Missdata

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Shmoogle

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Arte Útil archive nr:
506

Initiator:
Missdata

Location:
Online, Israel

Category:
scientific, politics, social

Users:
Everyone

Maintained by:
Missdata

Duration:
2005 – ongoing

Description:
Shmoogle is a Google randomiser. When you type your query into Shmoogle, you get Google's results but in random order. In one click Shmoogle instantly neutralizes the PageRank hierarchy and the whole SEO industry induced by it. Missdata, questions the implications and significance of the digital paradigm in which we live. She proposes different alternatives to daily digital tools. Her proposals are less efficient but more human, making a (mis)use of available platforms such as Google. The project has been fighting a long battle with Google. Since it was first reported in the media, Google have been blocking it on and off. The initiator is currently working on a way to bypass this block.

Goals:
Her work examines how digital data redefine archaic questions about identity, memory, history and knowledge.

Beneficial Outcomes:
Data information is presented in a different way (randomly, not controlled by authors or financial interests).

Images: