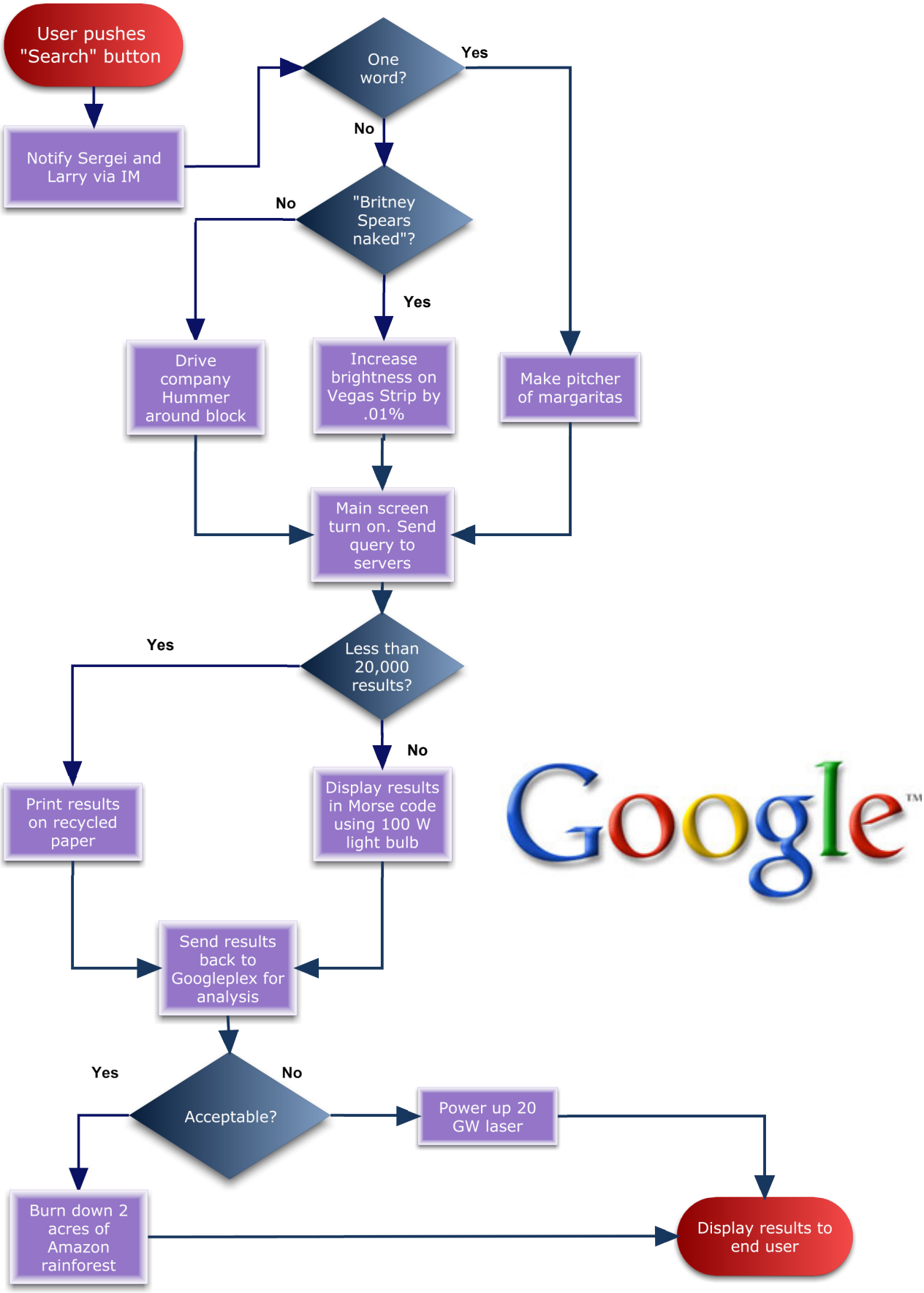Why Do Google Searches Use So Much Power?