

## **Integrating search engine capacity within social media from a gender viewpoint**

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### **Abstract**

The purpose of the present study is to apply Barnard's Theory of Authority to explore the increasing use of search technologies within a social media context. More technically sophisticated users are increasing using search technologies within their homepages and in expanding their reach to other users assessable to their messages. Businesses are generally taking advantage of such use in customizing their advertising messages in customizing such search technologies available to their potential users. A limited of studies that are available regarding the effects of social media, mobile search, and online multimedia on the overall umbrella of search marketing have yet to be detailed and precise, especially from an empirical perspective. As many transitions are still taking place in the effort to converting the general user to a user who fully trusts such technologies within their social media presence, the present study should be an important contribution to the field. An important goal of such research to determine the overall credibility of search engine embedded in social networking from user and gender perspectives. There are very little academic publications on the topic as related to search engine strategies. There are numerous articles in the practitioner literature on operational efficiency and related metrics, but that aspects were clearly not the intended goal of the present research.

There have been numerous related research initiatives that have suggested that significant gender differences exist in the acceptance of technology in personal use (Ong & Lai, 2006; Venkatesh & Morris, 2000). Specifically, Ong & Lai (2006) found, in an empirical study, that men's rating of technology-rated variables of computer self-efficacy, perceived usefulness, perceived ease-of-use, and behavioral intention to use e-learning and computer software applications were higher than women's rating. Interestingly, they found that women were strongly influenced by perceptions of computer self-efficacy and ease-of-use, and that men's usage decisions were significantly influenced by their perception of usefulness of e-learning. The authors suggested that to increase effectiveness of e-learning, men generally perceive that the system is useful to enhance their job productivity and are attracted to more useful content. The perceived usefulness had the most significant effect on behavioral intention to use for men only; although perceived ease-of-use has even stronger effects than perceived usefulness both for women and men.

Lin and Chang (2011), in similar research efforts, suggested that to achieve better self-service technologies effective outcomes, management should pay increased attention to users' readiness to accept such technologies for both sexes. Management may positively influence the use of technology-related services by promoting opportunities that enhances optimistic and innovativeness outcomes of technological services. It is important to reducing technology readiness inhibitors, especially discomfort, insecurity, and identity threat factors, as to simultaneously reduce reluctance to use service technology. These results should be easily transferred to increased acceptance of e-ticketing service technologies. These concepts were at least partially validated by Deng, Liu, & Qi (2011), who examined research based on the unified theory of acceptance and use of technology models.

As evident from the empirical results of present study, H1 was rejected. Hence, the evidence to support those significant technological and ease-of-use aspects of search engines were not meaningful based on gender status alone. Interestingly, males may be prone to take advantage of such technologies, but their search and use patterns are not much varied from their female counterparts. The results ran counter to empirical results by Ong & Lai, 2006; Venkatesh & Morris, 2000), which may suggest that equality among the sexes inherent in social media platforms since the early to mid-2000s, when search and use patterns were found to be significantly different.

There was enough evidence, although mixed, to support accepting H2. The empirical evidence suggests certain common basic roles of authority are at least partially served by the integration of search engines into users'

homepage. Users need for engagement has expanded the users' authority to interact with product and services in a more direct and influential way. Authority theories, in general, as previously discussed, have both subjective and objective viewpoints. However, the clarity of communication is extremely important. Therefore, there is some evidence to suggest that popularity of search engine integration in social media pages may partially explained by the ability of its users to create messages that can be broadcasted to many users, yet controlled by an individual.

Social media providers need to continue to adapt to a more social, keyword tone, and tailored services that promote authority of content to its users. Social networkers are constantly seeking to establish legitimacy among their followers through creditable searches and informational exchanges in order to become more innovative in solving commonly held problems. Search engine technologies within a social media environment apparently allow its users to create both efficient and effective channels of communication are defined by Bernard's Theory of Authority Acceptance. Fellow users that seek information from friends and connected individuals over social networks at no cost will often encounter similar information from their social media homepages. Of course, the current and hotly debated issue of Internet Neutrality may have significant impacts on search engine technologies within a social media environment in the near future.

Heading into the future potentials of search engines and its impact on the effectiveness of social media, technology advances are allowing social media users to sharpen their strategic use of tools to enhance their customized images on the Web. Traditional forms of search marketing, such as pay-per-click, could quite possibly become more difficult, as well as more competitive and, ultimately, less effective. These forms of search marketing are saturated which may lessen the impact of each process. Marketers will have to continue to find more innovative ways to market their products and services via social media, especially as females are demanding greater engagement in developing their homepages with search engine technologies. Video-marketing activities will probably remain commonplace, as well as more professional quality and powerful search engines. Videos are continually easier to produce, edit and distribute. Videos continue to get more viral due to the increase in professionalism and ease-of use-factors. Reputable content will be distributed, which will lead to a much larger audience. Video marketing may prove to be the most powerful and effective form of online marketing via social media.

The present research effort has illustrated that some components are further behind than potentially expected. However, one must evaluate age, gender, and location demographics before reaching a conclusion on the effectiveness of the various media that encompass integrated technology. As users take more personal control of their web pages and search engine section, Real-time, integrated penalty may search engine providers are making spam-blocking a central, automated function of serving search results by removing unwanted backlinks and poor-quality content, while still providing rapid results. Marketers need to improve the quality of their websites even though some users do not want to block poor quality content if it reconfirms their viewpoints. When thinking about the personalization of search engine applications within the Internet of Things (IoT), as noted by Friedman (2015), it is important to consider the addition of context to mobile search strategies to other parts of our daily lines. The current research effort looked at adding such context to routine aspects of relatively sophisticated users' homepages. As suggested by Friedman, "The results can be terrifying, inaccurate, and not a true reflection of your interests. There needs to be more context behind it." It will be a challenge to marketers to balance the need for quality context issues with accuracy, yet still make the entire experience enriching to its users and profitable to its service providers.

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**Keywords:** *Barnard's Theory of Authority Acceptance, user behavior, search engine technologies, search engine optimization, social media.*

**Relevance to Marketing Practitioners:** This case study is relevant to marketers and researchers in dealing with social media research and its ethical dilemmas.

**TRACK: Internet/Social Media Marketing**