

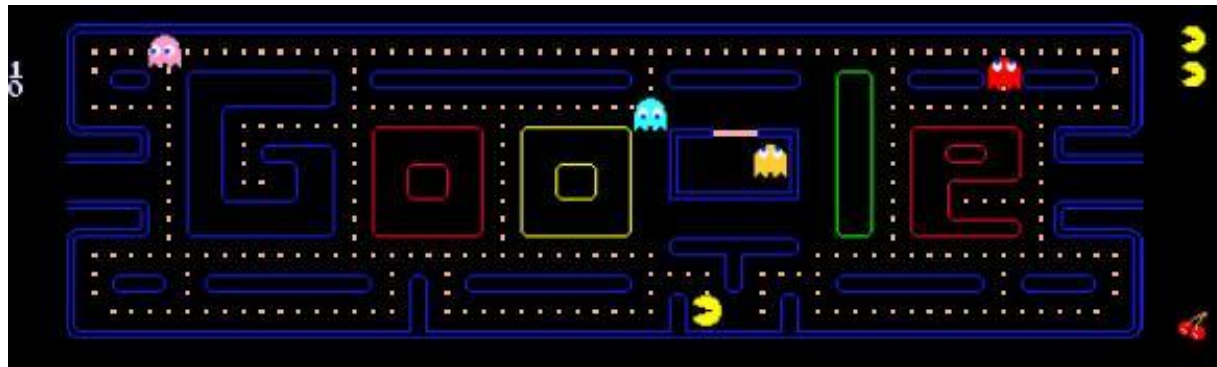
# Search Engine Wars: let battle commence

INFORUM, 25<sup>th</sup> – 27<sup>th</sup> May 2010

[Karen.Blakeman@rba.co.uk](mailto:Karen.Blakeman@rba.co.uk)

[www.twitter.com/karenblakeman](http://www.twitter.com/karenblakeman)

<http://www.rba.co.uk/>



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# What's happening?

- Microsoft Bing is going all out to increase search engine market share
- The Yahoo-Bing deal
  - Yahoo to use Bing's search engine
  - Some country versions already using Bing web search, the rest will follow during the year
  - Yahoo will “still be innovating on top of the Bing results”
- Bing, Yahoo and Google all including social media in their results, for example Twitter, blogs, Facebook, Myspace, discussion forums
- Interfaces of all three continually changing

- <http://www.yahoo.com/>, <http://search.yahoo.com/>
- Layout and results vary depending on the country version
- Options in the left side menu for limiting your search – depend on the type of search
- Social media real-time results at the top if it is a “hot topic”

The screenshot shows a Yahoo! search results page for the query "BP oil spill". The page layout includes a top navigation bar with links for Web, Images, Video, Local, Shopping, News, and More. Below the search bar, there are tabs for News, Photos, Videos, and Twitter. The left sidebar contains a search pad and a list of search filters: Show All, Wikipedia, Google, BBC News, CNN, and MSNBC. The main content area displays the "Gulf Coast Oil Spill - Latest News" section, which is circled in orange. This section includes tweets such as "Birmingham tourism business takes hit from Gulf oil spill" and "Coast Guard Admiral Thad Allen will stay on as Natl Incident Commander for Gulf oil spill". Below the tweets, there are video thumbnails and a link to a Wikipedia article titled "Deepwater Horizon oil spill". The Wikipedia article snippet describes the spill as a massive ongoing oil spill from an underwater oil gusher in the Gulf of Mexico that started on April 20, 2010. Another link to an Associated Press article is visible at the bottom of the page.

- <http://www.bing.com/> (was live.com)
  - Described as a “decision engine”
  - Results tend to be more consumer oriented
  - Results vary considerably depending on the country version
    - most features only available in the US version
  - Incorporating real time, social media results into main search
  - Major television advertising campaign in US and a few other selected countries
    - <http://www.youtube.com/user/bing>
- [general response in the UK – “what was that all about?”]

bing

BP Oil spill

ALL RESULTS 1-10 of 14,000,000 results · [Advanced](#)

**News about BP Oil Spill**

Forecast Florida: **BP Oil Spill** Now Being Tracked in Two ...  
 NOAA's **BP oil spill** response page is now featuring not one but two **BP oil spill** maps. The first one... · [Huffington Post \(blog\)](#) 22 hours ago

Maps of **BP oil spill** impacted areas · [Examiner](#) 23 hours ago  
 Kevin Costner in **BP Oil Spill** Spotlight · [Street.Com](#) 19 hours ago

[See today's top stories](#) · [See recent tweets](#) · [Create news alert](#)

Share: [Facebook](#) [Twitter](#) [Email](#)

**Deepwater Horizon oil spill - Wikipedia.**  
 The Deepwater Horizon **oil spill** (also referred to as the Macondo blowout) is a massive ongoing **oil spill** in the Gulf of Mexico. [Background](#) · [Oil spill](#) · [Consequences](#)  
[en.wikipedia.org/wiki/Deepwater\\_Horizon\\_oil\\_spill](http://en.wikipedia.org/wiki/Deepwater_Horizon_oil_spill)

**BP concedes Gulf oil spill is bigger than estimated - USA TODAY.**  
**BP** conceded Thursday that more **oil** than it estimated washed into Louisiana's wetlands for the first time, [www.philly.com/philly/wires/ap/business/20100520\\_oil\\_spill\\_page](http://www.philly.com/philly/wires/ap/business/20100520_oil_spill_page)

RELATED SEARCHES

BP Oil Credit Card  
 BP Oil Account Online  
 BP Oil Company  
 BP Oil Career  
 BP Oil Stock  
 BP Oil USA  
 BP Gas Card  
 BP Amoco

