Exploring Google: A Helping Hand for Everyone

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Abstract: *In our research project we will focus on various Google applications and their usefulness; and to what extent people are aware of it, use it and find it helpful for them.*

Basically, most of the people know Google only as a search engine. Although they are using various applications of Google, they are not familiar with them such as Google Drive which uses the concept of cloud computing. People store their important documents, photos, videos, contacts, etc. on drive. They save their data on drive, but they actually don't know that they are using cloud computing. Therefore, we will try to explore Google's latest technologies and how people are using it with great extent.

The main aim of our paper is to observe how people are using Google and also find whether they are aware about various useful apps of Google and how they use them in need.

Keywords: *Applications, search engine, Google Drive, Cloud Computing, Google Services.*

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Introduction:

The word "Google" is now frequently made use of as a verb which means, "search or ask". So Google is a synonym for, search or ask. It is a tool that possesses knowledge of everything in the web world. Recognized as the world's most powerful search engine, far and wide, Google is a user-friendly free service that returns significant results in a few seconds.

Google was founded by Larry Page and Sergey Brin in 1998, and officially its birthday is on September 27th.

It's been well known how helpful Google is to the human world. It offers various services that can be easily used such as Google Drive, Google Docs., Google Translate, Gmail, Google Photos and Google Maps to name a few. Google's presence is felt globally on a day-to-day basis. Google also offers YouTube, Android OS, and many more. Google's broader offerings include things like drone delivery service and self-driving robot cars.

Google's latest tool enables us to generate password and access a PC from the other side of the world.

Objectives of the Study:

- To provide a brief knowledge and make people know about using Google apps.

- To study people's dependency on Google and its applications on different aspects of life.

- To make people aware about various Google apps and their benefits. Also gives information on data security system.

Hypothesis:

The smartphone industry has been developing steadily. People use Google services frequently. In the past people knew Google only as a search engine. Now they are using various applications. Though we are so much dependent on Google applications some of us are not aware of it. There are many apps that can help one in emergencies of all kind. Therefore, it was interesting to find out :

- To what extent people are aware of it and find it useful for them.

- To what extent people use the feature of Google conversion of search result into native languages.

Google Services:

Apart from searching, there are various factors that have led people to make use of Google. They are as follows:-

- In case of medical emergencies: one can search the remedy quickly using Google to reduce the problem to a certain extent, in case of Inaccessibility of doctors or nearby hospital.

- With the help of Google Documents Services, users can share files simply on Google cloud and multiple users can simultaneously edit the same document, leave comments for one another and track changes.

- Google is empowering innovative communities and building a foundation of technology and access. With the programs for developing student potential, there are a multitude of ways Google brings technology into the classroom.

Survey of Google Services:

Google has many unique features to find exactly what a web surfer is looking for. The most popular Google features are:

- Google Calendar allows you to make

appointments and schedule meetings and notifications.

- Google Docs facilitates real-time document sharing and collaboration. Google Docs has long provided word processing and spreadsheet functionality, working with .doc, .rtf, .xls,.ppt and .csv file formats.

- Google provides us free, advertising-supported email service through Gmail. It offers 15GB of free storage, emails into customisable tabs, and even lets you transfer money for free by incorporating the new tool Google Wallet.

- Google Maps is a **Web-based** service that provides detailed information about *geographical* regions and sites around the world. Google Maps for Mobile offers a location service and street views for motorists that utilizes the Global Positioning System (GPS) of the device.

- Google provides us the facility to store, sync, and share documents on an online file storage location with the help of Cloud Computing through Google Drive.

- In case someone's phone is lost or stolen, now one can search for their Android phone via Google's Search engine on PC; it'll pinpoint the phone's location on a map.

- *Google* is introducing its own video calling app called *Duo*. *Duo* is free to use and enables 1-to-1 video and voice calls.

- Blogger is Google's free tool for creating, hosting blogs and its analytics.

- Google Assistant is a virtual personal assistant. It enables to search the Internet, schedule events and alarms; adjust hardware settings on the user's device, and show information from the user's Google account. Users primarily interact with the Google Assistant through natural voice—or they can say "OK Google" to enable voice controls.

It is smart because it uses a so-called smart reply feature to offer predictive text replies, or making oral replies.

Data Security in Google:

How secure our data is with Google?

When we purchase a new device, if it is Android based, it's mandatory to sync our device with Gmail Account. After syncing our device with Gmail account, our photos, videos, emails, contacts, etc., are synced with Google. But, Security comes first in everything we do. If your data is not secure, it is not private. So, Google provides us one of the world's most advanced security infrastructures.

Encryption keeps your data private while in transit-Encryption brings a higher level of security and privacy to Google's services. When you do things like sending email, sharing video, visiting a website, or store your photos, the data you create moves between your device, Google services, and its data centres. Google protects this data with multiple layers of security, including leading encryption technology like HTTPS and Transport Layer Security.

Google cloud infrastructure protects your data 24/7 From custom-designed data centres to undersea fibre cables that transfer data between continents, Google operates one of the world's most secure and reliable cloud infrastructures. And it is continuously monitored to protect your data and make it available when you need it.

