Google Resources: Virtual World for the Researchers- An attempt to Investigate the Present Trend

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ABSTRACT

Virtual worlds are slowly creeping into our daily lives. While some early adopters have been using them for entertainment, research and training over the last 20 years, virtual trade shows, online conferencing with user avatars are putting them front and center on the desktops of workers around the world. According to a Google Scholar search, the sum total of papers referring to "Virtual Reality" is a whopping 200,000 in the past ten years alone. That number includes research both on the technology and the applications of VR. Hence, there is an abundance of information that you can benefit from when introducing VR into our own research. Google is everywhere - from TV ads to news broadcasts to mobile phones. As popular as it is - is it the most reliable resource for student research? Many academic thought leaders say no. While Google has undoubtedly shaped the way, we operate in an online environment, many leading experts agree that it might not be the catch-all domain when it comes to complete and thorough data collecting. Content moves at a rapid pace with Google, making it great for news-related material. If you need to know what is happening miles away in the news, Google is an excellent Web-based portal that gathers the state of current events at breathless, lightning speed. Google is also very easy to use, which explains its overwhelming popularity with the general public. So, the present study is intended to investigate the extent to which the research scholars are familiar with the available google resources. The result will show the importance of giving platform to make aware of the researchers about the various resources available in the google.

"Technology alone will not improve education, but it can be a powerful part of the solution."

Sundar Pichai, CEO, Google

Introduction

While burying ourselves in the masses at the library is one way to get some serious research done, with today's technology we can do quite a bit of useful searching before we ever set foot inside a library. The students will appreciate the practicality of these search engines that allow them to treasure books, journal articles and even primary source material for at all kind of research they're working on and that coming back only serious, academic results so time isn't missed on unprofessional resources. Technology is playing a superior role in education for millennials, the base of our current student community. Chelliah and Clark (2011) stated that millennials have "seen the rise of a pervasive, ever-present connectivity, and access to capture, process, send, and receive information through multiple devices (wireless handheld computer, smartphones, PDA-phone hybrids, and next generation handheld gaming devices) anytime and anywhere, like never before" (p. 277). This is because development in technology has permitted for transfer of complex information while in chorus providing entertainment all through the learning process. Technology is transforming teaching and learning. It's helping kids learn at their own pace, become creative problem solvers, and effective collaborators. But for those without access, existing learning gaps are only widening. That's why we'll continue directing our products, people, programs and philanthropy toward a future where every student has access to the skills they need and the quality education they deserve. Among the major search companies, Google has gained a reputation as one of the leading and most popular search engines. Google now processes over 40,000 search queries every second on average, which translates to over **3.5 billion searches per day** and **1.2 trillion searches per year** worldwide. Besides being fast and user-friendly, Google's popularity is mostly due to the relevance of the retrieval results for a typical query. In other words, recall and accuracy are frequently high for Google's search results.

Google search engine has gained increasing popularity among academic communities and students and it now plays a crucial role in their information-seeking behaviour. In addition to its dominance in general searching on the web, past research has also demonstrated the impact of Google within research and educational fields. To serve academics' and scholars' information needs it is necessary to have a better understanding of Google's role in their

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information-seeking behaviour and the impact it has had on their information-seeking habits. Since its founding, Google has made many advancements in the search engine field. Today, many users believe that Google is the quickest and most reliable search engine for many reasons. A study done in 2012 showed that 69.5% of users' searches were done using Google, with Bing coming in second place at 25%. Google is also the main search engine used on mobile devices and tablets.

About Google

Google is an American multinational technology company that focuses in Internet-related services and products, which include online publicity technologies, search engine, cloud computing, software, and hardware. It is considered one of the Big Four technology companies, along with Amazon, Apple and Facebook.

Google was founded in 1998 by Larry Page and Sergey Brin while they were Ph.D. students at Stanford University in California. Together they own about 14 percent of its shares and control 56 percent of the stockholder voting power through super voting stock. They incorporated Google as a privately held company on September 4, 1998. An initial public offering (IPO) took place on August 19, 2004, and Google moved to its headquarters in Mountain View, California, nicknamed the Google plex. In August 2015, Google announced plans to reorganize its various interests as a conglomerate called Alphabet Inc. Google is Alphabet's leading subsidiary and will continue to be the umbrella company for Alphabet's Internet interests. Sundar Pichai was appointed CEO of Google, replacing Larry Page who became the CEO of Alphabet.

