

CAN GOOGLE BE TRUSTED?

SHOULD GOOGLE BE TAKEN AT ITS WORD? IF SO, WHICH ONE?

GOOGLE RECENTLY POSTED ABOUT “*THE PRINCIPLES THAT HAVE GUIDED US FROM THE BEGINNING.*”

THE FIVE PRINCIPLES ARE: DO WHAT’S BEST FOR THE USER. PROVIDE THE MOST RELEVANT ANSWERS AS QUICKLY AS POSSIBLE. LABEL ADVERTISEMENTS CLEARLY. BE TRANSPARENT. LOYALTY, NOT LOCK-IN.

BUT, CAN GOOGLE BE TAKEN AT ITS WORD? AND IF SO, WHICH ONE?

HERE’S A LOOK AT WHAT GOOGLE EXECUTIVES HAVE SAID ABOUT THESE PRINCIPLES IN THE PAST.

DECIDE FOR YOURSELF WHO TO TRUST.

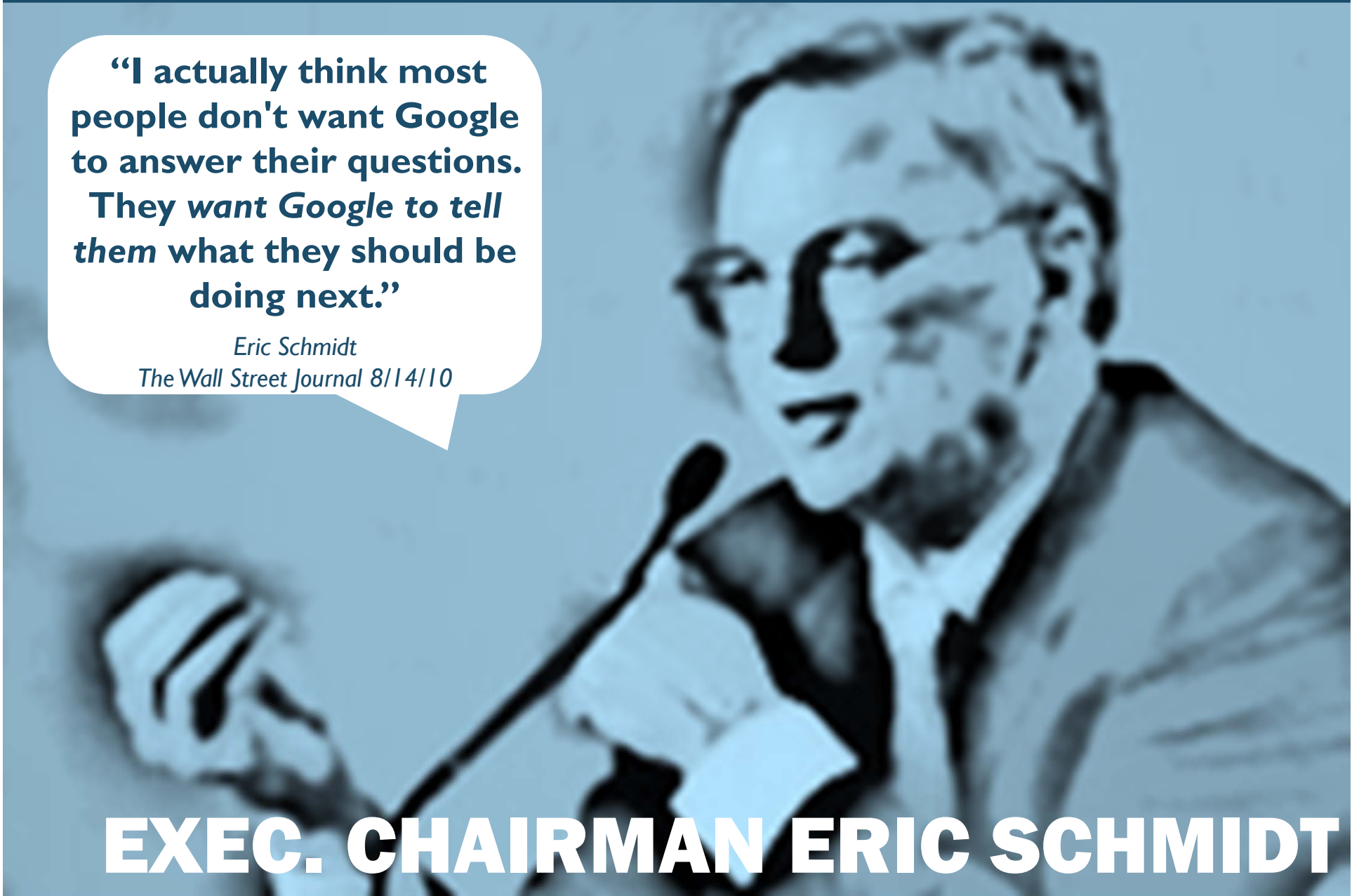
**“DO WHAT’S BEST
FOR THE USER”**

“DO WHAT’S BEST FOR THE USER”