SEARCH HISTORY

BP Oil spill

[See all](#)  
[Clear all](#) | [Turn off](#)



CNN

TWITTER BETA » All Results

### Most recent Tweets about BP Oil spill



**LaurieAnneBella:** RT @msenicaracing: Also let's support @LeilaniMunter as she is working hard to keep us updated about the **BP oil spill!!!** Please re-tweet. · 16 minutes ago



**JustSupporting:** RT @BPOilSpill: #FF **BP oil spill**, hurricane Katrina and the U.S. Coast Guard - Examiner: <http://url4.eu/3cvkF> · 16 minutes ago



**EducatedCutie:** **BP Oil Spill** - warning issued - Do Not eat any seafood for the next six months - it's TOXIC from the **oil** dispersants! @BarackObama iPhone · 17 minutes ago

### Top shared links about BP Oil spill

**Oil giant BP concedes Gulf spill is bigger than estimated - USATODAY.com**  
[usatoday.com/news/nation/environment/2010-05-21-wetlands\\_N.htm?csp=34news&utm\\_s...](http://usatoday.com/news/nation/environment/2010-05-21-wetlands_N.htm?csp=34news&utm_s...)



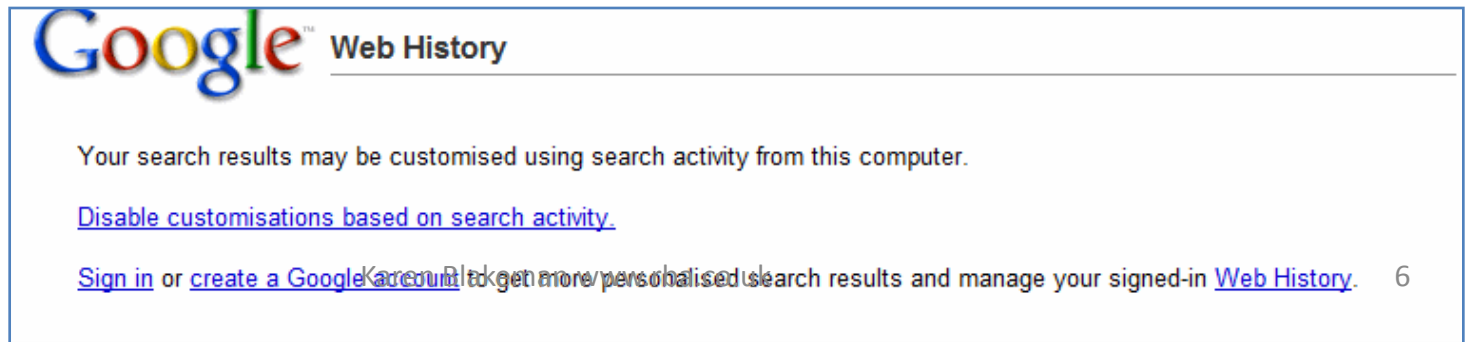
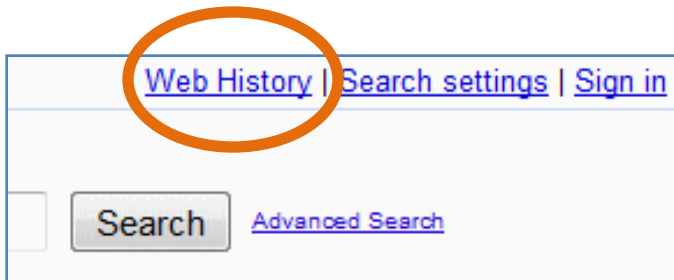
**JoshyDC:** **BP** concedes **spill** is bigger... <http://usat.me?38612248> ([usatoday.com](http://usatoday.com)) - until we change the way we live, we cant live w/o **oil**. public trans isn't enuf. · 1 hour ago



**coreyhaleen:** **Oil giant BP** concedes Gulf **spill** is bigger than estimated: **Oil giant BP** conceded Thursday that the Gulf of Mexico ... <http://bit.ly/ayaNo1> ([usatoday.com](http://usatoday.com)) · 6 hours ago

[More Tweets about this link](#)

- Is your web history switched on? Now Switched on by default
- Google adjusts your search results according to what you have clicked on in the past
- See: Personalized Search for everyone  
<http://googleblog.blogspot.com/2009/12/personalized-search-for-everyone.html> and Karen Blakeman's Blog - Your Google results are about to get weirder <http://www.rba.co.uk/wordpress/2009/12/17/your-google-results-are-about-to-get-weirder/>





# Google first page results

RBA

The screenshot shows a Google search for "BP oil spill" with approximately 18,800,000 results. The search interface includes navigation tabs (Web, Images, Videos, Maps, News, Shopping, Mail, more) and a search bar. On the left, there are filters for "Everything", "News", "Updates", "Images", "Videos", and "More". Below these are filters for "Any time" (Latest, Past 2 days) and "All results" (Wonder wheel, Timeline, Sites with images, More search tools). The search results are highlighted with two orange rounded rectangles. The first rectangle highlights the "News for BP oil spill" section, which includes a link to "BP.com" and a news article from MarketWatch titled "BP says it will pay to clean up Gulf oil spill" dated 10 hours ago. The second rectangle highlights the "Latest results for BP oil spill" section, which includes a link to "Newsroom America" and a headline "More Gulf Oyster Harvesting Areas Closed Due To Oil Spill" dated 3 minutes ago. To the right of the search results, there are two orange callout boxes with arrows pointing to the highlighted sections. The top callout box contains the text "Results from Google News & blogs" and the bottom callout box contains the text "Latest results - rolling feed of headlines from Twitter, blogs, discussions".