The company's rapid growth since incorporation has triggered a chain of products, acquisitions, and partnerships beyond Google's core search engine (Google Search). It offers services designed for work and productivity (Google Docs, Google Sheets, and Google Slides), email (Gmail/Inbox), scheduling and time management (Google Calendar), cloud storage (Google Drive), social networking (Google+), instant messaging and video chat (Google Allo, Duo, Hangouts), language translation (Google Translate), mapping and navigation (Google Maps, Waze, Google Earth, Street View), video sharing (YouTube), note-taking (Google Keep), and photo organizing and editing (Google Photos). The company leads the development of the Android mobile operating system, the Google Chrome web browser, and Chrome OS, a lightweight operating system based on the Chrome browser. Google has

moved increasingly into hardware; from 2010 to 2015, it partnered with major electronics manufacturers in the production of its Nexus devices, and it released multiple hardware products in October 2016, including the Google Pixel smartphone, Google Home smart speaker, Google Wi-Fi mesh wireless router, and Google Daydream virtual reality headset. Google has also experimented with becoming an Internet carrier (Google Fibre, Project Fi, and Google Station).

Google.com is the most visited website in the world. Several other Google services also figure in the top 100 most visited websites, including YouTube and Blogger. Google is the most valuable brand in the world.

Reasons for preference for Google

There are many reasons for Google's popularity.

The Google homepage is very simple, easy to use, and loads quickly. It provides users with better results than any other search engine and can find a lot of information quickly. For instance, a student who wants to learn more about "famous basketball players" can type those keywords into the search engine and find detailed information within minutes.

Google has become a part of our social culture. Over many years, Google has gained popularity in our society. It has been mentioned in many TV shows and movies and is considered to be a part of our "pop culture." It has become common for someone to say, "Just Google it" to read more about a topic.

Google shows fewer ads on its homepage than its competitors, Bing and Yahoo. The ads Google shows are more related to its users' interests. Displaying fewer ads gives Google an advantage over Yahoo and Bing because its pages are easier to read.

Google is extremely good at ranking sites in order of their relevance to users. It places value on sites that can link to other pages with similar information. The more popular sites that link to your page, the better the chance that your website contains useful information.

A good point to start. Google is good as a starting point and for getting a quick overview. Things like Google give you a sort of a quick and nasty way of getting into something.

A handy tool. Google has a simple interface and homepage, and nowadays its search box is often part of users' web browsers, for example, the Fire Fox web browser is normally installed with a Google search box integrated in it.

Finding Power Point files. Google finds PowerPoint presentations and therefore has wide applications for teaching, for example, as well as in preparation for giving a talk or making a presentation.

Another major factor is Google Maps, which can be used as both a desktop and mobile map service. Google Maps lets people view street maps and images shot from a satellite view and also gives them a street view perspective from up to four different types of transportation (auto, public, bicycle, on foot.)

The recent invention of Google or G-talk gives office workers a more convenient and direct way to communicate on the job.

This popular search engine also lets computer users have free access to their rising YouTube channel. Over the last few years, Google has become a hot spot for people who enjoy watching and posting original videos on the internet. As an example of this growth, Google has branched out by creating their own email system named Gmail, which is commonly used on cell phones and other new mobile devices.

Nichols and Rowlands (2008) listed seven reasons for Google's popularity:

(1) It offers the ultimate one-stop information shop.

(2) It has very high visibility in a relatively anonymous information environment.

(3) It is convenient and universally accessible.

(4) It opens the information horizon and encourages greater use of information resources.

(5) It attracts trust and is held to be authoritative.

(6) It is fast.

(7) It is free

All of this transforms search into a tool anyone can use to navigate the web. This is something Google actually gets at a fundamental level and it is reflected in its ease of use and the popularity it enjoys. The three things: Data, Accuracy and Relevance hide an incredible

level of cost and complexity. Google makes it all look easy but its dominance in search remains unchallenged because it is unlikely any other competitor will have quite the same breadth and depth in reach which means they will not have the same quality data Google has to run their services.