“I actually think most people don't want Google to answer their questions. They want Google to tell them what they should be doing next.”

*Eric Schmidt
The Wall Street Journal 8/14/10*

EXEC. CHAIRMAN ERIC SCHMIDT



“DO WHAT’S BEST FOR THE USER”

“We expect that advertising funded search engines will be inherently biased towards the advertisers and away from the needs of consumers.”

*Larry Page & Sergey Brin
Stanford Thesis 1998*



FOUNDERS BRIN & PAGE

“DO WHAT’S BEST FOR THE USER”

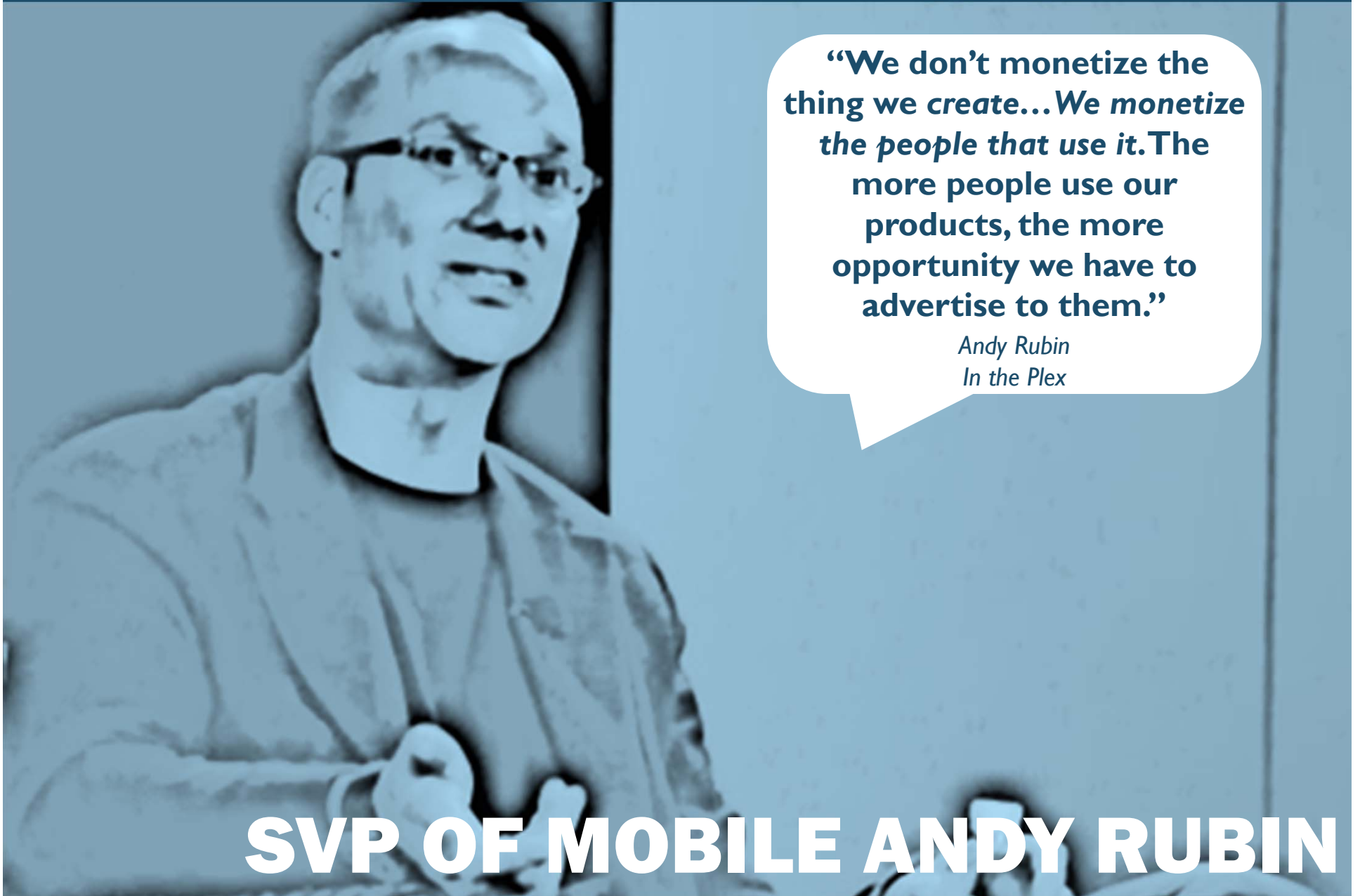
“The Google policy on a lot of things is to get right up to the creepy line.”

