

Digital Media, Society, and Culture

Angus A. A. Mol

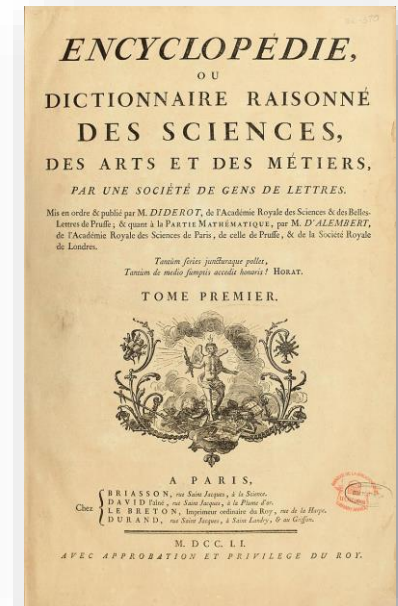
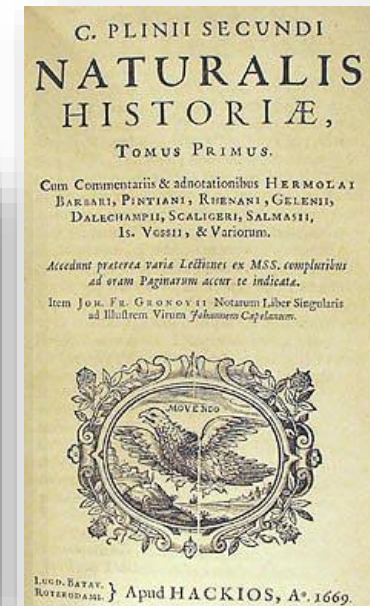
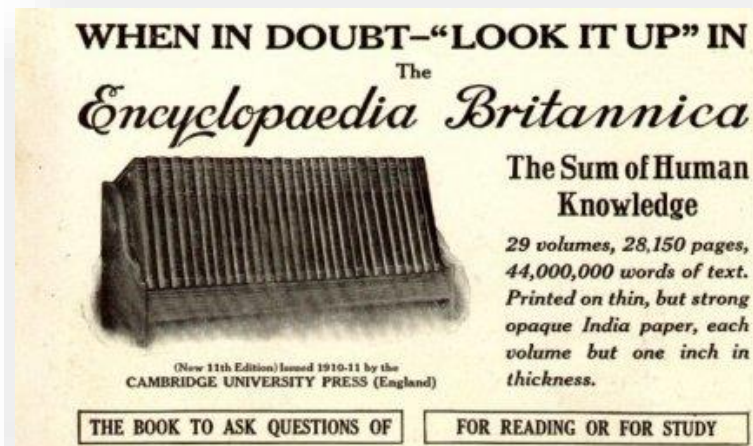
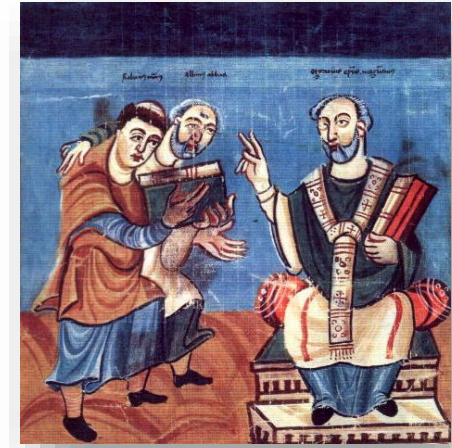
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The World Brain

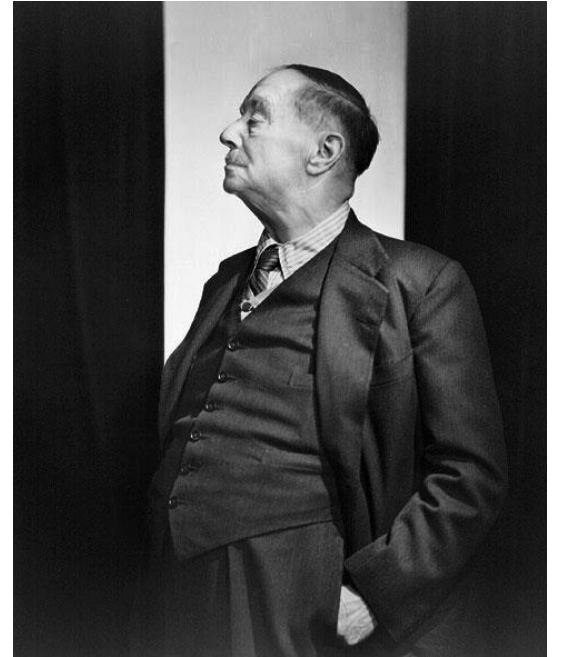
Encyclopedias

- “General education” (ἐγκύκλιος παιδεία)
- Natural histories
- Roots in deontology (storytelling as sensemaking)
- Education, science, ideology, administration, politics
 - Renaissance
 - Enlightenment
 - Nation Building



