

Name: _____ Date: _____

Modern Technology Innovators and Innovative Companies

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From Garages to Taking Over the World - Modern Technology Innovators and Innovative Companies

It is amazing when you think that three of the most influential companies in the world today started in the garage of their founders. But what would the world and our interaction online today look like without the software contributions of Steve Jobs at Apple, Bill Gates at Microsoft and Larry Page and Sergi Brin at Google. During this webquest, let's take a look back at the origins of each of these companies and the impact that they have had on the way you interact and interact online today.

First, go to www.worldbookonline.com

Then, click on "Student." If prompted, log on with your ID and Password.

Find It!

Use the World Book search tool to find the answers to the questions below.

For the purposes of this interactive assignment, you are going to be exploring Google, Microsoft and Apple.

Let's start with Apple.

It is recommended you start by searching the key words "Apple, Inc." Since there are many articles about the fruit "apple" adding the inc, will bring you directly to the resources that you are looking for about Apple Incorporated. Write the answer below each question or in the space provided..

1. Apple was founded in _____ by _____ and _____.
2. In 1983, Apple introduced the _____, the first commercial computer to feature a mouse and a graphical user interface.
3. What is a GUI or graphical user interface?

4. What impact did a GUI have on the users of the earliest computers?

5. In _____, Apple introduced the iPod, a device for storing and playing music.
6. Define: peripheral (remember you can double click on a word in World Book for a quick definition):

7. Apple launched a digital platform called _____, which allowed users to purchase and download music online.
8. List 3 items that could be purchased on this digital platform:

9. In 2007, Apple released the first iPhone. What were the new technologies that revolutionized the cellphone industry available on the iPhone?

10. From starting in a garage, where is Apple's current headquarters located?

Now let's move on to our next innovative technology company, Microsoft. Return to World Book Student, you can do this quickly and easily by clicking on the WorldBook Student logo at the top of the page. Now do a search for "Microsoft". Here you will find a list of articles all related to Microsoft but for the purposes of this assignment, you want to use specifically the "Microsoft Corporation" article.

11. What is Microsoft's major contribution to the personal computer?

12. Microsoft began in _____ as an informal business partnership between _____ and _____.

13. The two men adapted the programming language BASIC. What does the Acronym BASIC stand for? _____

14. What was the first program that Microsoft developed that was used by millions of users?

_____ What company sold this program?

15. In 1985, Microsoft launched their first in a series of computing programs that many of us use today. What is this program called? _____

16. List 3 other pieces of software that Microsoft has developed and what do they do. Make sure to reference the World Book article for the answer to this question.

17. What challenges did Microsoft face in the United States and in Europe that began in the late 1990s?

18. In 2013, Microsoft acquired the cell phone company Nokia Corporation for \$7,200,000,000. What country was Nokia Corporation from?

19. Many students across the country and around the world play Minecraft. In 2011, Microsoft purchased Minecraft from the company Mojang. How much did they pay to purchase the rights to Minecraft?

20. From starting in a garage, where is Microsoft Corporation currently located?

For the last component to this assignment, we are going to explore the benefits Google has provided to the technology world as we know it today. But instead of using Google for the information, let's use World Book Student to explore what we can learn about Google. Once again, click on the World Book Student icon at the top of the page. This time we are going to do a search for "Google". Once again, you are going to find many results and resources. For this specific assignment, we want to read the "Google Inc." article.

21. Many of us use Google on a daily basis but the original goal of Google was to

22. Google users can use Google to perform a general search to find information among the millions of websites on the internet. What are three other items that users can search for using Google?

23. Google is a multibillion dollar company but using Google services are free. How does Google make money?

24. Google is more than just a search engine. Define each of the following important products that Google offers beyond just Google search.

Android:

Google Chrome:

YouTube:

Google Maps:

25. Google was founded in _____ by

_____ and _____.

26. What was the original name of the program that these two innovated created?

27. _____ is the actual spelling of the word we pronounce as Google and it means

_____.

28. From starting in a college dormitory, Google is now one of the largest companies in the world. Google is located in _____ and its headquarters is called the _____.

29. In 2015, Google reorganized the company into a new company called

_____.

30. In 2009, Google began working on a project called

_____ which users sensors and special software to

Teacher Page

1. Apple was founded in **1976** by **Steve Jobs** and **Steve Wozniak**.
2. In 1983, Apple introduced the **LISA**, the first commercial computer to feature a mouse and a graphical user interface.
3. What is a GUI or graphical user interface?

