

HELLO

Two things that are *things* now...

\* People asking search engines questions

\* Google autocompleting your search

... which in turn have created a *thing*...

**<something> according to Google**

composers are|



composers are **hilarious**

composers are **made of fire**

[I'm Feeling Lucky »](#)

composers are **associated with the romantic period**

composers are **buried in aldeburgh churchyard**

cellos are



cellos are **awesome**

cellos are **people too**

[I'm Feeling Lucky »](#)

cellos are **made of what wood**

cellos are **cool**

Google

David Cameron is a lizard

david cameron is a **lizard**

david cameron is a

david cameron is a **prick**

david cameron is **useless**

Google

Danny Alexander is |

danny alexander is **beaker**

danny alexander is a **ginger rodent**

danny alexander is a **tory**

**who** is danny alexander

Google

i hate when my cat

i hate when my cat

i hate **it** when my cat **smoke** my ciggarettes

i hate **it** when my cat **seduces** me

i hate **it** when my cat **thinks outside the box** t-shirt



**Google Instant tries to predict what the rest of your query might be based on popular queries typed by other users.**

**Which is usually hilarious. But also potentially useful.**

**<University of Bath> according to Google**

command + shift + P

Ctrl + Shift + P





university of bath |



university of bath **jobs**

university of bath **open days**

university of bath **accommodation**

university of bath **webmail**

Press Enter to search.



university of bath is



university of bath is **it good**

university of bath **where is located**

university of bath **where is it**

Press Enter to search.



bath university is



bath university is **it good**

bath **spa** university is **it good**

is bath university **in russell group of universities**

is bath university **hard to get into**

Press Enter to search.

Google

is university of bath



is university of bath **a russell group**

is university of bath **good**

is university of bath **hard to get into**

**where** is university of bath **located**

Press Enter to search.



what is university of bath



what is **the** university of bath **like**

what is **the institution code for the** university of bath

what is **the ranking** of university of bath

Press Enter to search.

Google

how| is university of bath



how **good** is university of bath

how is university of bath

how **hard** is it to **get into the** university of bath

Press Enter to search.

Google

what is bath university like



what is bath university **like**

what is bath university **good for**

what is bath university **not russell group**

what is bath university

About 252,000,000 results (0.35 seconds)

What are people thinking about us?

What are people asking about us?

Do we have anything to say on the matter?

Do we even come up as a result for that search?

What are people asking about our peers?

What could we be turning up for but aren't?

So many questions,

but Google Instant has some of the answers.



**Google Poetics**

@GooglePoetics

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what if the first world war hadn't happened  
what if the world was gay  
what if the storm ends  
what if the hokey...(cont)



what if the first world war hadn't happened



what if the **first world war hadn't happened** Remove

what if the **world was gay**

what if the **storm ends**

what if the **hokey cokey is what it's all about**

RETWEETS

**94**

FAVORITES

**85**



4:26 AM - 21 May 2014

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