Chapter 11

Google AdSense as a Mobile Technology in Education

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ABSTRACT

Google AdSense, a cost per click (CPC) advertising programme for those wishing to place ads on their website. Arguable viewed as promising in business, this literature review identifies key features of this promise when applied to education. This chapter connects business and education to identify Google AdSense as a valid tool and subject matter to be considered for use within the mobile and wearable technology curriculum. This chapter suggests considering positive outcomes generated using Google AdSense for incorporation into an education curriculum. Google AdSense should be applied to create more reasons to attract diverse user groups. This chapter also identifies the importance of Google needing a set of regulatory policies and procedures to avoid misuse of Google AdSense. In cases where monetary transactions occur, a possibility of violating the set terms and conditions exists. The chapter concludes with a clear call for inclusion of Google AdSense in an education curriculum.

INTRODUCTION

Information and communications technology (ICT) continues to expand the boundaries of education into an “anytime/anywhere” experience. Mobile Technology - comes at an opportune time not only in terms of Internet technology but also business. Mobiles have already made many headlines across the entire world playing key new roles in education, health, entertainment, etc (Yang, 2004). But, part of the mobile telecoms revolution is also about building sustainable business models through the provision of services. From the business stand point, creating disruptive business models that will break monopolies through innovative solutions forms the last mile access point for the users and this is where opportunities reside. Fueling this trend is the fact that Search Engines have become popular both as information-seeking vehicles and as an online advertising media. There are many methods for online advertisements.
Rich media advertising companies use Banner Advertisements, Wallpaper Advertisements, Pop-ups, Video Advertisements, streaming audio, streaming video and mobile advertisements. Search Engines have created an era of context-based advertising. Google AdSense, Yahoo Publisher Network and MSN Ad Center provide contextual advertising to attract many online ad-publishers (Kumar & Kohli, 2007). Google AdSense, obviously, is a program owned and operated by Google (www.google.com/AdSense/). Within the Google network’s content sites, this programme provides publishers many ways to offer images, texts, interactive media advertisements and videos. These offerings are targeted to the audience and site contents (Li et al., 2010).

This chapter reviews how Google AdSense is gaining popularity beyond the business communities, and why it needs to invade education and appeal to younger learners. The use of AdSense can be argued to have helped to pay for the development of mobile technology and could go a long way to helping to do the same for wearable technology given someone can figure out how to adapt it to that venue. In this chapter, it is suggested, on the ground of both theories and practices, Google AdSense to be included as a specialized subject matter for mobile technologies for students. From an industry perspective, anyone with a basic to advance knowledge of Google AdSense can see it as a reliable platform for earning/learning, where a tactile version can or must be adapted for expansion into wearable devices such as smart glasses or watches. Therefore, it is important to understand what Google AdSense is really doing, to have a basic knowledge of how it is doing it and to encourage people to find a way to adapt it for use in various media venues. It is believed, a high level of understanding and use can and will expand markets for various products and services while increasing employment and educational opportunities for vast numbers of people worldwide.

BACKGROUND

The geography of Internet users and online advertiser is diverse. The Internet and its associated new technologies have become an integral part of our lives making it easier to communicate, research information and purchase any kind of products and services. Online transactions are becoming simpler and faster, definitely making our lives easier since only one click can bring us in a few days whatever we want. However, the current young generation brought up with or by the Internet is the most at risk of developing compulsive buying behaviours, considering they are more accustomed to the online world than any other generation (Bighiu et al., 2015). Particularly of interest, a US study (Donthu et al., 1999) has revealed that students spend almost 12% of their personal budgets online. The web has an important role as much for consumers as the business operators seeking out those customers. Previous research has shown that innovation, organization and external factors influence a firm’s decision to adopt e-commerce as a marketing and selling strategy (Abernathy & Clark, 2007; Guimaraes, 2012; Wan, 2002).

There are 3.4 billion Internet users in the world (see table 1) with significant penetration ratios in countries making up Asia (45.7%), Europe (19.2%) and North America (10.2%) (Internetworldstats, 2014). Internet users in Europe, specifically in the UK, Russia and Germany have high rates of use: in 2014 their percentage of users was 12-15%. Internet penetration in Europe is growing and travel related e-commerce represents the largest point of use, surpassing more traditional uses such as Internet banking or researching information for health. Between the top 20 countries with the highest number of Internet users there are Japan and Germany (86.2%), China (45.8%), Brazil (54.2%).