

From Search to Research

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What is Internet Research

- Research (information to knowledge)
- Turning web information into knowledge useful for decision making

From Internet Search to Internet Research

- *We're drowning in information and starving for knowledge.*
- *- Rutherford Rogers*
- What needed is knowledge rather than information from the Internet.
- Internet search is to be saturated.
- Technologies and services for internet research are in demand, and are emerging.

Examples of Internet Research Projects

- Automatic or analyst assisted
- Price comparison
- Word of mouth research –
www.buzzmetrics.com
- Ranking
- Networking

Data for Internet Research

- how big is the web?

- In Google,
 - 1.35 billion web pages early 2001
 - 2.07 billion web pages in Nov. 2002
 - 8 billion web pages now
- Search engines only index about 30% of the web, according to a few estimations
- It is believed to have more than 20 billion web pages now

Search = Data Collection for Research

- Search results are often not knowledge, but unstructured data to be analyzed
- Methods are available
- Tools are developing
to analyze these unstructured data

Web -> Search -> Search Extenders -> Research -> Knowledge

Methods for Internet Research

- Web mining algorithm
- Social network analysis
- Measurement theories
- Web statistics
- New to watch: Search Results Clustering and Search History analysis
- The Research Methods Institute is developing methods for Internet research

What can RM do for you?

- Network Report
- Event Report (events of yours and your competitors)
- Email Report
- Blog Report
- Trends Report
- Competition Report
- Analysts Report
- Industry Report

How do we do it?

- A 4 Steps Process of RM:
 - 1) Search – acquire information from a variety of systems
 - 2) Validate
 - 3) Structure ‘unstructured’ info and store
 - 4) Analyze – summarize and visualize

Our Methodology

- Utilize Qualitative Analysis Methods Developed Over the Last Decades
 - +
 - Newest IT Technologies
 - =
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- Unique RM Methods to Organize and Analyze Searched Info

Advanced Services by RM – True BI

- Mixing Structured and Unstructured Info
- Analyze Them Specially
- =
- Results that Improve Predictive Models by 20-80%

Follow-up Services

- Targeted Monitoring and Reporting
- Alerts
- ...

More updates

- Please visit our book page
- <http://www.researchmethods.org/search-research>