THE DEVELOPMENT OF SOCIAL MEDIA, PARTICULARLY THE GOOGLE SITE

Ahmedov Azimjon Ilhomovich

the teacher of Andijan State Institute of Foreign Languages

Qaxarova Go'zal

student of Andijan State Institute of Foreign Languages,

311-group - English language and literature

Abstract: This article covers the history and development of Google's social network, the most important messages in it.

Keywords: several corporations, Time Warner's AOL unit, Google developed a partnership, Massive Digital Data Systems.

РАЗВИТИЕ СОЦИАЛЬНЫХ МЕДИА, В ЧАСТНОСТИ САЙТА GOOGLE

Ахмедов Азимжон Ильхомович преподаватель Андижанского

государственного института иностранных языков

Гахарова Гозал студентка Андижанского государственного института иностранных языков, 311-группа – английский язык и литература

Аннотация: В данной статье освещается история и развитие социальной сети Google, самые важные сообщения в ней.

Ключевые слова: несколько корпораций, подразделение AOL компании Time Warner, партнерство Google, Massive Digital Data Systems.

Google has worked with several corporations, in order to improve production and services. On September 28, 2005, Google announced a long-term research partnership with NASA which would involve Google building a 1,000,000-squarefoot (93,000 m2) R&D center at NASA's Ames Research Center. NASA and Google are planning to work together on a variety of areas, including large-scale data management, massively distributed computing, bio-info-nano convergence, and encouragement of the entrepreneurial space industry. The new building would also include labs, offices, and housing for Google engineers.[104] In October 2006, Google formed a partnership with Sun Microsystems to help share and distribute each other's technologies. As part of the partnership Google will hire employees to help the open source office program OpenOffice.org.[15]

Time Warner's AOL unit and Google unveiled an expanded partnership on December 21, 2005, including an enhanced global advertising partnership and a US\$1 billion investment by Google for a 5% stake in AOL.[106] As part of the collaboration, Google plans to work with AOL on video search and offer AOL's premium video service within Google Video. This did not allow users of Google Video to search for AOL's premium-video services. Display advertising throughout the Google network will also increase. In August 2006, Google signed a \$900 million offer with News Corp.'s Fox Interactive Media unit to provide search and advertising on MySpace and other News Corp. websites including IGN, AmericanIdol.com, Fox.com, and Rotten Tomatoes, although Fox Sports is not included as a deal already exists between News Corp. and MSN.[10]

On December 6, 2006, British Sky Broadcasting released details of a Sky and Google alliance.[10] This includes a feature where Gmail will link with Sky and host a mail service for Sky, incorporating the email domain "@sky.com".

In 2007, Google displaced America Online as a key partner and sponsor of the NORAD Tracks Santa program.[1] Google Earth was used for the first time to give visitors to the website the impression that they were following Santa Claus' progress in 3-D.[11] The program also made its presence known on YouTube in 2007 as part of its partnership with Google.[11] In 2008, Google developed a partnership with GeoEye to launch a satellite providing Google with high-resolution (0.41 m monochrome, 1.65 m color) imagery for Google Earth. The satellite was launched from Vandenberg Air Force Base on September 6, 2008.[11] Google also announced in 2008 that it was hosting an archive of Life Magazine's photographs.

Google has its origins in "BackRub", a research project that was begun in 1996 by Larry Page and Sergey Brin when they were both PhD students at Stanford University in Stanford, California.[2] The project initially involved an unofficial "third founder", Scott Hassan, the lead programmer who wrote much of the code for the original Google Search engine, but he left before Google was officially founded as a company;[3][4] Hassan went on to pursue a career in robotics and founded the company Willow Garage in 2006.[5][6] Craig Nevill-Manning was also invited to join Google at its formation but declined and then joined a little later on.[7]

In the search of a dissertation theme, Larry Page had been considering among other things exploring the mathematical properties of the World Wide Web, understanding its link structure as a huge graph.[8] His supervisor, Terry Winograd, encouraged him to pick this idea (which Larry Page later recalled as "the best advice I ever got"[9]) and Larry Page focused on the problem of finding out which web pages link to a given page, based on the consideration that the number and nature of such backlinks was valuable information about that page (with the role of citations in academic publishing in mind).[8] Larry Page told his ideas to Hassan, who began writing the code to implement Larry Page's ideas.[3]

The research project was nicknamed "BackRub", and it was soon joined by Brin, who was supported by a National Science Foundation Graduate Fellowship.[10] The two had first met in the summer of 1995, when Page was part of a group of potential new students that Brin had volunteered to give a tour around the campus and nearby San Francisco.[8] Both Brin and Page were working on the Stanford Digital Library Project (SDLP). The SDLP's goal was "to develop the enabling technologies for a single, integrated and universal digital library" and it was funded through the National Science Foundation, among other federal agencies.[10][11][12][13] Brin and Page were also part of a computer science research team at Stanford University that received funding from Massive Digital Data Systems (MDDS), a program managed for the Central Intelligence Agency (CIA) and the National Security Agency (NSA) by large intelligence and military contractors.[14]

Page's web crawler began exploring the web in March 1996, with Page's own Stanford home page serving as the only starting point.[8] To convert the backlink data that is gathered for a given web page into a measure of importance, Brin and Page developed the PageRank algorithm.[8] While analyzing BackRub's output which, for a given URL, consisted of a list of backlinks ranked by importance, the pair realized that a search engine based on PageRank would produce better results than existing techniques (existing search engines at the time essentially ranked results according to how many times the search term appeared on a page).

