



“Google’s Anti-Conservative Values”

CPAC: The Conservative Political Action Conference 2015

Panel: *“The United States of Google; Big Brother & Big Data”*

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* The views expressed in this presentation are the author’s; see Scott Cleland’s full biography at: www.ScottCleland.com

**Precursor LLC serves Fortune 500 clients, some of which are Google competitors.

Outline

1. Google Has Anti-Conservative Values

- Google's concept of liberty is different than conservatives'
- Google's hostile to constitutional rule of law & the free market pillar of enforceable property rights
- Google is hostile to traditional values in rejecting the Golden Rule and in turning a blind eye to evil

2. Google is Big Brother Inc.

- Why Google is Big Brother Inc.
- Google surveils online more universally than the NSA
- GoogleNet is a budding physical surveillance network

3. Google is 'Biggest Data' – No One Else Collects More

- 43 Ways Google is #1 in the world in private data collection

Google's Concept of Liberty is Different Than Conservatives'

"Developers will be the engineers of human freedom." Google Chairman Eric Schmidt [2012](#)

Philosopher Isaiah Berlin's [essay](#) *"Two concepts of Liberty"* provides the best dichotomy to understand the core conflict between Google's and conservative's philosophies of liberty.

Conservatives:

- Conservatives believe in "Negative Liberty," i.e.
 - The freedom **from** interference from government or others;
 - The freedom **from** coercion to be able to keep what one has.
- Conservatives' traditional values include an **others-orientation** and a belief that **with freedom comes responsibility** to others.

Google:

- Google believes in "Positive Liberty"
 - The freedom **to** do what one wants; and
 - The freedom **to** coerce others to take what they have from them.
- Google's open commons values assume a self-orientation and that freedom does not necessarily come with any responsibilities to others. Thus what is readily available online for Google's use is free (and no cost) to use whether it be property or private information.
- Google **asks for forgiveness not permission**, and **rejects responsibility** to help safeguard others.

Google is Hostile to Constitutional Rule of Law & The Free Market Pillar of Enforceable Property Rights

“Google’s leadership does not care terribly much about precedent or law.” top [Google lawyer](#) in [InThe Plex 4-11](#).

- Google consistently resists accountability to Constitutional rule of law.
 - e.g. Google-Android has [adopted](#) encryption that provides no way for a Constitutionally-authorized warrant to enable law enforcement access to a network or device for national security purposes to fight terrorism.
 - e.g. Google is [seeking](#) to shut down a state criminal investigation of Google’s alleged willful blindness to the aiding and abetting a variety of criminal activities by claiming complete immunity based on another law.
- Google has a uniquely hostile record toward enforceable property rights online, because it supports a digital commons view, i.e. that a “free and open” Internet means one should not be required to pay or ask for permission to use digital content or data. Google only obeys property law when it is enforced.
 - Not surprisingly, Google has been repeatedly sued for theft by no less than 19 associations and companies over the last decade:
 - [Yelp](#), [Viacom](#), [Apple](#), [Oracle](#), [Microsoft](#), [business directories](#), [wire services](#), [newspapers](#), [broadcasters](#), [movie studios](#), [authors](#), [publishers](#), [visual artists](#), [software providers](#), [photographers](#), [artists](#), [graphic designers](#), [illustrators](#), and [filmmakers](#).

Google is Hostile to Traditional Values in Rejecting “The Golden Rule” & Turning a Blind Eye to Evil

“...from the one who has been entrusted with much, much more will be asked.”

“*Evil is what Sergey [Brin] says is evil.*” Google Chairman Schmidt [explaining](#) Google’s “Don’t be Evil” Motto

