



Stanford eCorner

The Past, Present and Future of Google

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Video URL: <http://ecorner.stanford.edu/videos/1278/The-Past-Present-and-Future-of-Google>

As a well-known champion of Google, Doerr describes some of his favorite services that Google offers.



Transcript

Google won't tell you what the numbers are but Mary Meeker would tell you that every month there is almost a 100 million people that come to Google and they handle well over a billion queries. Sometimes more than a billion queries a day on one of the larger, if not largest, instances of what I like to call pile computing which is where you just kind of pile computers up and connect them over gig ethernet or dark fibre to another great big pile of computers. So it's a really remarkable technical accomplishment that leads to all kinds of wonderful and amazing services. You may have seen Google announced recently their services to take all the world's books and put them online, whether copyrighted or not. They're working with Stanford Library to do that. And some other quite amazing things are coming out of Google's labs. Has anybody tried Google Suggest? Okay, three. Very good, ten of you have. So with Google Suggest for the other 90% of you, what happens is you go to Google Suggest, you start typing in a query and after you put in the first word like entrepreneur, then it will show you what a lot of other people had to request against that preserving your privacy and anonymity. And so you can refine a search and also explore pathways that others pursue.

Those of you who are in the faculty may know that Google announced Google Scholar, which is a way to get around the very high fees in long publication cycles associated with the academic publications, I think, in area where we need some disruption. Google Local is quite remarkable. You can type in vegetarian pizza in Palo Alto and find out which of the pizza parlors specializing vegetarian pizza. You can't find that looking it up in the yellow pages and they do that by crawling the Web. They also, you may know, joined forces with the group from Keyhole that was used in the Gulf War to provide coverage from satellites cell everywhere and so they have aerial visual maps. One can imagine that when that combine with Google Local, it would be pretty cool. My favorite Google service is Desktop Search because I'm stuck on Outlook and Exchange, but it really allows me to go through all of my contacts and information and files, that I otherwise couldn't find on my very cluttered personal computer desktop. Now, it's a fair question to ask with, and one other important thing, how many people have blogs, personal blogs? They join forces with the most popular blogger and I think that's been remarkable and its contribution to the world. Do you know, at one point, the government in Iran shut down the hosting site for Google blogging because they didn't like the threads of conversation that were going on. And so I believe the Google Stanford Alumni are genuinely committed to using information to advance people's rights to express their own opinion, to get to information, even to promote democracy.