Memorandum

There are many different ways to search for pieces of material online. Search engines are used to locate websites that are related to the words or phrases used in the search. Features like Directories and Advanced Searches can help narrow down searches by various criteria and help you find only the type of information you are looking for.

1. According to the 2006-2008 census there were 69,776.4 people in Oakland County that fall in my age group (20-24). This is an estimate based on the 2006-2008 census. There are an estimated 34,950.5 males in Oakland County in 2010, and approximately 34,807.6 females in Oakland County.


2. Based on the 2007 Economic Census, there were 32 environmental consulting services employing people in Oakland County in 2007. The largest employment business sector for Oakland County in 2007 was professional, scientific, and technical services, which was comprised of 6,427 employers.


3. For the Detroit based radio station WXYT-FM the latest ARBITRON rating is 6.1 for August 2010. ARBITRON Inc. is a media research firm that provides ratings based on exposure to radio media for various regions around the globe. WXYT-FM has seen an increase in ratings from 5.6 in June to 6.1 in August. Since this station is specifically sports talk, the increase in ratings might have something to do with the beginning of the college football and professional football season.


4. In 2002 there were 643 farms in Oakland County and the average size was approximately 64 acres. By 2007 the number of farms was down to 588 with an average farm size of 55 acres. The census information regarding farms in Oakland County in 1997 was found to be
“Temporarily Unavailable”. The -9% drop in number of farms and the -14% drop in average size of these farms is due in large part to the trend of small, family-owned farms disappearing across the country. Small farms can no longer compete with larger farms, so the family will usually either sell the entire farm or portions of it.


5.

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<thead>
<tr>
<th>Google.com</th>
<th>scholar.google.com</th>
<th>search.yahoo.com</th>
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</thead>
<tbody>
<tr>
<td>Nonpoint source pollution=1,140,000 results</td>
<td>Nonpoint source pollution= 55,000 results</td>
<td>Nonpoint source pollution= 473,000 results</td>
</tr>
<tr>
<td>“Nonpoint source pollution”=1,100,000 results</td>
<td>“Nonpoint source pollution”= 19,500 results</td>
<td>“Nonpoint source pollution”= 570,000</td>
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The number of results and type of results varied greatly depending on what search engine I used, and how I inputted the search query. I found that all of the search engines mostly came up with images relating to nonpoint source pollution and the Wikipedia entry for nonpoint source pollution first. The exception was scholar.google.com because the first link that appeared was a student’s entry for a research based website. Google.com produced the most amounts of entries by far, and scholar.google.com revealed a much narrower search field. Searching for this term using yahoo produced about half as many results as Google did, but placing the words inside parenthesis in yahoo seemed to broaden the search instead of narrowing it.

6. When using Google’s subject directories to search for nonpoint source pollution I received only 213 hits, and most were government reference material, educational material and science articles.


7. While searching various articles and online reference material for the term “nonpoint source pollution”, I came across words like runoff, Clean Water Act, and diffuse. (Diffuse)


(Runoff)


(Clean Water Act)


8. A search engine is usually owned by a company that pays to have websites added to their database. The larger the database the more material the search engine has to reference when people search for words/terms.

9. Search engines like Google and Yahoo use large equations that search for specific keywords when a search is requested. Your ranking in the engine’s results is largely dependent upon the quality of your site, and the keyword to non-keyword ratio.

10. An advanced search can be used to further narrow down your results by file type, language, specific keywords or phrases. For example, I used Google’s Advanced Search to look for sites that contained the phrase “Michigan State University” and were PDF files. The results were maps, factsheets, and printable assessment papers.

Search engines can be used to locate specific types of reference material online. Many search engines have features that allow users to narrow their searches down by more than just keywords or phrases. Directories can be used when citing information online to help ensure the information if factual, and up to date.