H.G. Wells' *The World Brain*

- Series of lectures by the “Father of SF”, futurist, social activist
- [World Brain](#): more than an encyclopedia
 - “The **encyclopaedias of the past** have sufficed for the needs of a cultivated minority.”
 - “Pull the mind of the world together”
 - “A world **synthesis** of bibliography and documentation with the **indexed** archives of the world.”
- “It can be **reproduced** exactly and fully, in Peru, China, Iceland, Central Africa, or wherever else seems to afford an insurance against danger and interruption.”
- “Its creation is a way to **world peace** that can be followed without any very grave risk of collision with the warring political forces and the vested institutional interests of today”
- “The **whole human memory** can be, and probably in a short time will be, made accessible to every individual”
- “This is **no remote dream**, no fantasy. It is a plain statement of a contemporary state of affairs. It is on the level of practicable fact.”



An Issue of Information Indexing

“There is a **growing mountain of research**. But there is increased evidence that we are **being bogged down** today as specialization extends. The investigator is staggered by the findings and conclusions of thousands of other workers—conclusions which he cannot find time to grasp, much less to remember, as they appear.”

“Consider a future device for individual use, which is a sort of mechanized private file and library. It needs a name, and, to coin one at random, "memex" will do. A memex is a device in which an individual stores all his books, records, and communications, and which is mechanized so that it may be consulted with exceeding speed and flexibility. It is **an enlarged intimate supplement to his memory.**”

1945, As We May Think, V. Bush [in the Atlantic](#)

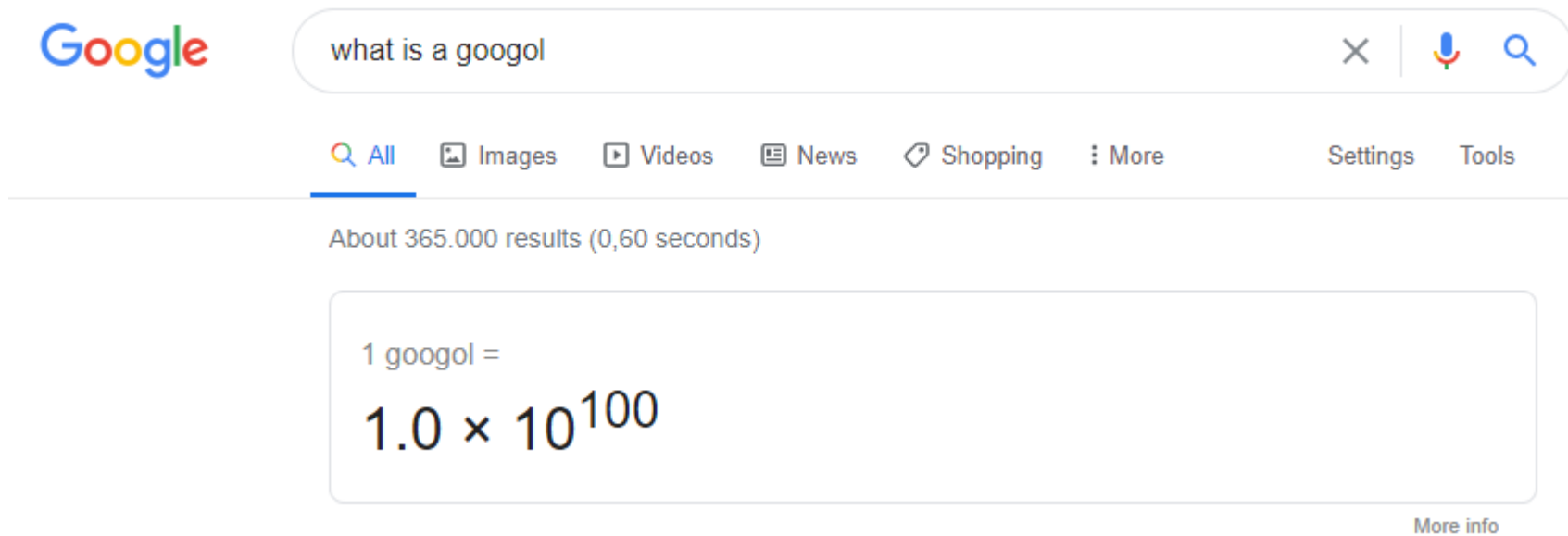


Google

A Google Quiz

1. Where does the name Google come from? [Answer](#)
2. Where was Google made? [Answer](#)
3. Who owns Google? [Answer](#)
4. How many Google Searches today? [Answer](#)
5. How does Google find stuff for me? [Answer](#)

A Google Quiz Answer 1



The image shows a Google search interface. At the top left is the Google logo. To its right is a search bar containing the text "what is a googol". To the right of the search bar are icons for clearing the search (an 'X'), voice search (a microphone), and a magnifying glass. Below the search bar is a horizontal menu with links: "All" (with a magnifying glass icon), "Images" (with a camera icon), "Videos" (with a play button icon), "News" (with a newspaper icon), "Shopping" (with a shopping bag icon), "More" (with a vertical ellipsis icon), "Settings", and "Tools". Below this menu is a horizontal line. Under the line, the text "About 365.000 results (0,60 seconds)" is displayed. Below this text is a large, light gray rounded rectangle containing the answer. Inside this rectangle, the text "1 googol =" is followed by the mathematical expression 1.0×10^{100} . To the right of this rectangle, below the horizontal line, is a link labeled "More info".

Google

what is a googol

[All](#) [Images](#) [Videos](#) [News](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)

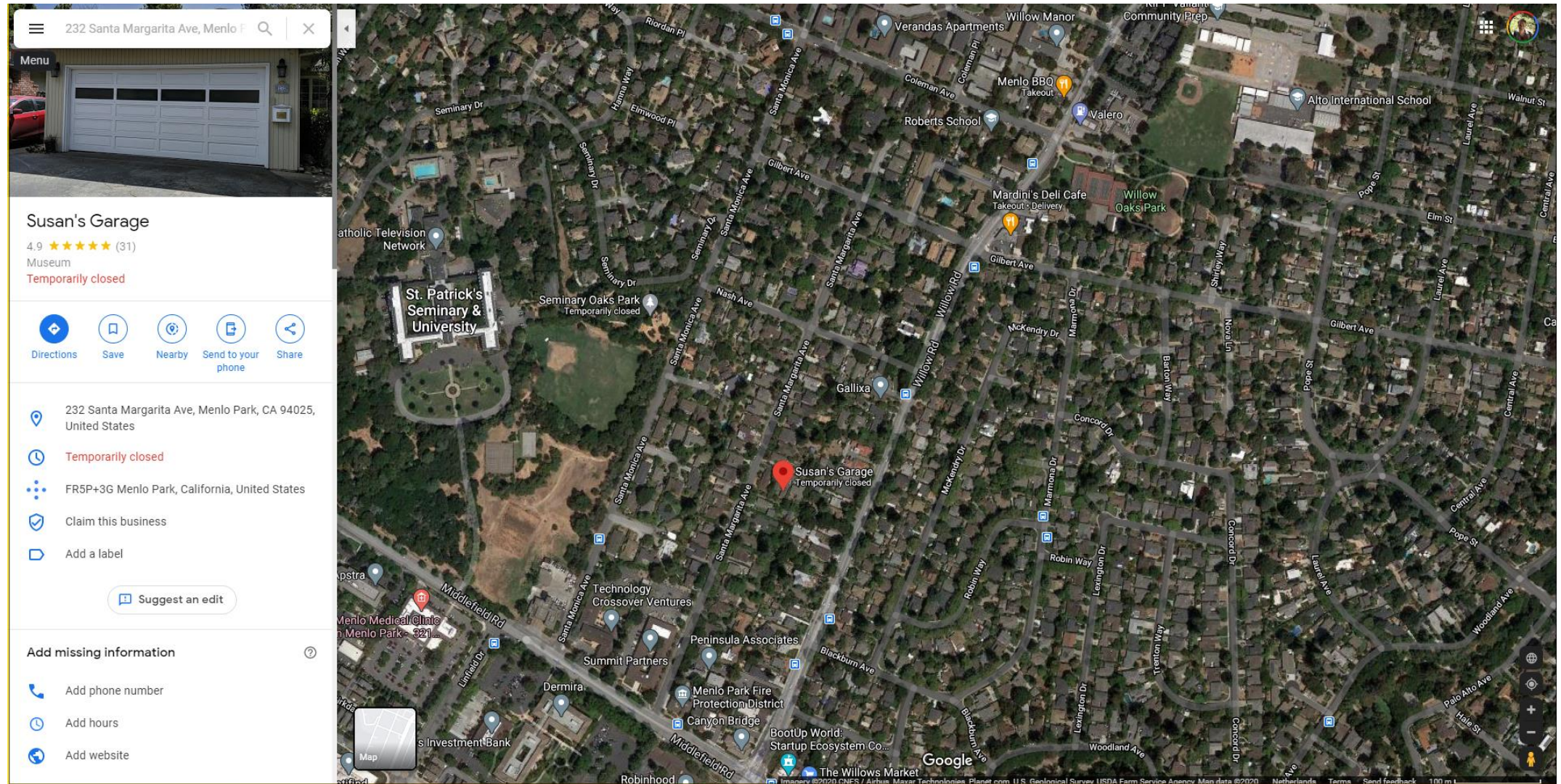
About 365.000 results (0,60 seconds)

1 googol =

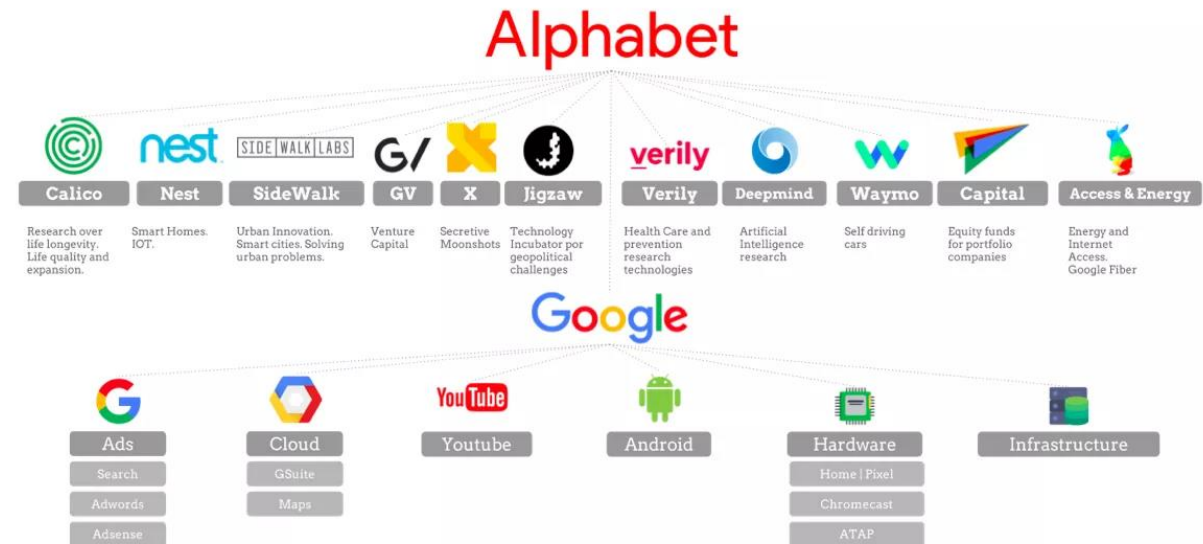
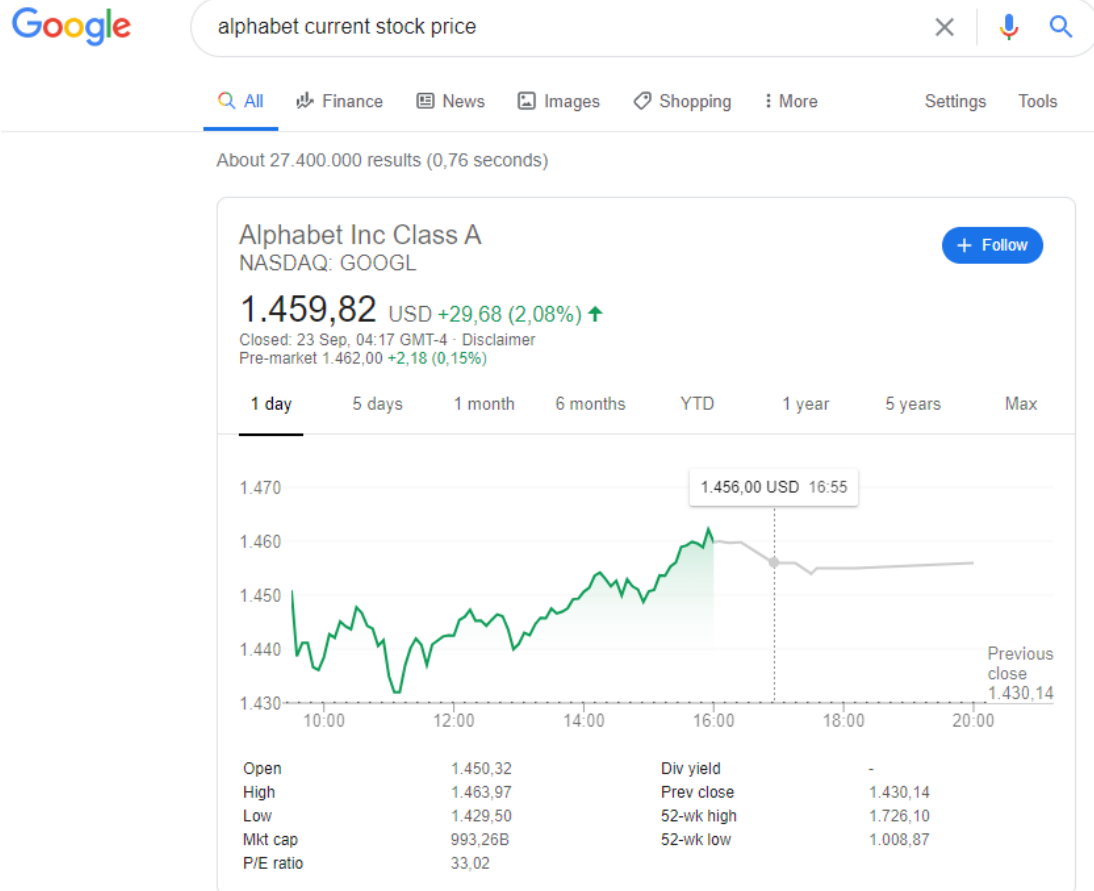
$$1.0 \times 10^{100}$$

