

# THE GOOGLE PROBLEM

**IN IT'S OWN WORDS, HOW GOOGLE  
THREATENS COMPETITION AND CHOICE.**

## **GOOGLE DOMINATES SEARCH IN THE U.S.**

In 2010, the Antitrust Division of the U.S. Department of Justice, in commenting on Google's infamous books settlement, stated that:

**“Google already holds a relatively dominant market share in [online search].”**

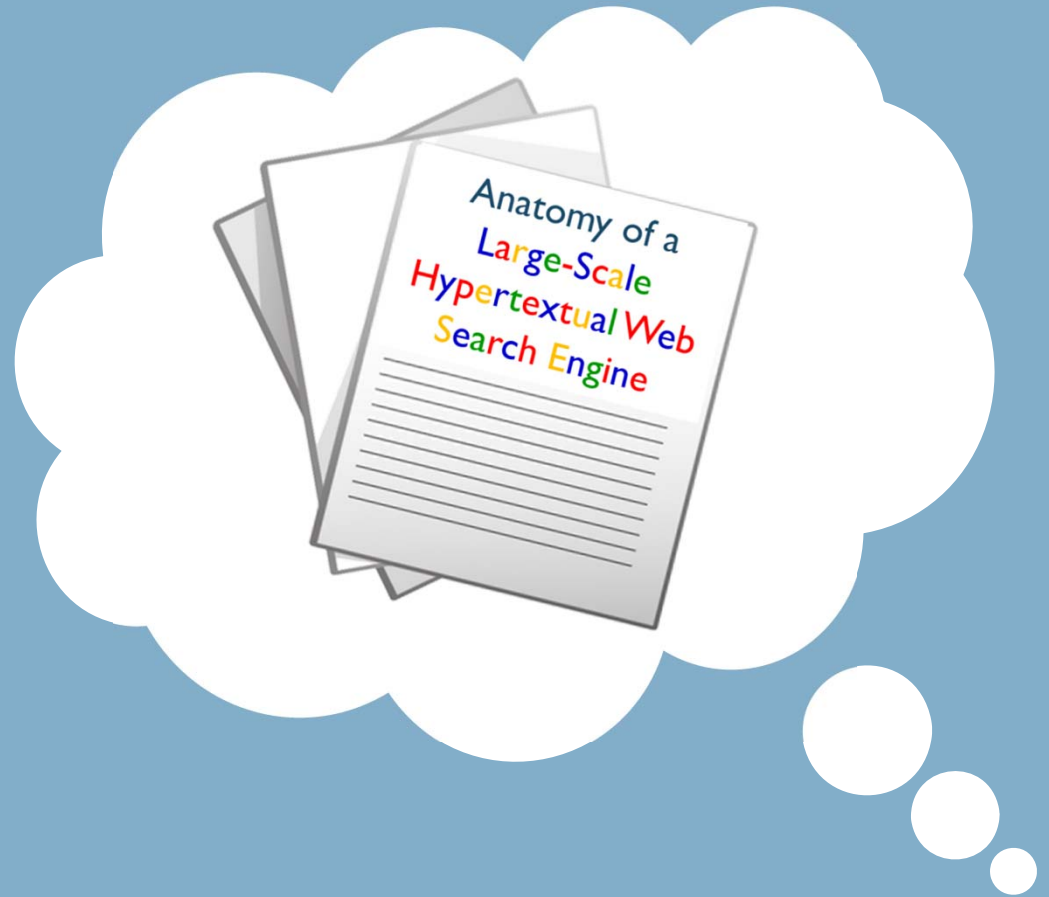
## **GOOGLE EXTENDS ITS DOMINANCE IN SEARCH**

**“Google has a plan to extend its dominance in search and online advertising into every part of the information economy. It’s no secret – it’s in the company’s mission statement.”**

## IN GOOGLE'S OWN WORDS: THE THREAT

While students at Stanford, Larry Page and Sergey Brin wrote an academic paper, “*Anatomy of a Large-Scale Hypertextual Web Search Engine*” outlining the prototype of a large-scale search engine:

**GOOGLE.**

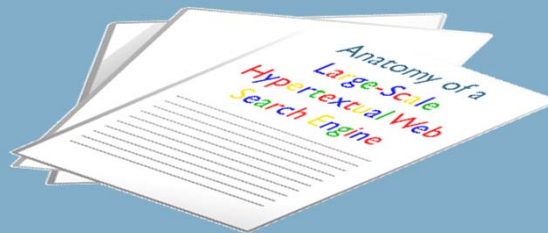


The following series of quotations from Page and Brin’s paper demonstrates the **concerns they had about the future of search.**

## GOOGLE: BIAS IS DIFFICULT TO DETECT

“[W]e expect that advertising funded search engines will be **inherently biased towards the advertisers and away from the needs of the consumers.**”

“Since it is very difficult even for experts to evaluate search engines, **search engine bias is particularly insidious.**”



## BIAS CAN SIGNIFICANTLY AFFECT THE MARKET

“[A] search engine could add a small factor to search results from friendly companies, and subtract a factor from results from competitors. This type of bias is very **difficult to detect** but **could still have a significant effect on the market.**”



## SO CAN ADVERTISING...

**“[A]dvertising income often provides an incentive to provide poor quality search results.”**



## TAKE TRAVEL FOR EXAMPLE

**“We noticed a major search engine would not return a large airline's homepage when the airline's name was given as a query. It so happened that the airline had placed an expensive ad, linked to the query that was its name.**

**A better search engine would not have required this ad, and possibly resulted in the loss of the revenue from the airline to the search engine.”**





# TODAY'S SEARCH REALITY

IN GOOGLE'S  
OWN WORDS

## GOOGLE: WE ARE QUITE SECRETIVE

“For something that is used so often by so many people, surprisingly little is known about ranking at Google. **This is entirely our fault, and it is by design.** We are, to be honest, **quite secretive** about what we do.”

## GOOGLE THINKS IT KNOWS BEST

“We can suggest what you should do next, what you care about. Imagine: **We know where you are, we know what you like.**”

## **GOOGLE: THE ENGINE THAT CAN'T BE STOPPED**

**“So, more users more information, more information more users, more advertisers more users, it’s a beautiful thing, lather, rinse, repeat, that’s what I do for a living. So that’s what someone alluded to the engine that can’t be stopped.”**