This assignment is an internet research assignment. It was intended for TSM 251 students to learn to use public databases on the internet to conduct research.

1. According to the U.S. Census findings between 2006-2008 there was an estimate 1,980,262 individuals in Wayne County, 954,136 were male and 1,026,126 were female. Of that million 154,460 of those individuals were in my age range. The age range I choose was 15-19 years old. At the beginning of 2006 I was 16 and at the end of 2008 I turned 19. In the years 2006-2008 8.2% of the population in my age range for males was 78,239 and 7.4% of that population were female in that age range, that is 75,933 females. The population in Wayne County is so large because the largest city in Michigan, Detroit, is located there.


2. There are not any businesses listed in Wayne County that are categorized as environmental consulting services. Environmental Consulting Services could be a subcategory for either Industries not classified which had 223 paid employees in 2008. It could also be a subcategory for Professional, scientific and technical services which had 46,778 paid employees in 2008. In Wayne County specifically there were 558,609 employees in Health care and social assistance which is the largest employment business sector for this county.


3. An ARBITRON rating is a data collection services for radio stations. Individuals in households are sent “diary’s” to track what they listen to, when and how they feel about the radio station. The arbitron then collects all of the data and analyzes it for the radio station. The ratings are based on the average number of listeners to a radio program in 15 minute increments; this rating is called the average quarterly hour (AQH)
for a radio station. This information is then analyzed by statistical data software. The radio station I listen to the most when I visit home is FM 98.0 WJLB which is classified as an Urban Contemporary station its latest ARBITRON rating as of August 10, 2010 is a 4.6. Its trend has been in the 4.0 - 5.0 over the past few months. In June its rating was 4.8 and in July 4.3. This station is one of the most popular radio stations in Detroit. It’s ratings will always be very consistent.


4. In the 2007 census Wayne County there are 313 farms, the average farm size was 56 acres. In 2002 there were 319 farms with a farm acre average of 67. In the 1997 Census there were 303 farms, the average farm size was 74 acres. From 1997 to 2002 the number of farms increased but the average in acres decreased this could be due to some farms getting smaller and others gaining land. From 2002 to 2007 the number of farms decreased along with the average size farm. This could be due to suburban sprawl, companies are buying up land in rural areas and building condominiums and townhomes.


5.

<table>
<thead>
<tr>
<th>Internet source</th>
<th>results for nonpoint source pollution</th>
<th>results for &quot;nonpoint source pollution&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>google.com</td>
<td>About 1,140,000 results (0.29 seconds)</td>
<td>About 1,110,000 results (0.33 seconds)</td>
</tr>
<tr>
<td>scholar.google.com</td>
<td>about 55,700. (0.36 sec)</td>
<td>about 19,400. (0.10 sec)</td>
</tr>
<tr>
<td>search.yahoo.com</td>
<td>455,000 results</td>
<td>552,000 results</td>
</tr>
<tr>
<td>exalead.com/search</td>
<td>121,421</td>
<td>45,833</td>
</tr>
</tbody>
</table>

Figure 1. When the term nonpoint source pollution is searched without quotations the search engine searches it data base for any article that contains all of the words you are searching in random order. When the quotations are added it searches for the terms as a phrase used in the articles.
6. directory.google.com returned about 213 results for nonpoint source pollution. Some of the categories articles were found under included Kids and Teens, Science, Education, Pollution and NEMO. One might prefer using a subject directory rather than a search engine to search because the web looks for your topic in different categories that have been organized and classified by humans. Whereas a search engines database is not filed by humans and retrieves results based on the popularity of a website.

**Citations**

About.com

Directory.google.com

dir.yahoo.com

7. Other words such as unidentified pollution, pollution, types of pollution are just a few phrases that could be used to broaden the search results for nonpoint source pollution.

8. Search Engines search its own database for articles that contain the phrases you are searching. It can search for words or direct phrases depending on how you insert the term in the search box.

9. In order to be listed on the first page when searched in an engine a company could either pay or it depends on how much a site is visited. The more a site is visited the higher on the list it gets placed.
10. In an advanced search one could specify a domain, language or file type they want to search. They could also include what words they are not looking for in an article or look for exact words they are looking for in an article. Below is a screen shot of google.com advanced search options.

In doing this assignment I learned the correct terminology for databases. I also learned how databases work and the different types there are. As a college student most of the techniques used in this assignment have been used before in previous classes.