
Utilization of Googles and MSN for Development of Community Relation among Students

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ABSTRACT

The purpose of the study is to find out the extent of utilization of Utilization of Googles and MSN to enhance development of community relations among students in Akwa Ibom State. The research design adopted in the study was a survey design. The population of the study comprised all the students of higher institution of learning in Akwa Ibom State. Simple random sampling technique was adopted to select the 180 respondents. The instrument used for data collection was a structured questionnaire. The instrument was face and content validated by experts in test, valuation and measurement. The data collected were analyzed using percentage analyses and bar charts to answer research questions and chi-square analysis to test hypotheses. The findings of the study revealed that internet search tools are significantly used to enhance development of community relations among students. It was recommended among others that educators, developers and the academia should make use of internet resources to relate community based information as it could be well disseminated over the internet.

KEYWORDS: Search Tools, Internet, Googles, MSN, Akwa Ibom State

Introduction

The internet is a global community-one with a very active life. The awake magazine (1997,) has it that internet began as “an experiment by the US department of defense in the 1960s to help scientist and researchers from widely dispersed areas work together by sharing scarce and expensive computer and files. This goal required the creation of a set of connected networks that would act as a coordinated whole”. In his own view of the origin of the internet, Ibegwam (2002) opines that the internet is a huge computer network made up of many individual computers as servers’, which commenced in 1969 under a contract by the Advanced Research Project Agency (ARPA). While awake (1997) has it that the internet came as a result of the generation of interest in a “bombproof” network during the era of the cold war so much that if a part of the network were destroyed, data would still travel towards its destination with help from the surviving parts. Ibegwam (2002), posits that, “the internet was designed in parts to provide communication network that would work even if some of the sites were destroyed by nuclear attack”. The internet is a relatively new channel for scholarly resources and contain vast quantities of information that vary a great deal regarding its content, aim, target, group, reliability.

For students, the use of the Internet is mainly for social and entertainment purposes. However, it is very obvious that the Internet provides not only social connection and entertainment, but also academic and scientific information as well. This can be seen by the way

the students consult the internet for assignments, presentations, research works and examinations. Additionally, the Internet can be used as a tool to learn the latest news all around the world as well as getting any kind of information that serves different purposes such as learning more information about a hobby or health. Therefore, it can be said that the Internet is the source of spreading information quickly to a large audience and of going beyond the limitation of time and space.

Statement of Problem

Information dissemination and retrieval over the years have been a difficult task for both lecturers and students. Aside this difficulty is the economic recession which the entire country is now passing through which is evident in escalated price of books. Academic libraries were identified with archaic materials and entries usually, have been restricted to certain days and hours before the advent and use of the ICT technology. These problems have caused students to resort to information from the electronic media for their studies and dissertations. The study therefore aims at evaluating the utilization of search engines to enhance community development among students as the proper idea of where to visit on the internet is of great help.

Research Aim/Objectives

The main aim of the study is to examine the use of internet search tools and development of community relations among students. It specifically seeks to:

1. Find out the extent to which Google is used as a search tool to enhance development of community relations among students.
2. Find out the extent to which MSN is used as a search tool to enhance development of community relations among students.

Research Question

1. To what extent is Google used as a search tool to enhance development of community relations among students?
2. To what extent is MSN used as a search tool to enhance development of community relations among students?

Research Hypotheses

H₀₁: Google is significantly not used as a search engine to enhance development of community relations among students.

H₀₂: MSN is significantly not used as a search tool to enhance development of community relations among students.

Significance of the Study

The result of this study will be meaningful to educators. Students will find this piece as an exposé on the appropriate use of internet search tools. It will also add to their store of knowledge. The teachers and lecturers shall be well guided by the findings of this study on

where to publish their work for easy accessibility. The entire public shall be informed on the history of the search engines and where to obtain useful and authenticated information.

Literature review

Since the emergence of the Internet, it has become an important medium of communication as well as a research and leisure tool. The reason is that it provides many opportunities to many people around the world in many different ways. The wide access to these technologies improves people's lives and provides great opportunities. People have started to access any kind of information easily on the Internet and also use it for social, educational and entertainment purposes with the help of search engines. A search engine is a web-based tool that enables users to locate information on the World Wide Web. Popular examples of search engines are Google, Yahoo!, MSN Search, etc. Search engines utilize automated software applications (referred to as robots, bots, or spiders) that travel along the Web, following links from page to page, site to site. The information gathered by the spiders is used to create a searchable index of the Web (Al - Hariri 2015).

