

Is google making us  
stupid



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Google is one of the most popular and versatile search engines of the contemporary digital age. It's ability to provide effective and credible information to its customers at an incredibly short time is its most valuable feature. Google has maintained its leadership position. It continuously strives to update its technology to create an 'ultimate search engine that is as smart as people or smarter' (Carr, 2002). But in its race to conquer human mind, Google is making users stupid. Google is making us stupid primarily for three reasons: 1. With vast store of information, people are developing the habit of skimming over the information rather than focusing on important content or issues; 2. With easy access to information people are relying less on their creative input; and lastly, by making it an intrinsic part of their lives, users have let themselves be exploited by the vested interests of Google and its business associates. Google's search engine has greatly facilitated access to myriad information. This has significantly increased the numbers of internet surfers who have increasingly developed the habit of 'skimming the text' (ibid). This has resulted in lack of focus and concentration which also leads to lack of in-depth knowledge about important issues. The human capacity to concentrate has been one the most relevant attribute that has contributed to the development of human race and its environment. Google has made man addicted to its technology and has effectively reduced his power of concentration. It has thus, made users stupid who are increasingly losing their ability to focus on issues which are relevant for them. Google has contributed towards reshaping the intellectual capabilities of human being and making them act as stupid. Users are able to manipulate vast store of information but it unfortunately stifles their ability for natural creative input. It 'diffuses the ability to concentrate' that adversely impacts one's

creativity. This is highly damaging factor of technology based Google which seemingly encourages stupid responses. Man's creativity becomes confined to the constraints of Google's power to search complex information. Thus, man shows his stupidity when he lets Google and its technology overpower his rational approach on issues by the information accessed through Google. Last but not the least important is that Google has successfully ensured that it maintains the ever steady flow of profit at the expense of man's stupidity. It as made man addicted to its powerful searching which he continues to do so by surfing as many sites as possible on the web, thus letting themselves be exploited by Google. He provides the company with huge financial remuneration through web-links that he surfs. Indeed, ' the more links we click and pages we view—the more opportunities Google and other companies gain to collect information about us and to feed us advertisements'. Thus, while man loses his inherent ability of creative input, Google is able to reap the harvest from his stupidity. Google has deprived mankind of its ability to read in leisure. The reading habit and power to concentrate is hugely rewarding to man in countless ways. It promotes a dynamic relationship that changes with the mood and evolves with the experiences of a deep thinker. Hence, if man is able to forego such precious relationship for his addiction to net surfing, it can be concluded that Google has made him stupid and divested him of his power to discern the right from the wrong. (words: 567) Reference Carr, Nicholas. Is Google Making Us Stupid? August 2008. 5 March 2011.