



Literacy and Intervention

SAMPLE LESSON

Claims to Fame[®]

Short Biographies Develop Comprehension and Writing Skills

Grades 2–5



Book 2

What do you know about the World Wide Web?



Courtesy of Yahoo!

Jerry Yang

1968–

Jerry Yang, a **founder of Yahoo!**, turned his hobby of spending a lot of time on the World Wide Web into a successful business. He says that he is now doing exactly what he wants to be doing.

Jerry was born in Taiwan. When he was two, his father died. His mother, a professor of English and drama, raised him and his younger brother Ken. Because her sister lived in the United States, Jerry's mother decided to move there, too. The family settled in San Jose, California, when he was ten years old.

Jerry started school knowing only one English word—*shoe*. He says that at first he could not pay attention in class for very long, but soon he was doing quite well.

After high school, Jerry went to Stanford University to study engineering. One of his good friends there was David Filo, another engineering student. They set up a tiny office in a university trailer as a place to study. Both Jerry and Dave used the World Wide Web to get information. They spent a lot of time looking at the many different **sites**.

The World Wide Web was just beginning. Many people were putting all kinds of information on the Web, but it was not in any order. Jerry learned that there was no easy way to find the information he wanted. He had to look at everything. He decided to build himself a guide. He began by making little lists of **links** to his favorite Web sites. This made it faster to find what he wanted.

Dave was doing the same thing with his favorite sites. Soon they were passing links back and forth. They decided to combine them into a shared list.

Jerry and Dave e-mailed the Web address for their guide to a few friends, who thought the guide was very helpful. They began sending it to their friends. Soon many people were using it. The list became known as *David and Jerry's Guide to the World Wide Web*.

Before long the list became too big. Jerry and Dave decided to divide it into different categories or classes. Soon the lists of categories got too big, so they broke them into smaller ones. In this way Jerry and Dave developed the basic idea behind Yahoo!, and it has not changed much since then.

To let people know about new and interesting sites, they expanded their guide with short listings like "What's Cool." Their audience cheered every new item with encouraging e-mails, which also contained lots of helpful advice. Jerry

believes that if they had not had this help, they couldn't have developed Yahoo!

One day in the fall of 1994, almost 100,000 people looked at their Web site. Jerry remembers, "That was the point at which we said, we've got to do something about this, or we're going to shut it down." The guide was taking up so much of their time that they almost did not eat, sleep, or study. So they decided to turn their hobby into a business.

Jerry and Dave needed money to develop Yahoo! They knew they would have to review more and more Web sites and put them in categories. They would have to hire people to do this work, and they would need more equipment. They quickly learned that many businesses were very eager to help them get started.

Since then Yahoo! has grown. Although now there are many different guides for finding information on the Web, Yahoo! is the oldest and remains one of the most popular. Jerry says, "I love what I'm doing. I don't even see it as a job."

... HELPFUL VOCABULARY ...

founder: the person who sets up or organizes something

Yahoo!: the first and most popular listing of what is on the World Wide Web

site: a particular place on the Web where one can find information

link: on a Web page, a place you click that takes you to another site

THINKING ABOUT WHAT YOU HAVE READ

1. Where was Jerry born?

2. Why was 1994 an important year for Jerry?

3. Why did Jerry want to build a guide to the World Wide Web?

4. How did their friends and the other people using their guide help Jerry and Dave?

5. How did Jerry and Dave help each other?

6. Why do you think Jerry likes his job so much?

7. What new sites would you like to see on the World Wide Web?

WORKING WITH WORDS

A **synonym** is a word that has the same or almost the same meaning as another word. *Large* is a synonym for *big*. In the story we learn that Jerry and Dave set up a *tiny* office. Can you think of three synonyms for *tiny*?

a _____ office

a _____ office

a _____ office

A **category** is a group or class of things. For example, the category of food includes milk, beef, apples, and so on. Jerry and Dave used categories to develop Yahoo! Try to list four items that belong in each category.

states

_____	_____
_____	_____

insects

_____	_____
_____	_____

jewelry

_____	_____
_____	_____

Sometimes words have more than one meaning. In the following sentences, the word in bold print has one meaning. Write what it is. Then write another meaning the word may have. Example: The family **settled** in San Jose, California. In the sentence, *settled* means to have gone to a place to stay and live. *Settled* can also mean to have agreed on something.

Jerry's mother **raised** him and his brother.

Soon he was doing quite **well** in school.

David Filo was one of Jerry's **good** friends.

"What's **Cool**" is one of the listings on Yahoo!

One day in the **fall** of 1994, almost 100,000 people looked at their Web site.

WRITING SKILLS

Jerry Yang and Dave Filo are close friends. Write about a good friend you have. Think about where and when you met, what you like to do together, why you are friends, and any other things you want to include. Try to write at least three sentences.

Jerry liked to get suggestions from people about how to improve Yahoo! What suggestions do you have for Jerry?

What do you like about using the World Wide Web? What don't you like?