A graphical user interface is a system that enables users to interact with a computer using icons and other visual elements displayed on a screen.

4. What impact did a GUI have on the users of the earliest computers?

Answers May Vary - The graphical user interface allowed users a lower barrier of entry to use a computer because users could use the mouse and keyboard to interact with icons on the screen.

5. In **2001**, Apple introduced the iPod, a device for storing and playing music.
6. Define: peripheral (remember you can double click on a word in World Book for a quick definition): **Any part of the electromechanical equipment of a computer, such as magnetic tape, high-speed printers, keyboards, and display units.**
7. Apple launched a digital platform called **iTunes**, which allowed users to purchase and download music online.

8. List 3 items that could be purchased on this digital platform:

Students should choose three of the following: Podcasts, Television Shows, Audiobooks, Movies.

9. In 2007, Apple released the first iPhone. What were the new technologies that revolutionized the cellphone industry available on the iPhone?

It featured a touch-sensitive screen and combined a wireless phone, a music and video player, and mobile internet and email capabilities

10. From starting in a garage, where is Apple's current headquarters located?

Apple's current headquarters is located in Cupertino, California.

11. What is Microsoft's major contribution to the personal computer?

Microsoft Corporation is a major developer and publisher of software for personal computers.

12. Microsoft began in **1975** as an informal business partnership between **Bill Gates** and **Paul Allen**.
13. The two men adapted the programming language BASIC. What does the Acronym BASIC stand for? **Beginner's All-purpose Symbolic Instruction Code**
14. What was the first program that Microsoft developed that was used by millions of users?
The first program developed by Microsoft that was used by millions of users was MS-DOS.
What company sold this program?
This program was sold by IBM, International Business Machines Corporation.
15. In 1985, Microsoft launched their first in a series of computing programs that many of us use today. What is this program called? **Windows**
16. List 3 other pieces of software that Microsoft has developed and what do they do. Make sure to reference the World Book article for the answer to this question.
Students should choose three of the following in their answer to this question:
Excel, a spreadsheet program
Word, a word-processing program
Internet Explorer, a web browser program
Bing, a search engine
17. What challenges did Microsoft face in the United States and in Europe that began in the late 1990s?
Microsoft faced legal challenges in the United States and in Europe. Lawsuits against the company have charged that it used unfair practices to gain advantage over its competitors.
18. In 2013, Microsoft acquired the cell phone company Nokia Corporation for \$7,200,000,000. What country was Nokia Corporation from? **Finland**
19. Many students across the country and around the world play Minecraft. In 2011, Microsoft purchased Minecraft from the company Mojang. How much did they pay to purchase the rights to Minecraft? **Microsoft purchased Minecraft from the company Mojang for \$2.5 billion.**
20. From starting in a garage, where is Microsoft Corporation currently located?
Microsoft is currently located in Redmond, Washington.
21. Many of us use Google on a daily basis but the original goal of Google was to
to organize the world's information and to make that information accessible and useful.

22. Google users use Google to perform a general search to find information among the millions of websites on the internet. What are three other items that users can search for using Google?

News Stories

Images

Maps

23. Google is a multibillion dollar company but using Google services are free. How does Google make money?

Google makes much of its money through the sale of ads that appear alongside its search results.

24. Google is more than just a search engine. Define each of the following important products that Google offers beyond just Google search.

Android: **operating system runs many mobile phones, small computers, and other electronic devices**

Google Chrome: **popular web browser, a type of program used to access and interact with websites**

YouTube: **a major video-sharing website**

Google Maps: **an interactive, searchable map service, provides satellite and street-level imagery and gives directions between locations**

25. Google was founded in 1995 by **Larry Page** and **Sergey Brin**.

26. What was the original name of the program that these two innovated created?

The original name of the program that these two created was called Backrub.

27. **Googol** is the actual spelling of the word we pronounce as Google and it means **a number written as 1 followed by 100 zeros.**

28. From starting in a college dormitory, Google is now one of the largest companies in the world. Google is located in **Mountain View, California** and its headquarters is called the **Googleplex.**

29. In 2015, Google reorganized the company into a new company called **Alphabet, Inc.**

30. In 2009, Google began working on a project called **Waymo** which uses sensors and special software to **detect other vehicles, people, and objects while navigating the road to support a self-driving car program.**