- Google’s self-serving “positive” concept of liberty, i.e. the freedom to do what it wants, means it believes it has no responsibility to abide by the Golden Rule, the most universal moral and ethical test.
 - Google expects everyone to be open and transparent to Google’s omnifarious data collection, but Google’s leadership demands its privacy and secrecy.
 - Google protects its property but disrespects others’ property rights.
 - Google demands others be neutral, but its business is built upon discrimination.
- Google boasts a leading “don’t be evil” ethical code to build user trust, yet it accepts minimalist responsibility for the safety of others when they are using Google products and services.
- Google’s has a “wild west” overall [security policy](#). It has no curation/prevention policy for the world’s largest online store and video content archive, Google Play and YouTube respectively. It also has reasonable policing of Google+, the world’s second largest social network. In all cases Google pushes the responsibility of detecting harmful Google malware or illegal content on users and not Google.
 - *“In my ten years as Attorney General, I have dealt with a lot of large corporate wrongdoers. I must say that yours is the first I have encountered to have no corporate conscience for the safety of its customers...”* said Mississippi AG Jim Hood about Google who is leading state AG investigations of Google’s aiding and abetting of criminal activities.
- The evidence of Google’s reckless and willful corporate irresponsibility is legion:
 - Google paid \$500m to settle a [DOJ criminal suit](#) for illegally advertising for illegal imports of prescription drugs. State AGs have [found evidence](#) that Google’s illegal drug advertising continues, in addition to advertising for human trafficking, terrorist propaganda, fake IDs and passports among other illegal activities.
 - Google-Android and Google Play are the world leaders in malware infections and data protection [failures](#).
 - Google’s lack of curation makes Google+ “A Playground for Online Predators” per a Consumer Watchdog [study](#).
- Google also has the worst corporate [rap sheet](#) of any American multinational:
 - 142 incidents, 13 countries/EU/6 continents; 34 official actions: 1 criminal, 7 fraud, 4 theft, 11 antitrust, 11 privacy; 6 near-record fines 3 countries. Under antitrust investigation in 11 countries & EU; sued for infringement/theft by 12 different industries; >20 cybersecurity lapses in last 2 years.

Why Google is Big Brother Inc.

“Google’s mission is to organize the world’s information and make it universally accessible and useful.” [Google](#)
“We are very early in the total information we have within Google.” Google Chairman Schmidt [FT 5-07](#)

For 1-2 billion Internet Users, Google surveils:

- Who** they are by ethnicity, race, income, religion, politics, etc. & who are their friends/influencers...
- What** sites/content they visit, read, watch, listen to, share; what they do, think & believe...
- When** they do things, go places, get sick, have health, money, job problems...
- Where** people are, live, work, eat, sleep, gather, go, travel, vacation...
- Why** they do things, buy stuff, go places, vote for candidates...
- How** people are best influenced, most predictable...

Google’s
Cloud

Google’s

Usage Bases

- ~1.3b Search users
- >1b YouTube Viewers
- >1b Android users
- >1b Maps users
- ~1b Chrome users
- 540m Plus Social users
- >425m Gmail users

Google’s

Surveillance Syndicate

- 98% of top 15m sites** track users with Google Analytics
- 2m websites** paid ~\$12b yr to collect data on users’ behavior/interests/locations;
- ~90% digital advertisers** pay Google ~\$58b yr to target users via profiles

Google’s WorldWideWatch Infrastructure & Software

Google Surveils Online More Universally Than the NSA

Google is the only company with the mission to organize the world's public & private information, & Google has developed more ways to monitor more people, more intimately than any entity ever.

Centralize "the World's Information"

- 98% share of top >15m websites tracked
- Trillion+ web-pages crawled/copied regularly
- >25,000 sources copied by Google News
- >20 million books copied by Google Books
- 90+% movies/TV shows copied by YouTube
- ~99% satellite images copied by Google Earth
- >540m Google+ profiles grown by all G services
- >425 million users Gmails copied regularly
- 80 languages auto-translated via Translate

Centralize Most Users

- 1.3b monthly search users
- >1b monthly YouTube Viewers
- >1b Android mobile OS users
- >1b Google Maps users
- ~1b Chrome browser users
- >540m Google+ social users
- >425m Gmail users

Centralize Most Market Info/Analytics

- Only omnipresent Internet click tracking/analysis
- Uniquely see all online advertiser demand/trends
- Uniquely comprehensive view of user demand
- Unique complete view of publisher ad inventory
- Unique view of global supply/demand for prices
- Lone access to non-public Google Trends info
- First to see new trends/fads/growth inflections
- Unique access to unregulated inside info
- Unique knowledge of online ad market pricing

Centralize Most Personal Identifications

- IP addresses via Search/Analytics/Cookies/Chrome
- Email addresses via Gmail scanning & Postini filters
- WiFi, SSID & MAC addresses via WiFi wardriving
- Phone/mobile #s via Play, search, Android, Voice, Talk
- Voiceprint recognition: Hangouts/Translate/YouTube
- Face-print recognition via Google+, Photos, YouTube
- 80 Languages identified via Translate/Voice/Video
- Home info: Maps/Earth/StreetView/Android/Play
- Personal info via Apps/product/service registrations
- Social Security/passport/license #s: Desktop Search
- Credit card & bank info: Checkout/Shopping/Wallet
- Health identifiers by Search, Google+, Gmail, Books
- Click-print IDs via analysis of multiple web histories

