OVER THE PAST SEVERAL years people have become so familiar with the Internet-based search engine Google® that new terms have been added to the American and international lexicon. It is not uncommon to hear colleagues indicate that they are going to “google” something or someone as they search for information. Google’s mission is to organize the world’s information and make it universally accessible and useful. Many would argue that Google has gone a long way toward fulfilling their mission, although this is not the belief of the people at Google. As is seen from their mission statement the company goal is not to organize the entire Internet. Its goal is to organize the entire world’s information. This includes printed documents (e.g., books, magazines) and nontext materials (e.g., photos, videos). By Google’s estimates this feat will take about 300 years. It is apparent that what is being used today is just the beginning of what will be available in the next several years.

Most people are probably familiar with the Internet search-engine function of Google. What many people might not be aware of are the many other services Google has created. One particular service can be especially helpful to athletic trainers as they go about their daily activities. This column highlights a service provided by Google called Google Mobile and how it can help bring a world of information to your cellular phone, no laptop or wireless network required.

Suppose that while on a road trip or at a convention you forgot to check the weather conditions before you left or want to find a restaurant near your hotel. Internet-savvy athletic trainers might think about finding a wireless network at a Starbucks or McDonalds and firing up their laptop to search for the answers. The answers might be a lot closer

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**google (600.qul)**

v. To search for information on the Web, particularly by using the Google search engine; to search the Web for information related to a new or potential girlfriend or boyfriend.

—Googling pp.

than that if such a person has a cellular phone with the capability to send and receive text messaging. It is possible to google right from your phone. Many phones and cellular networks allow for text messaging on a pay-by-message rate, so subscribers might have text-messaging capability even if they have not subscribed to a text-messaging plan through their carrier.

Google SMS (Short Message Service) enables people to send queries as text messages over their mobile phones and easily get precise answers to their questions. No links. No Web pages. Just text. The first step is to enter the question as a text message. (Information on how to text-message can be obtained from any nearby teenager.) This text message is then sent to GOOGL (46645), and within about a minute a reply should be received in the form of a text message (or messages) with the desired results. The results might be divided into a few small text messages. If so, they will be labeled “1/3,” “2/3,” and so on.

According to Google this service can be used to

• Get local business listings when you’re on the road and want to find a place to eat
• Obtain driving directions to get from Point A to Point B without having to ask for directions
• Find movie show times and theater locations for movies currently playing near you
• Check weather conditions and 4-day forecasts to plan your day
• Get quick answers to straightforward questions
• Study the latest stock quotes and stay on top of the market
• Compare online product prices with ones you find in retail stores
• Look up dictionary definitions to expand your vocabulary or prove a point

Suppose a team has a rained-out ballgame and they want to catch one of the newly released movies. Simply send a text message to 46645 that has the name of the movie followed by the ZIP code of the area the team is staying in or the name of the city and state (Figure 1). Within about a minute a text message will be sent back to the phone, in this case three, that provides the local theaters showing this movie and the times it is showing (Figure 2). If no one can recall what movies are in the theaters a message that reads “movies fresno ca” will return a list of movies being shown in the Fresno, CA, area.

One can access driving directions, as well. Perhaps you need to know how to get to the airport from your hotel. Send a text message to GOOGL that starts with the word from and then write the starting address (e.g., 1234 first fresno ca) followed by the word to and the final destination. This service accepts a street address + ZIP code, a street address + city + state, a city + state, a city (for major metropolis), a ZIP code, or an airport code. The message would look something like this: “from 1234 first fresno ca to [desired location]” (Figure 3). The result will be a series of messages giving turn-by-turn directions from the first location to the second. The directions are similar to those that would be obtained from online map services (e.g., Mapquest.com, maps.google.com).

Perhaps you need to find a pizza parlor in the host team’s city. Send a text message to GOOGL that reads “pizza fresno ca” or “pizza 93711” (Figure 4). You can even enter the name of your favorite restaurant to see if one is located in the city you are visiting (e.g., “round table 93711”). Suppose while attempting to mix up an electrolyte drink you can’t remember how many cups are in a gallon. Send the message “cups per gallon” to