Memorandum

Date: September 23, 2010

To: Dr. Reese

From: Amy K Miller

RE: Internet Research Assignment

Introduction:

I feel that this assignment will teach me different ways to access information on the internet and will allow me to see how important accuracy is. By searching items like farm size and arbitron by county, I will be able to see what types of information are out there for me to view and take into account what Lenawee is made of.

1. Age range category (2007) for Lenawee County (18yrs +) = 77,603 people
   a. Males: 38,509
   b. Females: 39,094
   c. These are both estimates for the 2007 year.


2. From my research, there are about 8 business establishments that exist for environmental consulting services (this is just an estimate, as I was unable to locate the actual amount but the same 8 kept popping up). The largest employment business sector for Lenawee county (in 2004) was agriculture, forestry and fishing which consists of 585 businesses made up of over 1,000 workers.

3. An Arbitron rating is a media and marketing research firm serving the media as well as advertisers and advertising agencies in the United States (Arbitron Radio Ratings and Media Research). I was unable to see what my rating is for Lenawee county.


4. 1997: Number of farms: Unavailable Average farm size in acres: 9,872,812
   2002: Number of farms: 1,446 Average farm size in acres: 244
   2007: Number of farms: 1,686 Average farm size in acres: 207

   When I researched my county farm data, I was pleasantly surprised to find out that the numbers actually increased from 2002 to 2007, since many people say that agriculture is a dying bread. In Lenawee County, agriculture is at the heart of our county so it’s nice to see the expansion of agriculturally based operations.


5. | Search Engine Used | Number of Results for nonpoint source pollution | Number of Results for “nonpoint source pollution” |
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Google</td>
<td>1,150,000</td>
<td>1,110,000</td>
</tr>
<tr>
<td>Google Scholar</td>
<td>54,600</td>
<td>19,300</td>
</tr>
<tr>
<td>Yahoo! Search</td>
<td>440,000</td>
<td>604,000</td>
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</tbody>
</table>

   The search results varied from zero to over a million. Google would be my number 1 search engine to use because it is so large and widely used by everyone. Yahoo! Search had a lot of choices as well, but not nearly as many as Google. The number one search result did not show the exact same result. When I used the quotations, the numbers dropped drastically because when a query is entered with quotes, it is eliminating “fluff” answers and things that do not relate to the search.

6. I only had 213 results when I searched under directory.google.com.

   A few of the subjects that the nonpoint source pollution appeared under were Kids and Teens> School Time > Science > Environment > Pollution;
Reference > Education > ... > NEMO; and
Science > Environment > Water Resources > Wetlands.


A **subject index** includes human-selected Internet resources and are arranged and classified in hierarchical topics (Comparing Internet Subject Directories).


A **search engine** is a computer program that searches documents, esp. on the World Wide Web, for a specified word or words and provides a list of documents in which they are found (Dictionary.com).

I believe that I would prefer to use a subject directory over a search engine because a search engine is a very general search. What makes a subject index special is that it has information from people who have physically sorted out through the information and arranged it in such a way that is most important.

7. You could use water pollution, storm water, water quality, and runoff into agricultural and urban areas.


8. A search engine is a tool that allows you to find information on the internet. Once you've accessed the engine you would like to use, then you type in a question and a lot of "hits" come up, generally any article or website that has the keyword in it or a related word.

9. A website gets listed first by relevance of the content.

10. An advanced search allows you to restrict the information you receive by entering in the specific question and it only brings back that specific information. An example of this would be entering in the words "popular dairy breeds in the United States" and seeing that only accredited journals appear. No Wikipedia results allowed!
Summary:

I learned a lot about how to properly use search engines and what the difference is between them and search directories. I feel that if I use these methods of searching, I can cut my research time in half. I’m very glad to have been able to try them out so that I can see the difference in what words I use and how I type them.