

# Internet Affect: Google Search Affecting Our Intelligence

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*Abstract- Basically, the research says about how the Internet or well known as “Google Search” affecting our brain. The internet is the most widespread and adopted technology in the history of humanity. However, the impact of this new technology is at its peak of development and betterment of the people and society a decade ago, but now at present these technologies somehow damaging the human brains the influence that internet may have on our brain structure and its functioning also. It also slowdown the thinking and imagination power of a person.*

## I. INTRODUCTION

Technology has unarguably created a huge impact on our lives. In the present day, many studies significantly showed internet affecting our intelligence as we use it on daily basis for various reasons in many ways. From receiving or passing information, to getting assistance in education and research field, from office work and banking to other needs like entertainment, traveling, keeping up with the happenings around the globe and current affairs; technology has shaped our lives in an entirely different spectrum and one of the biggest tools which has been used for playing the role is the internet.

The research, conducted by psychologists of Columbia and Harvard Universities, is the first of its kind to examine the effect of search engines on the human memory. The results, published in the Science magazine, suggest that the way our brain “saves” various data has changed significantly because of our “confidence” to find them online. The researchers claim that the Internet has now become a dominant form of transactive memory (A transactive memory system is a mechanism through which groups collectively encode, store, and retrieve knowledge.) Previously this role belonged to books. Today the Internet shows even more powerful presence in our lives.

## II. ELABORATIVE APPROACH

Now the question arises, how exactly is internet affecting our intelligence? There must be some concrete answering and reasoning to how there has been a negative outcome of the use of technology rather than seeing something positive and fruitful.

Well, the discussion is a long one and the one that is subjective to debate. Many aspects come into consideration while equating the impact of today’s increasing demand of the use of the internet. It also considers an individual own perception and use of the internet and digital tools including one’s different demands and need of the lifestyle that he/she is living.

However, following are some of the ways where it is discussed as how the impact of internet upon a human’s intelligence has made a difference.

## III. DECREASING CREATIVITY AND IMAGINATION

The never-ending use of technology, especially when it comes to computers has significantly decreased one’s power of imagination and creativity and therefore consequently, a person’s brain power has been affected in a negative manner. When everything is being provided in the form of templates and pre-designed patterns, it decreases a person’s own power to think, imagine and create. For students, it’s difficult to keep originality in their work. Access to scholarly and research work is just a click way and it has hampered one’s ability to research and make. As a result, student preferably rely on copy pasting the content that’s already available and don’t put an effort in making and creating anything from their own imaginative and thinking abilities. Slowly, it’s turning the young brains into robots that feed on what is already provided readymade and harbouring their own creative juices. Consequently, it has not only decreased human’s intelligence by reducing it to the already available content but also, the rate of

plagiarism has alarmingly peaked. Nobody puts an effort to make their own original content but mainly relies on searching using Google and copying others work, simply stealing it. One's intelligence and brain power is therefore constantly going down the hill because the easy access to everything required has made everyone to rely on the digital world and search engine rather than putting effort and coming up with something fresh and new of their own. Internet affecting our intelligence sounds correct when taken into the context of creativity.

#### IV. INCREASING ADDICTION OF SOCIAL NETWORKING

Another way in which "internet affecting our intelligence" fits true is the increasing urge to socialize excessively in the virtual world. People obsess over the number of likes and comments and hence so, it has created a false sphere where more and more people want validation from strangers online. People are constantly being judged by their peers in this fake race of social media. Everyone tries to impress the other person constantly. By putting up a false façade, everyone is under constant pressure to get acceptance from others. All are struggling to create an image that's well synced with the changing trends and hence so, could be appreciated by others. This negative atmosphere greatly affects one's ability to be own self. It also puts a negative impact on one's intelligence and wit. It's becoming progressively easier to put up an untrue image to the world and get validation. This robotic world online is exceedingly toxic as one has a pressure to keep up with the worldly standards.

#### V. ROBOTIC APPROACH AND SEDENTARY LIFESTYLE

Another negative outcome of the internet is the promotion of sedentary lifestyle that subsequently damages one's mental wellbeing. The internet addiction has increased so much that everyone prefers sitting in front of their screens and are mostly glued to the virtual world of social media. This over use is leading to a decline in physical as well as mental fitness. People have started relying on the search engine for everything and their own intelligence as well as the ability to ponder, discuss and think has greatly reduced. Everyone likes to be given all things

prepared. It's not only increasing a slow, sedentary lifestyle with subsequent impact on fitness and wellbeing but also, people's mental wellness is greatly at stake. The human brain is always dealing with a constant stream of information influx. The constant and easy access to the stored information on the internet is atrophying memories of the people. As a result, human's natural ability to ponder, create and reason is damaging. The inactive lifestyle eventually impacts the activity of human brain in a negative manner and hence, intelligence, memory, IQ and other mind abilities suffer. Psychologists suggest that the information we read on the internet during our lunch breaks or intervals is short termed. We mainly get used to absorbing limited text hastily from our screens and therefore, the ability of mind to read and ponder over detailed texts and longer reads gets compromised. Knowledge gained through this practice of surface absorption of a few lines on Twitter or Facebook doesn't stay for long and is not that effective. The text is short, thoughts expressed are precise, hence read, swallowed and run further. This is why the expression "mnogabukaf", coming out of the network and referring to it, reflects our incompetency to read something voluminous. All the same, this habit of surface reading and quick absorption of limited knowledge clogs the mind and its own innate power to create and think. Hence, the healthy practices of research and reading are taking back seat slowly whereas, short term memory of superficial intelligence is prevalent among the masses. An unhealthy and physically compromised body eventually makes a slow, sloppy and inactive brain. Hence, the internet not only hampers one's fitness but also the mental power and therefore, "internet affecting our intelligence" proves to be true.

#### VI. PREVAILING DEPENDENCY ON TECHNOLOGY

Whereas the access to unlimited information and knowledge at a distance of a single click is useful at one hand, on the other hand, it's also pretty alarming to realize the fact that this practice is crippling in real and promotes the need to be dependent on an outside source. People are relying on what is already available and do not put any effort to create, research, read and come up with something original of their own. The sluggish approach hampers creative juices as well as

brain power, resulting in a constant decrease in fresh content and originality. One needs to be actively working, productive and in constant search to learn from different resources in order to be able to produce new work. However, the increase use of internet has crippled a person's quest to seek and therefore, it's also taking its toll on human IQ and intelligence in a negative way.

Despite many benefits, proven trends and facts indicate that our customary reliance on the internet every day is diminishing our originality, intelligence and high order thinking. Internet, with its altering stimulation and constant distraction is changing the way we think – and not for the good.

## VII. FINDINGS

- i. Our concentration is suffering.
- ii. We're becoming physically and mentally addicted to the technology.
- iii. Creative thinking may suffer.
- iv. More dependent on technologies rather finding solution by thinking or imagination.
- v. Trusting on secondary source of information.
- vi. We're getting better at determining relevance.
- vii. We're getting better at finding information and less in thinking.
- viii. We hardly ever give task our full attention.
- ix. We always want easy access to the information.
- x. By using internet or online tools we might get addicted of doing multiple task at a same time.

## CONCLUSION

The discussion concludes in one common agreement and that is – the impact of internet on one's intelligence differs from one individual to other and in the end, it finally comes to one similar result that its use should be in moderation to avoid any negative outcome. If used properly, it's significant for progress, gaining knowledge, seeking information and making great success, however, the excessive use and dependency can cause harm to one's thinking and creative abilities – therefore, it's encouraged to use it as a helping tool and not as a final resort.

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