Usage of Search Engine among Students of SNR Sons College, Coimbatore: A Study

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ABSTRACT

Internet is the largest medium of information. It is the only place in the world where one can fine information in such large amount on a variety of subjects. A search engine is a program that searches through the internet data. The search engines are primarily for locating the information in the web. A search engine is most often used in association with searching through databases of HTML documents. Search engines serves as the very powerful tool to gathering information. The objective of this paper is to discuss the usage of search engines among the students of SNR Son's College students, Coimbatore.

Keywords: Internet, Search Engines, World Wide Web (WWW).

INTRODUCTION

In this age, while searching for information on the World Wide Web (WWW), one usually performs a query through a term-based search engine. The www is a rapidly expanding hyperlinked collection of unstructured information. The friendly user interface and the hypermedia features have been attracting a number of information providers. As a result, the web has become a sea of all kinds of data. The lack of the structure and the enormous volume of the WWW pose tremendous challenge on the search engines[1]. Search engines have become an integral part of our information environment. The friendly user interface and the hypermedia features have been attracting a number of information providers such as Google, Bing, Baidu, Lycos, Hotbot, Yahoo, Mamma, Yandex, Blekko, etc., increasingly they are replacing the role of libraries in facilitating information discovery and access.

ABOUT SEARCH ENGINES

A web search engine is a software system that is designed to search for information on the World Wide Web. The search results are generally presented in a line of results often referred to as Search Engine Results Pages (SERPs). The information may be a specialist in web pages, images, information and other types of files. Some search engines also mine data available in

databases or open directories. Unlike web directories, which are maintained only by human editors, search engines also maintain real-time information by running an algorithm on a web crawler.

Search engines, search the web, it allows users to enter search terms- keywords / phrases, retrieves information and web pages from its database that match the search terms entered by the searcher. They run from special sites on the web and are designed to help pupils find information stored on other sites. They differ from in their search speed the design of the search interface, in which they display the search results the amount of help available and so on. They are known by the names “internet search engines” or “web search engines”.

THE SEARCH ENGINE USED BY COLLEGE STUDENTS

College students are a unique population. Occupying a middle ground between childhood and adulthood, between work and leisure, college students have been at the forefront of social change since the end of World War II. They were among the first to use the internet for communication, recreation and file sharing, and the first to have regular broadband internet access. Internet use first became widespread on college campuses in the 1990s, and in many ways the internet is a direct outcome of university-based research. Yahoo!, Napster and many other internet tools were created by college students, and, while the vast majority of college students are simply internet users, as a group they can be considered pioneers. Studying college students’ internet habits can yield insight into future online trends.

REVIEW OF LITERATURE

Shiv Kumar, Ranjana Vohra, (2013) The purpose of this study is to investigate the manner and purposes for which users search the Online Public Access Catalogue (OPAC) in the University Libraries of India. The study is a comparative analysis of the use of OPAC in three universities located, in the Union Territory of Chandigarh and Punjab, a northern state of India. Users in all three universities were found to be in regular use of OPAC in the libraries. This usage frequency was despite the fact that the users had encountered a number of problems while doing this. Contrary to expectations, however, there is a great degree of similarity in the results obtained especially with regard to the various aspects examined in connection with the use of OPAC in three different libraries.

Daqing He, Dan Wu, Zhen Yue, Anna Fu, Kim Thien Vo, (2012) This paper aims to identify the opinions of undergraduate students on the importance of internet-based information sources when they undertake academic tasks. The results confirm that undergraduate students use different information resources for various academic tasks. In their tasks, online electronic resources including search engines are the most commonly used resources, particularly for complex academic tasks. Social networking sites are not used for the students' individual academic tasks, and traditional resources still play equal or more important roles in certain specific academic tasks. Students in collaborative tasks look for resources that make it easy to share documents. Participants from the two countries also exhibit interesting and important differences in their usage of information resources.

Alex P. Watson, (2012) study seeks to gauge student use of open internet sources for the purpose of refining instruction and information literacy pedagogy in the library. The authors obtained citations from seven spring 2009 freshman composition classes at the University of Mississippi. From this pool of roughly 230 students, 437 citations to the open web were isolated, examined, and coded for analysis. Examination of the individual web sites, their URLs, and relevant codes revealed heavy student use of online reference and how-to materials, many of which were less than ideal as academic sources, but not openly inappropriate as such.

Martin Zimerman, (2012) The purpose of this paper is to show that digital natives are different from older age groups. The first survey asks questions about general computer searching behaviors. The second survey asks the students to find two items to see if they can find them. Digital natives are different in their search behavior, preferring to use web-based search engines such as Google, Yahoo and Bing.

