The following memo showcases the skills that I have acquired in the field of internet research. I used Internet Explorer, the class notes, and the assignment sheet to construct this memo.

1. For the year 2000 there were 3,591 individuals in the 10-14 year old category for Sanilac County, MI, according to the U.S. Census. Of those 1,700 were female and 1,891 were male. For the same region in 2008, there are a projected 2,455 individuals with 1,209 being female and 1,246 being male.


2. For the year 2002 there were 9 veterinary locations with 53 combined employees while there were 7 engineering firm locations with 15 combined employees, in Sanilac County.


3. Arbitron, Inc. is a research firm that surveys radio listening audiences to display the ratings for particular radio stations in order to analyze the impact the station has on the area for advertising and media purposes. The latest arbitron rating for WRIF-FM is 3.4 recorded for the summer 2008 period. This station ranked in the upper half of the Detroit area with that rating.


4. Year | Average Farm Size (acres)
--- | ---
1992 | 310
1997 | 297
2002 | 273
2007 | 272
As one can see by the table, the average size of the Sanilac County farm has decreased by about 10% over the last 15 years. This suggests that the norm is a move away from large commercial operations and a move towards smaller more sustainable farms.


<table>
<thead>
<tr>
<th>Search Engine</th>
<th>Nonpoint source pollution</th>
<th>“Nonpoint source pollution”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google.com</td>
<td>517,000</td>
<td>403,000</td>
</tr>
<tr>
<td>Google Scholar</td>
<td>47,600</td>
<td>17,500</td>
</tr>
<tr>
<td>Yahoo! Search</td>
<td>1,710,000</td>
<td>120,000</td>
</tr>
<tr>
<td>Ask.com</td>
<td>135,000</td>
<td>135,000</td>
</tr>
</tbody>
</table>

The previous table summarizes the discrepancies between four different search engines. As you can see the use of quotations affects every one of them except for ask.com. It is likely that the search engine has the quotations seemingly built in and searches for the exact phrase entered all the time. The Yahoo search turned up the most results by far without quotes suggesting a large but less finely categorized database. Meanwhile Google Scholar appears to be the most selective when linking the keyword phrase to its database contents.


6. Using directory.google.com I found a total of 198 files that matched my search. One difference that was quite clear was that the directory turned up far more domains ending in “.edu” suggesting a more credible source possibly backed by university research. The subject index differs from the normal search because it is sorted through by humans rather than the computer. This allows a better judge of content in a file to classify it. One might prefer the directory if they wanted access to unbiased research information.

Some alternate words that could be used to broaden the search are environmental protection agency, runoff, and simply non point source pollution. Environmental protection agency yielded 82 million results, runoff yielded nearly 9 million results, and non point source pollution yielded just over 2 million results.


A search engine works by gathering files that had terms or headings that matched any or all of the keywords that were typed in. Search engines have large databases that are full of files from all over the web. The user gets links to those files from the search engine when a certain phrase or word is typed in the search box.

The web site that gets listed first after the search is done is usually one that contains the greatest occurrence of one or more of the keywords typed in or has a heading that contains the keyword(s). The search may also turn up websites that have a large number of hits on their counter. However, when using a search directory, the result is generally different because human categorizing is done. Document titles usually influence the first web site listed far more in directories.

An advanced search allows the user to restrict his or her search to contain more relevant files. The search allows one to change languages, find documents with exact phrases, or even select the exact file type to search for. For example using a google advanced search I searched for files under the keyword nonpoint source pollution but I also stripped down the search to look for articles that contained the words drainage or chemical. This search turned up 102,000 compared to the original 403,000 significantly narrowing my search.


During this assignment which took about a week to complete I learned how to do simple research tasks such as typing in the right key word phrases and recognizing credible sources.