Threat detection helps protect our services-Google continuously monitors our services and underlying infrastructure to protect them from

threats, including spam, malware, viruses, and other forms of malicious codes.

Google does not give governments direct access to your data - Google never gives "backdoor" access to your data or its servers that store your data. That means no government entity or others have direct access to Google users' information. Its legal team reviews only those requests who follow the correct processes. Google has worked hard to be open about these data requests in its Transparency Report.

Apart from these security features, Google keeps an eye on every individual activity of the system. When we search anything we get related results along with trailing advertisements which sometimes annoy us and we are often surprised how Google monitors private activities. When we save our data on cloud, we don't know its location and have to rely completely on Google.

Methodology Used:

Area of Study: A survey was conducted among different people of Patna at different places such as P&M Mall, Sai Corporate Park, C-DAC Patna. Some data were taken from different research papers, videos of related seminars, website related to the involvement of Google in every field.

Sample size and sampling method: Data was collected through Questionnaires and personal interviews from nearly 100 people of different age groups. People reviews were also considered in this survey.

Tools and Techniques for data collection: Questionnaires, People reviews, collecting reports from magazines, journals, websites, etc.

Methods of Data Analysis: Data was compiled using MS-Office, i.e. MS-Excel and MS-Word. We modified the contents of the research paper and our observation and the PowerPoint Presentation was prepared using MS-PowerPoint.

Findings and Observations:

Through this research study, the following observations were made by us:-

1. Market shares by different search engines:- We observed that most of the people use Google as a search engine to make a search.
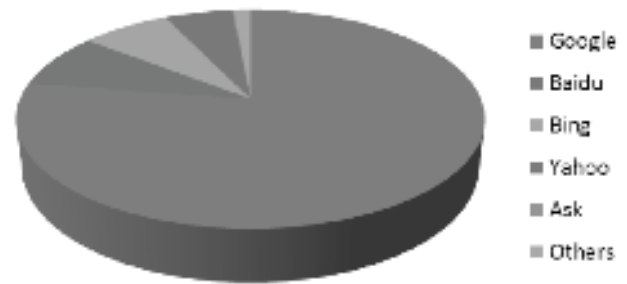
Market Shares by Different Search Engines

Fig. 1.

Table 1.

Search Engines	% of People
Google	77.43
Baidu	8.15
Bing	7.31
Yahoo	5.6
Ask	0.16
Others	1.37

2. Percentage of user of Google Drive:- Through this chart, we observed that approximately 34% of people are using Google Drive although it is a very useful app for permanent cloud storage.
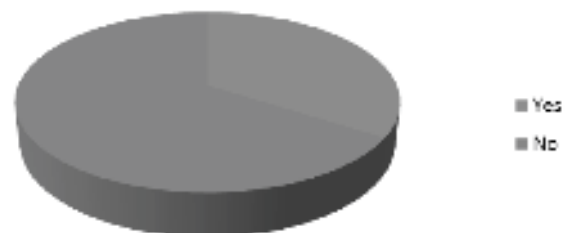
% of users of Google Drive

Fig. 2.

Table 2.

Options	No. of People
Yes	14
No	27

3. Percentage of people using Google Drive, but not aware about cloud storage facility:-We observed that among all Google Drive users, 66% of them are not aware of cloud facility.
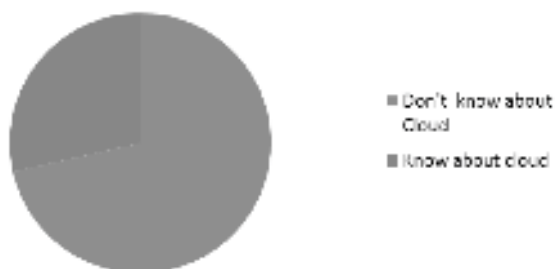
Awareness about Cloud Storage

■ Don't know about Cloud
■ Know about cloud

Fig. 3.

Table 3.

Options	No. of people
Don't know about Cloud	10
Know about cloud	4

4. Percentage of people who prepared a conversion of search result in English into native language- It is observed that only 25% of people found beneficial, that the search can be done in their native language, because of irrelevant search result.

% of people preferring a conversion of search result into native language

% of people who liked conversion of search result into native language

■ Don't find it beneficial
■ Find it beneficial

Fig. – 4

Table – 4

Option	No. of People
Yes	11
No	30

5. Percentage of People who know about "Find my Device" Facility- From our survey, it is observed that 37% of people know that they can locate their device with the "Find my Device" facility of Google.
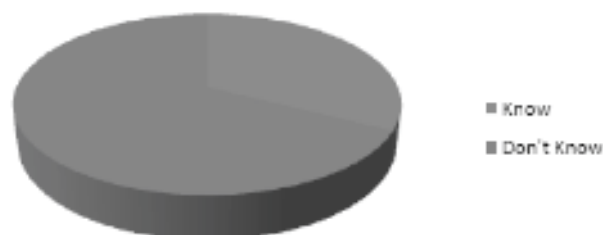
People know about "Find my Device" Facility

■ Know
■ Don't Know

Fig. 5.