Web Images Videos Maps News Shopping Mail more ▼ kar

Google

BP oil spill

About 18,800,000 results (0.30 seconds)

**BP.com**  
[www.bp.com/gulfofmexicoresponse](http://www.bp.com/gulfofmexicoresponse) Gulf of Mexico Response - Find Out More

**News for BP oil spill**

**BP says it will pay to clean up Gulf oil spill** - 10 hours ago  
By Robert Schroeder, MarketWatch WASHINGTON (MarketWatch) -- BP PLC will pay "all necessary" clean up costs associated with the major oil spill in the Gulf ...  
[MarketWatch](#) - 15968 related articles »  
[BP Oil Spill May Thwart Industry Push Into Norwegian Arctic](#) - [BusinessWeek](#) - 9 related articles »  
[Congress' Role In BP Oil Spill Questioned: CNN's Candy Crowley ...](#) - [Huffington Post \(blog\)](#) - 19 related articles »

**Latest results for BP oil spill** - Pause

**More Gulf Oyster Harvesting Areas Closed Due To Oil Spill**  
[Newsroom America](#) - 3 minutes ago  
... and Hospitals has announced the closure of oyster harvesting bed Area 13 as a precautionary response to the ongoing BP oil spill in the Gulf of Mexico. ...

**BP braces for grilling over oil spill failures**  
[Channel News Asia](#) - 5 minutes ago  
NEW ORLEANS, Louisiana : BP braced for a grilling by US lawmakers on Tuesday over its failure to contain a massive oil spill in the Gulf of Mexico, ...

**BP hit by boycott threat amid US oil-spill crisis - Advertising ...**

**BP Global | BP** ☆  
BP Executives delivered a briefing today on the range of options being developed to contain the Gulf of Mexico oil spill. ... [+ Show stock quote for BP](#)  
[www.bp.com/](http://www.bp.com/) - Cached - Similar

Results from Google News & blogs

Latest results - rolling feed of headlines from Twitter, blogs, discussions

# Google first page results

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Images for **BP oil spill** - Report images



Images

**BP Oil Spill Waivers Capped Liability Payments To Coastal ...** ☆

- 3 May 2010

VENICE, La. -- **BP PLC** said Monday that it will pay for all the cleanup costs from a massive **oil spill** in the Gulf of Mexico that could continue spewing ...

[www.huffingtonpost.com/2010/05/03/bp-oil-spill-waivers\\_n\\_560814.html](http://www.huffingtonpost.com/2010/05/03/bp-oil-spill-waivers_n_560814.html)

- more videos »



**BP Is Criticized Over Oil Spill, but U.S. Missed Chances to Act ...** ☆

1 May 2010 ... As **oil** edged toward the Louisiana coast and officials assailed **BP America's** response, a government agency also said the flow from a seabed ...

[www.nytimes.com/2010/05/01/us/01gulff.html](http://www.nytimes.com/2010/05/01/us/01gulff.html) - Add to iGoogle

**BP - Wikipedia, the free encyclopedia** ☆

BP had spilled over one million litres of oil in Alaska's North Slope. This corrosion is caused .....

"For **BP, oil spill** is a public relations catastrophe". ...

[en.wikipedia.org/wiki/BP](http://en.wikipedia.org/wiki/BP) - Cached - Similar

Wikipedia article

YouTube video

Blog posting  
listing videos

**BP Oil Spill: Videos to Catch Up : Treehugger** ☆

30 Apr 2010 ... With so much news coverage on the disastrous **BP oil spill** in the Gulf of Mexico, I thought it would be helpful to compile some of the better ...

[www.treehugger.com/files/2010/04/bp\\_oil\\_disaster.php](http://www.treehugger.com/files/2010/04/bp_oil_disaster.php) - Cached

**How to stop the BP oil spill: What else can be tried now ...** ☆

3 May 2010 ... **BP** has failed to manually shut the blowout preventer, and it could take three months to drill a relief well. Before then, **BP** will try to put ...

[www.csmonitor.com/.../How-to-stop-the-BP-oil-spill-What-else-can-be-tried-now](http://www.csmonitor.com/.../How-to-stop-the-BP-oil-spill-What-else-can-be-tried-now) - Cached

**YouTube - US oil spill explained** ☆

1 May 2010 ... queue **BP America** President Lamar McKay81284 viewsABCNews · Weather problems for US **oil spill** 3:07. Add to queue. Added to ...

[www.youtube.com/watch?v=XLiqvZOP8TY](http://www.youtube.com/watch?v=XLiqvZOP8TY) - Cached

**Results from people in your social circle for BP oil spill** - BETA - My social circle - My social content

Twitter / The Oil Drum: \* **BP's Oil Spill** at the Oi...

The Oil Drum - connected via twitter.com

**BP's Oil Spill** at the Oil Drum Overview - Especially for New Readers: This is a draft of a post that I would pr... <http://bit.ly/d286DA> \*

[twitter.com/TheOilDrum/status/13305388956](http://twitter.com/TheOilDrum/status/13305388956)

More results from The Oil Drum »

Research Recap

ResearchRecap - connected via twitter.com

Alacra Pulse Check: Are **Oil Spill** Companies Oversold? **BP** plc (**BP**) and its partners have come under severe pressure as the threat of ...

[www.researchrecap.com/](http://www.researchrecap.com/)

Results from my "social circle": Twitter, RSS feeds, FriendFeed, Google Wave contacts etc.

