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# How Google Uses You

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Everybody knows that Google offers lots of free services. Many are ad-supported. Others aren't. They're just free products that we can all use as a kind of publicly provisioned resource.

That's how most of us see Google. But guess what? That's how Google sees you, too.

You may or may not be a Google user. But Google is definitely using you.

## How Google Harvests Your Brain Cycles

As you probably know, Google is in the book-scanning business. The company works with libraries and publications (including the New York Times) to scan and digitize book collections. It then posts these texts on the Internet and sells advertising against it. Scanning books is like printing money.

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[Google](#)

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