Search engines technology has developed along with the development of website technology. The number of search engine users is also increasing rapidly every day. Similarly, Web and Alexa noted that in 2017 and early 2018, Google was still the most visited search engine by the cyber community with the average visits between 07.07-07.35 visits per day. Meanwhile 10 search engines with the highest market share in June 2018 were Google (71.98%), MSN (14.04%), Bing (7.76%), Yahoo (4.44%), Yandex (0.92%), Ask (0.33%), DuckDuckGo (0.23%), Naver (0.12%), AOL (0.05%) and Dogpile (0.04%). Search engines become gateways used to track various information needed by students. Some research results show that some students depend on search engines and other online learning resources [Burton 2000].

Awareness, purpose and Use of Search tools among students

Internet use has the potential to improve the quality of education. It is a mechanism for information dissemination and a medium for collaborative interaction between individuals and their computers without regard for geographical limitation of space (Jagboro, 2003). It brought numerous positive changes to teachers and instructors thus enabling students to find information as well as allowing them to think critically and creatively, to become collaborative and cooperative workers and to solve problems. Internet as affirmed by Awoleye, Siyanbola and Oladapo (2008) is used for information development, enhances easy communication, improves academic performances, used as a research tool, provides solution to assignments, gives information on entertainment and education and a source of scholarship The internet appearance in tertiary education was used as tools for researchers to communicate and share project work hence it enhances community relation among students. Today the education domain is still one of the largest contributors to the internet (Jaboro, 2003).

The capability to use online and offline databases as well as web search-engines effectively is paramount in cyberspace" (Nentwich, 2003). Today's students, future scholars and knowledge workers, are required to have the ability to reach the correct information and they need to be able to get the necessary and accurate information amongst unlimited bits of information. "Finding the right information is only one side of the core business of academics. As Nentwich (2003) stated the other side is organizing, structuring and evaluating the

information space. Recently, Oyedun (2007) conducted a study on the level of internet use in the library of Federal University of Technology, Minna and observed that most of the respondents claim that through the internet services in the library, they have improved considerably in their academic performance.

In a study conducted by Akparobore Daniel & Palmer Judith (2015) to investigate the awareness, use and impediments of search engines by undergraduate students in Delta State University, Abraka. A descriptive study design was used for the study. The population comprised of the students in the Faculty of Social Sciences in Delta State University. The sample of the study was 154. Three research questions guided the study and two hypotheses tested at 0.05 level of significant. One instrument titled search engine use questionnaire (SEUQ) was used for data collection. Percentages and mean rating were used to answer research questions. ANOVA was used to test hypotheses. The major findings of the study include: Undergraduate students' awareness of search engines was low in Delta State University, the test for hypotheses showed that there was a significant difference from the respondents' awareness of search engines according to their departments; Google was the most frequently used search engine by the undergraduate students in Faculty of Social Sciences. The finding also revealed that information overload was the greatest challenge the undergraduate students encountered. Based on the findings, the implication of the study revealed more practical aspects of search engines to be employed to promote greater awareness needed to improve the use of search engines. The use of internet (if maximized) plays a major role in helping undergraduate researcher's access large number of materials from different parts of the world (Ifeoma I.P. and Ifijeh. G. 2010).

In a recent study conducted by Nuning Kurniasih et al. in 2018, to ascertain the purpose and reasons for using a search engine of choice among University students in Indonesia, they noted that reasons offered by the respondents were that by using search tools, reference to assignments from articles, journals, theses, article reviews was easier; they could look for seminar proposal material and thesis, search for a person's profile and life, trace information about popular idols, look for problem - solving tips and tricks, as well as software with anime and comics, get daily information needs, search for the terms that are not understood. Some respondents submitted that when they are confused about where to look, they start with Google then go directly to their respective specialties, others search for latest news in: politics, songs / movies, pictures, videos, entertainment, health articles, information about soccer, club favorites, addresses, looking for jobs and hobby items, place recommendation; and other things one might want to know.

Google and MSN Search Engines

For the purpose of this research work Google and MSN search engines shall be analyzed to ascertain their usability and development of community relations among students.

MSN is a web portal and related collection of Internet services and apps for Windows and mobile devices, provided by Microsoft and launched on August 24, 1995. The Microsoft Network was initially a subscription-based dial-up online service that later became an Internet service provider named MSN Dial-up. At the same time, the company launched a new web portal named **Microsoft Internet Start** and set it as the first default home page of Internet Explorer, its web browser. In 1998, Microsoft renamed and moved this web portal to the domain name **www.msn.com**, where it has remained (Bishop, 2014).