Centralize Most Personal Location Info

- Android GPS tracks location when no apps running
- Search/Toolbar/Android use reveals user's location
- Hangout/Maps/Calendar signal destination plans
- Google Goggles recognizes location via Streetview
- Search/Earth/Maps/StreetView show favorite places

**Google
Big Brother
Inc.**

Most Centralized System

- Most private metadata generated
- Single user sign-in for ~all services
- Unified privacy policy
- Unified sharing via Google+
- Unified Big Table database
- Most synchronized data centers

Centralize Most Personal Intentions Info

- ~80% share of search/video, ~80% share of Mobile OS
- Behavioral advertising profile for targeted ad-serving
- Intensive interests via Google+, Search, Alerts, Play
- Click tracking: Analytics, DoubleClick, YouTube, Chrome
- Location interest via Maps, Earth, StreetView, Search
- Financial interests: Search/Finance/Shopping/Wallet
- Private drafts via Gmail, Docs, Groups, Desktop Search
- Plans via Google+/Calendar/Gmail/Voice/Talk/Docs
- Likely votes by party/issue: Search/News/Books
- Health concerns via Google+/Search/Books/YouTube
- Upcoming purchases: Gmail/Google+/Shopping/Search
- Google+/Gmail knows politics/religion/issue views

Centralize Most Personal Associations Info

- Contact lists: Google+, Hangouts, Gmail, Voice, Groups
- Interests: Play,/Google+/Alerts/News/Reader/Groups
- Reading: Play/News/Books/My Library
- Viewing: YouTube/OnAir/Hangout/DoubleClick/Analytics
- Friends: Google+/Picassa/Gmail/Hangouts
- Gathering places: Earth, Maps, StreetView, Android

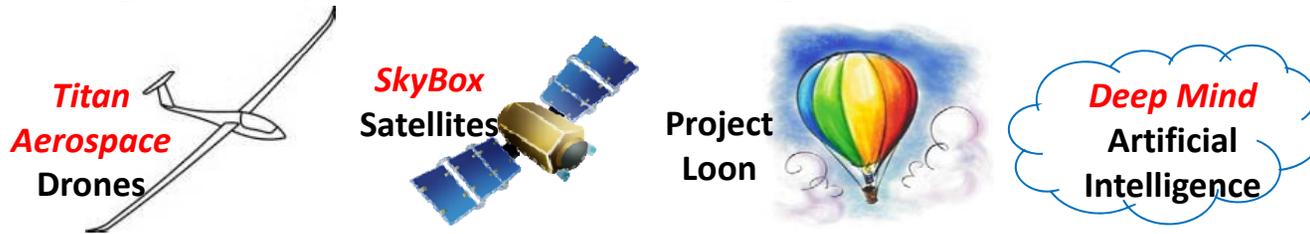
GoogleNet: Google-Android's Budding Physical Surveillance Network

Only Google Has Acquired the Piece-Parts of a Universal Physical Surveillance Network

Google has acquired 176 companies 2001-2015 [Wikipedia](#)

Google's "Skynet" Internet of Things Surveillance Network

Note: **red=**
acquisitions



Android Internet-of-Things Surveillance Platform Secretly Watching ~Everything On the Move... ...At Home/Work

						
<p>Wearables: Glass & Contacts Facial Recognition Watch Google Fit</p>	<p>Android Devices: Smart-phones Tablets Chrome-books Chromecast Android TV</p>	<p>Boston Dynamics + 6 companies Military Robotics Androids</p>	<p>Google Self-Driving Vehicles Connected Car Vehicle OS</p>	<p>Google Street View Vehicle Surveillance Mapping</p>	<p>Nest Energy Mgmt. Thermostats Appliances Sensors</p>	<p>Dropcam WiFi Continuous Video & Audio Surveillance & Sensors</p>

Google is Biggest Data – No One Else Collects More Data

43 Ways Google is #1 in world in private data collection

"We don't have better algorithms than everyone else; we just have more data." Google's Chief Scientist Peter Norvig [3-10](#)
"We're still 1 percent to where we should be...what I'm trying to do is... really scale our ambition." Google CEO Larry Page, [12-12](#).

#1 Internet User Tracking & Analytics

- **Website Usage Tracking** G's Analytics has [~98%](#) site share with [>15m](#) sites tracking

#1 Internet Usage Rankings

- **Traffic exchange** 60% of Internet devices & users exchange traffic [daily](#) with G's servers
- **Traffic involvement** >50% of websites' traffic involves G's analytics, hosting & ads [daily](#)
- **Internet traffic volume** ~25% of Internet's [daily](#) traffic is Google's
- **Internet dependency** in 5 min Google outage Internet traffic [declined](#) 40%

#1 Public DNS Service Provider Ranking

- **Internet's Address Book** handle >70b DNS address requests [daily](#)

#1 ICANN Top Level Domain Applicant

- **gTLDs** [101](#) .search, .ads, .app, .docs, .map, .dev, .cloud, .web, .mail, .music, .movies, .book, .games, .blog, .shop, .med, .fly, etc.