[More info](#)

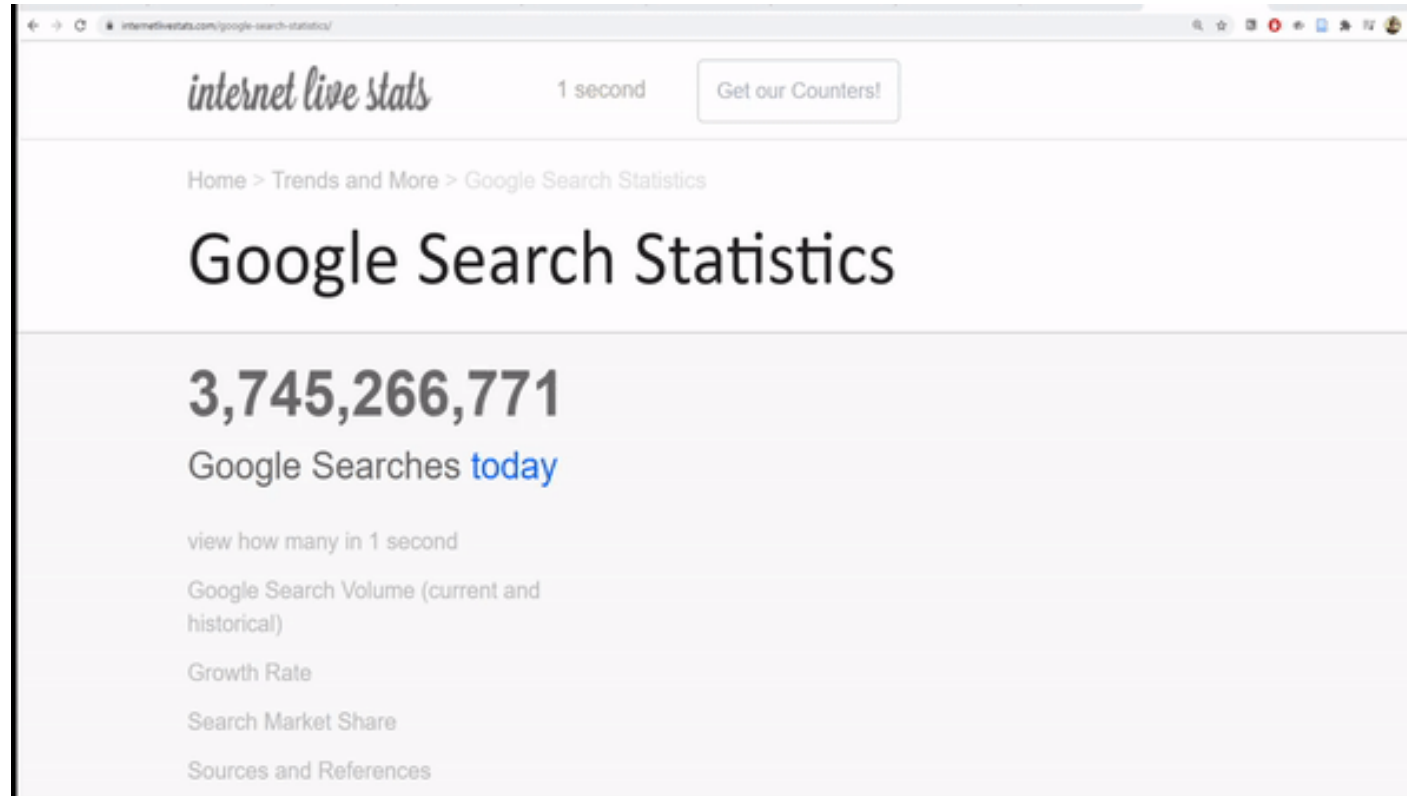
A Google Quiz: Where, Answer 2



A Google Quiz Answer 3

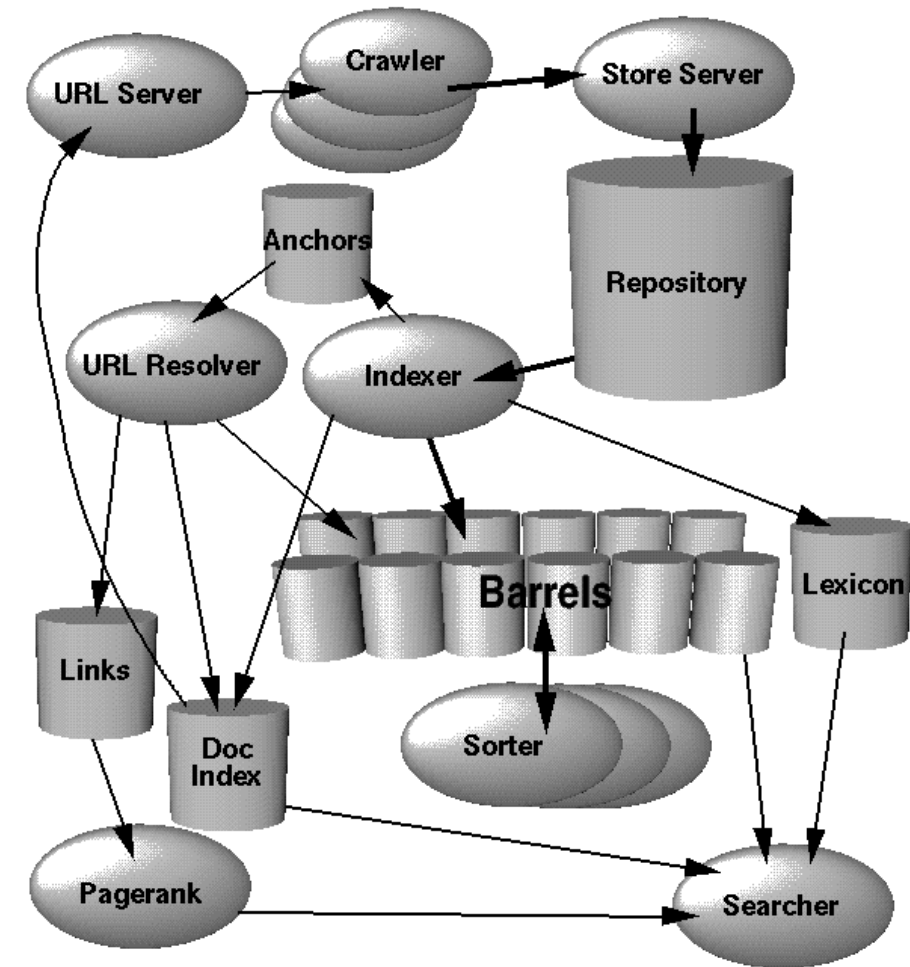
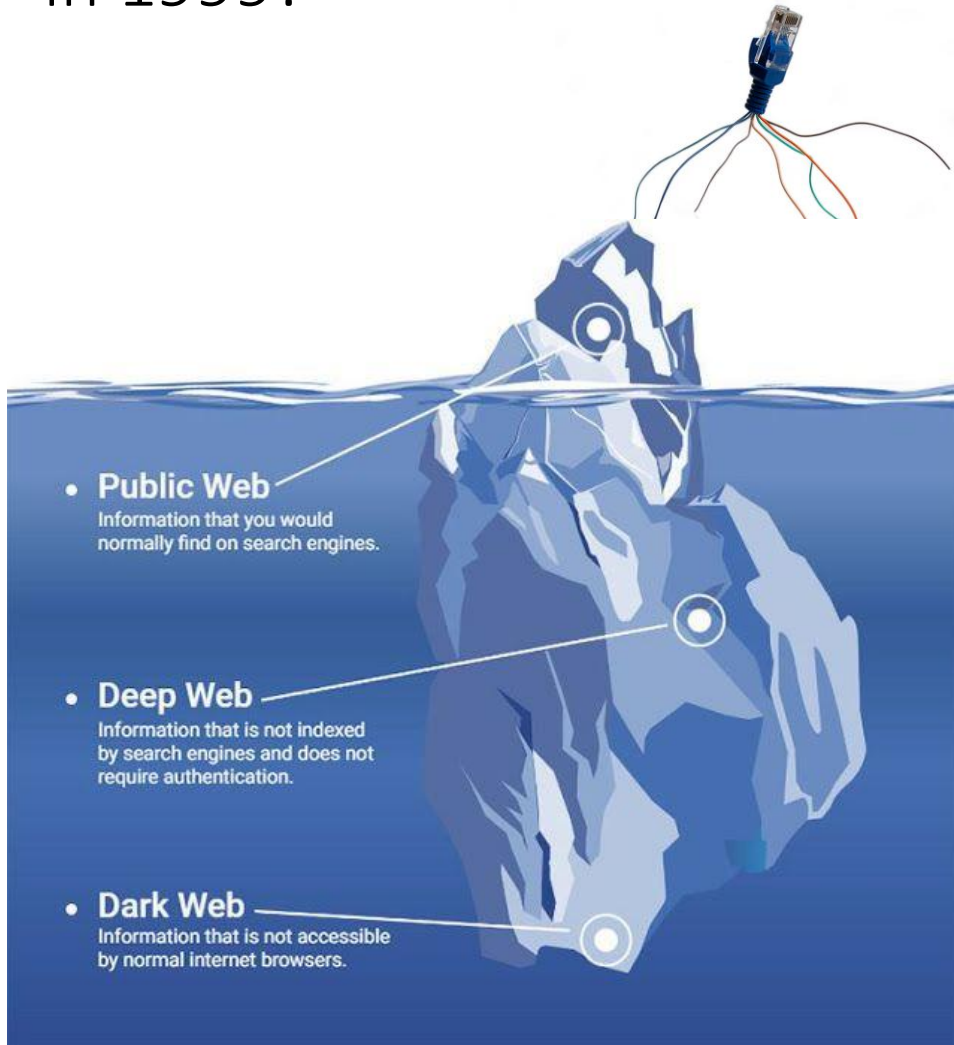


A Google Quiz Answer 4



Tracker above based on data from 2012! (then 40.000/second, best guess now = 70000/sec)
It's a secret, not public information, as with so many other things concerning Google!