Table 5.

Options	No. of People
Know	14
Don't Know	29

6. Most Beneficial Google Apps in Urban area - Through this graph, we observed that a large number of people are using YouTube, and it is used more than all other apps.
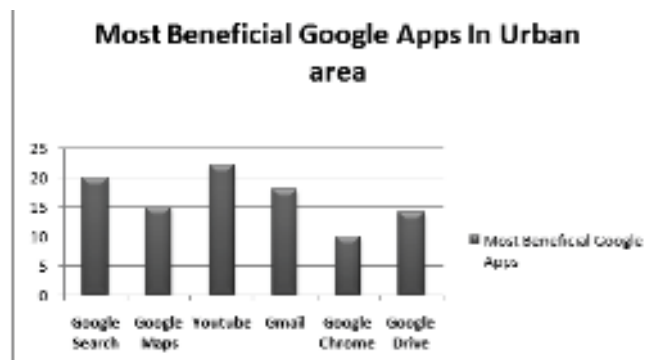
Most Beneficial Google Apps In Urban area

■ Most Beneficial Google Apps

Fig. 6.

Table 6.

Google Apps	No. of People
Google Search	20
Google Maps	15
You Tube	22
Gmail	18
Google Chrome	10
Google Drive	14

7. Most Beneficial Google Apps in Rural area -Through this graph, we observed that a large number of people are using YouTube, more than all other apps.
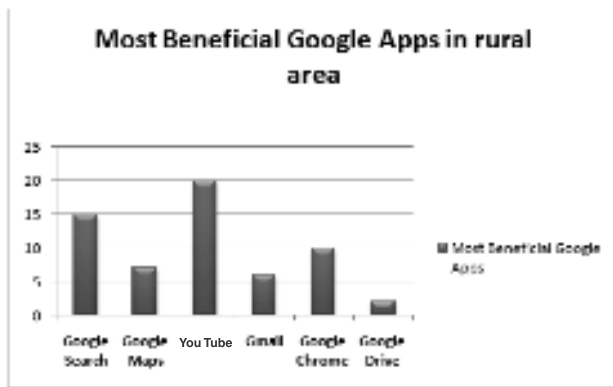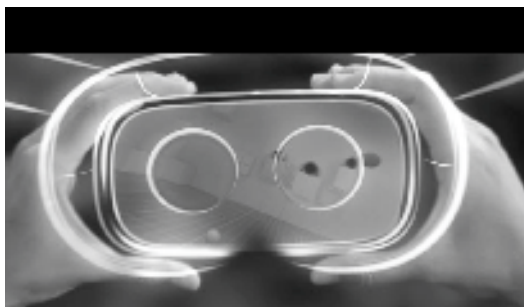
Fig. 7.

Table 7.

Google Apps	No. of People
Google Search	15
Google Maps	7
You Tube	20
Gmail	6
Google Chrome	10
Google Drive	1

Innovative inventions :

- Google Home will allow people to make free calls to any mobile line or landline for free, without the need for a smartphone. It is running successfully in the US, soon it will be implemented in India.

- Daydream-based standalone VR headsets is a virtual reality platform launched by Google, but so far only a few phones support using the Daydream View VR handsets.

- Android Go is Google's new attempt at offering a version of its OS that's designed to run on lower-end smartphones that will be sold in emerging markets for very low prices.

Google says that Android Go will be optimized to run on smartphones with 1 GB, or even 512 MB, of RAM. Apps will also be optimized to run on the OS; they will have file sizes of 10 MB or lower.

Future Scope:

- Google car is the first truly driverless electric car prototype built by Google to test the next stage of its five-year-old self-driving car project. The car is summoned by a smartphone for pick up at the user's location with the destination set. There is no steering wheel or manual control, simply a start button and a big red emergency stop button. The car uses a combination of sensors and software to locate itself in the real world combined with highly accurate digital maps.

- Google lenses is an AI-powered technology that uses your smartphone camera and deep machine learning to not only detect an object but understand what it detects and offer actions based on what it sees. It will enable users to do things such as point their smartphone camera at something, such as a specific flower, ask Google Assistant what the object your pointing at is and you'll not only be told the answer but you'll get suggestions based on the object, like nearby florists in the case of a flower.

Conclusion :

We found that Google dominates the Web like no other company and according to our survey we found that we would be lost without Google. From search, Gmail and Chrome to Maps, YouTube and Android, most of us use at least one Google product or Service everyday and enjoy the explicit features offered by Google.

Like our assumption, we found that only a small percentage of the people are aware about the Google's apps, how to use them, and about their benefits. Our another hypothesis regarding its use in native languages is rejected because most of the people don't find it useful.

On the whole, we can definitely come to the conclusion that Google, is a great source of knowledge in the human world. Google is by far the most helpful tool to human beings and its contribution to us can never be denied or overlooked.

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