



GOOGLE: ITS INFLUENCE ON THE TEACHING AND LEARNING OF TEACHERS AND STUDENTS IN THE NEW NORMAL

Dr. Arturo G. Palaming

Lecturer - Bautista National High School, Bautista, Pangasinan Division II Binalonan, Pangasinan

Article DOI: <https://doi.org/10.36713/epra9726>

DOI No: 10.36713/epra9726

ABSTRACT

Google is named after the mathematical term "googol," which is defined as the value represented by a one followed by a hundred zeros followed by another one. Google is the world's most popular Internet search engine, and its primary service provides customers with targeted search results selected from over 8 billion web pages, according to Google. Larry Page and Sergey Brin, both Stanford dropouts, developed Google search technology as part of a college project in which they were both involved. As a result, an insight into Google Essay discusses how Google works as well as how it came to exist. This paper explained the effects of google on the teaching and learning of teachers and students in the new normal.

KEYWORDS: *Google, teaching, learning, students' learning, teaching skills of teachers, the importance of Google in teaching and learning of students.*

INTRODUCTION

Google is, without a doubt, the most well-known and interesting company on the planet right now. According to the company's corporate website, its mission is to "organize the data of the world and make it widely available and useful" (Google, 2010).

Google was named the best company in the world by Fortune Magazine in its annual "Best Companies" list, beating out other top businesses in 2007 and 2008 for the second consecutive year. His success as a top employer is attributed to his internal corporate culture, which is the most frequently cited reason. Described as a "fast-paced, high-energy working environment," Google is the ultimate global company with a global reach (Google, 2010).

Because Google is geared toward a "young" internet-savvy market, the average age of its employees is significantly lower than the average age of most businesses. It is estimated that the median age of Google employees is 30 years old, with a 65 percent male to 35 percent female gender distribution (LinkedIn, 2010).

The dress code is "casual" and laid-back because the company places a higher value on skill and hard work than it does on appearance. Google has a very engaging corporate culture that encourages employees to participate. Additionally, Google Mountain View's headquarters, known as the

Googleplex, is intended to have a "campus-like" feel to appeal to the company's predominantly young recruits from college-level institutions (Google, 2010).

Microsoft and Yahoo both make significant investments in search technology and continue to gain market share consistently. 2. With only a few competitors, such as Yahoo and MSN, Google operates in an oligopoly market.

Consequently, Google may have difficulty retaining its customers if there is little differentiation within the search engine's results. Aside from that, Yahoo and MSN have launched their search engines and targeted marketing systems, and Google is racing against the clock to develop new search instruments that will attract customers and expand their marketing networks.

Click fraud has been identified by Google as one of the potential "concerns" that could have an impact on its revenue. In reality, as a result of click fraud, Google has admitted to issuing refunds regularly.

In reality, as a result of click fraud, Google has admitted to issuing refunds regularly. Click fraud occurs when an individual, automated script, or computer program impersonates a lawful user of a web browser to generate an erroneous charge per click in an online pay-per-click advertising to generate an erroneous charge per click in pay-per-click advertisement.



For instance, network click fraud occurs when you host advertisements from Google AdSense on your private website. Google will charge you every time someone clicks on an advertisement for your website. It is fraud if you sit at your computer and constantly click on the advertisement, or if you write a computer program that clicks on the advertisement constantly. Because this type of fraud is easy to detect by Google, clever network clicks fraudsters simulate distinct IP addresses or install Trojan horses on other people's computers to generate fictitious clicks.

PROFILE

Larry Page, given name Lawrence Edward Page, (born March 26, 1973, East Lansing, Michigan, United States), American computer scientist and entrepreneur who, with Sergey Brin, co-founded the online search engine Google, which is now one of the most popular sites on the Internet. Larry Page is the son of Larry and Karen Page.

Having graduated from the University of Michigan with a bachelor's degree in computer engineering in 1995, Page went on to the Stanford doctoral program, where he met Brin. Page's father was a professor of computer science at Michigan State University. Increasing the ability to extract meaning from the massive amount of data accumulated on the Internet was something that both of them were interested in exploring further. Together, they created a new type of search engine technology from Page's dorm room, one that took advantage of Web users' ranking abilities by tracking each site's "backing links"—that is, the number of other pages that linked to them.

