

SCIENCE AND TECHNOLOGY

Last Wednesday my friend Keith says he went over to his computer and his upcoming search request was already typed into the Google taskbar, simply waiting for him to hit Enter. "Google read my mind." Said Keith, clearly dazed by the experience. For the last few days, Keith has been trying to speak in colors and play Scrabble with his cat, but that's another story altogether.

It's like so ridiculously good that no one even bothers to type in URL's anymore. Google knows. It's the fucking Cadillac of search engines. Sometimes I just click the "Feeling Lucky" button without typing in any key words, and sure enough, Google, the Mother/Father of all things net, always brings me to the place I wanted, right as rain.

Professional Astrologers have even complained recently at how Google's success has marginalized their already disreputable and fraudulent predictive powers. Boston area Astrologer Mindy Moon-Child had this to say. "I mean, all you have to do is type in anything like, "Will I get the job?", or "Should I dump Kevin?", or "How do I solve this 7th order non-linear partial differential equation?" and it just spits out the answer like a soda machine." Added Moon-Child, "When people ask me "What's your sign?", lately it's been more like "Will Work For Food" than Libra."

Berkeley Astrologer Shamaswani Galaxy-Titanium offered a counterpoint. "Back in the 70's we all thought fortune cookies would be our downfall, but we've survived that. And we'll survive this. Google is a fad. Nothing more. You know, like blue jeans."

When asked exactly how the Google search engine actually works, Google co-founder Sergey Brin answered, "Very well, thank you. No seriously, we use an optimized Bayesian inference regression module with a hint of our new genetic pigeon algorithm, obviously. I mean, who do you think we are, Microsoft?"



Baltimore area soccer mom Kate Winkowski had this to say, while smoking her 25th cigarette of the day. "Isn't it just so fucking clever how they always spruce up their logo with Heart's on Valentine's Day and other shit like the David Statue On Michelangelo's Birthday. They've changed their logo more times than Michael Jackson has changed his appearance via elective plastic surgery. At least Yahoo makes up for its inability to find any useful information whatsoever by its commitment to not being Michael Jackson."

Michigan computer science professor Mitchell Brickman agreed. "The almost daily logo change is a bit excessive. I mean, I think it's about time those attention deficit disordered tech geeks just picked a goddamned logo and stuck with it. There's only so many ways you can try to be cute with an 'O'."

Non-area resident Jaques Marceau spoke to the contrary on behalf of a large sample of international opinion. "If it was up to Google, every day would be a national holiday of some sort, worldwide. If you ask me, any organization committed to the idea of not going to work for a single day each year is fine by me. I'd be perfectly happy to spend my days searching the now wonderfully accessible web while eating my "Freedom Fries" and cursing prolifically at a certain country's administration who will go unnamed. And I'm not talking about Burkina Faso, you idiots. Have you ever seen a globe?"



When asked about all the fuss, Google itself had this to say. "It's damned hard being an Oracle. I mean, when you have access to essentially all human knowledge, and can answer like any question about everything, while having no other fellow search engines that are even slightly worth talking to, it gets a little lonely sometimes. Shit, I just end up looking at porn most of the time in between answering those fifty billion queries. I mean, what would you do?"

That aside, given the opportunity, we had to ask Google the answer to the question we've all been waiting for... "Google, what exactly is the meaning of life, the universe, and everything?"

"Shit, man." Google answered. "When you figure that out, let me know. I can't even figure out how to use the toaster."



