

## HOW GOOGLE SEARCH IS CHANGING US

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### ABSTRACT

Internet has become the most intricate part of people's lives. Back in time when the internet was an uncommon entity, if we came across a hard question we either asked others for the solution, use an encyclopaedia Or you could use library to carry out the research. Whichever one we opted for almost certainly was more complicated and time-consuming than what you'd do today: 'Google it'. Thanks to technology – and therefore the internet especially – we aren't dependent upon our unreliable memories for random facts and pieces of data. Think about it: when was the last time you tried to memorize someone's phone number? And what's the purpose in learning the spelling of that long, complicated word when you know autocorrect will correct it for you? The answers to these questions tell us lot about how the google search is changing our direction of thinking as well as our thinking capacity. This paper focuses on how google search engine has changes us, along with its advantages and disadvantages.

**Keywords:** Internet, Google, Google Search Engine.

### I. INTRODUCTION

Technology has unarguably created an enormous impact on our lives. In the present day, many studies significantly showed internet affecting our intelligence as we use it on day to day for various reasons in some or the other way. Many things like getting assistance in education or field work, information or passing information, entertainment, traveling, maintaining ,current affairs; technology has shaped our lives in a completely different spectrum and one among the most important tools which has been used for enjoying the role is the internet. The research, conducted by psychologists of Columbia and Harvard Universities, is that the first of its kind to look at the effect of search engines on the human memory'. The results, published in the Science magazine, suggest that the way our brain stores various data has changed remarkably because of our "confidence" to find them on the web. The researchers claim that the Internet has now become a dominant form of transactive memory (A transactive memory system is a mechanism through which groups collectively encode, store, and retrieve knowledge.) Previously this role belonged to books. Today the web shows even more powerful presence in our lives. Google has become the most widely used search engine over World Wide Web (WWW). Larry Page and Sergey Brin founded the Google in 1998. With time, Google became the number one search engine for searching any information. Products started to come with google as their homepage. Google is working towards building new products that run human lives and is not only a search engine. They include Chrome, Google maps, Gmail, Google docs etc. A search engine is a program that searches the internet and finds webpages for you based on the keywords that you provide. In 1998 average of 9800 searches were made per day on google search engine. By 2014 it reached to 5.7 billion and more increasing searches per day and over 4.7 trillion today. This may not be surprising because we all want instant information. But while it's certainly convenient to have the sum of all knowledge at our fingertips, studies have shown that the Google is changing the way we think.

### II. REVIEW OF LITERATURE

Larry Page (cofounder of google) in 1995 was considering Stanford for graduate school and Sergey Brin (cofounder of google), a student there, was assigned to him to show the way around. During the first meeting they disagreed over everything, but following year they stuck together with a partnership. Working from their dormitory, they had built a search engine that used links to determine the importance of pages on the WWW. And calling them search engine Backrub.

After some time backrub was named as Google. 'Internet Affect: Google Search Affecting Our Intelligence' research paper by (MRUDUL KODARLIKAR1, PRATHAMESH CHIPADE2) which gives an insight on the effects of google search engine on people's intelligence. It lists the reasons as follows:

### 1. DECREASING CREATIVITY AND IMAGINATION

When everything is being provided in the form of templates and predesigned patterns, it decreases a person's own power to think, imagine and create. As for students access to scholarly and research work is simply a click away and it's hampered one's ability to research and make. As a result, student preferably believe copy pasting the content that's already available and don't put an attempt in making and creating anything from their own imaginative and thinking abilities. Slowly, it's turning the younger generations into machines that feed on what is already provided and negatively affecting their own creativity.

### 2. INCREASING ADDICTION OF SOCIAL NETWORKING

Another way during which "internet affecting our intelligence" fits true is that the increasing urge to socialize excessively within the virtual world. People hound over the number of likes and comment and hence created a fake world where more and more people want validation from strangers on the web.

### 3. ROBOTIC APPROACH AND SEDENTARY LIFESTYLE

The internet addiction has increased such a lot that everybody prefers sitting ahead of their screens and are mostly glued to the virtual world of social media. This over use is resulting in a decline in physical also as mental fitness. People have started counting on the program for everything and their own intelligence also because the ability to ponder, discuss and think has greatly reduced. Everyone likes to be given all things prepared. It's not only increasing a slow, sedentary lifestyle with subsequent impact on fitness and wellbeing but also, people's mental wellness is greatly at stake. The human brain is usually handling a continuing stream of data influx. The constant an straightforward access to the stored information on the web is atrophying memories of the people. As a result, human's aptitude to ponder, create and reason is damaging. The inactive lifestyle eventually impacts the activity of human brain during a negative manner and hence, intelligence.

