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Google - A Curse And A Blessing

Like many of our modern-day marvels, Google may possibly be a curse as well as a blessing.

Its virtues are a lot of and properly identified, but what needs additional attention may be the truth that Google's methodology, based as it truly is on so-called "keywords" and "keyword phrases," may well encourage the type of intellectual laziness that television has now been found to try and do. How?

Very first of all, understand that the net itself encourages a particular level of attention deficit disorder mainly because of all the clicking from web page to web page. Many, if not most, web surfers jump around as if they had been channel-surfing television, but with the internet the effects are more pernicious since it all takes place that significantly quicker and happens that a lot additional often - indeed, it's in the extremely nature of the net and is its core strength.

But combine that with Google's simple-minded focus on keywords instead of on semantics and context and you have a recipe for intellectual lethargy that may afflict even the most rigorous minds. For the narrow focus on key phrases is practically nothing but seeing what you need to see and hearing what you wish to hear. Ever heard of that? Exactly where our preconceived notions color and outright distort the extremely reality in front of us.

That may be the great danger with Google, wherever a web search for a subject dredges up any number of websites that have absolutely nothing to complete using the topic but had been instead gamed - or "optimized," in business parlance - to show up primary from the resultant listing and have practically nothing to provide but goods for sale.

It's all fine and dandy when what you choose is, the truth is, to discover a pair of sneakers to buy. But what if you wanted to know about the history of sneakers? Why must "sneakers" dredge up shoe stores, necessitating "history of sneakers" for any actual facts?

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