

A Study Based On Online Research

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ABSTRACT

This paper research is based on the different methods, techniques and analysis used for the purpose of the collection of information through the internet called "online research". Before going into brief, the word "online research" meaning have to be known individually (i.e.), In terms of telecommunications, the word "online" refers to the state of connectivity whereas the word "offline" refers to the state of disconnectivity. The word "research" means that it involves various process which includes systematic inquiry, collection of data, documentation of collected data, analysing and interpretation of the data to evaluate the reliability of data. With the intervention of internet, the traditional methods of collecting data through pen and paper has been evacuated and the modern research techniques have been emerged. As this modern research techniques is time saving and cost convenient where everyone prefers it for their research surveys. As a part of this study, a questionnaire based survey was conducted in 2019 with 50 respondents to know their perception towards online research and to evaluate the factors influencing this research surveys. Nowadays, everyone rely on online research information and data which is not very certain, in all cases it does not provide correct analysis of questionnaire provided by researchers.

Keywords : online research, offline, evacuated, reliability.

INTRODUCTION :

Online Research means the different methodology, techniques, analysis, tools for the purpose of collection of information via the internet. Before getting into the brief concepts of online research, everyone should know the meaning of the word 'Online Research' individually. The first word 'online' in the terms of modern technology, it refers to the internet connection i.e., which is linked with the web server to provide us information as and when we require. In simple terms, the second word 'research' says about the search made again and again through the internet to check the reliability of the collection data. It is also known as 'online survey', 'internet survey', 'internet survey' etc,.. This research has created a wonderful amazing avenues for businesses to conduct their market research, expand their market, product testing, consumer satisfaction, etc,.. The major tools of online research are questionnaires, forms and polls plays an important role for the purpose of gathering essential information needed.

SEARCH ENGINES:

It is a software system based tool which is designed in such a way that it helps the users to locate information required and needed by them through World Wide Web. Whenever we search for information we type them in a textual form but these search engines will convert them into search query language which the World Wide Web will understand, it helps the World Wide Web in a systematic way to search for particular information specified. Its other name is 'web search engine' or 'internet search engine'. The following are the some of the list of search engines:

- Google
- Yahoo
- Bing
- Internet Archive
- Ask.com

FEATURES OF AN ONLINE RESEARCH:

- Researchers who are going to conduct a research know the objective i.e., the purpose of online research so that the researchers will be able to easily arrive at the end results.
- It is an essential criteria for the researchers to design their research. Research design will guide the researchers how to do research, how to collect data and how to make analysis of such data. It will be framed according to the research problem chosen by them.
- Precise structured questions needs to be framed. The various types of research questions are Likert questions, Multiple-choice questions, Matrix questions, Dichotomous questions. Out of these, the many respondents will prefer for Multiple-choice questions as it is time saving and convenient for them.
- Selecting the sample for the research purpose should be accurate. To select the target respondents is a big deal for the researchers. Sampling methods and techniques will be adopted by them for ease to use.

ADVANTAGES OF ONLINE RESEARCH:

- In comparison to the earlier research techniques, the pen and paper techniques were used which is a time consuming and it is costlier. The online research serves as a platform for researchers to gain more information with less time consumption.

- It acts as a centre for searching out the information which required for Researchers, Statisticians, and the students who search for academic purposes.
- Day to day information are being updated hence the researchers will gain more information by investing minimum period of time. The cost efficient is an important crucial factor which online research is used by the entire population of the globe.
- Online Research is the fast medium of collecting feedback from respondents. Unlike the traditional research, respondents will provide their feedback either to the researcher directly or to the mediators.

DISADVANTAGES OF ONLINE RESEARCH:

- Cooperation issues of respondents will affect the study of the Researchers. Some respondents are not ready to disclose their personal details. Their inconvenience will be a major drawback of the researchers.
- Due to the absence of mediators and researchers, the data collected will not be reliable. The proper method of research will not be adopted.
- Online research can be done only to a particular sections of the population as some places will not have a proper access of internet. In the current scenario, some parts of our country are not having access to the internet. Hence, it is difficult to gather reliable information.
- During the time of survey, the respondents will leave some unanswered research questions which will be important to arrive at the end result of the survey.

LIMITATIONS OF THE STUDY:

- Main source of data for the study was secondary data.
- There is a chance of biased information.
- Duration of the study is limited to 1 month.

REVIEW OF LITERATURE:

Conducting Research on the internet, in the year 2003 by the author of Andrews.D : On his study based on online research using the Internet to conduct quantitative research presents challenges not found in conventional research. Some of our knowledge concerning the effective design and use of paper-based surveys does translate into electronic formats. However, electronic surveys have distinctive technological, demographic and response characteristics that affect how they should be designed, when they can be used and how they can be implemented.

HISTORY OF SOME SEARCH ENGINES:

GOOGLE:

There is no introduction needed for the word 'Google'. It is the giant search engine which is standing in the first place till now. Google was launched in the year 1998 by Larry Page and Sergey Brin. The name Google is came from misspelled words of 'googol' which means a numeric values represented by one and followed by 10100. In November 2018, according to the net market share report more than 70% of the searches were done through Google like play store, music, news, drive.etc.,.

UC BROWSER:

A web browser originated from Singapore/ China-based Company UC web, which is owned by Alibaba Group. According to the report of December 2018, UC browser is the fourth most popular web browser after Google. Initially, it was launched in April 2004 as an application software for Windows, Firefox, Blackberry etc.,. It has more than 100 million monthly active users around the globe.

CONCLUSION:

This study gives a clear picture of usage and technology improvement of online research from past to till dated research wherein there are also many drawbacks of usage of online which means a needed step should be taken to improve wise those drawbacks. This also provides us the n number of e-sites customers or viewers are in large numbers when compared to the study of the past. We are unable to collect data through questionnaire regarding this study due to lack of time consistent and hence this is purely based on case study. It is a palm sized technology improvement that is the world needed things by one touch.

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