26/05/2010



# Google search results

RBA

- Additional search features previously hidden under “Show options” now in left hand side menu

**Google** BP oil spill  
About 21,700,000 results (0.69 sec)

**Everything**  
News  
Updates  
Images  
Videos  
Maps  
Books  
Blogs  
Discussions  
Fewer

**The web**  
Pages from the UK

**Any time**  
Latest  
Past 24 hours  
Past 3 days  
Past week  
Past month  
Past year  
Custom range...

**All results**  
Visited pages  
Not yet visited

**Standard view**  
Related searches  
Wonder wheel  
Timeline

**Standard results**  
Sites with images  
Fewer shopping sites  
More shopping sites  
Page previews  
Translated search

**BP.com**  
[www.bp.com/gulfofmexicores](http://www.bp.com/gulfofmexicores)

**News for BP oil spill**

**BP: Oil leak c**  
Proegler declin  
Lamar McKay  
CNN - 7466 re  
**Oil spill: How**  
A month in, ov  
The Associate

**Latest results for BP oil s**

**WARNINGS IGNORED OVER**  
Goallover.org - seconds ago  
In 2009 MMS granted BP's De  
the Gulf oil spill By Francis -  
CCitizenship: BP told to chan  
pose risk to marine life  
FT.com / UK - Experts and co  
Twitter - seconds ago  
CCitizenship: BP told to chan

**BP's Oil-Spill 'Hive' Buzz**  
8 May 2010 ... BP Plc continu  
lowered a containment dome i  
[www.businessweek.com/.../bp](http://www.businessweek.com/.../bp)  
Cached

**BP Oil-Recovery Box t**  
7 May 2010 ... For more on  
Resnick-Ault and Jim Polso  
[www.businessweek.com/...](http://www.businessweek.com/...)  
- Cached  
Show more results from

**Gulf of Mexico BP oil spi**  
19 May 2010 ... The Waterwo  
Costner, where they demonst  
[www.dailymail.co.uk/.../Gulf-M](http://www.dailymail.co.uk/.../Gulf-M)

**Experts predict Gulf of**  
21 May 2010 ... Oceanogra  
could be carried as far afield

**vehicle emissions air quality** Search  
About 21,600 results (0.64 seconds) Advanced search

**Timeline**

1760-2010 Search other dates

1760 1780 1800 1820 1840 1860 1880 1900 1920 1940 1960 1980 2000

1776 Jan 1, 1776 - Approval and Promulgation of **Air Quality** Implementation Plans; Connecticut; 15 Percent Rate-of-Progress and Contingency Plans 40 CFR Part 52 ... The State began its **motor vehicle emissions** testing program on January 2, 1998, and has continued to operate the program since that time ...

**oil spill containment** Search  
About 1,600,000 results (0.51 seconds) Advanced search

**Wonder wheel** Sponsored links

**News for oil spill containment**

**Gulf County Commissioners Taking Advantage of Oil Spill**  
... - 7 hours ago  
We all know it's been pretty tough out there for a lot of people, especially fishermen to draw a paycheck since the Deepwater Horizon oil spill a little ...  
WJHG-TV - 7151 related articles »  
Kevin Costner **Oil Spill Containment** Solution? - TPI News (blog) - 160 related articles »  
**Oil Spill: BP Ordered to Use Less Toxic Dispersant** - Environment News Service - 553 related articles »

**Oil spill** - Wikipedia, the free encyclopedia ☆  
Secondary **containment** - methods to prevent releases of oil or hydrocarbons into environment. **Oil Spill Prevention Containment and Countermeasures (SPCC)** ...  
[en.wikipedia.org/wiki/Oil\\_spill](http://en.wikipedia.org/wiki/Oil_spill) - Cached - Similar

**Factbox: How the oil spill containment dome works | Reuters**  
☆  
6 May 2010 ... (Reuters) - A 98-ton steel **containment** chamber, or cofferdam, reached the site of a massive oil leak 50 miles south of the Louisiana ...  
[www.reuters.com/article/idUSTRE6454WN20100506](http://www.reuters.com/article/idUSTRE6454WN20100506) - Cached

**oil spill containment**

bp oil spill  
oil rig spills  
chemical spill containment  
oil spill containment boom  
oil spill containment  
deepwater horizon  
us climate  
gulf of mexico oil spill  
oil spill drill  
burning oil spills  
oil spill incident  
oil spill accident  
fuel spill containment  
gulf oil spill  
bp oil spill

# Do they work?

- Results seem more confused and messy, especially Google
- Not always clear how social media results are selected
- Social media results not comprehensive
- Results pages are giving a very selective and superficial overview
- Need to target search more precisely
  - for example use Google Advanced Search and options in the left hand menu
  - search specifically for news, videos, photos
  - search social media separately, for example Twazzup.com for Twitter
  - use specialised search engines

## A few examples

- <http://www.iseek.com/>
- Clusters results into topics, people, places, organisations, date & time
- “Education” option – more research oriented pages

The screenshot shows the iSEEK search interface. At the top, there are tabs for 'Web' and 'Education', and a search bar containing 'UK per capita energy consumption'. The search results are categorized into 'Topics', 'People', and 'Places'. The 'Topics' section lists various energy-related topics with their respective result counts. The 'People' section lists individuals associated with the search results. The 'Places' section lists geographical locations. The main content area displays three search results, each with a title, a brief description, and a link to the source. The first result is 'Energy profile of the United Kingdom - Encyclopedia of Earth', the second is 'Maps showing total domestic, industrial and commercial energy ...', and the third is 'The future - Photovoltaic Energy.'.

