

How the Explosion of Search Engines Changed History

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Individual Website

Website Word Count: 1180 words

Process Paper Word Count: 500 words

Process Paper

Choosing my topic

When I started my NHD project, I was originally going to be with one of my friends but we wanted to do different topics so we ended up splitting up. After that, I thought about what topic I wanted to do now that I was working solo. I wanted to do something about web series but after a few searches I realized they did not meet the 20 years ago rule, so I decided to do the browser wars, as I knew I wanted to do something more recent and about technology, and I thought that it was a perfect fit for the theme *turning points in history*. After working on my slide deck, where I created and shared an overview of my NHD research with my classmates, and reviewing the sources that I had gathered, I noticed that they were more about search engines and not browsers, so I switched to the rise of search engines, which was even a better fit to the theme.

Conducting research

My research was conducted primarily in business and tech magazines. My teacher, Mrs. Doughty, helped guide my research, showing me how to use databases and narrow my search with key phrases. When searching for sources I typed in keywords, often I could even type in what I needed and I could find it. For newspapers, it was slightly more difficult to find but after using newspapers.com I was successful in finding some primary sources.

Creating my project

This was one of the hardest parts as I had to learn how to make a website using brand-new software. After I figured out how to use it, I made each page one at a time. First I organized it and copied and pasted text from some of my previous organizers, I then summarized my writing so I would not go over the word count. After all of that, I added my images to it and cited all sources. I did a final edit of my website to correct spelling and grammar errors and to fix formatting before I submitted my webpage.

Historical argument

Without search engines information would be much harder to find, I even used them to make my website. With the creation of search engines, the everyday lives of people worldwide have drastically changed, creating a true *turning point* in the ways that people access and share information. Overall, the creation of Internet search engines was a massive *turning point* in the digital age.

Topic significance

Since people use search engines every single day their usage has become second nature, which leads people to often take them for granted. Many people may not even know that the internet did not always have search engines. It is important to appreciate how much the internet has changed and how big of an impact this has had on all of our lives. It may also have the added benefit of allowing people to learn how to use search engines more efficiently.

Annotated Bibliography

Primary Sources

“Digital Butler.” Forbes. 1999.

<https://www.forbes.com/forbes/1999/0419/6308230a.html?sh=48fea70555d4>.

This gave me an idea of how people thought about the website Ask Jeeves in the 1990s.

Shontell, Alyson. “Here's What Google Looked Like The First Day It Launched In 1998.”

Business Insider. 2013.

<https://www.businessinsider.com/heres-what-google-looked-like-the-first-day-it-launched-in-1998-2013-9>.

I used this for an image of what the website Google looked like on the day it launched.

Friedlein, Joe. “SEARCH ENGINE MARKET SHARES AROUND THE WORLD.”

BROWSER MEDIA. AGENCY. Browser Media, 2010.

<https://browsermedia.agency/blog/search-engine-market-shares-around-the-world/>.

I used this source for a map of search engine market shares around the world in 2010 to show the comparative values over time.

Filler, Virginia. “Searching the Internet trying for beginners.” *Indiana Gazette* (Indiana), October 17, 1999. <https://newscomwc.newspapers.com/image/526394972/>.

This source gave me an idea of what people thought of search engines at the time. This also provided evidence that when search engines were first brought to the mainstream, people did not really know how to use them and people needed to learn how. This website also provided me with an image.

Watson, Chris. “Know your search engine.” *Santa Cruz Sentinel* (Santa Cruz Sentinel), June 30, 1997. <https://newscomwc.newspapers.com/image/81463775/>.

This article explains how this person uses their specific search engine. It shows how they had to use “-” and “+” when searching as they still had to use keywords. This also was used as an image on my website.

Secondary Sources

“17 Oldest Internet Search Engines Ever.” Oldest.org. Accessed February 8, 2024.

<https://www.oldest.org/technology/oldest-internet-search-engines/>.

This gave me information and facts about many different early and current engines, such as Yahoogans and Yahoo!, its host company. It also gave me information about the search engines Archie and Google, as well as many others I did not talk about.

Beattie, Andrew. “The Story Behind Google's Success.” Investopedia. 2023.

<https://www.investopedia.com/articles/personal-finance/042415/story-behind-googles-success.asp>.

