1.	Record Nr.	UNINA9910822097203321
	Autore	Vaidhyanathan Siva
	Titolo	The Googlization of everything : (and why we should worry) / / Siva Vaidhyanathan
	Pubbl/distr/stampa	Berkeley, : University of California Press, 2011
	ISBN	1-283-27781-6 9786613277817 0-520-94869-6
	Edizione	[1st ed.]
	Descrizione fisica	1 online resource (281 p.)
	Disciplina	338.7/6102504
	Soggetti	Internet industry - Social aspects Internet - Social aspects
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Description based upon print version of record.
	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	Introduction: the gospel of Google -- "Render unto Caesar": how Google came to rule the web -- Google's ways and means: faith in aptitude and technology -- The Googlization of us: universal surveillance and infrastructural imperialism -- The Googlization of the world: prospects for a global public sphere -- The Googlization of the library: the future of books -- The Googlization of memory: filters and the fracturing of knowledge -- Conclusion: the human knowledge project.
	Sommario/riassunto	In the beginning, the World Wide Web was exciting and open to the point of anarchy, a vast and intimidating repository of unindexed confusion. Into this creative chaos came Google with its dazzling mission-"To organize the world's information and make it universally accessible"-and its much-"ed motto, "Don't be evil." In this provocative book, Siva Vaidhyanathan examines the ways we have used and embraced Google-and the growing resistance to its expansion across the globe. He exposes the dark side of our Google fantasies, raising red flags about issues of intellectual property and the much-touted Google Book Search. He assesses Google's global impact, particularly in China, and explains the insidious effect of Googlization on the way we think. Finally, Vaidhyanathan proposes the construction of an Internet

ecosystem designed to benefit the whole world and keep one brilliant and powerful company from falling into the "evil" it pledged to avoid.