Category	Item	Count
Topics	Capita By Countries	21
	Co2 Emissions	19
	Electricity Consumption	17
	Energy Consumption	17
	Oil Consumption	17
	Energy Per Person	15
	Pdf Energy	15
	Sustainable Developed	15
	Gdp Per Capita	14
People	Alex Evans	1
	Chris Fay	1
	Daniel Ben-Ami	1
	Ed Miliband	1
	John Macrae	1
	Lynne Macaskie	1
	Michael Walsh	1
	Peter Love	1
Places	India	12

**Energy profile of the United Kingdom - Encyclopedia of Earth**  
 <span class=f>by LD Clough - <span class=f>2008<br>Jump to <a href="/url?q=http://www.eoearth.org/article/Energy\_profile\_of\_the\_United\_Kingdom%23Per\_Capita\_Energy\_Consumption&usg=AFQjCNEpfThNFIOaA3jhTMqnSDZVWWwF-Q&ei=\_YtpS5HCFYWclgeg0JmZCw&sa=X&oi=section\_link&resnum=24&ct=legacy&ved=0CHsQyqQ">Per Capita Energy Consumption: Per capita energy consumption in the United Kingdom ... **UK per capita carbon em...**  
[www.eoearth.org/article/Energy\\_profile\\_of\\_the\\_United\\_Kingdom](http://www.eoearth.org/article/Energy_profile_of_the_United_Kingdom) Average Rating (0 votes)

**Maps showing total domestic, industrial and commercial energy ...**  
 Maps showing total domestic, industrial and commercial **energy consumption** at local authority level  
 PUBLICATION URN 09D/537 Contents Map 1: Average total **energy consumption per capita** in 2006 (kWh)  
 Map 2: Average domestic **energy consumption per capita** in 2006 (kWh) Map 3: Average domestic **energy consumption per household**.....  
[www.berr.gov.uk/files/file41497.pdf](http://www.berr.gov.uk/files/file41497.pdf) Average Rating (0 votes)

**The future - Photovoltaic Energy.**  
 With increasing population and spreading technology, the worlds **energy consumption** will increase rapidly. The world as a whole is likely to reach the **UK's per capita energy consumption** within fifty years. ... If the whole world now consumed **energy** at the rate that we do in the **UK**, we would see climatic catastrophe in.....  
[www.electrosolar.co.uk/page1.htm](http://www.electrosolar.co.uk/page1.htm) Average Rating (0 votes)

**Energy Consumption Per Capita: Are Americans Wasteful? « "Five ...**  
 <div class="f">8 posts-3 authors-Last post:Feb 26, 2009In the cases of Japan, Germany and the **U.K.**, their **per capita energy consumption** is low not because they are more efficient than the U.S. ...<br><span class=f>...  
[petemurphy.wordpress.com/2009/02/26/energy-consumption-per-capita-are-ame...](http://petemurphy.wordpress.com/2009/02/26/energy-consumption-per-capita-are-ame...) Average Rating (0 votes)



- <http://www.biznar.com/>
- Real time federated search of selected business resources, some of them “hidden web” or “deep web”
- Click on Advanced Search to see a list of the sources

The screenshot shows the Biznar search engine interface. At the top, the logo 'biznar beta' is displayed next to the search term 'Trafigura'. Navigation links include 'My Selections (0)', 'Clear Selections', 'Alerts', 'Print Results', 'Email Results', and 'Collection Sta'. Below the search bar, it states 'Your search: Full Text: Trafigura yielded 939 top results from at least 30,162 found.' and '77 of 77 collections complete'. A 'Narrow By' sidebar on the left lists categories like Topics (Toxic Waste, Ivory Coast, Tower Energy Group, etc.), Authors (Admin, Leigh, David, etc.), and Publications (The Guardian, Tags: Comtex Inc., etc.). The main results area shows several entries for 'Trafigura', including 'Trafigura > About us', 'Trafigura Post Coming on Thursday', 'Trafigura | World news | guardian.co.uk', and 'Trafigura must pay additional 105m'. Each entry includes a star rating and a source link like 'Reuters' or 'Yahoo Business News'.

# Search4oil <http://www.search4oil.com>

RBA

- Information on oil and gas exploration
- Concentrates on technical papers (mostly priced)

The screenshot displays the Search4oil website interface. At the top left is the logo for Search4oil, described as 'THE NEW SEARCH FOR ENERGY'. A search bar contains the text 'falklands' and a 'Go' button. To the right of the search bar are links for 'About Us', 'Careers', and 'Corporate Website', along with a 'Search with map?' checkbox. Below the search bar are buttons for 'Document', 'People', and 'Feature', and a 'Login or Signup' link.

The main content area shows search results for 'falklands'. It indicates 'Results 1 - 20 of about 51 for falklands.' and provides options for 'Text View' and 'Map View'. The results are sorted by 'Title' and include an 'Abstracts' checkbox. The first result is titled 'Thermal and tectonic evolution of the Falkland Islands: implications for hydrocarbon exploration in the adjacent offshore region (Marine and Petroleum Geology-2002)' by Thomson, Hegarty, K., Marshall, S., Green, Paul, F.P. The second result is 'The structural boundary between East and West Falkland: new evidence for movement history and lateral extent (Marine and Petroleum Geology-2000)' by Sanderson, David, J.D., Marshall, J.E.A., Sanderson, D.J., Bull, Jonathan, J.M. The third result is 'Evidence for a volcanic rifted margin and oceanic crustal structure for the Falkland Plateau Basin (Lyell-JGS-1999)' by Barker, Peter, F.P. The fourth result is 'Exploring Deep Water Fans in Falklands Basins (AAPG-2005)' by Richards, Phil, P., Duncan, Ian, I., Phipps, Colin, C., Grzywacz, Jan, J. The fifth result is 'Controls on the structural architecture and sedimentary character of syn-rift sequences, North Falkland Basin, South Atlantic (Marine and Petroleum Geology-2002)'. A sixth result is partially visible: 'On a Collection of Fossil Plants from the Falkland Islands (Lyell-QJGS-1923)'. A 'Basin' checkbox is checked in the top right of the results area.