## III. METHOD AND MATERIALS

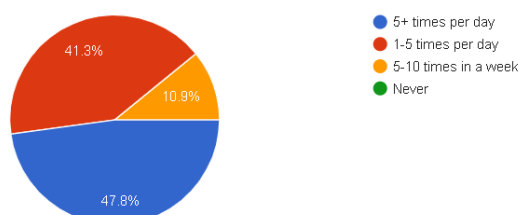
Quantitative and qualitative methods were selected for this particular research. Primary and Secondary research method was performed for this paper. Secondary research or desk research is a type of research that involves using pre-existing data. Secondary research includes research material published in research reports, journals and similar documents. These documents are often made available online and offline by libraries, websites, online journals etc. . Secondary research method involves re-analysing, interpreting, or reviewing past data. Secondary research was performed using qualitative data sets. This type of secondary data is employed once you want the previously-collected information to tell your current research. It is particularly used when you want to test the information obtained through qualitative research by implementing a quantitative method. Questionnaire method was used for survey. Answers obtained through closed-ended questions with multiple choice answer options are analysis may involve pie-charts, bar-charts and percentages and answers obtained through open ended questions are involved in qualitative research. Qualitative method provides answers to 'why?' and 'how?' Qualitative research discussions are determined by respondent's opinions, feedback and feelings .A Google form was used to collect data.

## IV. SURVEY

A survey was conducted to analyse how google search engine was changing the way the search for information and how satisfied they are with search engine. 10 questions were asked and total of 46 participants took part in survey.

1. How often do you use GOOGLE SEARCH ENGINE?

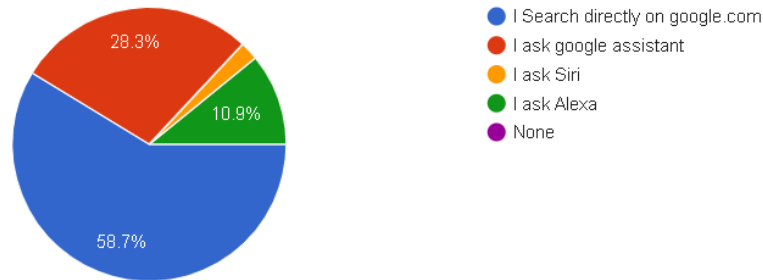
46 responses



The first question asked was how often you use google search engine. It is seen that 47.8% people use google search engine 5+ times per day, total of 41.3% of people use google search engine at least 1-5 times a day, and only 10.9% of people use google search engine 5- 10 times a week.

2. Which method do you use frequently when searching for information on google search using your mobile?

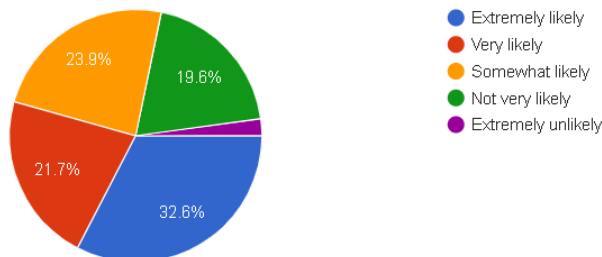
46 responses



It is seen that total of 58.7% of people search directly on google.com, 28.3% of people use google assistant for search, and 10.9 % of people use Alexa for searching information.

3. How likely you would scroll down to see additional results if you are not satisfied with the top results ?

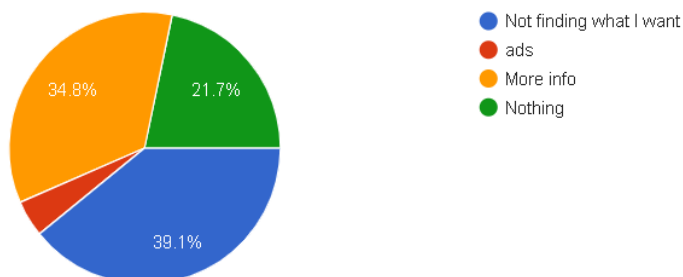
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When asked how likely will people will scroll till the end of search result, it has been seen that only 32.6% will extreme likely scroll till the end of the search result page, 21.7% will very likely scroll down the page, 23.9% people feel somewhat likely to scroll till the end, and 19.6% people don't feel very likely to see till the end result.

4. What would make you go to the second page (or beyond) of a Google search.

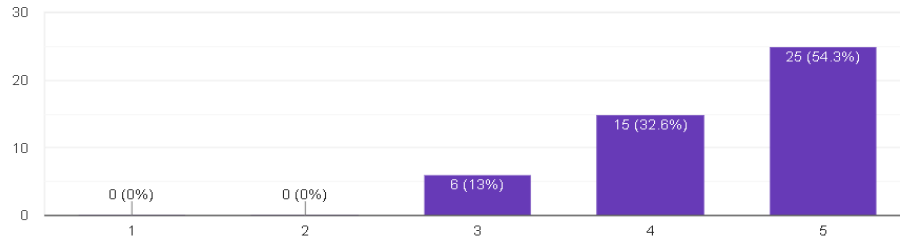
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In next question it is asked why people are willing to go till the next and further pages of the search result, it is seen that 39.1% of people are willing to go to second page to find what they didn't found on first page, 34.8 % of people will go to find more info, and 21.7% of people will not go till second page.

