin in 2015 [Image] (2015). Retrieved from https://www.cnet.com/news/sergey-brin-rumored-worlds-largest-aircraft/ Vectors from www.freepik.com

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Activity – Comparing Search Engines

Search Engines

Software systems that are designed to search large numbers of possible links on the web to find matches to your search term.

> bears 🎤 🔍

In the past, search engines would favour links to websites that had a lot of other connections (links) in and out of the page.

Bear - Wikipedia
https://en.wikipedia.org/wiki/Bear ▾

More recently search engines have their own, secret, and constantly changing way of suggesting links to you that could be based on a number of factors.

| Data on your search habits | Advertising |

| Companies paying to have links suggested | Sites similar to those you have previously visited |

Search Engine Bias

| Number of clicks |

Open a web browser window or tab with each of the following search engines:

Bing   ECOSIA   DuckDuckGo.   G   dogpile

Enter the exact same search term in each of the engines above.

What do you notice?

| Number of suggested pages | Number of ads |

| Top search result | Usefulness or relevance of search results |

Did You Know

Google began as engine called BackRub created by Larry Page and Sergey Brin 1996. This search engine worked by comparing the number of backlinks pages had with each other. The higher the number of links between pages, the higher up the search the link would be listed.