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FYS Jobs: What Are Your Prospects?

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### Google: Bloomberg Game Changers

Google is now a world renowned search engine that has over one billion searches a day. None of this would have been possible without the two brilliant minds of Larry Page and Sergey Brin. Although the two did not get along at first, with their conflicting personalities, they soon realized that they had similar goals. Their vision was to “organize all of the world’s information, and make it available to every one of us through the power of technology” (Pictopad). This is the one of the most momentous partnerships of technological development. Just ten years ago no one would have thought that we can get hundreds upon thousands of information search results in split-second times. The purpose of the Google edition of Bloomberg Game Changers was to argue that Google is not an evil company, they simply do what they think is right and will benefit the world. They were able to do this by both pointing out the reasons responsible for the successes and the challenges that Google had on its road to the top.

Google’s first success came when founder Larry Page recognized a pattern with webpages called “backlinks.” Backlinks are links that lead directly to hundreds of other pages. This is the very foundation of Google. This new phenomenon was key in Page’s idea to rank different links based on these backlinks. The more backlinks a page had the better the page was, therefore, it received a better ranking and show up first with certain searched key words.

Efficiency is the best way to describe this brilliance. Before this, searches were very scattered and sparsely gave you anything close to what you were looking for. Backlinks made Google very different from any other search engine and it made them very marketable.

Soon after the breakthrough in backlinks, came their next big success, which was their first financial contribution. Andy Bechtolsheim sat through a ten minute tutorial and became exhilarated by their ideas. He then promptly wrote them a check for one hundred thousand dollars on the spot. Though this wasn't quite enough to start their business, it was a good start. One of their professors from Stanford became intrigued with the "brutal efficiency" of Google and decided to gather a few other investors and make their own contribution. This one million dollars was finally enough for Google to get off of the ground and start doing business. Page and Brin was approached by two venture capitalists and offered exclusive deals. They declined it and said that they wanted both of their businesses so that neither one could become too powerful. The two venture capitalists split control of Google for the cost of 25 million dollars.

Advertisements have always been the prime way that search engines make money. The Google founders did not like the idea of advertising; they thought it was too commercial and it would not look good for their company. That is why they refused to put advertisements on their homepage, it looked bad and it would appear to the users that they were always trying to sell them something. Here is the reason why the advertising ideology is both a set-back and a step in the right direction. Page and Brin found the idea of advertising unethical, but unless they advertised they would not have a way to make money. Fortunately, the geniuses at Google thought of a way to keep the advertisements user friendly. At that point of time this idea was revolutionary. Instead of blatantly posting ads on the search results, they posted ads at along the

sides based on key search words. Even though they were completely opposed to ads, it turned out to be a successful thing and a revolutionary idea for all search engines of the world.

Another important thing worth mentioning would be the founders implemented a new policy that entirely improved the company. This was called the twenty percent rule, where each and every employee could work on their own project for twenty percent of their work day. Many new features came out of this simple rule, and it made Google even more popular. Google Earth, Google Maps, Google News, and Google Translate were among the first of the independently developed features. Clearly this was not a main feature that made Google a success, but it did improve the search engine as a whole.

Google was in need of a CEO. Page and Brin thought that they could manage but neither of them had any real big business experience. Eric Schmidt was introduced to the founders by their venture capitalists. Schmidt was a business man and an engineer. This made him a perfect fit to run the company. The company only grew from there. He led Google to another big benchmark, where Google went public in the stock market. Google did not want to be just another ordinary IPO. So they decided to be flashy about it, and go public in an auction style. This was a style that had never been done before.

Entering the market created one of their crucial challenges that they needed to overcome, and that is the Playboy scandal. Several months before Google went public they gave an unorthodox private interview to Playboy magazine. They did so in the time that the SEC did not like any company's CEO and owners to talk to anyone about anything. Brin and Page revealed a little bit too much and that caused a ripple effect. As a result many lawyers were constantly reviewing the interview to try to pick out if they had broken security laws. Fortunately for

Google, no crucial laws were broken so the SEC let them continue their path to go public. This challenge they had to overcome certainly did well for them because they closed their IPO at over twenty-three billion dollars, and made history.

Google's next major setback was their free emailing service called Gmail. Gmail was taking key words from personal emails to advertise along the side. This caused a lot of uneasy feelings in its users. Because they thought that Google was infringing on their privacy. But the issue didn't stop there. It was raising even bigger questions on how Google was using all the personal information that it collects through various searches, emails, and other features. There is still controversy and public uneasiness regarding this issue. But nothing has happened yet to prove that they are using the information for other purposes.

Another challenge Google faced was the opportunity to expand to other countries, more specifically China. But Brin and Page faced a moral issue with this expansion, and that was censorship. Brin's parents grew up in the Soviet Union, so this was even more so important to him. Google, even against their own ideology, decided that they must expand their company into the biggest market in the world. Soon after the deal was made with China, some Chinese employees tried to hack Google's systems and gain access to much of its user's personal information, like Email. Google made the right decision and completely shut down connections with China because they had gone against Google's founder's ethics. They did eventually renew the license in China but this time uncensored and more strict on how they operated.

Bloomberg Game Changers did a fantastic job in getting interviews from various people to talk on each and every subject; some of these interviewees were experts, some were employees, and some were entrepreneurs. This way we had views and opinions from a lot of

different aspects. Along with these interviews they used a lot of relevant data to prove points, such as monetary values, number of users, and number of searches a day. To add to all of this, they also used pre-recorded videos and pictures of Brin and Page.

The visual effects that Bloomberg Game Changers used let the viewers develop a kind of connection to the billionaires, and it also made them seem more realistic and more like regular people. In the end of this video they close with Brin's connection with Parkinson's disease. They tell how Brin learns that he has this trait, how he handles having the trait, and what he does to help aid in funding for this disease. Pointing out the weakness makes this amazing person seem that much more real and relatable.

Bloomberg Game Changers try to show that Google is not evil, because they stress how they are only trying to do what is right for the information age. They are able to persuade the viewer through different ways using facts, interviews, statistics, and emotions. The visual effects that are used help us decide how we feel about Google and what they do and it influences the viewer's final decision heavily. With that being said, they are able to persuade the majority to think that Google is not evil.

Works Cited

Pictopad. "Bloomberg Game Changers - Sergey Brin & Larry Page Google Full Story." Online video clip. Youtube. Youtube, December 15, 2012. Web. October 27, 2014. *Youtube*.