

LOST AND FOUND

Geraldine Juárez and Randy Safaran

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Search

But, "what is Google?" she asked.

Google is a search engine and web giant. It is also a silly imaginary word. It can be used as a noun, adjective, verb, adverb or slur. There is no other search engine quite as good as *Google*. You don't believe me? Let me *Google* that for you. I *Googled* your name but didn't find any avocado recipes. Stick that up your *Google*!

For you see, Google is not all that meets the eye. It is like an amulet, a talisman. You may use it to find everything. And Nothing. And then look at related pictures.

What would you like to know? What do you need to know? What is it that you are looking for? Google can fulfill that desire. In a social reality in which tangible interaction has been traded for virtual connectivity, Google is the largest broker of wish fulfillment.

Searching is not only a function of the system, it is the system. Searching is the basis for all computing - superseding any operating system - created for you to experience an organized illusory reality.

Joining the greatest data cult ever imagined has but a few limitations. Please consult Google's Terms of Service for further details.

There are no blanket statements that one could say about Google. It is vast like the cosmos and pervasive like the basic elements.

With its ability to index from the most pointless forms of creativity to the most current world altering events, Google can give the layman the impression that it is able to control everything. But What is Everything? You can find the answer on Google. And once done, turn off "safe search" and look at related pictures. It is promised that none of the images are porn and only half contain lolcats.

You have just altered your search settings.

Everything can be advertising

Nothing can be Internet search, e-mail, online mapping, office productivity, social networking, and video sharing

And Viceversa. And then turn off "safe search" and look at the related pictures.

Search accurately with operators. Create a filter. Invite a friend. Turn off "safe search" and then Google your friends name. There is unlimited storage space for everyone and counting.

Google is an entity so pervasive on the internet, that half the time you do not even realize it is there, but it is necessary for you to remember we still there in various simple data forms:

- Alerts
- Analytics
- Android
- App Engine
- Apps for Business
- Blogger
- Bookmarks
- Cars, Trikes and More
- Calendar
- Circles
- Check-out
- Chrome
- Code
- Drive
- Docs
- Doodles
- Finance
- Glass
- Gmail
- Health
- Google Googles
- Maps
- News
- Patents
- Picasa Web Albums
- Project Hosting
- Reader
- Shop
- Translate
- Trekker
- Snowmobile
- Voice

- Web History
- YouTube

It is free and available like the air you breathe. It comes in an assortment of friendly colors and can be customized to your liking. It saves you time and energy. It can turn phone numbers into addresses and math problems into answers. It can bond the living and heal the sick.

Explore and innovate

But "how did Google become everything" she asked?

Webring just didn't work. No matter how many webring people made, you just could not surf there from here. There was always an outpost of "under construction" banners just over the horizon of socially mapped connectivity. This was unacceptable. Manifest destination determined that users should be able to get everywhere from anywhere.

Information needed to be freed and shopping needed to be accessible. There could only ever be one pets.com. Exoticpets.com, rarepets.com, rareexoticpets.com, rareexoticpetfood.com would all be outposts in the wilderness without a road to lead you there. Google's benevolent hands built that road. And they built millions of other roads. And then they lined these roads with billboards. And with the money they made on these billboards, they built entire cities of industry. And within these cities, they erected more billboards. And pretty soon, Google, the mere builder of roads, owned half of the frontier, which is no longer a frontier, but a megapolis without borders.

Privacy is overrated, therefore there is no need to protect it. Censorship is necessary; we want to legitimize it. Copyright infringement is a fantasy, we must all ignore it.

Google is not a religion. It is the framework of social order. Atop of Google sits the faith of a disjointed society feverishly dependent on the continual flow of virtual commodities.

As the internet turns into a generic planned community of manicured tract housing, Google is the pavement that leads to the gates. Everyone is welcome to enter.

We speak any language. We index any type of information. We have unlimited space for you and your data, regardless of its excesses. We will connect you to anyone at any time.

Communicate, show & share

"I can't remember clearly when I signed up though", she recalls. "Although, I think I was invited by a friend."

During these years she has been having trouble figuring out if Google is branded. They seem so stupidly naive sometimes that it is hard to difference between branding or genuine nerdness. Since according to the world, "*everything is a brand*", probably the silly font and simple colors are just another way of pervasive control. Unless you say our name too much. If we become fully integrated into the culture, we lose the right to our trademark. Our direct control over your engagement with the internet is contingent

upon our brand retaining the appearance of not being pervasive in your life. Do not be mistaken. We want to be pervasive in your life, but we have no desire to relinquish control of our trademark, brand, identity or cultural philosophy. Stop talking about us. Keep searching. Ogooglebar.

What if Google is really a nerd that is sort of cool? - she ask herself sometimes.

But wait... Then, why Google would go on a cyberwar with China? Or plug to PRISM?