This told how Google succeeded while others failed, which is a main part of the story I'm trying to tell.

Boulton, Jim. "AN INTERVIEW WITH ALAN EMTAGE." *DIGITAL Archaeology*, 8 September 2018. <https://digital-archaeology.org/an-interview-with-alan-emptage/>. Accessed 16 February 2024

I got quotes from Alan Emtage, the creator of Archie. This also helped me with figuring out what made Google so special in comparison to the other search engines.

Derrick, Jayson. "Remember When Yahoo Turned Down \$1 Million To Buy Google?" *yahoo!finance*, 25 July 2016. https://finance.yahoo.com/news/remember-yahoo-turned-down-1-132805083.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2x1LmNvbS8&guce_referrer_sig=AQAAAK0s0B7E6izcc4kJKCDCE0akk3TXSinzc_TGjiwTNOwGL8FQGCtEv9kqmiN6VZSpG_6xUkqayCkOJOx-VC8sucthOcFZ-mZwQpbu.

I contemplated putting this as a primary source since it was from Yahoo! itself, however, since it was published after the time when the search engines were first established, I put it as a secondary source. I used this information to explain how Yahoo! tried to buy Google but failed.

Hardwick, Joshua, Patrick Stox, and Sam Oh. "How Search Engines Work." *ahrefs blog*. 2022. <https://ahrefs.com/blog/how-do-search-engines-work/>.

I used this for many infographics and charts about how a search engine algorithm works, specifically Google.

Kerner, Sean Micheal. "What is FTP (File Transfer Protocol)?" *TechTarget*, Accessed 27 March 2024. <https://www.techtarget.com/searchnetworking/definition/File-Transfer-Protocol-FTP>.

I used this to tell me what an FTP file is.

Mayor, Dana. "Yahoo – History, Origin and More." *History Computer*. 2023. <https://history-computer.com/yahoo-guide/>.

This gave me a large amount of information on Yahoo!, as well as pictures. It was very useful to have its comparisons to Google as well.

Ray, Kristi. "The History Of Google Search." *sitecentre*. 2023. <https://www.sitecentre.com.au/blog/history-of-google-search#:~:text=Before%20Google%20became%20synonymous%20with,search%20engine%20provider%20for%20Yahoo>

This source gave me information specifically about Google and Chrome. It explained Google's rise to the top.

"Search takes a team." *EECS: www-inst.eecs.berkeley.edu*. Accessed December 14, 2023. https://inst.eecs.berkeley.edu/~cs10/labs/cur/social-context/apps/search/search-takes-a-team.html?topic=original_bjc%2F16-applications-that-changed-the-world.topic.

This source explained how the algorithm of search engines works in a simple way. It used an easy-to-understand allegory about farmer markets.

similarweb. "Search Engines Market Share." 2023. <https://www.similarweb.com/engines/>.

This website showed me the recent market share of Google.

Statt, Nick. "The rise, disappearance, and retirement of Google co-founders Larry Page and Sergey Brin." The Verge. 2019. <https://www.theverge.com/2019/12/4/20994361/google-alphabet-larry-page-sergey-brin-sundar-pichai-co-founders-ceo-timeline>.

I used this for information about the founders of Google as well as more information about Google as a whole.

Walker, Paul. "Nine Search Engines We Used BEFORE Google Ruled The Internet." 2022. <https://medium.com/illumination/nine-search-engines-we-used-before-google-ruled-the-internet-6de1017e58f0>.

This gave me information about Archie, Yahoo, and Ask Jeeves as well as images I used on my website.

Weinberger, Matt. "33 photos of Google's rise from a Stanford dorm room to world domination." Business Insider. 2016. <https://www.businessinsider.com/google-history-in-photos-2016-10>.

This gave me a lot of primary source images as well as information. I used some of the text in addition to the images, so it had to be categorized as a secondary source.

Williams, Nate. "The Real Reason Ask Jeeves Failed Spectacularly." History Computer. 2023. <https://history-computer.com/the-real-reason-ask-jeeves-failed-spectacularly/>.

This source gave me a deep understanding of why Ask Jeeves failed, despite it being a very good search engine for its time and revolutionizing search engines itself. It also gave me even more information about Ask Jeeves in general.