

Name

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### Why Google is Making us Stupid?

"Dave stop, stop, will you? Stop, Dave. Will you stop? Dave/ so the supercomputer .....NY the malfunctioning machine, is calmly coldly disconnecting the memory circuits that control its artificial brain'(Carr1). This quote is the opening sentences of the article, is google making us stupid" by Nicholas Carr. Carr explore many facts regarding Google from his article in which he argues that is Google controlling us or making us stupid. Google is everywhere in our lives from searching to writing emails or reading messages. With the commencement of internet, Google controlled our lives and our technology life stands nowhere without Google.

The process of adapting to new intellectual technologies is reflected in the changing metaphors we use to explain ourselves(Carr1) .We use Google mail, drive, hang out, translate, maps scholar, books, movies in short entire virtual world and this is what Carr discussed in his essay. Author uses simple but informative tone to tell about the services of Google. He did not use any difficult vocabulary and essay is in good flow so audience can easily understand the main theme of essay.

Today it is hard to believe that the multi-billion-dollar company from Mountain View (USA) only started small two decades ago. But with the group, the concerns of many users about their privacy also grew. Google lives from the data of others, the targeted placement of

personalized advertising is the main source of income. When Google launched its Chrome browser, more than half of Internet users were still using Internet Explorer. Chrome was able to pass it in just under four years. Since then, Google's browser has been the undisputed leader. Today, over two billion people surf with Google Chrome.

Furthermore, Google is struggling to fulfill its mission. “The company has declared that its mission is “to organize the world’s information and make it universally accessible and useful.”(Carr1). Here author is using logical appeal to tell his audience about the mission of Google and to grasp reader’s attention. When Google paid for YouTube, at that time, the video platform made no profit, was already involved in copyright disputes, and was ridiculed by many as a short-term phenomenon. But Google's smell was right - with an increasing internet bandwidth and video-enabled smartphones, YouTube fundamentally shaped the handling of videos on the Internet.

Google currently controls around 90 percent of the search engine market; Facebook is the dominant social communications service in the United States, accounting for approximately 75 percent; Amazon excels at least in the e-book market. Facebook and Google recently accounted for about two thirds of the online advertising market in the United States. Google and Apple populate practically all smartphones with their operating systems and practically control the app market as well. And apart from niches, there is no normal computer that does not need Microsoft and Apple software to run.

Concludingly, Google is everywhere and Carr explored the importance of Google by asking an important question in his article. This is really an interesting article and I really enjoyed reading it .

Works cited

Carr, Nicholas. "Is Google Making Us Stupid?" The Atlantic, Atlantic Media Company, 23 Jan. 2020, [www.theatlantic.com/magazine/archive/2008/07/is-google-making-us-stupid/306868/](https://www.theatlantic.com/magazine/archive/2008/07/is-google-making-us-stupid/306868/).