Because you can't mess around with Google. Please read carefully this guidelines:

Things You Can't Do

- One of the conditions for all uses is that you can't mess around with our marks. Only we get to do that. Don't remove, distort or alter any element of a Google Brand Feature. This will totally mess up the Google Brand Image. Seriously. Don't modify a Google trademark or everyone will be totally bummed out. We don't think it's funny when you say things like Googliscious, Googlyoogly, GaGooglemania. Nor do we think its funny when you shorten, abbreviate, or create acronyms out of Google trademarks. In fact, we would prefer if you simply never talked about Google. I know that we are, like, totally a part of culture at large, but please refrain from making generic our trademark.
- Don't display a Google Brand Feature as the most prominent element on your web page. Unlike us, your cafeteria is not catered well-enough to justify this.
- Don't display a Google Brand Feature in any manner that implies, suggests, hints at, or forces a relationship or affiliation with, sponsorship, or endorsement by Google, or that can be reasonably interpreted to suggest editorial content has been authored by, or represents the views or opinions of Google or Google personnel. Google doesn't like anything and Google surely doesn't endorse anything. Google only endorses itself.
- Don't display a Google Brand Feature on any web site that contains or displays adult content, promotes gambling, involves the sale of tobacco or alcohol to persons under twenty-one years of age, or otherwise violates applicable law. Google reserves the explicit right to engage in this activity. It is Google's goal to index and exclusively promote all material that someone may encounter in Las Vegas.
- Don't display a Google Brand Feature in any manner. In our opinion, Google reserves the sole right to be misleading, unfair, defamatory, infringing, libelous, disparaging, obscene or otherwise objectionable.
- Don't try to censor anything. We reserve all rights to do so. Wether you are the largest country on earth, a humanitarian NGO, a Russian hacker conglomerate or rival website, we reserve the right to silence you.
- Don't display a Google Brand Feature on a site that violates any law or regulation. This includes the laws of physics and is not constrained by poor health code scores. Google can not be responsible for eating establishments that violate local health code laws, including the use of hairnets and allowance of small animals into the eating establishment.
- Don't frame any mirrors without a certified Google feng-shui life-coach. We suggest

consulting with our legal department before undertaking any home redecoration projects.

- Don't incorporate Google Brand Features into your own product name featured brand, service brand name features, trademarked logos, or company brand name trademarks, until death do we part. The Google Brand Name Feature Logo is the sole proprietary property of the Google Brand Company Trademarked Trademark.
- Don't copy or imitate Google's trade dress. This includes party dresses, cocktail dresses, mini dresses, gowns, skirts and various colored halter tops. And tin foil hats. Google has the look and feel of today's youth. Google brand packaging, distinctive color combinations, typography, graphic designs, product icons, and imagery have nothing to do with how good we look. Damn we'z fine!
- Don't adopt marks, logos, slogans, or designs that are confusingly similar to our Brand Features unless you are part of an art collective telling us to go FUCK ourselves.
- Don't register with Google web pages.
- Don't use Google trademarks in a way that suggests a common, descriptive, or generic meaning. Like we said earlier, don't talk about Google. Google is specific to Google. Google is specific to Google. Google is Google is Google. Stop saying Google! Stop making us generic! All our trademarks are belong to us!
- Trademark rights vary from country to country. Some countries have severe criminal and civil penalties, but we wish that they all would. We are mapping your neighborhoods with our camera vans and we are recording your movements. We know where you eat and we know about your health concerns. We know where you log on to the internet and we know what type of pornography you like masturbating to and how you have been looking at more pornography since your wife left you. We know you like looking at the related pictures. We know all about you. You better think twice before you talk about Google. Only Google may talk about Google. Google is specific to Google. Google is us. We are Google. We reserve all the rights to reserve you none. Shut up and look at the related pictures. We indexed them just for you.
- Do not dare to hack us. We will bring you down. Do not try to innovate more than us. We will buy you out.

If there is any question about usage, please keep them to yourself. Requests for clarification or permission may be subject to harsh punishment. Have you not just read the list of things you can't do? Seriously. Go mobile.

Optimize

Google has a compound in Mountain View. It is called the Googleplex. In 199___ they distributed razor scooters to all of their employees. This resulted, some months later in middle aged soccer moms breaking their wrists on walking trails in Florida. Let me Google that for you and look at the related pictures.

The Googleplex has a twisty slide and a well-stocked snack bar. It is abuzz with the best and the brightest. They work at optimizing your optimization.

Aside from frivolous children's toys, Google invests in other things. They invest in server racks ___ amount of computing ___ they invest in alternative energy initiatives to compensate for the egregious power consumption ___ they invest in spy Satellites, well because if you had the money, wouldn't you? They invest in failing start-ups like ___ and thriving startups like _____. Google is the muscle behind You Tube and at one point was the brains behind ___ Google is the energy that drives information such as ____ A picture can say more than a thousand words like __ Google Googles disintegrates typing and words, look_____ Just take a picture to search_____ Your pictures, our control. Glass.

Turn on 'visual search history' to view or share your pictures at any time. Turn it off to discard them once the search is done. We keep the whole track of it for us.

Google has the legal standing of a single individual, but employs hundreds, if not thousands of people. Some of them know each other. Most of them do not. They work together towards a common goal. Do no evil. See no evil. Hear no evil. Index everything blindly. If we don't see it, it's not there. DMCA is the name of the game. Don't ask. Don't tell. We are infringing copyright law? Who, us? Just tell us where and how, we will fix it. Unfortunately, we do not police our content. DMCA! DMCA! Don't look this way!