Ming-der Wu, Shih-chuan Chen, (2012) aims to investigate graduate student perceptions of electronic resources, their search behaviour, and their usage patterns. Interviews were conducted in a research-oriented university, and participants included 18 graduate students from three disciplines: humanities, social sciences, and science and technology. Graduate students are frequent users of electronic resources, particularly during the thesis-writing period. Graduate students of science and technology perceive electronic resources to be considerably more important to their research and studies than students of other disciplines do. Few students use the metasearch tool to retrieve heterogeneous electronic resources in the library. Very few students use alert services to obtain updated information.

OBJECTIVES OF THE STUDY

- To identify the accessibility of search engine
- To analyze the use pattern of search engine
- To get the opinion about search engine
- To know the frequency of the visit to online sources
- To know the purpose of using search engine
- To identify the popular search engine

RESEARCH METHODOLOGY

The chapter deals with the methodology in the research that has been adopted for the study. The research methodology includes the significance of the scope of the study, aim and objectives of the study definition of concepts, universes and sampling techniques, tools of the data collection used by the research pre-testing limitation of the study and conclude with the chapterization of the study. The problem of the study is “usage of search engine among student of the SNR Sons College, Coimbatore” total 300 questionnaires were distributed randomly among the students of SNR Sons College Coimbatore. The investigator could collect questionnaires from only 259 out of 300 respondents. This constitutes 86.33 per cent (259/300) of the total response.

ANALYSIS OF THE STUDY

Table 1: Age of the respondents

S.no	Age	No. of respondents	Percentage
1	17-20 years	124	47.9
2	21-24 years	135	52.1
Total		259	100.0

It is understood from the above table that nearly (48%) respondents are between 17-20 years age group and balance (52%) respondents are 21-24 years age group.

Chart 1: Age of the respondents

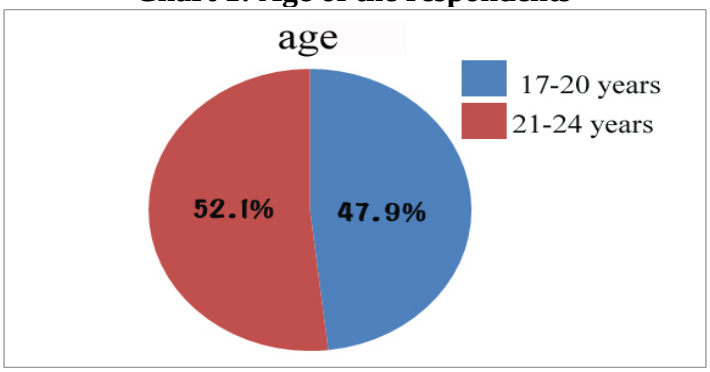

Table 2: Gender of the respondents

S.no	Gender	No. of respondents	Percentage
1	Male	139	53.7
2	Female	120	46.3
Total		**259**	**100.0**

It is understood from the above table that nearly (54%) respondents are male and balance (46%) respondents are female.

Table 3: Courses of the respondents

S.no	Course	No. of respondents	Percentage
1	UG	114	44.0
2	PG	96	37.1
3	M.Phil.	39	15.1
4	Ph.D.	10	3.9
Total		**259**	**100.0**

From the above table it is clear that 44% of the respondents are doing UG, 37% of the respondents are doing PG degree, and 15% respondents are doing M.Phil. Balance 4% of the respondents from Ph.D. research scholars.

Table 4: Types of Search Engine

S.no	Search Engine	No. of respondents	Percentage
1	Google	171	66.0
2	Yahoo	79	30.5
3	Ask.com	9	4.1
Total		**259**	**100**

It is clear from the above table that 66% of the respondents are using Google search engine, 30% of the respondents are using Yahoo search engine and balance 4% are using Ask.com.

Table 5: Frequency of using search engine

S.no	Frequency	No. of respondents	Percentage
1	Daily	193	74.5
2	Weekly	66	25.5
Total		**259**	**100.0**

It is clear from the above table that 74.5% of the respondents are daily using search engine, and 25.5 % of the respondents are weekly using search engine.

