

KOFA HIGH SCHOOL SOCIAL SCIENCES DEPARTMENT

ECONOMICS

VIDEO STUDY GUIDE : INSIDE GOOGLE



KEY ECONOMIC CONCEPTS ILLUSTRATED IN THIS DOCUMENTARY

- 1. THE IMPORTANCE OF TECHNOLOGICAL INNOVATION IN CREATING MARKETS , EXPANDING MARKETS , INCREASING PRODUCTIVITY , AND LOWERING COSTS AS WELL AS PRICES , INCREASING WEALTH AND THE STANDARD OF LIVING**
 - 2. THE IMPORTANCE OF ACCESS TO AND EFFECTIVE MANAGEMENT OF INFORMATION MANAGEMENT SYSTEMS TO THE SUCCESS OF BUSINESSES**
 - 3. THE FUTURE OF MARKETING , ADVERTISING , DISTRIBUTION , AND LABOR RELATIONS**
 - 4. CHARACTERISTICS OF BUSINESS ORGANIZATIONS > START UPS ; ANGEL INVESTORS , VENTURE CAPITAL , ENTREPRENEURS > CORPORATIONS ; STOCK , PROFITS , IMPORTANCE OF RESEARCH AND DEVELOPMENT**
 - 5. IMPORTANCE OF THE RULE OF LAW FOR EMERGING INDUSTRIES > IN THIS CASE THE FOURTH AMENDMENT AND PRIVACY**
 - 6. FREE MARKET CONCEPTS AND PRINCIPLES > ADAM SMITH'S INVISIBLE HAND ; PRIVATE OWNERSHIP , INCENTIVE , AND COMPETITION**
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**** NOTE TAKING SHOULD BEGIN 2:30 INTO PART 1 OF THIS VIDEO**

INTRODUCTION

WHAT ASPECT OF ITS CULTURE DOES GOOGLE CEO ERIC SCHMIDT (NOW THE FORMER CEO) SAY THAT THE COMPANY WORKS HARD AT ?

SCHMIDT SAYS THAT GOOGLE TRIES TO ATTRACT THE BEST MINDS AND TO MAKE WORK _____ AND _____

WHAT IS THE STRATEGY BEHIND ALL THE FREE BENEFITS IT PROVIDES ITS EMPLOYEES ?

WHAT DOES THE WORD “ GOOGLE “ MEAN ?

THE BUSINESS OF SEARCH

WHAT IS GOOGLE’S CROWN JEWEL AND GREATEST INVENTION ?

AUTHOR JOHN BATTELE SAYS THAT GOOGLE MAY BE THE MOST SUCCESSFUL COMPANY IN HISTORY BASED ON WHAT MEASUREMENT ?

HOW MUCH OF A PROFIT DID GOOGLE EARN IN 2008 ?

THE SECRET TO GOOGLE’S SEARCH ENGINE’S EFFECTIVENESS IS ITS UNIQUE INDEXING CAPABILITY CALLED _____

(HINT - ITS NAMED AFTER ONE OF GOOGLE’S FOUNDERS)

WHEN ASKED WHY SHE WENT TO WORK AT GOOGLE , MARISSA MAYER GIVES TWO INTERESTING REASONS WHICH IS PROBABLY GOOD ADVICE FOR EVERYONE . WHAT ARE THE TWO REASONS ?

1.

2.

GOOGLE’S IMAGE TO ITS USERS IS VERY IMPORTANT AND THERE IS A GREAT EMPHASIS PLACED ON KEEPING IT :

1.

2.

3.

TODAY , HOW MUCH OF WORLD WIDE WEB SEARCH IS CONDUCTED THROUGH GOOGLE ?

WHO ARE GOOGLE’S MAIN COMPETITORS ?

THE IMPORTANCE OF PRIVACY

WHY ARE GOOGLE’S SEARCH SERVICES NOT REALLY FREE TO THE PUBLIC ?

**IN ADDRESSING GOOGLE'S POLICIES ABOUT ITS SERVICES AND PRODUCTS ,
MARISSA MAYER SAYS THE COMPANY IS FOCUSED ON WHAT THREE
THINGS ?**

1.

2.

3.

**WHAT DO LEGAL SCHOLARS BELIEVE ABOUT DATA COLLECTED ABOUT
INDIVIDUALS BY SEARCH ENGINES ?**

**WHAT ACT EXPANDED THE GOVERNMENT'S PRIME SURVEILLANCE TOOL ,
THE NATIONAL SECURITY LETTER ?**

**GOOGLE SAYS THAT USER PRIVACY IS VERY IMPORTANT AND HAS A POLICY
THAT AFTER 18 MONTHS , WHAT HAPPENS TO THE INFORMATION ON YOU
THAT HAS BEEN COLLECTED ?**

**ERIC SCHMIDT SAYS THAT GOOGLE DOES NOT MISUSE OR USE
INFORMATION IT COLLECTS AGAINST PEOPLE . SCHMIDT SAYS IT IS ALL
ABOUT _____ , THAT IF BROKEN , GOOGLE WOULD NO
LONGER BE IMPORTANT**

EXTRA SENSORY COMPUTING

**SMART PHONES ARE POWERFUL HAND HELD DATA MANAGEMENT DEVICES
AND SOURCES OF INFORMATION . THE MARKET FOR SMART PHONES IS
VERY IMPORTANT TO GOOGLE . WHAT IS GOOGLE'S OPERATING SYSTEM FOR
MOBILE PHONES ?**

**GOOGLE GOGGLES IS GOOGLE'S PRODUCT THAT IS FOCUSED _____
_____ AND EXPANDING THE EXTRA SENSORY COMPUTING MARKET**

**WHAT DOES THE OLD MARKET RESEARCH CONCEPT CALLED " DOG
FOODING " MEAN ? IT IS USED IN THE PRODUCT DEVELOPMENT PROCESS.**

CLOUD COMPUTING

**" AD WORDS " IS GOOGLE'S ADVERTISING PROGRAM PRODUCT AND IS ONE
OF THE MOST REVOLUTIONARY DEVELOPMENTS IN THE MEDIA WORLD**

SINCE _____

HOW MUCH OF GOOGLE'S PROFITS DOES " AD WORD " GENERATE ?

" AD WORDS " REVENUE TO GOOGLE IS BASED ON " PAY FOR _____ "

" AD WORDS " HAS BEEN A REVOLUTION FOR SMALL BUSINESSES BECAUSE IT HAS ALLOWED THEM TO COMPETE AGAINST THE LARGEST COMPANIES IN THE WORLD , PEOPLE SAY IT HAS " _____ THE PLAYING FIELD "

WHAT DOES " CLOUD COMPUTING " MEAN ?

WHAT IS THE ONE THING THAT IS PRESENTLY SLOWING THE GROWTH OF CLOUD COMPUTING ?