Chapter 4
ChatGPT or Google Scholar?
Which Tool Is Trending?

ABSTRACT

In this chapter, the authors have compared two applications (ChatGPT and Google Scholar) used among the students and scholars. The researchers have collected the data from Google trends from the past 90 days to compare ChatGPT and Google Scholar. The search criteria were focused on education, from the website and YouTube. ChatGPT was launched on November 30, 2022 by San Francisco–based OpenAI. The results have found an increasing web search trend of ChatGPT from 19th December 2022 till 15th March 2023 with an average percentage of 27.71%. Google Scholar is a well-known tool among scholars, academician, and students. The study found a fluctuating result between the same timeline for web search with an average percentage of 71.71%. The study has found a surprising decreasing YouTube search trends of Google Scholar (10.45%) compared with ChatGPT (35.74%).

BACKGROUND

Internet data are increasingly being integrated into health informatics research and are proving to be an effective tool for studying human behavior (Mavragani & Ochoa, 2019). Google trends data is a useful tool to analyze online health information-seeking behavior (Dreher et al., 2018) and providing valuable information (Tijerina et al., 2019).

With an increasing advancement of the technology, there is an increase in availability of several artificial intelligence (AI) tools. ChatGPT is a major breakthrough in AI which include its unique generative pretrained transformer model. It possess capability to perform several language-based tasks and function it as a sophisticated chatbot (Lund & Wang, 2023). There are several papers that confirm the use of ChatGPT in writing the literature review such as the applications of digital twin in the health field (Aydın & Karaarslan, 2022). ChatGPT can formulate and refine Boolean queries for systematic reviews in recent paper by (Wang et al., 2023). Climate research can benefit from the usage of ChatGPT in a number of areas, such as model parameterization, data analysis and interpretation, scenario creation, and model evaluation (Biswas, 2023). The application of ChatGPT is useful in healthcare where it is useful in exploring the literature and generating new research hypotheses (Cascella et al., 2023).

METHODOLOGY

The current study will use the mix method to explore the comparison of search between ChatGPT and Google scholar using Google Trends. The sample data will be drawn from Google trends between 19th December 2022 till 15th March 2023. The keywords used to compare the results have been presented in table 1. The study involves the locations worldwide and focus on education as category.

Table 1. Data collection

Items	Search
Keywords	ChatGPT AND Google Scholar
Time	90 days
Categories	Education
Location to search	Worldwide
Search category	Web search, YouTube Search

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