

FUTUROLOGY: THE GOOD, THE BAD AND THE GOOGLE

BEFORE YOU READ.

TASK 1. Speaking. With your partner(s) discuss these questions.

- a) How often do you use the internet? Why?
- b) Do you use the internet more at work or at home? Why?
- c) What do you use the internet for, mainly? Why?
- d) In your opinion, how important is the internet today? Why?
- e) How often do you use "google"? Why?
- f) Can you imagine your life today, or in the future, without the internet? Why?

TASK 2. Glossary. It is a good idea to familiarise yourself with the vocabulary in the glossary before you do the reading TASKS. Work with your partner(s). Try this idea:

- a) Cover the Italian words/phrases and look at the English words/expressions only. Do you know any of these words/expressions in English? Write down your ideas. Check them with other members of the class.
- b) Look at the glossary and check your ideas. How many are correct?
- c) Test yourself and/or your partner(s). It is not important to memorise all the vocabulary, but to be familiar with it.

READING

TASK 3. Prediction. Think about these questions, and discuss them with your partners. Make some notes.

(imagine you are explaining to someone with no internet experience!)

- a) What exactly is "Google"? What is a search engine?
- b) How does "Google" work?
- c) Apart from searching, what does "Google" do?
- d) Google is free for internet users, but it is also free. Explain!
- e) Does everybody love "Google"? Why (not)?

TASK 4: Reading for Overall Understanding: Read all of the text as quickly as possible. Were your ideas correct? Compare with other students.

TASK 5: Reading for Detailed Information: Before you read all of the text, this time more slowly, try and answer these questions. Work with your partner(s) and make some notes:

- a) When was Google founded?
- b) How many people use Google every month?
- c) How many people work for Google?
- d) How many internet pages have been catalogued by Google?
- e) What are "Google Earth", "Picasa" and "Froogle"?
- f) How much does Google earn every year, and how?
- g) Why do publishers and human Rights groups dislike some of Google's activities?

When you have finished answering, read the text and find all the answers.

AFTER YOU READ

TASK 6. Speaking and/or writing. Discuss some /all of these questions with your partner(s). If you like, you can write your opinions for homework and show them to your teacher.

- a) On balance, is Google "good" or "bad"? Why?
- b) Do you use other search engines? Why (not)?
- c) Do you think publishers and Human rights groups are right to complain about Google?

Why(not)?

- d) Should governments intervene and restrict some information available on Google? Why (not)?
- e) Will Google really dominate the future of internet? What do you think?
- f) Have you tried any of the services/functions available on Google? What's your opinion?
- g) Will Google and all its services always be free? What do you think?