Table 6: Age with course

S.no	Age		Course				Total
			UG	PG	M.Phil.	Ph.D.	
1	17-24 Years	Count	59	43	18	4	124
		% within	51.8%	44.8%	46.2%	40.0%	47.9%
2	24-29 Years	Count	55	53	21	6	135
		% within	48.2%	55.2%	53.8%	60.0%	52.1%
Total Count % within			114 100%	96 100%	39 100%	10 100%	259 100%

It is clear from above table that 52% of the respondents doing UG degree coming under 17-20 years age category and 48% UG degree respondents are coming under 21-24 years age category. 45% of the respondents doing PG degree coming under 17-20 years age category and 55% PG degree respondents are coming under 21-24 years age category. 46% of the respondent doing M.Phil. Coming under 17-20 years age category and 54% M.Phil. Respondents are coming under 21-24 years age category. Finally 40% of the respondents doing Ph.D. degree coming under 17-20 years age category and 60% Ph.D. degree respondents are coming under 21-24 years age category.

Table: 7 Age with Search Engine Type

S.no	Age		Search Engine Type			
			Google	Yahoo	Ask.com	Total
1	17-24 years	Count	86	30	7	123
		% within	50.3%	38.0%	87.5%	47.7%
2	24-29 years	Count	85	49	1	135
		% within	49.7%	62.0%	12.5%	52.3%
Total		Count	171	79	8	258
		% within	100.0%	100.0%	100.0%	100.0%

It is clear from above table that 50% of the respondents are using Google search engine and they are coming under 17-20 years age group and 50% respondents are coming under 21-24 years group. By using yahoo as search engine there38% respondents are coming under 17-20 years and balance 62% respondents are coming under 21—24 years age group. By using ask.com as search engine there 88% respondents are coming under 17-20 years and balance 12% respondents are coming under 21—24 years age group.

Table: 8 Age with Search Engine Using Time

S.no	Age		Search engine using time		Total
			Daily	Weekly	
1	17-24 years	Count	85	39	124
		% within	44.0%	59.1%	47.9%
2	24-29 years	Count	108	27	135
		% within	56.0%	40.9%	52.1%
	Total	Count	193	66	259
		% within	100.0%	100.0%	100.0%

It is clear from above table that 44% of the respondents are using search engine daily and they are coming under 17-20 years age category and 56% respondents in 21-24 years are using search engine daily. And 59% of the respondents are using search engine daily and they are coming under 17-20 years age category and 41% respondents in 21-24 years are using search engine daily.

Table: 9 Age with search engine usage

S.no	Age		Search engine usage					Total
			Finding thesis	Finding conferences	Finding reports	Using community of science	Using discussion list	
1	17-24 years	Count	46	41	27	7	3	124
		% within	45.1%	49.4%	51.9%	41.2%	60.0%	47.9%
2	24-29 years	Count	56	42	25	10	2	135
		% within	54.9%	50.6%	48.1%	58.8%	40.0%	52.1%
Total		Count	102	83	52	17	5	259
		% within	100.0%	100.0%	100.0%	100.0%	100.0 %	100.0%

From above table search engine main usage is specified. In that for finding thesis from the internet 45% are 17-20 years age category and 55% are 21-24 years category. And for finding conferences from the internet 49% are 17-20 years age category and 51% are 21-24 years category. Then for finding reports from the internet 52% are 17-20 years age category and 48% are 21-24 years category. And for community sciences from the internet 41% are 17-20 years age category and 59% are 21-24 years category. Finally, for using the discussion list from the internet 60% are 17-20 years age category and 40% are 21-24 years category.

FINDINGS OF THE STUDY

- More than 52% of the respondents are coming under 21-24 years category.
- 54% of the respondents are male category
- Probably 44% of the respondents are doing their UG degree from the college.
- Mostly 66% of the respondents are using Google search engine for their purpose.
- Mostly 75% of the respondents are using the internet that uses search engine daily to their purpose
- 34% of the respondents are having 1-2 years' experience of using a search engine.
- 40% of the respondents stating that the quality of their search engine were very good.
- 39% of the respondents are using the search engine mainly for finding thesis works.

CONCLUSION

The search engine uses among college students in the survey clearly shows that students are making use of the internet for course related reading and research needs. And some students are using for attributed to entertain. Ease of work and time saving are the reasons of internet use among university students. It is worth pointing out that students are less likely to go and seek help from the library staff, support staff, or attend internet training classes. The colleges should arrange training programs to orientate the students and teachers to the hidden potential of this

technology. Modules on basic and advanced searching techniques should be included in the curricula of all departments. Teachers and staff can encourage internet usage among students. The trainers need special attention of the university authorities. Specialized training program should be planned for them. Academic cooperation should also be promoted through the sharing of educational resources among colleges.

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