5. On the scale of 1 to 5 how satisfied are you with the page 1 result on Google when performing a search?

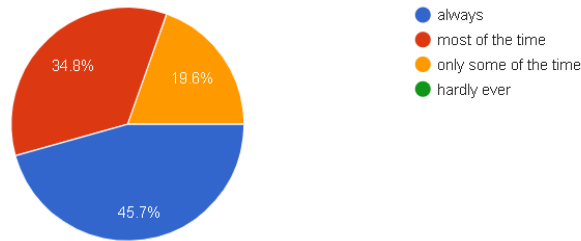
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On the scale of 1 to 5, total of 54.3% of people are satisfied with the result shown on the page one, 32.6% of people were little less satisfied, and 13% were moderate about result.

6. When you use a search engine to look for information online, how often do you actually FIND the information you're looking for?

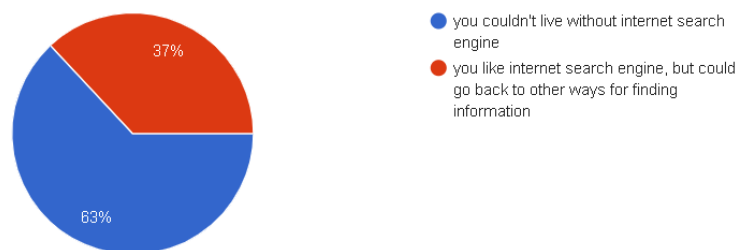
46 responses



45.7% of people always find the data they are looking for in search result, 34.8% of people find it most of the time, and about 19.6 % find only some of the times

7. How much do you, personally, rely on Internet search engines as a way of finding information? Would you say...

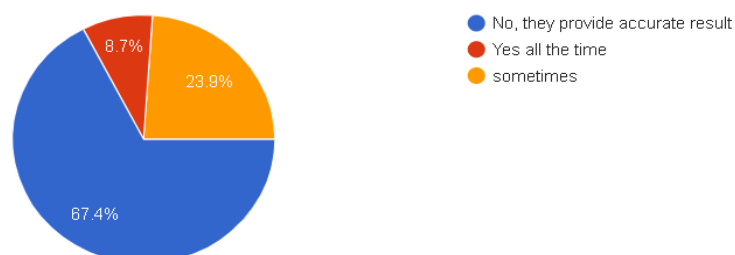
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It is seen that 63% of people totally rely on internet for information and only 37% of people are likely to use other resources with internet to find data

8. DO you think google search engine gives false results?

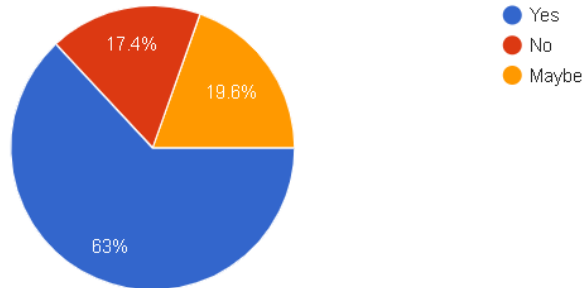
46 responses



67.4% people think that google provide accurate data, 23.9% think they sometimes prove false data, and 8.7% people think that all the time google provide false data.

9. Do you think because of google search engine your memory storage capacity have decreased?

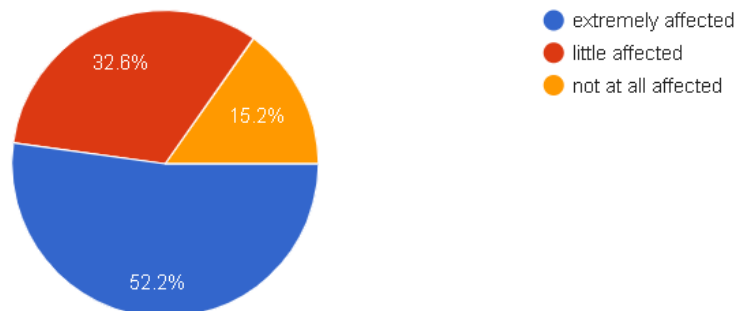
46 responses



When asked whether you think your memory storage capacity is decreased because of google search engine, 63% people said yes it has decreased, 17.4% said it didn't decrease, and 19.6% said maybe it has decreased.

10. have google search engine affected your creativity and imagination?

46 responses



52.2% people think that google search engines have extremely affected their imagination and creativity, 32.6% that by google search engines have little affected their imagination and creativity, and 15.2% has not been affected by it.

## V. RESULT

It is seen from the survey that people depend more on google search engine for their finding information and data that they need, and they are more likely to use it for even small search. People depend on google search engine because it provides accurate data and gives result within milliseconds. But with that it is also seen that people think their memory storage capacity have decreased because of continuous searching on google, it has also affected their imagination and creativity.

## VI. CONCLUSION

So when we are using google search engine which is quick and easy to use we have to keep in mind that it is also affecting and changing us in many ways. We tend to forget small things quickly, we don't feel any need to remember information, name, numbers, small details, etc. because they it can easily use googled. Even new words are googled and once the meaning has been found it's forgotten quickly

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#### VII. REFERENCES

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