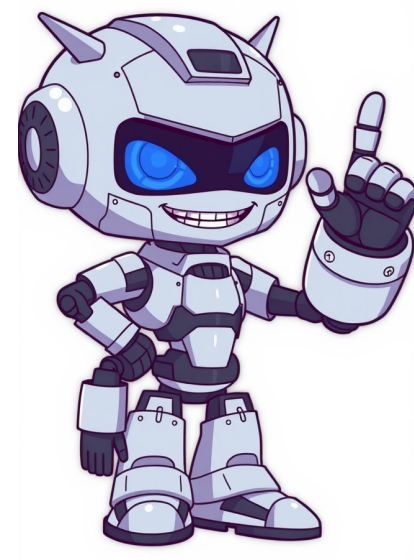


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Google Search is a web search engine developed by Google that allows users to search for information on the World Wide Web by entering keywords or phrases in a search box. The search results are then ranked based on their relevance to the search query, using algorithms such as PageRank. Google Search has become the most-visited website in the world and holds a 90% share of the global search engine market. The majority of users accessing Google Search come from the United States, followed by India, Japan, Brazil, and the United Kingdom. A significant proportion of users are male, with 58% of all users being male and 42% female. Google Search offers various options for customized searches, including using symbols to include or exclude certain search behavior. The search engine also provides interactive experiences such as flight status and package tracking, weather forecasts, currency conversions, word definitions, and more. The main purpose of Google Search is to find text in publicly accessible documents offered by web servers, rather than other data such as images or databases. It was originally developed in 1996 by Larry Page, Sergey Brin, and Scott Hassan, and was initially set up in the garage of Susan Wojcicki's Menlo Park home. In recent years, Google Search has introduced new features such as Voice Search and Knowledge Graph, which provide more accurate search results. Analysis of search terms can also indicate economic, social, and health trends. Additionally, Google Trends can be used to open-inquire about the frequency of use of search terms on Google, which can correlate with flu outbreaks and unemployment levels. However, Google has faced criticism for its dominance in the search engine market, with a US judge ruling that it held an illegal monopoly over Internet search and search advertising. The court found that Google maintained its market dominance by paying large amounts to phone-makers and browser-developers to make Google its default search engine. Google's Algorithmic Shake-Up: A Shift in Search Engine Landscape Google's latest update is poised to disrupt the search engine landscape, with businesses that fail to adapt risking a decline in regular website traffic.[39] The algorithm's focus on natural language queries and context has significant implications for webmasters seeking to boost their rankings. Main article: PageRank The rise of Google can be attributed to its innovative PageRank algorithm, which assesses a site's importance based on the quality and quantity of backlinks. This approach differs from keyword-based methods, which relied on frequency and association rather than human-generated links. PageRank was influenced by earlier algorithms, such as RankDex, developed by Robin Li in 1996. Larry Page's patent for PageRank filed in 1998 cites Li's earlier work.[40] The algorithm has undergone numerous revisions, with recent updates emphasizing natural language queries and content understanding. Search Engine Optimization The quest to improve Google rankings has led to the emergence of search engine optimization (SEO) consultants. These professionals aim to identify patterns in search engine listings and develop strategies to enhance rankings. SEO encompasses both on-page and off-page factors, including keyword placement and anchor text. Google's guidelines for website owners who seek legitimate optimization help have been published.[43] However, some experts believe that negative publicity can inadvertently boost page rank, as seen in the case of DecorMyEyes. Google Search Console The tool helps identify websites with duplicate or copyright content. Main article: Google Hummingbird In 2013, Google introduced "Hummingbird," a significant update to its search algorithm. The name reflects the speed and accuracy of the hummingbird.[46] This change places greater emphasis on natural language queries and considers context over individual keywords. The upgrade has led to more human-like search interactions and a focus on conversation and meaning. Web developers and writers are encouraged to optimize their sites with natural writing rather than forced keywords, and technical web development for on-site navigation is emphasized. Recent criticisms of Google's algorithm have centered around its potential bias towards advertising profits over quality.[52] The company has made significant updates to its core search algorithm and spam targeting, expected to wipe out 40 percent of all spam results.[54]Google's Search Evolution: From Universal Search to AI Overviews Google's search engine has undergone significant transformations since its inception. One of the earliest innovations was the introduction of Universal search in 2006, which expanded beyond traditional web results to include a wide variety of sources such as news, images, and maps. This move aimed to break down barriers between different types of data and provide users with a more comprehensive set of search results. Marissa Mayer, then-vice president of search products and user experience, envisioned Universal search as an opportunity to integrate vast amounts of information into one simple search interface. The feature was initially met with skepticism but eventually became a staple of the Google search experience. Google's next major push came in the form of "Rich snippets," which began appearing on search results pages in 2009. These snippets provided additional details about search results, such as reviews for restaurants and social media accounts for individuals. The feature expanded to all countries globally in 2017, making it more accessible to users worldwide. The Knowledge Graph, launched in 2012, marked another significant milestone in Google's quest to provide more accurate and informative search results. This knowledge base used machine learning algorithms to gather information from a variety of sources and present it to users in a user-friendly format. The Knowledge Graph has been instrumental in answering a significant portion of Google's monthly searches, with some estimates suggesting that it can answer around 30% of these queries. One of the most recent additions to