In addition to its original MSN Dial-up service, Microsoft has used the 'MSN' brand name for a wide variety of products and services over the years, notably Hotmail (later Outlook.com), Messenger (which was once synonymous with 'MSN' in Internet slang and has now been replaced by Skype), and its web search engine, which is now Bing, and several other rebranded and discontinued services. The current website and suite of apps offered by MSN was first introduced by Microsoft in 2014 as part of a complete redesign and re-launch. MSN is based in the United States and offers international versions of its portal for dozens of countries around the world. Several services offered by MSN include news, weather, sports, money, while apps such as food & drink, health & fitness and travel have been discontinued. The MSN search engine combines both as a search tool and as a web browser hence the wide usage. The features of Microsoft Network present students with a single platform of carrying out multiple tasks, as search for educational material can be done while checking for news updates and weather forecasts (Bishop, 2014). The internet appearance in tertiary education was used as tools for researchers to communicate and share project work. Today the education domain is still one of the largest contributors to the internet (Jagboro, 2006).

Google on the other hand, is an American multinational technology company that specializes in Internet-related services and products, which include online advertising technologies, search engine, cloud computing, software, and hardware. It is considered one of the Big Four technology companies, alongside Amazon, Apple, and Facebook (Rivas, 2018 and Ritholtz, 2017). Google was founded in September 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. Google indexes billions of web pages to allow users to search for the information they desire through the use of keywords and operators. (Arrington 2008). According to comScore market research from November 2009, Google Search is the dominant search engine in the United States market, with a market share of 65.6%.

Users of internet services want to access and use items from more than one content provider; also they ultimately interact with various user interfaces but even then, each service has a different user interface for discovery, with its unique set of “presentation services” that the user must learn and understand. Walker, (2006) further stated that E-access opens up greater opportunities for people to find and get to an increasing corpus of knowledge.

METHODS

The research design adopted in the study was a survey design. The study was conducted in Akwa Ibom State. The population of the study comprised all the students of higher institution of learning in Akwa Ibom State, while stratified random sampling technique was adopted to select 180 respondents. The instrument used for the study was a research questionnaire. The obtained data was coded statistically before the statistical analysis of the data and the instrument passed through face and content validation by experts in test and measurement. The data collected were analyzed using percentage analyses and bar charts to answer the research questions.

Results and Discussion

Research Question One

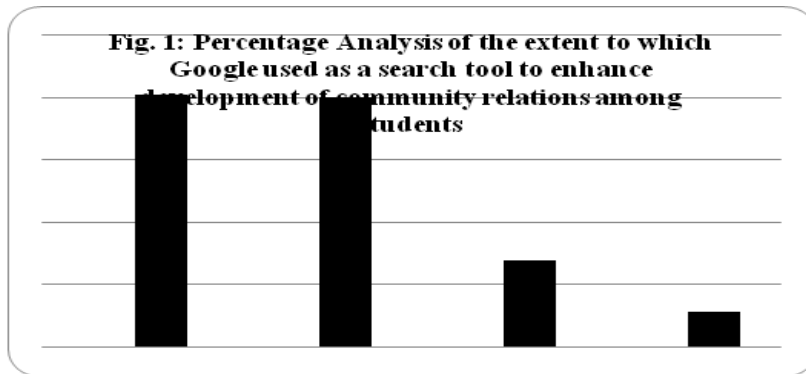
The research question sought to find out the extent to which Google used as a search tool to enhance development of community relations among students. To answer the research question, percentage analysis was performed as can be seen in table 1 and figure 1.

Table 1

Percentage Analysis of the extent to which Google used as a search tool to enhance development of community relations among students

Extent of Usage	Freq	Percentage (%)
Very High Extent	73	40.56
High Extent	72	40.00
Low Extent	25	13.89
Very Low Extent	10	5.56
TOTAL	180	100

SOURCE: Field survey



SOURCE: Field survey

The above table 1 and figure 1 present the percentage analysis of the extent to which Google used as a search tool to enhance development of community relations among students. From the result, it was observed that the highest percentage of the respondent was 73(40.56%) affirmed that Google is used at a very high extent as a search tool to enhance development of community relations among students. This was seconded by 72(40.00%) respondents who affirmed it is used for high extent. This was followed by 25(13.89%) of the respondents who were of the opinion that it is of low extent, while the least respondents 10(5.56%) said it is of very low extent.

Research Question Two

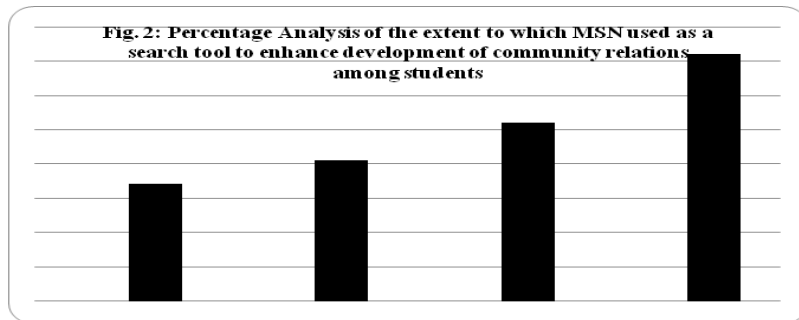
The research question sought to find out the extent to which MSN used as a search tool to enhance development of community relations among students. To answer the research question, percentage analysis was performed as can be seen in table 2 and figure 2.

