

# **Transcript: Google for academic research – Replicating results**

There is no guarantee that the same search will present the same results – either by different people on the same day, or by the same person a few days apart etc. Why?

Google is constantly updating the way it searches. New algorithms are released a couple of times a week on average.

Google is also always testing these new ideas on live searchers, and you'd never know whether you are currently being tested on or not - you may be searching in one of Google's 'sandbox' environments without realising it.

Also, Google is using artificial intelligence or machine learning to develop and improve all the time. This is taking over from the sandbox approach to development.

This means that even if you do exactly the same search yourself, the Google you are searching in is not the same as it was when you last did the search.