#1 Data Collection Rankings

- **Index size** >100 million [gigabytes](#)
- **URLs crawled** ~60 trillion unique [URLs](#)
- **Collection partners display** [2m](#) websites
- **Collection partners maps** [1.2m](#) websites

#1 Machine-Readable Fact-Base

- **Knowledge Vault** [~1.6b facts](#)

#1 Web Platform Rankings

- **Search** ~1.3b [users](#)
- **Video distribution** YouTube >1b [users](#)
- **Mobile** Android OS >1b [users](#)
- **Location** Maps >1b [users](#)
- **Browser** Chrome ~1b [users](#)
- **Tracking/Analytics** [>15m](#) websites
- **Advertising** >2m display ad-[websites](#)
- **Apps** Play offers >1.3m [apps](#)
- **Translation** 80 languages, 97% world pop.
- **Email** Gmail >425m [users](#)

#1 Digital Advertising Rankings

- **Digital Ad revenues** [\\$58b](#) ~5x #2
- **Mobile ad rev share** 50.4% [share](#) ~3x #2
- **Digital ad rev share** 31.9% [share](#), 5x #2
- **Traffic referrals to** [others](#) 38%

#1 Search Rankings

- **Mobile search** 93.3% [share](#)
- **Overall search** 89.5% [share](#)
- **Searches** 6b searches, 2.1 trillion in [2013](#)

#1 Video Distribution Rankings

- **Viewers** [>1b](#) total watching, [80%](#) outside US, [40%](#) watching on mobile
- **Online video viewing** 6 hours per user [monthly](#), [~7x](#) more than #2
- **Localized distribution** 61 countries/languages

#1 Mobile Rankings

- **Smart-phone shipments** Android 85% [share](#)
- **User engagement** Android users check their smart phones 125x [daily](#)
- **Tablet share** for Android is [62%](#)
- **Mobile OS usage** share is [44.6%](#)
- **Ad traffic share** for Android is [>50%](#)

#1 Maps & Location Services Rankings

- **Map searches** >1 billion [daily](#)
- **Websites** 1.2m sites use [Google Maps](#)
- **Mapped roads** mapped 28m miles of [roads](#), 94% or 194 of 206 countries
- **Street View** 5m miles in 50 [countries](#)
- **Home views** 75% of global pop. can [view](#) their homes on Google Maps
- **Google traffic warnings** in 600 [cities](#)
- **Most downloaded map app** on 54% of [smart-phones](#)

#1 Corporate Rankings

- **Corporate acquirer** most acquisitions in world [last 3-yrs](#)
- **Data Center Investment** most data center cap-ex ~\$28b [2006](#) – [2014](#)
- **Server points-of-presence** 1400 in 140 or 68% of the world's countries [USC](#)

Conclusion & Takeaways

Important Points to Remember

1. Google has anti-conservative values and is a hyper-political company.
2. Google has a different concept of liberty than conservatives. Google claims the freedom to coerce others or to take from others without their consent; conservatives believe in freedom from coercion to keep what one naturally has.
3. Google's business practices are hostile to constitutional rule of law, and the pillars of a free market: enforceable property rights and contracts.
4. Google doesn't have traditional values; its atrocious rap sheet belies corporate irresponsibility and a pervasive disrespect for people and their privacy, property, rights, and safety.
5. Google has become Big Brother Inc., because it has aggressively developed more ways to monitor more people, more intimately than any entity ever.
6. Google is "Biggest Data" since it alone has a mission "to organize the world's information..."

Where to Get More Information

1. www.SearchAndDestroyBook.com a book by Scott Cleland: *Search & Destroy: Why You Can't Trust Google Inc.*
2. www.GoogleMonitor.com a watchdog site holding Google accountable.
3. www.Googleopoly.net a compendium of Google's rap sheets & antitrust analysis.

Action Items

1. Remember information is power and that Google controls the most political information.
2. Don't trust Google with your most sensitive political network information and private data.
3. Limit any personal or political dependence on Google services; they aren't free – you pay with your privacy and confidential political information.
4. Don't be naïve about Google's power, politics, and incentive to tip elections to their benefit.

