

GOOGLE AND HUMAN BRAIN

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A search engine is a software system designed to search for information on the World Wide Web.¹ As we all know, the most popular searching program is “Google”.

Sergey Brin and Larry Page, two postgraduate students from Stanford University, were rejected by the companies when they shared their idea about creating a new type of search engine but this situation did not prevent them from realizing their idea. Google, which began operating in 1998, became public in 2004. Today, Google is not only a searching machine, but also a program which allows people to use other products like Gmail, Google Maps and Google Chrome.



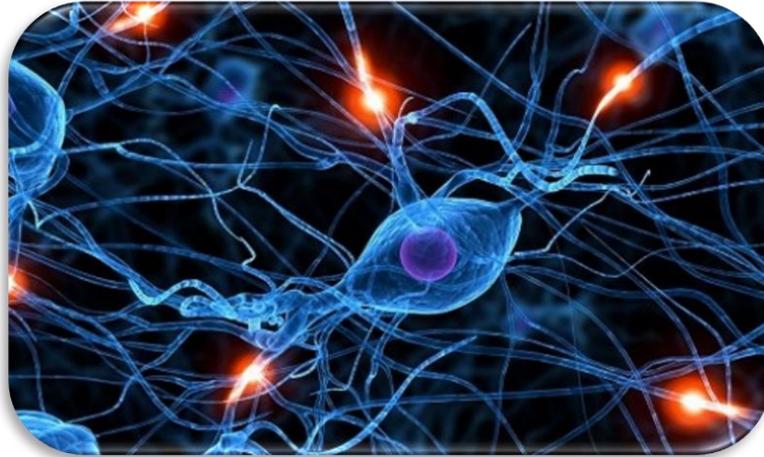
Google earns money by means of advertisements. Companies want Google to advertise their web pages and pay money whenever a user clicks on them. These sponsored links are located at

the top of the page and separated from other results so that only the users who are really keen on what the companies offer will click on them.

Google’s working principle is different from other search pages. It uses a method which judges the pages according to some rules. This process is called “ranking” and rules are known as “algorithms”. The basic and common algorithm of search engines is to count the

¹ Retrieved from https://en.wikipedia.org/wiki/Web_search_engine

number of the times of the word appearing on the pages.² What makes Google different from the others is that the second algorithm looks at the links leading from one page to another; these are called hyperlinks.³ It operates as follows: “If this page is linked by other pages, there must be something important and useful here.” Google makes the results by combining these 2 data.



Google’s and human brain’s principles are similar to each other. In our brains, we have neurons which create our memories and thoughts. Whenever we learn something new, new links form between our brain cells. The more links there are, the stronger the memories get. Our strongest memories are like the highest ranked pages on Google.

Larry Page and Sergey Brin may have thought that their idea was a brand new project but as you see, nature has already had it.

² Retrieved from http://spotlightenglish.com/listen/searching_on_google

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