Convinced that the pages with the most links to them from other highly relevant Web pages must be the most relevant pages associated with the search, Page and Brin tested their thesis as part of their studies and laid the foundation for their search engine.[16] The first version of Google was released in August 1996 on the Stanford website. It used nearly half of Stanford's entire network bandwidth.[17]

Scott Hassan and Alan Steremberg were cited by Page and Brin as being critical to the development of Google.[19] Rajeev Motwani and Terry Winograd later co-authored with Page and Brin the first paper about the project, describing PageRank and the initial prototype of the Google search engine, published in 1998. Héctor García-Molina and Jeff Ullman were also cited as contributors to the project.[20]

ZAMONAVIY TA'LIMDA FAN VA INNOVATSION TADQIQOTLAR http://zamtadqiqot.uz/index

PageRank was influenced by a similar page-ranking and site-scoring algorithm earlier used for RankDex, developed by Robin Li in 1996. Larry Page's patent for PageRank filed in 1998 includes a citation to Li's earlier patent. Li later went on to create the Chinese search engine Baidu in 2000.[2]

Late 1990s. Originally the search engine used Stanford's website with the domains google.stanford.edu[2] and z.stanford.edu.[5] The domain google.com was registered on September 15, 1997. They formally incorporated their company, Google, on September 4, 1998 in their friend Susan Wojcicki's garage in Menlo Park, California. Wojcicki eventually became an executive at Google and CEO at YouTube.



¹⁻son 3-to'plam 2023 y.

Both Brin and Page had been against using advertising pop-ups in a search engine, or an "advertising funded search engines" model, and they wrote a research paper in 1998 on the topic while still students. They changed their minds early on and allowed simple text ads.[26]

By the end of 1998, Google had an index of about 60 million pages.[7] The home page was still marked "BETA", but an article in Salon.com already argued that Google's search results were better than those of competitors like Hotbot or Excite.com, and praised it for being more technologically innovative than the overloaded portal sites (like Yahoo!, Excite.com, Lycos, Netscape's Netcenter, AOL.com, Go.com and MSN.com) which at that time, during the growing dot-com bubble, were seen as "the future of the Web", especially by stock market investors.[2]

In February 2004, Yahoo! dropped its partnership with Google, providing an independent search engine of its own. This cost Google some market share, yet Yahoo!'s move highlighted Google's own distinctiveness. The verb "to google" has entered a number of languages (first as a slang verb and now as a standard word), meaning "to perform a web search" (a possible indication of "Google" becoming a genericized trademark).



Early in 1999, Brin and Page decided they wanted to sell Google to Excite. They went to Excite CEO George Bell and offered to sell it to him for \$1 million. He rejected the offer. Vinod Khosla, one of Excite's venture capitalists, talked the duo down to \$750,000, but Bell still rejected it. In March 1999, the company moved into offices at 165 University Avenue in Palo Alto, home to several other noted Silicon Valley technology startups.[20] After quickly outgrowing two other sites, the company leased a complex of buildings in Mountain View at 1600 Amphitheatre Parkway from Silicon Graphics (SGI) in 2003.[3] The company has remained at this location ever since, and the complex has since become known as the Googleplex (a play on the word googolplex, a number that is equal to 1 followed by a googol of zeros). In 2006, Google bought the property from SGI for US\$319 million.[3]

In 2000s, The Google search engine attracted a loyal following among the growing number of Internet users, who liked its simple design.[2] In 2000, Google began selling advertisements associated with search keywords.[2] The ads were text-based to maintain an uncluttered page design and to maximize page loading speed.[2] Keywords were sold based on a combination of price bid and click-throughs, with bidding starting at \$.05 per click.[2] This model of selling keyword advertising was first pioneered by Goto.com, an Idealab spin-off created by Bill Gross.[3] When the company changed names to Overture Services, it sued Google over alleged infringements of the company's pay-per-click and bidding patents. Overture Services would later be bought by Yahoo! and renamed Yahoo! Search Marketing. The case was then settled out of court; Google agreed to issue shares of common stock to Yahoo! in exchange for a perpetual license.[3] While many of its dot-com rivals failed in the new Internet marketplace, Google quietly rose in stature while generating revenue.[2]

Google's declared code of conduct is "Don't be evil", a phrase which they went so far as to include in their prospectus (aka "S-1") for their 2004 IPO, noting that "We believe strongly that in the long term, we will be better served—as

shareholders and in all other ways—by a company that does good things for the world even if we forgo some short term gains."[3]