Google's search arsenal is AI Overviews, which was rolled out in May 2024. This feature uses artificial intelligence to generate summaries in response to search prompts. While initially met with enthusiasm, AI Overviews faced public criticism due to errors and inaccuracies. In response, Google scaled back the feature and made technical changes to improve its performance. Despite these challenges, Google continues to innovate and push the boundaries of what is possible in search. With AI Overviews now available in over 100 countries, users have access to an unprecedented level of information and insights at their fingertips. Google introduces AI Mode, enhancing search capabilities with advanced Gemini 2.0 model. The feature allows users to input complex queries and receive comprehensive responses. Initially available to Google One AI Premium subscribers in the United States, it enables multimodal inputs, including text, images, and voice. ###ARTICLEGoogle's Search Functionality and Features ###ENDARTICLEThe FTC was also continuing to investigate if Googles favoring of their own services in their search results violated antitrust regulations.[144] Since 2012, Google Inc. has globally introduced encrypted connections for most of its clients to bypass governative blockings of commercial and IT services.[145] Google has been criticized for placing long-term cookies on users' devices, writing that "With the Google interface the user gets the impression that the search results imply a kind of totality. In fact, one only sees a small part of what one could see if one also integrates other research tools." [158] In 2011, Google Search query results have been shown by Internet activist Eli Pariser to be tailored to users, effectively isolating users in what he defined as a filter bubble. Pariser holds algorithms used in search engines such as Google Search responsible for catering "a personal ecosystem of information" [159] Although contrasting views have mitigated the potential threat of "informational dystopia" and questioned the scientific nature of Pariser's claims,[160] filter bubbles have been mentioned to account for the surprising results of the U.S. presidential election in 2016 alongside fake news and echo chambers, suggesting that Facebook and Google have designed personalized online realities in which "we only see and hear what we like".[161] In a November 2023 disclosure, during the ongoing antitrust trial against Google, an economics professor at the University of Chicago revealed that Google pays Apple 36% of all search advertising revenue generated when users access Google through the Safari browser. This revelation reportedly caused Google's lead attorney to cringe visibly.[162] The revenue generated from Safari users has been kept confidential, but the 36% figure suggests that it is likely in the tens of billions of dollars. Both Apple and Google have argued that disclosing the specific terms of their search default agreement would harm their competitive positions. However, the court ruled that the information was relevant to the antitrust case and ordered its disclosure. This revelation has raised concerns about the dominance of Google in the search engine market and the potential anticompetitive effects of its agreements with Apple.[163] Google search engine robots are programmed to use algorithms that understand and predict human behavior. The book, Race After Technology: Abolitionist Tools for the New Jim Code[164] by Ruha Benjamin talks about human bias as a behavior that the Google search engine can recognize. In 2016, some users Google searched "three Black teenagers" and images of criminal mugshots of young African American teenagers came up. Then, the users searched "three White teenagers" and were presented with photos of smiling, happy teenagers. They also searched for "three Asian teenagers", and very revealing photos of Asian girls and women appeared. Benjamin concluded that these results reflect human prejudice and views on different ethnic groups. A group of analysts explained the concept of a racist computer program. "The idea here is that computers, unlike people, can't be racist but we're increasingly learning that they do in fact take after their makers ... Some experts believe that this problem might stem from the hidden biases in the massive piles of data that the algorithms process as they learn to recognize patterns ... reproducing our worst values".[164] On August 5, 2024, Google lost a lawsuit which started in 2020 in D.C. Circuit Court, with Judge Amit Mehta finding that the company had an illegal monopoly over Internet search.[165] This monopoly was held to be in violation of Section 2 of the Sherman Act.[166] Google has said it will appeal the ruling.[167] though they did propose to loosen search deals with Apple and others requiring them to set Google as the default search engine.[168] Main article: Google (verb) As people talk about "googling" rather than searching, the company has taken some steps to defend its trademark, in an effort to prevent it from becoming a generic trademark.[169][170] This has led to lawsuits, threats of lawsuits, and the use of euphemisms, such as calling Google Search a famous web search engine.[171] Until May 2013, Google Search had offered a feature to translate search queries into other languages. A Google spokesperson told Search Engine Land that "Removing features is always tough, but we do think very hard about each decision and its implications for our users. Unfortunately, this feature never saw much pick up".[172] Instant search was announced in September 2010 as a feature that displayed suggested results while the user typed in their search query, initially only in select countries or to registered users.