

THE EVER-EXPANDING UNIVERSE OF GOOGLE

As Scott, a university student, goes from class to class, his cellphone is routinely buzzing inside his messenger bag. Several times a day, text messages pop up, courtesy of Google Calendar, a free daily organizer that scans appointments and sends reminders.

Google is everywhere in Scott's life: he looks for information with its search engine, he uses Google Talk to chat with friends, and he receives e-mail messages on G-mail. Since the dawn of personal computing, software makers have sought to be not just providers of products but universes unto themselves, into which users merge a piece of their identity. Marketing experts consider a Web site an experience and not a product because it is someplace you go, albeit virtually, and thus many people develop a sense of intimacy within it, even trust.

Researchers who study online consumer behavior say that Google has achieved a meta-status because it is so widely used. Some people "give their brains" over to Google willingly, in part because they accept the informal motto of the company's founders, Larry Page and Sergey Brin: "Don't be evil." Like Apple, Google has lured the young and early adopters by making the utilitarian seem fashionable. Many seem to forget, however, that once a company sells its soul to the stockholders—which it must at some point—good versus evil is no longer a practical consideration.

Text adapted from an article by Alex WILLIAMS. *The New York Times* (15 October 2006)

Després de llegir el text, contesteu les preguntes seguint les instruccions que es donen en cada cas. Cada pregunta val un punt. En les preguntes d'opció múltiple, es descomptaran 0,5 punts per error; en la resta, es descomptaran 0,05 punts per cada falta d'ortografia, de morfologia, de lèxic o de sintaxi.

Después de leer el texto, responda a las preguntas siguiendo las instrucciones que se dan en cada caso. Todas las preguntas valen un punto. En las preguntas de opción múltiple, se descontarán 0,5 puntos por error; en el resto, se descontarán 0,05 puntos por cada falta de ortografía, de morfología, de léxico o de sintaxis.

Choose the correct answer (1-7).

1. According to the article, Google Calendar
 - a) organizes information on a personal computer.
 - b) sends reminders to people on their cellphones.
 - c) is a Web site many people visit to download calendars.
2. The article asserts that software makers want users
 - a) to treat computer programs like other products.
 - b) to purchase expensive programs.
 - c) to personally identify with software environments.
3. Web sites can be analysed as an experience because
 - a) users have to buy them.
 - b) much information is available.
 - c) users visit them in some sense.

4. Researchers claim that Google has acquired a mega-status
 - a) since it was created.
 - b) since it is so popular.
 - c) since it has been sold to stockholders.

5. According to the article, the motto of the Google company has been _____ in relating the concept of goodness to use of its products in the minds of many users.
 - a) successful
 - b) unsuccessful
 - c) willing

6. The article claims that companies with stockholders
 - a) often make decisions based on utilitarian tools.
 - b) cannot afford to make decisions based on good versus evil.
 - c) develop a sense of intimacy with Web sites.

7. A synonym for the word “lured” in the sentence “Like Apple, Google has *lured* the young and early adopters by making the utilitarian seem fashionable” is
 - a) achieved.
 - b) attracted.
 - c) attempted.

Change in sentence structure.

8. Change the sentence “Since the dawn of personal computing, software makers have sought to be not just providers of products but universes unto themselves” to the present tense by beginning with “Today’s software makers”.

Today’s software makers _____

Please answer the following questions in English.

9. State at least two reasons why Google is so successful. (Please do not copy text but rather answer in your own words; maximum 60 words.)

10. State three ways in which Google has entered Scott’s life. (Please do not copy text but rather answer in your own words; maximum 60 words.)