A Google Quiz Partial Answer 5: Web Crawlers in 1999!



[Brin and Page Original "Backrub" Schema](#)

Old Search Engines: Archie and WebCrawler

Welcome to archie.icm.edu.pl

Archie Query Form 

Search for:

Database: ☒ Worldwide Anonymous FTP ☐ Polish Web Index
Search Type: ☒ Sub String ☐ Exact ☐ Regular Expression
Case: ☒ Insensitive ☐ Sensitive

Do you want to look up strings only (no sites returned):
☒ NO ☐ YES

Output Format For Web Index Search: ☐ Keywords Only
☒ Excerpts Only
☐ Links Only

Optional Search Parameters

You can use as many terms as you like in your query, as long as you separate them by spaces. By default, **Archie** inserts "OR" operators between all of the terms of your query. If you prefer, you can change the operator to "AND" by choosing these radio buttons:

☐ OR ☐ AND

You can also limit the search results to match a directory path (this is optional):

Or to exclude search results that match a directory path you don't want (this is also optional):

If you want to limit the search so that it only looks in certain domains (such as ca, edu or com), enter one or more in the following boxes:

Maximum Hits:

Maximum hits per string matched (valid for non-exact searches):

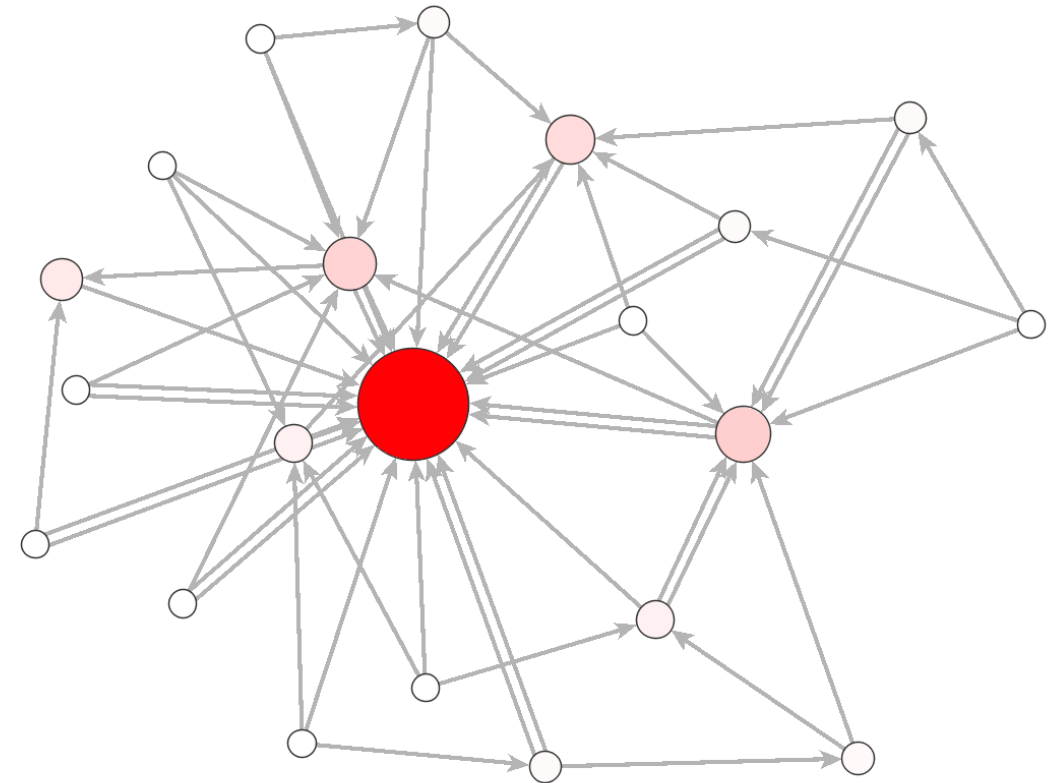
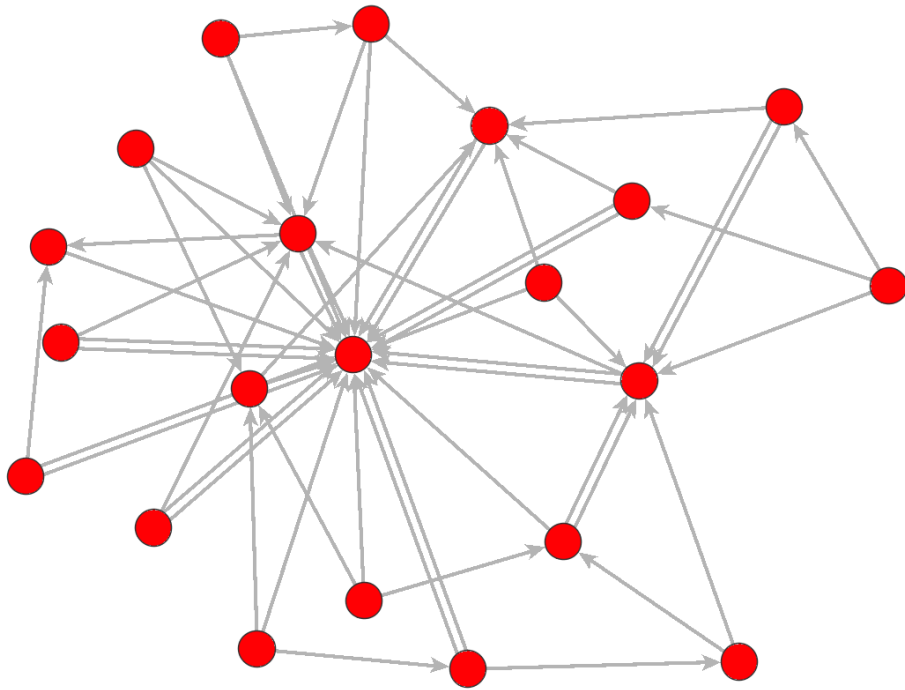
Maximum string matched (valid for non-exact searches):