The Google Code

(A satirical look at Google's Guiding Principles)

- **The Google Rule** -- Whoever controls others' information – rules
- **Google's Golden Rule** -- Treat others as Google does not want to be treated
- **Google's Moral Relativism** -- Implying others are evil makes Google look relatively ethical
- **Google's Moral Compass** -- *“Evil is whatever Sergey says is evil.”* [Eric Schmidt]
- **Google's Code of Ethics** -- *“The Google policy on a lot of things is to get right up to the creepy line and not cross it.”* [Eric Schmidt]
- **Google's Rule of Thumb** -- If it doesn't scale, it can't be monopolized
- **Google's Law of Free** – “A sucker is born every minute”
- **Google's Law of Privacy** -- Profiling is in the eye of the beholder
- **Google's Law of Property** -- All good things come to those who take them
- **Google's Law of Innovation** -- If at first you don't succeed, buy whoever did

Appendix A - Bio: Scott Cleland, President, Precursor[®] LLC

- **Bio:** Scott Cleland was the first analyst to foresee that Google would become a global monopoly with unprecedented market power and minimal accountability that would lead to severe competition, privacy, property, and security problems. He has written more Google antitrust, privacy, and accountability research than anyone in the world.
- Cleland is a precursor: a research analyst with a track record of industry firsts and a history of spotlighting harmful industry behavior and misrepresentation. He is President of Precursor[®] LLC, a Fortune 500 research consultancy focused on the future of Internet competition, privacy, security, property rights, and algorithmic markets. Scott Cleland is author of the book: *Search & Destroy: Why You Can't Trust Google Inc.* Cleland also authors the widely-read www.PrecursorBlog.com; and publishes www.GoogleMonitor.com.
- He served as Deputy United States Coordinator for International Communications and Information Policy in the George H. W. Bush Administration. Eight Congressional subcommittees have sought Cleland's expert testimony and *Institutional Investor* twice ranked him the #1 independent telecom analyst. Scott Cleland has been profiled in *Fortune*, *National Journal*, *Barrons*, *WSJ's Smart Money*, and *Investors Business Daily*. Cleland's Full Biography can be found at: www.ScottCleland.com
- **Scott Cleland's Three Congressional Testimonies on Google:**
 1. Before the Senate Judiciary Subcommittee on Antitrust on the Google-DoubleClick Merger, September 27, 2007. http://googleopoly.net/cleland_testimony_092707.pdf
 2. Before the House Energy and Commerce Subcommittee on the Internet on Google Privacy issues, July 17, 2008. http://www.netcompetition.org/Written_Testimony_House_Privacy_071707.pdf
 3. Before House Judiciary Antitrust Subcommittee, on Evolving Digital Marketplace, September 16, 2010. http://www.googleopoly.net/Written_Testimony_House_Judiciary_Competition_Subcommittee_9-16-10.pdf

Appendix B: Search & Destroy: Why You Can't Trust Google Inc.

See: www.SearchandDestroyBook.com

Search & Destroy
Why You Can't Trust Google Inc.



Scott Cleland
with Ira Brodsky

This is the other side of the Google story—the unauthorized book that Google does not want you to read. In *Search & Destroy*, Google expert Scott Cleland shows that the world's most powerful company is not who it pretends to be.

Google pretends to be a harmless lamb, but chose a full-size model of a Tyrannosaurus Rex as its mascot. Beware the T-Rex in sheep's clothing. Google has acquired far more information, both public and private, and has invented more ways to use it, than anyone in history. Information is power, and in Google's case, it's the power to influence and control virtually everything the Internet touches. Google's power is largely unchecked, unaccountable—and grossly underestimated. Google is the Internet's lone superpower—the new master of the digital information universe. And Google's power depends almost entirely on the blind trust it has gained through masterful duplicity. Google routinely says one thing and does another.

Cleland proves the world's #1 brand untrustworthy. He exposes the unethical company hiding behind a "don't be evil" slogan. He uncovers Google's hidden political agenda. And he reveals how Google's famed mission to organize the world's information is destructive and wrong. Cleland is the first to critically examine where Google is leading us, explain why we don't want to go there, and propose straightforward solutions.

Google's unprecedented centralization of power over the world's information is corrupting both Google and the Internet—a natural result of unchecked power. Google is evolving from an information servant to master—from working for users, to making users work for the Internet behemoth.

Search & Destroy conclusively demonstrates that Google's goal is to change the world by influencing and controlling information access. Ultimately, Google's immense unchecked power is destructive precisely because Google is so shockingly-political, unethical and untrustworthy.