The search engine founders raised approximately \$1 million in outside funding from investors, family members, and friends to expand the reach of their search engine. This new search engine was given the name Google, which was derived from a misspelling of the words googol and google (a mathematical term for the number 1 followed by 100 zeros). By September 1998, the two had founded Google Inc., with Page serving as the company's chief executive (CEO). Google received \$25 million in venture capital funding the following year and was processing 500,000 queries per day at that point.

Page stepped down as CEO in 2001 to take on the role of president of product development. Eric Schmidt, a technology executive, took over as his successor as CEO. However, he and Brin remained deeply involved in the day-to-day operations of Google. By 2004, Google's search engine was being used 200 million times per day, according to the company. On August 19, 2004, Google Inc. went public with an initial public offering (IPO), netting founder Larry Page more than \$3.8 billion in proceeds. As part of its efforts to broaden its services beyond Internet searches, Google purchased YouTube, the most popular website for user-submitted streaming videos, in 2006 for \$1.65 billion in stock, reflecting the company's efforts to broaden its services beyond Internet searches. When Page returned to his

position as CEO of Google in 2011, Schmidt had been promoted to the position of executive chairman. Google was restructured in August 2015 to become a subsidiary of the newly formed holding company Alphabet Inc., and Page was appointed as the company's chief executive officer. Page stepped down from his position as CEO of Alphabet in December 2019, but he has continued to serve on the company's board of directors.

ANALYSIS/REACTION

Recent history has shown that education is evolving at a faster rate than at any other time in history. There is a growing awareness among educators and families that today's curriculum must evolve to keep up with the demands of tomorrow's world. Students must learn new skills in addition to using tools and technology to solve difficult problems, collaborate effectively, and express ideas in novel ways.

The Google for Education team collaborated with a global team of researchers and analysts to examine evidence-based shifts in-classroom education to gain a better understanding of these transformations.

"Google's offering enables businesses to track and analyze their website traffic, which provides some useful information. However, to truly grow an online retail business, it is necessary to link web analytics to revenue and close the loop. These revenue-based metrics enable businesses to make decisions based on total return on investment (ROI), rather than just traffic volume or overall conversion percentage. The fact that it does not provide revenue-based metrics that are truly beneficial to a company's top and bottom lines makes it understandable why they chose to make it available for free."

In response, Richard Holden, the project management director at Google, says, "Our business model is fundamentally based on trust." In the absence of user trust, we are unable to operate in the search business. When it comes to advertising, we don't have a business unless we have a search business. It would be counterproductive for us to follow the advice of our competitors."

In Holden's words, Google is providing the free analytics tool to assist advertisers in measuring the effectiveness of their advertising and, in a broader sense, to assist developers in creating better websites. At the end of the day, it's the customer who benefits from being able to find the information or products that they are looking for more easily," Holden said.

TEACHING AND LEARNING IMPLICATION

Because of Google, people are more connected than they have ever been. Every day, people use Google to find the information they are looking for. Google has made it simple for the general public to find information. Thanks to Google, anyone with an internet connection can easily research any topic they are interested in. People can easily and directly share documents and information with others using Google Docs,



which is free to use. Google has a plethora of tools that enable people to connect from anywhere in the world specifically in education.

Google has had a significant impact on the modern business world. Many of the business tools that Google has to offer can help businesses get a leg up on the competition. Google provides cloud computing services to businesses. Google Cloud Computing Services Because of this, the company's operating costs are reduced. Is it possible to create a website that caters to a specific clientele? Work with Google to have your website appear on the first page of search results.

Thanks to Google, people who are specifically looking for your product will be directed directly to your website. Businesses can also advertise on Google's websites, according to the company. Through the use of Google's search function, a company can advertise directly to the people who are most interested in their products or services. Google will only display advertisements for products and services that are relevant to the search term entered by the searcher. Every day, hundreds of millions of searches are carried out on Google's search engine. This is a significant number of people who can be reached by businesses through Google advertising. Businesses are well aware that they must use Google to be competitive.