Need and significance of the study

In this age of 21st Century, every aspect of life is related to science and technology. Huge flow of information is emerging in all fields throughout the world. In order to make qualitative improvement in research field every researcher should aware about the new technological advancement as well as they possess 21st century skills. Google is an excellent Web-based portal that gathers the state of current events at breathless, lightning speed, easy to use, which explains its overwhelming popularity with the general public. So, the present study is intended to investigate the extent to which the research scholars are familiar with the available google resources. The result will show the importance of giving platform to make aware of the researchers about the various resources available in the google. So, we can promote a research field with highly skilled researchers, capable of generating ample, innovative, and creative knowledge.

Objectives of the study

To identify the level of google awareness possessed by the research scholars.

To compare the google awareness of male and female research scholars.

Hypothesis for the study

There is no significant difference between male and female research scholars with regard to google resource awareness.

Method of investigation

In the present study, the researcher conducted normative survey as the method for collecting data. Considering the nature of the study random sampling technique was used. Data were collected from 60 research scholars from Kannur University by using a google awareness scale. It was drafted focusing on the major google resources taken for the study. Percentage analysis and critical ratio were done for analysing the collected data.

Analysis and interpretation of the data

The analysis of data has been carried out objective-wise, the interpretation is also given along with it.

1. **Analysis of the responses made by the research scholars regarding their google resource awareness**

By analyzing the responses made by the research scholars, it is inferred that, they exhibit the following level of google resource awareness

Table I: Percentage score obtained for the google resource awareness of research scholars

Sl.No.	Google Resources	Response in Percentages
1	Google Scholar	33.33%
2	Blog	46.6%
3	Google Docs	8.33%
4	Google Drives	40%
5	Gmail	100%
6	Google Spreadsheet	16.6%
7	Google Forms	6.6%
8	Google Slides	8.5%
9	Google Books	30%
10	Google Trends	2%

When analyzing the responses of the research scholars, it is found that majority of them have very low awareness about the google resources. The data shows that 100% research scholars have their own Gmail account and make use of them regularly for interaction. Nearly half of the sample have enough knowledge about the use of blog. Result also shows that only a very few scholars are aware of the available google resources. Majority of the sample express their unawareness about the google resources.

Analysis of the responses made by male and female research scholars about their google resource awareness

For testing the hypothesis made by the investigator, critical ratio was used. The result is shown below. The maximum score of the scale was 30. The mean and standard deviation of both the male and female were found out and tested the significance of difference between these two means. The difference of the mean scores between the male and female was tested using independent sample t-test and the result is given in table 2.

Table 2: Comparison of the mean scores between the male and female research scholars in respect of their google awareness

Group	No. of Students	Mean	SD	t	Result
Female	30	8.50	1.71	12.47	$P<0.01$
Male	30	14.87	2.30		Significant

From the table, it is clear that the critical ratio obtained (12.47) is significant at 0.01 level. This shows that there is a significant difference in the mean scores between the male and female research scholars with regard to their google awareness. From the table, it is also evident that the mean scores of boys (14.87) and girls (8.5) were below the average level. This implies that the research scholars were having a low level of awareness regarding google resources. The standard deviation of the test of two groups indicates that the scores were not much deviant from the central value. So, there was no much difference in the standard deviation of two groups, the individual differences in the two groups were approximately same.

Findings of the Study

1. While considering the total sample, it is inferred that the selected research scholars have not enough awareness about google resources.

2. When comparing the mean scores between male and female research scholars about their google awareness, male scholars dominate over female scholars.

Conclusion and Suggestions

The problem of information technology illiteracy was a serious one among research scholars. Researchers have to improve themselves in their ICT Knowledge and skills. So as to be a technology proficient atmosphere which is the urgent need of today.

Use of google resources has become an increasingly popular mode of collecting relevant information for the study. Therefore, we must create e-researchers by providing adequate training and coaching.

Research scholars should be motivated to update their knowledge about e-resources, which are necessary for 21st century skills, regularly.

The new revolution surely redefined the researchers quaries and the barriers might have thinner.

Every researcher should not only be an e- literate but also develop competencies in the effective usage of the available e-resources and all the technologies that are related to research.

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