

Based on Zachary (2009), provide three reasons why Google is creating a new operating system. How will it compete with Microsoft?

Based on Zachary (2009), Google is into developing a computer operating system and browser that would make computing more interesting and less expensive because:

- 1- Google will be giving the software free of charge, attracting more users in the process.
- 2- Google will be generating more profits in supporting more companies advertisement businesses, with great potentials of weakening Windows.
- 3- Google will be providing a new platform for developers to be more creative in Web designing and programmers to expand their work.

This new OS creation project will be a big plus for Google, with Microsoft who seems to be struggling to keep its revenue from falling, as people are no longer writing traditional windows applications. Social media sites have become so important in people's lives, their effects are shrinking the role of the OS, from captain to merely a follower. I suppose this new creation will eventually drag Microsoft products prices down, putting google on top, to the benefit of the masses.

Response 2

According to Zachary (2009), Google is currently creating a new operating system. The executives at Google believe that a new OS will help make personal computing less expensive. Currently Windows 7 retails for around \$120.00, by creating a free OS, individuals will be able to perform the same basic functions for far cheaper. The second reason why they are pushing the new OS is for profit. Google generates a majority of its revenue from advertising, by creating an OS that is based around a web browser, they hope that this will increase traffic, which would increase the profit from advertising. The third reason is to provide an alternative to Microsoft Windows and Internet Windows, providing a new platform for developers to write Web applications and unleashing the creativity of programmers for the benefit of the masses (Zachary 2009). I believe that in the past few years creating a new OS has been as difficult as creating a new nationwide fast food chain. The majority of individuals that use a computer are used to the "Greats" such as Windows and the Apple OS's which are the equivalent of McDonalds and Burger King. Trying to create something new and compete with the well known names is not easy. People have been using these OS's since they first used a computer, and are obviously reluctant to change.

I believe that Google does have an edge when it comes to the OS. The popularity of Google has risen tremendously in the past few years, and now it is a household name. While it will probably take some time, I believe that Google will become one of the powerhouses of personal operating systems.

