

SEARCH ENGINES

Key things to remember about the net:

It was never intended for information retrieval
 It is not a source of information
 Wild wild west with standards

The Internet is Useful For:

Spotting trends (35%)
 Confirming financial data (28%)
 Picking up rumours (26%)
 Uncovering leads (25%)
 Finding scientific data (28%)

The following is a study that was done by Jonathan L. Calof, Director of the Canadian Institute for Competitive Intelligence. He wanted to demonstrate the wide range of responses that are found when doing an internet search.

They are all different:

SEARCHER	1 NAME	TOPIC (1 KEYWORD)	MULTIPLE WORD
	Calof	Intelligence	Knowledge Management
Yahoo!	1	69	119
Alta Vista	806	1,522,140	162,130
Google	1,050	3,500,000	394,000
NorthernLight	954	3,214,892	168,108
Excite	400	574,005	27,520

(Running an Intelligence Project. Statements ran November 2000, Jonathan. L. Calof, Canadian Institute for Competitive Intelligence)