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
• =

• 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