On the left side, there is a 'Browse' section with 'By Source' and 'By Subject' categories. 'By Source' includes Lyell-JGS (12), Marine and Petroleum Geology (5), Palaeogeography / Palaeoclimatology / Palaeoecology (5), Lyell-QJGS (4), Deep-Sea Research Part I (3), Deep-Sea Research Part II (3), Marine Geology (3), SPE (3), Continental Shelf Research (2), Earth and Planetary Science Letters (2), and See all. 'By Subject' includes Tectonics (17), Health safety and environment (16), Sedimentology and Stratigraphy (14), Paleontology (13), and Drilling and well completions (1).

On the right side, there is a map of the world with a blue circle highlighting the Falkland Islands region in the South Atlantic Ocean. The map includes labels for North America, South America, Europe, Africa, Asia, Atlantic Ocean, and Indian Ocean. It also features navigation controls and a 'Draw AOI Rect' checkbox. Below the map is a 'News' section with a headline 'NEB Launches Arctic Safety Review' dated 11 May 2010, and an 'Oil and Gas Press' section with a headline 'Eni CEO Paolo Scaroni meets Turkey's Energy Minister'.

# Chemspider

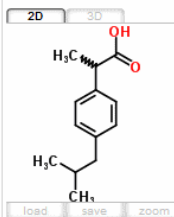
- <http://www.chemspider.com/>
- A chemistry search engine aggregating & indexing chemical structures and their associated information into a single, free of charge, searchable repository
- Users encouraged to correct errors in data from peer reviewed journals, patents, FDA etc.
- Does ChemSpider Have Millions of Errors?  
<http://www.chemspider.com/blog/does-chemspider-have-millions-of-errors.html>

1 hit(s) found in 0.03 seconds  
Search term: ibuprofen  
Found by synonym

Please [login](#) to be able to add spectra, identifiers, links and publications.

Add: Description Identifier CIF Spectrum Image Comments

**INHERENT PROPERTIES, IDENTIFIERS AND REFERENCES**



2D 3D

load save zoom

**ChemSpider ID:** 3544 Quick Links: [Permalink](#) [Similar](#) [Isomers](#) [Wikibox](#)

**Empirical Formula:** C<sub>13</sub>H<sub>18</sub>O<sub>2</sub>

**Molecular Weight:** 206.2808

**Nominal Mass:** 206 Da

**Average Mass:** 206.2808 Da

**Monoisotopic Mass:** 206.13068 Da

**Systematic Name:** 2-(4-isobutylphenyl)propanoic acid

**SMILES:** O=C(O)C(c1ccc(cc1)CC(C)C)C

**InChI:** InChI=1/C13H18O2/c1-9(2)8-11-4-6-12(7-5)

**InChIKey:** HEFNNWSXXWATRW-UHFFFAOYAB

**Std. InChI:** InChI=1S/C13H18O2/c1-9(2)8-11-4-6-12(7-5)

**Std. InChIKey:** HEFNNWSXXWATRW-UHFFFAOYSA-N


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**PREDICTED PROPERTIES**

<b>LogP:</b>	ACD/LogP: 3.72 XLogP: 3.60 ALOGPS: <u>3.50</u>	<b># of Rule of 5 Violations:</b>	0
<b>ACD/LogD (pH 5.5):</b>	2.6	<b>ACD/LogD (pH 7.4):</b>	0.8
<b>ACD/BCF (pH 5.5):</b>	29.98	<b>ACD/BCF (pH 7.4):</b>	1
<b>ACD/KOC (pH 5.5):</b>	190.44	<b>ACD/KOC (pH 7.4):</b>	3.03
<b>#H bond acceptors:</b>	2	<b>#H bond donors:</b>	1
<b>#Freely Rotating Bonds:</b>	4	<b>Polar Surface Area:</b>	26.3 Å <sup>2</sup>
<b>Index of Refraction:</b>	1.518	<b>Molar Refractivity:</b>	60.77 cm <sup>3</sup>
<b>Molar Volume:</b>	200.3 cm <sup>3</sup>	<b>Polarizability:</b>	24.09 10 <sup>-24</sup> cm <sup>3</sup>
<b>Surface Tension:</b>	38 dyne/cm	<b>Density:</b>	1.029 g/cm <sup>3</sup>
<b>Flash Point:</b>	216.7 °C	<b>Enthalpy of Vaporization:</b>	59.25 kJ/mol
<b>Boiling Point:</b>	319.6 °C at 760 mmHg	<b>Vapour Pressure:</b>	0.000139 mmHg at 25°C

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**MESH**



Trusted Health Information
Health News
Videos
Images
Drugs and Substances
ClinicalTrials

