

Google shows its political side leans left

The power of Google is undeniable. For any business to be visible on the Internet the must become listed on Google's search engine. This is because over 70 percent of users in the United States use Google as their primary Web-searching tool. Since the 1990s Google has become the 800-pound gorilla in the room.



John Deans

Over the years I have written numerous articles about Google discussing its skyrocketing growth, large array of free tools and powerful marketing benefits. If you want to be on the Web, you must be known to Google. The primary goal of SEO (Search Engine Optimization) is to get corporate Web sites at the top of the first result page of Google.

When I launched our rental home business back in 2008, my first job was to place specific META tags in the www.BrenhamHomeRental.com Web site so Google would index it correctly and eventually place our listing on the coveted first result page. It took several months of

tweaking and testing but the goal was accomplished by mid-2009.

When we have an available rental home the majority of calls from prospective renters come from the Web site listed by Google. This is the same result many

companies strive for and pay large sums of money to listing services and SEO consultants.

With Google growing by leaps and bounds, dominating the search engine market, mapping the world, and most recently expanding out into cellular smartphones they could become the fabled SkyNet depicted in the Terminator movie series.

Though I constantly use Google and tout its ingenious Web tools, it has a dark side that irks the living daylight out of me on a regular basis. From the top management down to the code hacking yahoos in northern California Google cubicles, the corporate culture is quite liberal.

For example, 98 percent of the traceable political contributions coming from Google employees

went to Democratic candidates and campaigns. Al Gore is now a senior advisor to Google.

Google's CEO Eric Schmidt openly and loudly backed candidate Barak Obama in 2008 which placed the company in the political spotlight during the election. Over the years there have been numerous examples of their left wing leanings that have made my teeth hurt.

One example of this is Google's blatant disregard of Veterans Day by not putting a special Google logo on its home page until 2007. All the years before that Google would celebrate holidays like Halloween, the Persian New Year and the 250th birthday of Wolfgang Amadeus Mozart but did not post a special logo for either Veteran' Day or Memorial Day until recently after a huge online uproar.

This really peeved me due to having nephews, cousins, my father, brother and son all serving our nation in combat to protect our freedoms. Google celebrated almost every holiday all over the word but it took a virtual online revolt for them to display Memorial and Veterans Day logos on their Web site after seven years of what I think were purposeful omissions.

Many think that political correctness is what allowed the Islamic Jihadist Maj. Nidal Malik Hasan to kill 12 and seriously injure another 31 at Fort Hood here in Texas this November. Google has an interesting feature called "suggestions" when you start typing in a keyword

or search phase in their search engine which gives you instant options to click on for faster searching on that subject.

When you start typing "Christianity is" you instantly see search suggestions like "Christianity is wrong," "Christianity is a fake," "Christianity is bullsh.." and so on. Same thing goes for "Hinduism is," "Judaism is" and "Buddhism is" with the majority of the suggestions being negative or derogatory.

But guess what happens if you type "Islam is" into that same Google search engine? Nothing — absolutely no suggestions at all. Now isn't that interesting?

Is Google trying not to offend the same people that killed dozens over a cartoon in Denmark just a few years ago? I thought Islam was a religion of peace — silly me.

On Jan. 7 when the story hit the news wires, a Google spokesman said, "This is a bug and we're working to fix it as quickly as we can." Yeah, right. You would think any one of those genius Google programmers can fix one "IF" statement in the C programming language. Even an old programming hack like me could have that fixed before lunch Monday.

This is just another example of the world's largest information farm showing their left wing bias and political correctness pure and simple. My only comfort is what goes around comes around.

After bending over backwards to have a physical pres-

ence in China, Google agreed with the communist leaders that they would filter out any search results related to freedom, liberty or democracy. Just this month Google has announced they may pull their servers from China due to the targeted cyber attacks.

Just one month ago Google publicly said, "A highly sophisticated and targeted attack on our corporate infrastructure originating from China that resulted in the theft of intellectual property from Google." Looks like bowing down to the Chinese did not get them anywhere. Good.

There have been numerous other examples of Google's left wing politics with them rejecting a book ad critical of the Clintons while accepting anti-Bush commercials and refusing to list negative ads of Rep. Nancy Pelosi, but still running ads against besieged House Majority Leader Tom DeLay.

For years Google had the top result of the first page displaying the WhiteHouse.gov and George W. Bush when you typed in "miserable failure" into the search engine. They finally fixed this with an "algorithm" change a couple of years ago after it being splattered all over conservative blogs.

Google has every right as a company to bleed its political views into its products and services like I do every day. The difference is I admit that I am a conservative and I used my business talents to further my political causes whereas Google subversively promotes its liberal agenda and denies it when it gets caught.

Bottom line: Big or small, we all sometimes have an axe to grind, but is it far better to do it in the daylight than hidden in the dark of night.

Next week's column: Batteries.

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