In April 2020, due to the COVID-19 pandemic, Google announced several cost-cutting measures. Such measures included slowing down hiring for the remainder of 2020, except for a small number of strategic areas, recalibrating the focus and pace of investments in areas like data centers and machines, and non-business essential marketing and travel.[3]

The 2020 Google services outages disrupted Google services: one in August that affected Google Drive among others, another in November affecting YouTube, and a third in December affecting the entire suite of Google applications. All three outages were resolved within hours.In January 2021, the Australian Government proposed legislation that would require Google and Facebook to pay media companies for the right to use their content. In response, Google threatened to close off access to its search engine in Australia.[7]

In March 2021, Google reportedly paid \$20 million for Ubisoft ports on Google Stadia.[7] Google spent "tens of millions of dollars" on getting major publishers such as Ubisoft and Take-Two to bring some of their biggest games to Stadia.[citation needed]

In April 2021, The Wall Street Journal reported that Google ran a years-long program called 'Project Bernanke' that used data from past advertising bids to gain an advantage over competing ad services. This was revealed in documents concerning the antitrust lawsuit filed by ten US states against Google in December.

In June 2023, Google stated it would remove Canadian news links from its services throughout the country due to legislation from the Canadian government (Bill C-11) that would require Google and other online platforms such as Facebook to pay for news articles being shown on their platforms.

REFERENCE:

 The Original GOOGLE Computer Storage (Page and Brin, 1996) Archived October 28, 2016, at the Wayback Machine Stanford Computer Science Computer History Display

2. "Our history in Depth Archived June 23, 2015, at the Wayback Machine" Google, Retrieved on March 29, 2016

3. Fisher, Adam (July 10, 2018). "Brin, Page, and Mayer on the Accidental Birth of the Company that Changed Everything". Vanity Fair. Retrieved August 23, 2019.

4. McHugh, Josh (January 1, 2003). "Google vs. Evil". Wired. Retrieved August 24, 2019.

5. "Willow Garage Founder Scott Hassan Aims To Build A Startup Village". IEEE Spectrum. September 5, 2014. Retrieved September 1, 2019.

6. D'Onfro, Jillian (February 13, 2016). "How a billionaire who wrote Google's original code created a robot revolution". Business Insider.

7. "The clever Kiwi who was wooed by Google". NZ Herald. September 23, 2007. Retrieved May 29, 2023.

8. Battelle, John. "The Birth of Google Archived March 18, 2014, at the Wayback Machine." Wired. August 2005.

9. The best advice I ever got Archived November 27, 2013, at the Wayback Machine (Fortune, April 2008)

10. Brin, Sergey; Lawrence Page (1996). "The Anatomy of a Large-Scale Hypertextual Web Search Engine". Computer Networks and ISDN Systems. 35 (1–7): 3. CiteSeerX 10.1.1.109.4049. doi:10.1016/S0169-7552(98)00110-X. S2CID 7587743.

Brin, Sergey; Rajeev Motwani; Terry Winograd (1998). "What can you do with a web in your pocket". Data Engineering Bulletin. 21: 37–47. CiteSeerX 10.1.1.107.7614.

12. The Stanford Integrated Digital Library Project, Award Abstract #9411306, September 1, 1994 through August 31, 1999 (Estimated), award amount \$521,111,001

Mervish, Jeffrey (January 2, 2009). "NSF Rethinks Its Digital Library". Science. 323 (5910): 54–56. doi:10.1126/science.323.5910.54.
PMID 19119211. S2CID 45137596

14. Nesbit, Jeff (December 8, 2017). "Google's true origin partly lies in CIA and NSA research grants for mass surveillance". Quartz. Retrieved August 26, 2021.

15. Page, Lawrence, Brin, Sergey, Motwani, Rajeev, Winograd, Terry. "The PageRank Citation Ranking: Bringing Order to the Web Archived September 12, 2008, at the Wayback Machine." November 11, 1999.

16. Google I/O Conference is a big upcoming in 2015.Downloaded
11 – February 2009 Archived April 28, 2016, at the Wayback Machine.
Google IO Conferences. Retrieved on February 22, 2015

17. "A Brief History of Google - Part 1 - Sebo Marketing". Sebo Marketing. Retrieved May 24, 2018.

18. "Archive of Backrub homepage". Archived from the original on December 10, 1997.

19. Wakabayashi, Daisuke (August 20, 2021). "Who Gets the L.L.C.? Inside a Silicon Valley Billionaire's Divorce". The New York Times. ISSN 0362-4331. Retrieved August 20, 2021.

20. Brin, S.; Page, L. (1998). "The anatomy of a large-scale hypertextual Web search engine" (PDF). Computer Networks and ISDN Systems. 30 (1–7): 107–117. CiteSeerX 10.1.1.115.5930. doi:10.1016/S0169-7552(98)00110-X. ISSN 0169-7552. S2CID 7587743.