

Inside Reading Level 4
Unit 8 Skill Review: Categorizing

Name: _____

Date: _____

The article “Google Controversies” discusses ethical and legal complaints regarding Google’s business practices. Read through the complaints below.

1. One early complaint was “click fraud.” Advertisers make bids to place ads along the top and right-hand sides of Google search result pages. When potential customers click on an ad, Google collects a fee ranging from a few pennies to \$30 or more, depending on how high the bidding went. Advertisers worry that dishonest businesses click on a competitor’s ad to drive up their advertising costs.
2. Non-Google websites can also cheat advertisers. To extend its advertising reach, Google allows websites to display Google ads and split the fee when a visitor clicks on an ad. Google prohibits website owners from clicking on an ad they host, but there is still room for mischief if a website owner uses different IP addresses to make fraudulent clicks.
3. In 2004, Google began scanning and digitizing millions of books in order to host them online in a searchable format. The value of such an enterprise is undisputed. Scholars will have easy access to rare books and all books will be forever in print. Many authors believe Google Books will provide free publicity and a new avenue for sales. But others worry that Google will use their works without paying royalties.
4. Gmail, Google’s free email service, pays for itself by inserting click-through ads into emails that Gmail account holders receive. To target the ads toward the interests of the user, Google analyzes the content of incoming email to search for keywords that will trigger the ads. If these were generic ads placed in all emails automatically, few would complain. But scanning content strikes some as an invasion of privacy.
5. Tied to its Google Earth and Google Maps services, Street View hopes to provide 360° photographs of every street in the world. Who could object to such an ambitious and amazing undertaking? Google soon found out when entire countries as well as individual citizens complained. Many people simply did not want to be in these pictures.

There are different ways to categorize these issues. Look at the categories below. Place the number of each complaint in the side of the chart you think it belongs in:

Issues between Google and Its Customers	Issues between Google and Its Competitors

Is there a clear dividing line between the categories above? ____ Can you think of a different way of categorizing the issues above? Draw a chart in your notebook to show how you would do it. Then list the number of each item to show where each issue would be placed in the chart.

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Answer Key

There are different ways to categorize these issues. Look at the categories below. Place the number of each complaint in the side of the chart you think it belongs in:

Issues between Google and Its Customers	Issues between Google and Its Competitors
4 5	1 2 3

Is there a clear dividing line between the categories above? Can you think of a different way of categorizing the issues above? Draw a chart in your notebook to show how you would do it. Then list the number of each item to show where each issue would be placed in the chart.

Answers will vary. Possible chart headings include Financial Issues vs. Privacy Issues.