Integrative Medicine
Web
Articles
Books
Blogs
Twitter

Search
Clear
Feedback

### Explore and Discover

**Related Concepts** +

- aspartame
- nutrasweet
- canderel
- aspartamine

**Health Concerns**

- allergy to aspartame
- hyperactivity and sugar

**Drugs and Substances** +

- aspartame powder
- cholestyramine
- carbohydrates
- cholestyramine+aspartame

**Alternative medicine**

- food additives

**100 Results for: aspartame...**

**Topics**

- All Results (100)
- Risks and Effects... (22)
- Treatments... (9)
- Causes... (6)
- Sign and symptoms... (4)

**Trusted Health Information Results** 1 2 3 4 5 6 Next >

[as-par-tame](#)  
*MedlinePlus*

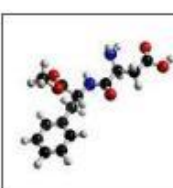
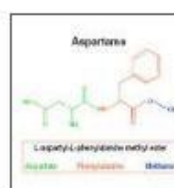
[Aspartame - Wikipedia, the free encyclopedia](#) 🔍

**Aspartame** (or APM) (pronounced /ˈæspərteɪm/ or /əˈspərteɪm/) is the name for an artificial, non-saccharide sweetener used as a sugar substitute in many ...  
[en.wikipedia.org/wiki/Aspartame](http://en.wikipedia.org/wiki/Aspartame)

[Aspartame and Cancer - National Cancer Institute](#) 🔍

Sep 12, 2006 ... A study of about half a million people, published in 2006, compared

**Images**





[More >](#)

**Drugs and Substances**

[Mycophenolate](#)  
... doctor and pharmacist if you are allergic to **aspartame** or

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**HealthMash**

Like



# New ways of accessing statistics

For example: Guardian World Government Data

<http://www.guardian.co.uk/world-government-data> - a better way of searching government statistics sites!

## Guardian World Government Data vs. data.gov.uk

energy uk

102 results | [Clear this search](#)

---

**United Kingdom**

**Energy Consumption in the UK**

Presents in five sections covering firstly overall energy consumption, then energy consumption in the transport, domestic, industrial and service sectors.

Source: [data.gov.uk](http://data.gov.uk)

---

**United Kingdom**

**Digest of UK Energy Statistics**

The Digest provides essential information for everyone, from economists to environmentalists and from energy suppliers to energy users.

Source: [data.gov.uk](http://data.gov.uk)

---

**United Kingdom**

**UK Energy in Brief**

A free booklet summarising the latest statistics on energy production, consumption and prices in the UK.

**Order by**

- Relevance
- Newest first
- Oldest first

**Refine your results by**

**Country**

United Kingdom (102)

**Year**

- 2009 (2)
- 2008 (4)
- 2007 (6)
- 2006 (5)
- 2005 (4)
- 2003 (2)

Enter your keywords:

energy UK

**Search results**

Data package results

Found 61 datasets matching energy UK

- [Annual Abstract of Statistics](#)
- [Annual Business Inquiry](#)
- [Annual Statistics Report on Fuel Poverty](#)

General site results

**Renewable Energy Map**

The renewable energy map [www.renewables-map.co.uk](http://www.renewables-map.co.uk) is the most complete listing of major renewable and alternative energy projects in the UK. It covers all projects over 1MW and many specialist ...

Apps - Anonymous - 21/01/2010 - 11:32 - 0 comments - 0 attachments

**a daily graph of how much electricity is being produced by wind farms in the UK**

... produced per hour from wind farms.we need one for the uk Submitter Info Submitter Name: ... people support or oppose the further development of wind energy in a given area. Personally I love to see wind farms but not everyone ...

- not new but not widely known
- covers free resources
- news, blogs, video, tweets
- geographical location of stories
- social media and real time information
- people
- networks

The screenshot displays the Silobreaker website interface. At the top, there is a search bar and navigation links for '360° Search', 'Network', 'Hot Spots', and 'Trends'. Below this is a main navigation bar with categories like 'NEWS SEARCH', 'ANALYSIS', and 'INSIGHT'. A secondary navigation bar lists various topics such as 'Home', 'Global Issues', 'Technology', 'Science', 'Business', 'Energy', and 'Countries'. The main content area features a 'Agriculture' section with two articles: 'Corn, wheat drop as grains council raises harvest outlook' and 'Feds change rules so farmers can kill non-migrating Canada geese faster, avoid loss of crops'. To the right, there is an 'In Focus' sidebar with a list of related topics and entities. Below the articles, there is a 'Content Volume' chart showing the number of articles, audio/video, and blogs over time. At the bottom, there is a 'Tweets about Agriculture' section and a 'Network' diagram showing connections between 'Cattle' and 'Wheat'.



twitter BP oil slick Search

Results for **BP oil slick**

- 3dGameMan**: Nuke that slick: As BP prepares to lower a four-story, 70-ton dome over the oil gusher under the Gulf of Mexico, ... 17 minutes ago from twitterfeed · Reply · View Tweet
- new\_illuminati**: Crazy Russians Nuke That Slick: As BP prepares to lower a four-story, 70-ton dome over the oil gusher under the Gulf of Mexico, ... 29 minutes ago from Facebook · Reply · View Tweet
- Simfany**: News & Politics: Amateur Video Of Gulf Oil Slick - Worse Than BP Admits <http://simfany.com/v37834/> 35 minutes ago from API · Reply · View Tweet
- sharpsteve**: Amateur Video Of Gulf Oil Slick - Worse Than BP Admits <http://youtu.be/did-S6XbpMM> about 1 hour ago from web · Reply · View Tweet
- Prog\_Blog**: #cdnleft #cdnprog Video: BP Oil Slick - Worse Than BP Admits <http://dlvr.it/1aVrSE> about 1 hour ago from dlvr.it · Reply · View Tweet
- wiselaw**: Video: BP Oil Slick <http://bit.ly/aVRSE> about 2 hours ago from twitterfeed · Reply · View Tweet