[173] The primary advantage of the new system was its ability to save time, with Marissa Mayer, then-vice ###ARTICLEGoogle Instant was an experimental feature that aimed to improve the user experience by providing instant results and saving users 11 hours per day. The feature, which was launched in 2010, allowed users to see suggested queries as they typed, making it easier to find what they were looking for. However, some words related to pornography, violence, and hate speech were not shown in the suggestions. Some critics praised Google's efforts in public relations, while others noted that the feature had inconsistencies in how certain topics were handled. For example, the word "lesbian" was blocked, but "gay" was not. The feature also removed some types of queries due to their potential for pornographic content. Google eventually decided to remove the Instant results feature on mobile devices, citing the need for a better user experience. Instead, it introduced the "Instant previews" feature, which allowed users to see screenshots of web pages without having to open them. Google's internet search technology has been growing rapidly since its inception in 1996, with a significant increase in usage over the past two decades. In June 2006, Google introduced Google search results to include full-text search for web pages and documents stored on servers. By October of that year, more than half of all websites had adopted this feature. Google has been working tirelessly to update its search algorithm for years now to make it more relevant and personalized for users. On September 26, 2013, Google announced a major upgrade to its search algorithm, dubbed "Hummingbird," which aimed to better understand the nuances of natural language and provide more accurate results. The Hummingbird algorithm was designed to improve the way Google processes queries and provides answers. According to Danny Sullivan, who wrote an FAQ on the new algorithm for Search Engine Land, the goal was to create a search engine that could "understand what you're really asking" rather than just matching keywords. In 2014, Chris Marentis published a comprehensive guide to post-Hummingbird SEO strategies, outlining how website owners and marketers could adapt to the changes. This included using semantic keywords, optimizing for long-tail searches, and incorporating rich snippets into content. As the years went by, Google continued to refine its search algorithm, introducing new features like Knowledge Graph and Personal results. In 2016, Google launched a significant overhaul of its search interface, adding new snippet formats and improving overall relevance. In recent times, Google has been at the center of controversy surrounding antitrust regulations in the EU. The company lost an appeal against a €2.4 billion fine imposed by the European Commission in September 2024. Google's focus on control over knowledge has also raised concerns about misinformation and censorship. In response to growing criticism, Google has introduced measures like Knowledge Panels, designed to provide more accurate information on search results. Google has been quietly building a personalized news feed into its search results for years, utilizing users' entire search history to tailor the content they see. This AI-powered feature, known as Google Discover, was first introduced in Android's home screen and later expanded to iOS devices. However, it has recently faced criticism due to errors and inaccuracies, with some AI-generated responses advising users to eat glue or make other bizarre suggestions. In May 2024, Google announced a redesign of its search engine, which would rely heavily on AI to provide answers to users' queries. This move sparked concerns among news publishers, who warned that the new system could have "catastrophic" impacts on their industry. The company later scaled back its AI search answers after it told users to eat glue, but not before several high-profile errors had been reported. The controversy surrounding Google's AI Overview has led some experts to question the potential environmental costs of the technology. With the rise of AI-powered search engines, concerns have been raised about the energy consumption and carbon footprint associated with these systems. Meanwhile, news publishers continue to sound alarm bells over the impact of Google's new AI-infused search on their business models. In a bid to address these concerns, Google has made some concessions, including introducing a new layout for its AI Overview that prioritizes transparency and provides more information about the sources used to generate answers. Despite these efforts, however, the debate surrounding Google's AI-powered search engine continues to rage on. Google's history dates back to 1998 when it was founded by Larry Page and Sergey Brin while they were Ph.D. students at Stanford University in California. The search engine quickly gained popularity, and in 2000, Google introduced AdWords, a pay-per-click advertising model that revolutionized the online advertising industry. Google's dominance in the online search market has led to accusations of monopolistic practices and antitrust violations, prompting calls for greater regulation and potential changes to its business model. Kriptogrāfija un datu nodrošināšana Mēs izmantojam sīkfailus un datus, lai nodrošinātu un uzturētu Google pakalpojumus; izsekotu darbības pārtraukumiem un aizsargātu lietotājus pret nevēlamu saturu, krāpšanu un laupprātīgu izmantošanu. Ja izvēlēties opciju "Piekrist visiem", mēs arī izmantosim sīkfailus un datus, lai izstrādātu un uzlabotu jaunus pakalpojumus; rādītu reklāmas un novērtētu to efektivitāti; rādītu personalizētu saturu (atkarībā no jūsu iestatījumiem); rādītu personalizētas reklāmas (atkarībā no jūsu iestatījumiem). Ja izvēlētiesies opciju "Noraidīt visus", mēs neizmantosim sīkfailus minētajiem papildu mērķiem. Nepersonalizētu saturu ietekmē tādi faktori kā saturs, ko tobrīd skatāt, aktivajā meklēšanas sesijā veiktās darbības un jūsu atrašanās vieta. Nepersonalizētas reklāmas ietekmē saturs, ko tobrīd skatāt, un jūsu atrašanās vieta. Personalizēts saturs un reklāmas var iekļaut arī atbilstošākus rezultātus, ieteikumus un pielāgotas reklāmas, kas atlasītas atbilstoši iepriekš šajā pārlūkā veiktajām darbībām, piemēram, iepriekšējiem Google meklēšanas vaicājumiem. Ja nepieciešams, mēs arī izmantojam sīkfailus un datus, lai pielāgotu lietošanas iespējas atbilstoši vecumam. Lai skatītu papildinformāciju, tostarp informāciju par konfidencialitātes iestatījumu pārvaldību, atlasiet pogu Papildu opcijas. Varat arī jebkurā laikā apmeklēt vietni g.co/privacytools.

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