

are beginning to believe that such self-abasement as normal?

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INTERNET SEARCH ENGINES: WHICH ONE TO CHOOSE

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Nowadays, when information technologies are used in nearly all the spheres of human life, people often apply to the Internet for any help and/or consultation. A search engine is one of the resources usually used for this purpose. There is variety of search engines worldwide. That is why it is rather problematic to decide which one suits best to be used in Ukraine. This paper describes the results of the marketing research done in the area of the Internet services, in general, and search engines, in particular. The research explores modern trends in using search engines with the overall aim: to determine a leading corporation.

To obtain data a poll was designed and spread within the students of the National Mining University (Dnipro, Ukraine), Year of study: 1-2 chosen randomly. This poll was designed with the help of Google Forms – the resource which helps to create different votes and polls. Five most popular search engine corporations represented in Ukraine were chosen: Google, DuckGoGo, Mail.ru, Yandex and Yahoo. Students were asked to vote for a search engine corporation they use more often and choose its products they use in their daily life.

The results obtained demonstrate that Google is the most popular (100% respondents) within Ukrainian students. All students use this search engine and prefers to use the majority of its services. The second place goes to Yandex which is popular on the territory of Southern Europe in such countries as Ukraine, Russia, Belarus etc. Google and Yandex are two main corporations competing in the Ukrainian market of the Internet services, but Google is more popular among Ukrainian students than Yandex. It could be explained by the fact that Google is popular all over the world and much more qualitative than Yandex, if to look at them

from the perspective of their effectiveness of the searching information process. As for the other services of these corporations, most of them are very similar, but the quality of Google ones is higher.

Such services as Yahoo, DuckGoGo, Mail.ru are not so popular in Ukraine that is proved by the fact that only 5% of respondents vote for them. It could be rooted in that all these services are free, and they earn money primarily from advertising.

The statistics of profits demonstrates that Google is the most profitable company; consequently it can use expensive advertisement to promote itself. Promotion of Yandex is very intensive in former Soviet Union countries such as Ukraine, Russia and Belarus, but it is not known in the world. The situation with Yahoo and DuckGoGo is vice versa. They are popular in some regions of the USA, but are not spread in Ukraine. Mail.ru is famous by its mail resource, but its search engine is not so comfortable as the mentioned above.

Table 1

Search engine corporation	Place of foundation	Net profit (2014)	Number of results on random request	Number of people	Rating	%	Using of other products of these corporations			
							Number of products	Products	Number of people	%
<i>Google</i>	USA	14,444 milliard dollars	6 880 000	20	1	100%	7	Translator	20	100%
								Maps	16	80%
								Mail	20	100%
								Browser	14	70%
								YouTube	19	95%
								Cloud technologies	8	40%
								Notes	2	10%
News	1	5%								
<i>Yandex</i>	Russia	302,5 million dollars	5 000 000	5	2	25%	6	Translator	2	10%
								Maps	2	10%
								Mail	7	35%
								Browser	4	20%
								Cloud technologies	2	10%
								Music	1	5%
<i>Yahoo</i>	USA	313,9 million dollars	1 000 000	1	3	5%	1	Tumblr	1	5%
<i>DuckGoGo</i>	USA	-	124	1	3	5%	0	-	-	-
<i>Mail.ru</i>	Russia	190 million dollars	53	0	4	0%	1	Mail	3	15%

The research proved that Google is a leading corporation in Ukrainian cyberspace now. It is the oldest corporation among presented and it show the best results in such criterion as “Number of people, using this search engine and its products”, “Number of results on random request” and other.