twazzup BP Oil Slick Share this page | About

Real-time Results For **BP Oil Slick**

Highlights Live Pictures Twitter 6TPH

- mparent7772**: Amateur Video Of Gulf Oil Slick - Damage Appears To Be Much Worse Than BP Admits <http://bit.ly/djWMTA> (preview) 15 hr ago from bit.ly
- 3dgameman**: Nuke that slick: As BP prepares to lower a four-story, 70-ton dome over the oil gusher under the Gulf of Mexico, ... <http://bit.ly/9JWXER> (preview) 18 min ago from twitterfeed
- new\_illuminati**: Crazy Russians Nuke That Slick: As BP prepares to lower a four-story, 70-ton dome over the oil gusher under the... <http://bit.ly/dgoHiT> (preview) 29 min ago from Facebook
- simfany**: News & Politics: Amateur Video Of Gulf Oil Slick - Worse Than BP Admits <http://simfany.com/v37834/> (preview) 36 min ago from API
- sharpsteve**: Amateur Video Of Gulf Oil Slick - Worse Than BP Admits <http://youtu.be/did-S6X...> (preview) 1 hr ago from web
- prog\_blog**: #cdnleft #cdnprog Video: BP Oil Slick - Worse Than BP Admits <http://dlvr.it/1aVrSE> (preview) about 1 hour ago from dlvr.it

Community Influencers Most active Latest

gulf video admits amateur news worse  
sin clean com giant

#oilpocalypse #disaster #eco  
#openprison #spill #sustainability

@mparent7772 @dprogram  
@ejgertz @grayfoxdown @jodymitic  
@marcusneto @nathansmith @nihilozero

News U.S. to split offshore safety role from oil royalty collection  
Calgary Herald - 2 hr ago  
By Tom Doggett, Reuters May 12, 2010 2:25 AM US army National Guard troops build a barrier of giant sandbags against the BP oil spill offshore of Port ...

Top Links

- 1 LiveLeak.com - Amateur Video Of Gulf Oil Slick - Worse Than BP Admits  
Added: May 10 2010 In: education source: www.liveleak.com
- 2 Amateur Video Of Gulf Oil Slick - Worse Than BP Admits  
Video is from Alabama resident John Wathen as a volunteer pilot flew him over the area where the oil... source: www.youtube.com
- 3 Amateur Video Of Gulf Oil Slick - Worse Than BP Admits  
Video is from Alabama resident John Wathen as a volunteer pilot flew him over the area where the oil... source: www.youtube.com

# Search tools for social media

RBA

- Excellent presentation from Phil Bradley covers the best
  - <http://www.slideshare.net/Philbradley/social-media-search-engines>
  - “20 search engines that each add something into social media search, and they’re all worth exploring in some detail”
- My two personal favourites from his list
  - <http://www.icerocket.com/>
  - <http://www.addictomatic.com/>

Topic: BP Oil Spill

The screenshot displays a grid of search results for the topic 'BP Oil Spill'. The results are organized into several panels, each representing a different search engine or platform:

- Twitter Search:** Lists tweets such as '-CSM- Gulf spill: What oil habits will you change?: I'm not an activist. But the BP oil spill prompted to me to co...' and '#slashnews Low Estimate of Oil Spill's Size Could Save BP Millions in Court: by Marisa Taylor, Renee Schoof and E...'
- Bing News:** Shows news articles like 'At worst, oil spewed in Gulf could already fill 102 ... - KHOU' and 'Rand Paul: Barack Obama's criticism of BP 'un-American' - New Orleans Times-Picayune'.
- Google Blog Search:** Features blog entries such as 'BP Oil Spill Live FEED!', 'BP Oil Spill Live Video Feed < 104.3 WOMC', and 'BP Oil Spill by the numbers | Rick's Blog'.
- Digg:** Lists popular links including 'oil spill live feed', 'BP Oil Leak Feed Goes Live To Public', and 'Obama takes tougher line on oil spill'.
- YouTube:** Displays video thumbnails, including one of a man speaking and another showing a map of the Gulf of Mexico.
- Friendfeed:** Shows social updates like 'Gulf spill: What oil habits will you change?' and 'Johnn Luevanos: Gulf spill: What oil habits will you change?'.
- Tweetmeme Links:** Provides links to news stories such as 'Oil spill in Gulf of Mexico More Severe Than Estimated, BP Confirms - ABC News' and 'CBC News - World - Oil spill 5 times worse than thought: BP'.



# Who is winning the war?

- Top U.S. Search Sites for April 2010
  - [http://blog.nielsen.com/nielsenwire/online\\_mobile/top-u-s-search-sites-for-april-2010/](http://blog.nielsen.com/nielsenwire/online_mobile/top-u-s-search-sites-for-april-2010/)
  - Bing creeping up

Top 10 Search Providers for April 2010, Ranked by Searches (U.S.)			
Rank	Provider	Searches (000)	Share of Searches
	All Search	9,088,718	100.0%
1	Google Search	5,920,554	65.1%
2	Yahoo! Search	1,225,497	13.5%
3	MSN/Windows Live/Bing Search	1,170,855	12.9%

- Bing takes second place in the UK search market | Search Engine Marketing News
  - <http://www.vertical-leap.co.uk/news/bing-takes-second-place-in-the-uk-search-market/>
- In most European countries Bing increasing and Yahoo falling, but Google still way ahead
- But specialist search tools becoming more widely known, recommended and used