Table 2

Percentage Analysis of the extent to which MSN used as a search tool to enhance development of community relations among students

Extent of Usage	Freq	Percentage (%)
Very High Extent	31	17.22
High Extent	37	20.56
Low Extent	47	26.11
Very Low Extent	65	36.11
TOTAL	180	100

SOURCE: Field survey



SOURCE: Field survey

The above table 2 and figure 2 present the percentage analysis of the extent to which MSN used as a search tool to enhance development of community relations among students. From the result, it was observed that the highest percentage of the respondent 65(36.11%) were of the opinion that the usage of MSN as a search tool to enhance development of community relations among students is very low. This was seconded by 47(26.11%) of the respondents who said its usage is at a low extent, this was followed by 37(20.56%) of the respondent who mentioned affirmed high extent. while the least respondents 31(17.22%) said very high extent.

Hypothesis One

The null hypothesis states that Google is not significantly used as a search tool to enhance development of community relations among students. To test the hypothesis, chi-square analysis was performed on the data (see table 3).

Table 3: Chi-square analysis of the extent of utilization of Google as a search tool among students to enhance development of community relations

Extent	Observed Frequency	Expected Frequency	X ²
Very High Extent	73	45	69.73*
High Extent	72	45	
Low Extent	25	45	
Very Low Extent	10	45	
TOTAL	180	180	

***Significant at 0.05 level; df = 3; Critical = 7.82**

Table 3 shows the calculated X²-value as (69.73). This value was tested for significance by comparing it with the critical X²-value (7.82) at 0.05 levels with 3 degree of freedom. The calculated X²-value (69.73) was greater than the critical X²-value (7.82). Hence, the result was significant. The result therefore means that there is significant use of Google as a search tool among students to enhance development of community relations. The result therefore was in agreement with the findings Rivas, (2018) and Ritholtz, (2017), who described of Google on the other hand, as an American multinational technology company that specializes in Internet-related services and products, which include online advertising technologies, search engine, cloud computing, software, and hardware. It is considered one of the Big Four technology companies, alongside Amazon, Apple, and Facebook. The significance of the result caused the null hypotheses to be rejected while the alternative one was accepted.

Hypothesis Two

The null hypothesis states that MSN is not significantly used as a search tool to enhance development of community relations among students. To test the hypothesis, chi-square analysis was performed on the data (see table 4).

Table 4: Chi-square analysis of the extent of utilization of MSN as a search tool among students to enhance development of community relations

Extent	Observed Frequency	Expected Frequency	X ²
Very High Extent	31	45	14.75*
High Extent	37	45	
Low Extent	47	45	
VeryLow Extent	65	45	
TOTAL	180	180	

***Significant at 0.05 level; df = 3; Critical = 7.82**

Table 4 shows the calculated X^2 -value as (14.75). This value was tested for significance by comparing it with the critical X^2 -value (7.82) at 0.05 levels with 3 degree of freedom. The calculated X^2 -value (14.75) was greater than the critical X^2 -value (7.82). Hence, the result was significant. The result therefore means that there is significant use of Yahoo as a search tool by nurses to enhance development of community relations. The result therefore means that there is significant use of MSN as a search tool among students to enhance development of community relations. The result therefore was in agreement with the research findings of (Bishop, 2014), who explain the features of Microsoft Network as a network that present students with a single platform of carrying out multiple tasks, as search for educational material can be done while checking for news updates and weather forecasts. The significance of the result caused the null hypothesis to be rejected while the alternative one was accepted.

Conclusion

From the analysis, it could be deduced that internet search tools are a great way to enhance academic performance. The accessibility to internet facilities could be done through a search engine. The search engines discussed in this work are the Google and MSN search engines which offer tremendous platforms for academics, news, entertainment and social activities. Therefore, the extent to which search tools are used for development of community relations among students is highly significant.

Recommendations

The following recommendations have been submitted:

1. Users of internet should have search skills that include being familiar with search techniques.
2. Since search engines are a great tool for academic achievement, students should endeavor to search across multiple websites to validate their information sources.
3. There is need for efficient training among students to improve their use of the internet for educational purposes.
4. Educators, developers and the academia should make use of internet resources to relate community based information as it could be well disseminated over the internet.

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