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Impact Of Online Research

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ABSTRACT

Online means state of connectivity but the word "offline" means the state of disconnectivity. Research involves various processes which include systematic inquiry, collection of data, documentation of collected data, analysing and interpretation of the data to evaluate the reliability of data. With the advent of internet, the traditional methods of collecting data have been evacuated and the modern research techniques are used, time is saving and cost effective where everyone prefers to apply when collecting data through research surveys. Questionnaire based survey was conducted with 50 respondents to know their perception towards online research and to evaluate the factors influencing this research surveys.

Keywords: online research, offline, evacuated, reliability.

INTRODUCTION:

Online Research is a different methodology where some techniques, analysis, tools used for the purpose of collection of data through internet. 'Online' in the terms of modern technology, 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 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

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of search engines:

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

FEATURES OF ONLINE RESEARCH:

- Researchers conducting research are aware of 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 need 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.

MERITS OF ONLINE RESEARCH:

- Pen and paper techniques were used in earlier research which is a time consuming and it is costly. 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.

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DEMERITS 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 when there is proper access of internet. In the current scenario, some parts of our Indian country are not having access to the internet. Hence, it is difficult to gather reliable information.

- During the time of surveys, 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:

- The main source of data for the study is secondary data.

- Hence the chance of unbiased information is less.

- The duration of the study is limited to 1 month.

REVIEW OF LITERATURE :

Jyoti Meshram in her research titled Study of Impact of Online Shopping on conventional shopping methods by today's youth with respect to clothing and accessories (2016) made an attempt has been made to highlight the growing impact of the increasing trend of online shopping over the various fixed shop retailers. Retailers comprise of a large section of the population and a larger population is dependent upon these retailers. But the emergence of e-stores with their attractive incentives, big discounts and wide varieties has created an adverse impact onto them. This study tries to identify how retail businesses are being affected by the growing numbers of e-stores. This paper also unravels the declining number of footfalls to fixed shop retailers due to increasing trend for online shopping.

Allen Hogg, Jeff Miller in their research on impact of online survey length on research findings (2013) stated that it is common knowledge in the research industry that the percentage of respondents dropping out of Web surveys will rise as questionnaires lengthen. It is less known how such mid-survey terminations affect study findings. This article discusses recent experiments conducted by Burke, Inc. and SPSS MR showing that

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questionnaire dropouts can indeed impact results - particularly on concept tests, the most common use of Web surveys.

Andrews.D in 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.

E 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 came from a misspelled words of 'googol' which means a numeric values represented by one and followed by one hundred zeros i.e,.10100. In November 2018, according to the net market share report more than 70% of the searches were done through Google. It serves not only as a search engine but also as an offline server for the people. Google has play store, music, news, drive etc.

UC BROWSER:

Alibaba Group owns web browser originated from Singapore/ China-based Company UC web. 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 is an application software for Windows, Firefox, Blackberry etc. It has more than 100 million monthly active users around the globe.

CONCLUSION:

This study concentrated on the usage of 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 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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