*Eric Schmidt at the
Washington Ideas Forum 10/1/10*

EXEC. CHAIRMAN ERIC SCHMIDT



“DO WHAT’S BEST FOR THE USER”



“We don’t monetize the thing we *create*...We monetize the *people that use it*. The more people use our products, the more opportunity we have to advertise to them.”

*Andy Rubin
In the Plex*

SVP OF MOBILE ANDY RUBIN

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Stanford Thesis 1998

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“PROVIDE THE MOST RELEVANT ANSWERS AS QUICKLY AS POSSIBLE”

“To the degree that we host content, we ultimately have a monetary incentive to drive people to those pages if those pages have ads on it.”

*Marissa Mayer
Seattle Conference on Scalability 5/23/07*



VP MARISSA MAYER

**“PROVIDE THE MOST RELEVANT
ANSWERS AS QUICKLY AS POSSIBLE”**

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

*Larry Page & Sergey Brin
Stanford Thesis 1998*

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**“LABEL
ADVERTISEMENTS
CLEARLY”**

“LABEL ADVERTISEMENTS CLEARLY”

“[When] we roll[ed] out Google Finance, we did put the Google link first. It seems only fair right? We do all the work for the search page and all these other things, so we do put it first...That has actually been our policy since then, because of Finance. So for Google Maps again, it's the first link.”

Marissa Mayer

Seattle Conference on Scalability 5/23/07



VP MARISSA MAYER

“BE TRANSPARENT”

“BE TRANSPARENT”

“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.*”

Udi Manber
The Official Google Blog 5/20/08



VP OF ENGINEERING UDI MANBER

“BE TRANSPARENT”

“It is very difficult even for experts to evaluate search engines... this type of bias is very difficult to detect but could still have a significant effect on the market.”

*Larry Page & Sergey Brin
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FOUNDERS BRIN & PAGE

“LOYALTY NOT LOCK-IN”

“LOYALTY NOT LOCK-IN”

**“We are using
*compatibility as a
club* to make [phone
makers] do things
we want.”**

*Dan Morrill
The New York Times 5/8/11*

ANDROID MANAGER DAN MORRILL

“LOYALTY NOT LOCK-IN”

**Google is
“the biggest
kingmaker on
this Earth.”**

*Amit Singhal,
The Telegraph 5/17/10*

GOOGLE FELLOW AMIT SINGHAL

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