

Fully answer all questions **by copying and pasting the questions into a labeled Word document and typing your answers** in paragraph form. Save the Word file with the name **BitsBookCh4JohnDoe** using your name instead of *JohnDoe*. Upload the document as specified by the teacher.

Use references from the book where possible but supplement with outside research where necessary. You will be graded on grammar, completeness, diction, and overall presentation. Your answers must be your own independent work that expresses your personal point of view, reflection, and understanding of the material.

1. How is the search engine a new form of control over information?
2. How do marketing agencies use search engines?
3. How did online information play a role in the drug company's court case?
4. How does Google and Yahoo manage to deliver results in a split second?
5. Why do search engines have problems with syntax?
6. Explain how and why Google search results are different in different countries.
7. Research and fully explain the acronym SEO.