[Wersja polska](#) | [Help](#) | [Simple Search](#)



[Web](#) [Images](#) [Videos](#) [News](#)

Backlinks and the PageRank Algorithm

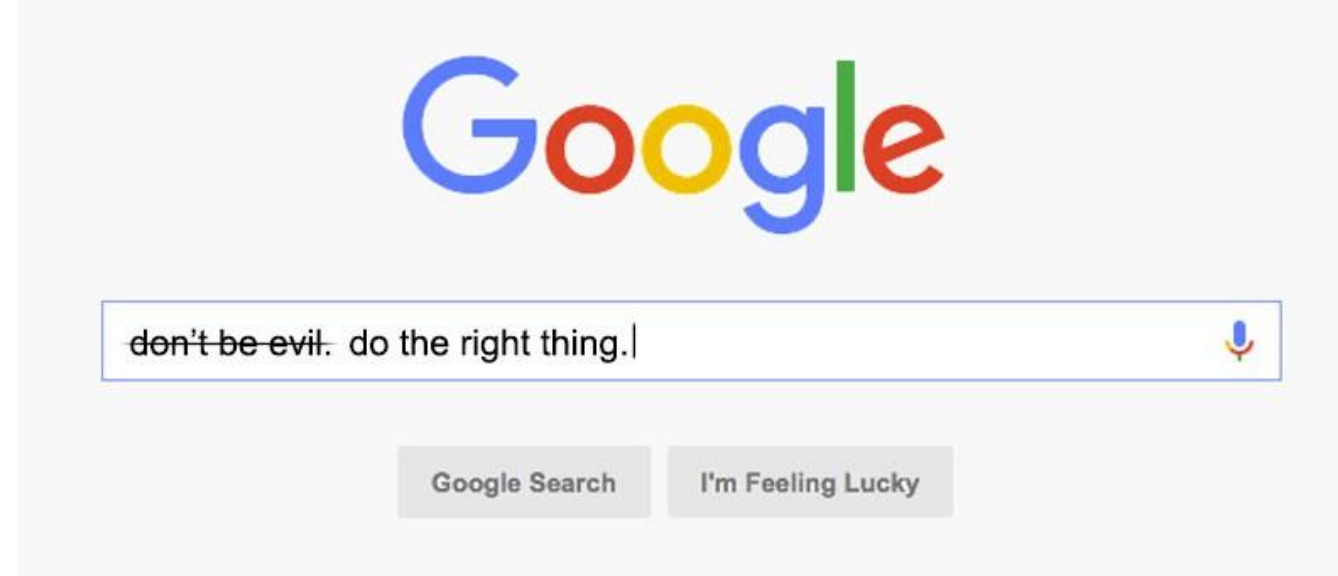


What else does Google look for?

- Robot.txt file
- Website security
- Keywords, tags, headers, content relations, existence of a site map
- Parsing of content:
 - Text
 - Images
 - Videos
 - HTML, CSS, JavaScript and other code
- The 'Dark' Arts of **SEO**: Search Engine Optimization



Geevil?



- Google and Copyright
 - Books: [Google and the World Brain](#)
- Google and Privacy:
 - Try [Google Take-out](#) (thanks GDPR!)
- Google and the [Military](#)
- Google and [Censorship](#)
- Google is an ultra-pervasive, profit-driven, secretive company

Stay Critical!

“We're not a truth engine. ... We can give you information, but we can't tell you the truth of a thing.”

-Danny Sullivan, Google search liaison in [CNBC interview](#)