Search Engine Wars: let battle commence
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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
Yahoo!

- 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”
Bing

- [http://www.bing.com/](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](http://www.youtube.com/user/bing)
  
  [general response in the UK – “what was that all about?”]
BP Oil spill

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

BP Concedes Gulf Oil Spill Is Bigger Than Estimated

BP conceded Thursday that more oil than it estimated had washed into Louisiana's wetlands for the first time. www.philly.com/philly/wires/ap/business/20100520...

Deepwater Horizon oil spill - Wikipedia

The Deepwater Horizon oil spill (also referred to as the Macondo blowout) is a massive ongoing oil spill off the coast of Louisiana. The explosion on the Deepwater Horizon on April 20, 2010, caused the rig to sink.

Twitter Beta: 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/3cvKb - 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...
Google

• 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
  [URL](http://googleblog.blogspot.com/2009/12/personalized-search-for-everyone.html) and Karen Blakeman's Blog - Your Google results are about to get weirder [URL](http://www.rba.co.uk/wordpress/2009/12/17/your-google-results-are-about-to-get-weirder/)

Web History | Search settings | Sign in
---|---|---

[Google Web History]

Your search results may be customised using search activity from this computer.

Disable customisations based on search activity.

Sign in or create a Google account to get more personalised search results and manage your signed-in Web History.
Images for BP oil spill - Report 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
- 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 seafloor...www.nytimes.com/2010/05/01/us/01gulf.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 - Cached - Similar

Wikipedia article

Blog posting listing videos

Results from my “social circle”: Twitter, RSS feeds, FriendFeed, Google Wave contacts etc.
Google search results

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

- Clusters results into topics, people, places, organisations, date & time
- “Education” option – more research oriented pages
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
Search4oil http://www.search4oil.com

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

- 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.
Explore and Discover

Related Concepts
- aspartame
- nutrasweet
- canderey
- 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

Aspartame - Wikipedia, the free encyclopedia

Aspartame (or APM) (pronounced /ˈæspərtəm/ or /ˈæspərteɪm/) is the name for an artificial, non-saccharide sweetener used as a sugar substitute in many...

Aspartame and Cancer - National Cancer Institute

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

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**Guardian World Government Data**

- 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

- 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

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**data.gov.uk**

Enter your keywords:

- energy UK

**Search results**

- Data package results
  - Found 61 datasets matching energy UK
    1. Annual Abstract of Statistics
    2. Annual Business Inquiry
    3. Annual Statistics Report on Fuel Poverty

- General site results
  - Renewable Energy Map
    - The renewable energy map 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...
News - Silobreaker http://www.silobreaker.com/

- 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
Search tools for social media

• 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/
Who is winning the war?

• Top U.S. Search Sites for April 2010
  – Bing creeping up

![Top 10 Search Providers for April 2010, Ranked by Searches (U.S.)](image)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Provider</th>
<th>Searches (000)</th>
<th>Share of Searches</th>
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<tr>
<td>1</td>
<td>Google Search</td>
<td>5,920,554</td>
<td>65.1%</td>
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<tr>
<td>2</td>
<td>Yahoo! Search</td>
<td>1,225,497</td>
<td>13.5%</td>
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<tr>
<td>3</td>
<td>MSN/Windows Live/Bing Search</td>
<td>1,170,855</td>
<td>12.9%</td>
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<tr>
<td>4</td>
<td>All Search</td>
<td>9,088,718</td>
<td>100.0%</td>
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<tr>
<td>5</td>
<td>Bing Search</td>
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<td>6</td>
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• Bing takes second place in the UK search market | Search Engine Marketing News

• 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