**Activity 1: Exploring Google**

***2nd October 2015***

**:::: Introduction**

Make sure that you have read through the details of the activity fully. You should also usually make notes as you work through the activity before submitting your answers.

If you really don't know the answers to something then provide your best guess and raise a question at the end of the activity.

You will receive marks for this activity if your answers pass a quality control check that shows you have seriously attempted the activity. If you submit your activity before the 1st deadline and it is judged to be unsatisfactory, we will contact you by email and give you the opportunity to resubmit by the final deadline.

You can work out how many activities you have completed by keeping the receipts that will be emailed to you after every submission. Only one receipt can be counted for each different activity and of course incomplete submissions will not pass the quality check.

This should take 2 hours to do properly.

**:::: Tasks**

Do some searches for the term “Android Phones” on different versions of Google (UK and US for example). Look at what Google suggests you may be looking for as you enter the query. Try the same on a mobile device. What does this tell you about Google?

Work out the difference between Organic Search Results and Advertising or Sponsored results. Research how Google charges advertisers and try to find out how much companies are paying. Be careful to understand how this works. Have a look at **SpyFu** and **SEMRush** to get some further info.

Try to find out what happens as you explore further and further down a list of search results. Go beyond the first couple of pages. Go as far as you can. What does this tell you about Google and user behaviour?

How would you improve on Google? Really think hard about how it could be improved for different types of problem, users, language or any other types of use. See what you can find from other people/companies such as **Wolfram Alpha** and **DuckDuckGo**?

Now take your notes and answer the questions online. Raise any questions you have at the end of the form.

Here is the form to feedback your answers:

<http://www.surveygizmo.com/s3/2347309/2015-16-IT-Toolbox-1>

**The deadline for feedback is Thursday 8th October at 12 pm Midday!**

**Final deadline Thursday 29th October at 11.59 pm!**

**In certain regions such as the UK, we can purchase phones in certain companies that only available in the UK. Furthermore the UK area is much smaller than the area of US. This could be another reason why US search is 10,000,000 more results than the UK. The US may have much more companies that sales android phones comparing to the quantity of US.**

**One possible reason why US has more results than the UK is that even though Android phones is well known worldwide. It is made by Microsoft, which is originated in the US. So it could conclude that more businesses located in the US have the capacity to be able to start sales online.**

**Another possible reason could be the different brands. As US is a larger country than the UK, it is expected that more business are available. Some brands may not be international but national to the US, and not heard of on the UK, hence why it does not appear on google.co.uk.**

**The top advertiser so far on google is Samsung, they spend** $1.3 billion **but this includes radio, outdoor venues, television and even printing, this spending is back on 2013.**

361,000,000 - 452,000,000

Android holds a larger percentage of the market share in the US (65%) compared to the UK (55%). Google will always try to show pages that are relevant, and it's possible that US only websites won't show up in UK search results. The amount of stores which sell Android phones is also very different, as the US is larger both in size and population. UK: Android, Samsung, HTC and various "smaller" stores and service providers. US: LG, Android, Best Buy and various "smaller" stores and service providers. Google does not show results beyond this point. At this point most of the search results usually aren't relevant, and they are probably not what users were looking for

**What was special about Google's results beyond the first 1000 for this search?**

**Google searches work on the number of clients (ie, us). The more clients the website is viewed via Google Searches, the higher the rank the website goes, leading to lower difficulty for the websites to be viewed. What was special about the first 1000 searches were that on the UK version, well known brands such as “Samsung”, “Phonearena” and “LG” were shown mostly. This could be that these c0mpany pay attention on getting more customers in the UK. As for Google US, we had “Samsung”, “CNET” and “Dropbox”. It was expected to see Samsung as the company is multinational but the others has not come up on the UK and vice versa. This could be that in the US these companies (CNET and Dropbox) pay more attention to attract consumers on purchasing using their website.**

**Why do you think that this is the case? Think carefully about technical, business and other issues that may be involved.**

**Firm’s main focus is to minimise cost as possible and maximise profit, but in order profits to be made, costs must be applied first. Throughout my searches I have noticed that ads and sponsors come up to the top of the google searches, both UK and US. In the UK version, known companies such as Giffgaff, 02 and Three has appeared in sponsors as well as Ads. This is showing how these companies are willing to pay google a large sum of money in order to attract consumers. For example; according to SpyFu, the cost per click for them is 6 cents, as we all know this is low, but worldwide there has been $9.14 million searches monthly resulting to $548,400 of costs MONTHLY. We can see that this is a huge sum of money. But as a result from 2014 roughly average $524 million profit has been made; but this is only from searches on google there are other search engines such as Ask and Bing. Furthermore, we need to take in consideration of other costs, such as advertising on television and posters placed on local social environments, such as cafes and pubs especially phone shops resulting to even higher costs.**

**What would be required to build a search engine that is better than Google? Discuss 3-4 separate ideas and be clear why they would improve on what Google is doing.**

**For a search engine to be successful it should be easy to access, relevant results and no popups. This is why Ask and Bing has not been as much successful as Google. In order to beat Google, it should be easier, even more relevant results and no ads at all.**

**To approach this we will need certain requirements for the website to be shown in the search engine. Firstly it will be the number of results. In Google we receive millions of results, for a search engine we can reduce this to thousands or even hundred, as realistically no one will look up millions of results. As there are methods to reduce search numbers for Google, this search engine will not need these methods.**

**Secondly, it will be have to be easy to use. I cannot find a method for the search engine to be easier than Google, so as a result I have come up an idea to access the engine easier. These can be from widgets on electronic gadgets on every system platform such as Windows, Android and OS.**

**Lastly, it will be a lack of ads. Using Google I have encountered ads that has a 75% relevance to what I am searching for. For example, I am searching for a Gaming Keyboard, but on ads I will see a Gaming Cooling system, even though I am searching for something that is relevant to gaming, but it does not show what I am looking through ads.**