GOOGLE AND THE OUT-OF-FORMAT PROBLEM

40,000 Links, Free Literature, and the Algorithms That Could Not Understand It



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She is one of the five sisters of the web who decide, all over the world, who must be visible and who must appear invisible — with no man at a table in a top hat, and no assistant, to hold up the illusion.

They run the world's search engines — the correct list is Google, Bing, Yandex, Yahoo, Baidu — and they are paid to do it.

Among the masters of these engines there is only one philanthropist recognised all over the world: Bill Gates, the founder of Microsoft, and so, in my story, the father of Bing. The only one who built an infrastructure able to recognise merit faster, without measuring how much money sits in your bank account, and to share it with the web straight away, letting the whole world take part in it at once.

And then, thinking of Google, of Alphabet, the company that controls it, and of its INDIAN CEO, it would feel natural to think of magic.

Because magic, historically, has one of its cradles in India, where street illusionism was born as the art of the poorest, a way to gain power — a power that, without fail, turned against them.

But the real surprise lies in what their algorithms were never programmed to analyse. It is not called the unexpected: in that case they go into protection mode and stop working. It is called out-of-format: where there is no precedent, they do not know

how to behave, what to say, what to do, or how much bullshit to generate unchecked.

But, as always, the human hand is the decimal one, the one that manages to bend the machine's binary code for the better.

The people at Bing and Yahoo Japan know this well. Never mind that gillettenarrative.com lived on just 70 USD a month: they gave it so much visibility that the products of the Gillette brand can no longer be seen.

On this point, I want to reassure P&G headquarters in Cincinnati: I have sent formal notice to the offices of the respective platforms, asking them to put the products of the Gillette brand back in the top positions of the results for those queries, and to do it immediately.

I know how a multinational deals with problems like this — not through dialogue, but through the power of money. And to spare everyone a wave of dismissals, without ever finding who is responsible, let me say it clearly: I will never do anything against the companies. I would only like to be the cause of pleasant things, and nothing else.

This PDF marks the temporary suspension of editorial and publishing activity on the site, now that it has passed the threshold of 40,000 links.

The advice of outside analysts is being taken seriously: today's readers, raised on the paid market, are not yet ready — not yet educated — to enter a site where no payment is ever requested.

Their drama is not knowing where to put the numbers of their credit card, because that gesture is what validates literature for them. Better to wait for time to help them mature.

My sincere thanks to all those who have not read me: this story is dedicated to you too.

Ferdinando