Google has had a significant impact on the modern business world. Many of the business tools that Google has to offer can help businesses get a leg up on the competition. Google provides cloud computing services to businesses. Google Cloud Computing Services Because of this, the company's operating costs are reduced. Is it possible to create a website that caters to a specific clientele? Work with Google to have your website appear on the first page of search results. Thanks to Google, people who are specifically looking for your product will be directed directly to your website. Businesses can also advertise on Google's websites, according to the company.

Through the use of Google's search function, a company can advertise directly to the people who are most interested in their products or services. Google will only display advertisements for products and services that are relevant to the search term entered by the searcher. Every day, hundreds of millions of searches are carried out on Google's search engine. This is a significant number of people who can be reached by businesses through Google advertising. Businesses are well aware that they must use Google to be competitive.

CONCLUSION

The Internet has decreased the cost of information transfer while simultaneously increasing the speed of information transfer. This has altered the economic landscape, allowing for the development of new and exciting methods of generating revenue that are both complementary to and distinct from traditional economic models. Studying and contrasting several large internet businesses has allowed us to examine the

attention, free, network, and gift economic models in greater depth. Google has been chosen as a unique business case study because it has incorporated elements of all of the models we studied throughout its history, allowing us to explain how they work in greater depth.

When Google first launched, it offered a gift economy intending to organize and make information accessible over the internet. It eventually evolved into an attention economy, in which the company profited financially from the traffic to its pages, which was monetized through the use of an advertising platform that tailored advertisements to individual viewers. As long as it continues to offer products and services, Google can build an online community of users who visit the site regularly (a networked economy) to take advantage of the services it provides.

We have outlined the principles and practices that support internet commerce straightforwardly and understandably by providing simple explanations of the various economic models and applying them to the case study that we have chosen. After reviewing some different online businesses, we were able to zero in on one that made use of a variety of economic models to better explain the similarities and differences between the various methods of conducting business online.

RECOMMENDATION

When a user opens a file in Google Drive, a machine-learning system predicts which files the user will want to open next. By including Quick Access recommendations on the Drive homepage, users were able to cut the amount of time they spent locating their files in half. Taking into account all of Drive's 1 billion users, the time saved adds up to a total of 1000 work weeks saved every single day. Here, we discuss the difficulties of iteratively improving the quality of a personal recommendation system as well as the various approaches that we used to improve this feature to achieve our goals. Various deep network architectures, novel modeling techniques, additional data sources, and the effects of latency and biases on the user experience were investigated. The challenges and successes encountered in our efforts to improve this product are discussed, as is how we scaled and managed the system's increasing complexity. Those who work with private corporations, as well as those who are developing a large-scale production recommendation system, will, I believe, find these insights particularly useful.

REFERENCES

1. York, Dan (June 6, 2016). "Google's IPv6 Stats Hit 12% on the Fourth Anniversary of World IPv6 Launch". CircleID. Retrieved August 5, 2019.



2. "The Anatomy of a Large-Scale Hypertextual Web Search Engine". Computer Science Department, Stanford University, Stanford, CA. Retrieved January 27, 2009.
3. "Google Search Statistics - Internet Live Stats". www.internetlivestats.com. Retrieved April 9, 2021.
4. "Search Engine Market Share Worldwide | Stat Counter Global Stats". Stat Counter Global Stats. Retrieved April 9, 2021.
5. Jump up to: ^a ^b "Top 500". Alexa Internet.
6. Fisher, Adam (July 10, 2018). "Brin, Page, and Mayer on the Accidental Birth of the Company that Changed Everything". Vanity Fair. Retrieved August 23, 2019.
7. McHugh, Josh (January 1, 2003). "Google vs. Evil". Wired. Retrieved August 24, 2019.
8. D'Onfro, Jillian (February 13, 2016). "How a billionaire who wrote Google's original code created a robot revolution". Business Insider.
9. Google (Tue June 14, 2011) Official announcement
10. Hubbard, Douglas (2011). *Pulse: The New Science of Harnessing Internet Buzz to Track Threats and Opportunities*. John Wiley & Sons.