To: Dr. Reese
From: Jason Smith JSS
Subject: TSM 251 Internet Research Assignment

The following information is a composition of responses to the questions posed in the September 11th memo from Dr. Luke Reese concerning TSM 251’s internet research assignment. Please grade the assignment kindly, as I have dutifully toiled many long hours and dedicated an incalculable portion of my youthful vigor towards finding solid answers for this assignment.

Responses Submitted for Grading


This data seems accurate enough to my recollection. It is a bit difficult to estimate, in my own mind, the male to female ratio of those amongst my age group simply by recollection alone, so I can see where this would be a useful tool. For example, if I were a single male of my age looking to move to a new area, I might not select Huron County, as the male to female ratio is slightly unfavorable for me.

2.) Huron County, MI 2005 Business Patterns: Forestry, fishing & hunting, & ag support services have 5 establishments. The largest business sector by number of employees is Manufacturing with 2,806 employees. The largest sector by number of establishments is Construction with 140 establishments. (U.S. Census Bureau 2005).

Once again, I would deem these numbers to be quite accurate. The large number of manufacturing employees undoubtedly come from our area’s two biggest businesses: Tower manufacturing and Huron’s castings. These are large automotive part manufacturers who boomed during World War II and have been rather stagnant since. Given the aforementioned stagnant nature of our area, one might think it odd that there are so many construction companies in the area. This is attributable primarily to the large amount of wealthy districts surrounding the lakeshores in our county. Here several construction and landscaping operations find business with cottage owners who spend little time in the houses they own on the lake.

3.) For my area, I chose the radio station 102.5FM-WIOG. The Arbitrend rating for both the fall of 2006 and the spring of 2007 was an 8.0 on a scale of 12 (12 being the highest rating. This scale is a measurement of the average number of persons
listening to a particular station for at least five minutes during a 15-minute period from the hours of 6am-midnight. “Arbitrends delivers monthly updates of radio station listening estimates between quarterly survey periods in all continuously measured markets. Estimates are based on a three-month rolling average. Arbitrends provides access to the quarterly Radio Market Report two days before the printed reports.” (Arbitron)

4.)

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</thead>
<tbody>
<tr>
<td># Farms</td>
<td>1,390</td>
<td>1,325</td>
<td>1,292</td>
<td>1,189</td>
</tr>
<tr>
<td>Land in Farms (Acres)</td>
<td>424,427</td>
<td>438,914</td>
<td>431,158</td>
<td>431,984</td>
</tr>
</tbody>
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(USDA National Agricultural Statistics Service 2002)
(USDA National Agricultural Statistics Service 1992)

This data isn’t all that surprising to me. The number of farms is slowly decreasing according to the data. This fits with what I have seen in my life. A number of farmers in my area have sold their farms within my lifetime, whether it be to land developers or other farmers. Given the number of elderly farmers, I expect to see this trend continue. As for the land in the farms, it would make sense that farmland continued to be reclaimed in our area (from woodlands, marshes, etc.) right up until 1992. Post 1992 however, we have become the victims of a certain amount of urban sprawl. As I stated in other answers, our area is coveted amongst tourists for our lakeshore and our beaches. Slowly, more farmland is being claimed by developers trying to create high end housing for those wanting houses in close proximity to the lakeshore.

5.) Query Results for: Nonpoint Source Pollution

<table>
<thead>
<tr>
<th>Search Type Used</th>
<th>Yahoo</th>
<th>Yahoo w/ Quotes</th>
<th>Google</th>
<th>Google w/ Quotes</th>
<th>Ask</th>
<th>Ask w/ Quotes</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Results</td>
<td>1,310,000</td>
<td>725,000</td>
<td>1,980,000</td>
<td>764,000</td>
<td>134,100</td>
<td>79,100</td>
</tr>
</tbody>
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The numbers of results are not the same for any of the above queries for several reasons. Firstly, different websites are registered with different search engines. If a website is not registered with a search engine or is not in the search engine’s directory, it will not be displayed within the search results. Secondly, search engines are programmed to search “quoted” queries and unquoted queries differently. In an unquoted query, webcrawlers search for each of the words in the query separately. Using our example, the search engine would look for the words non, point, source, and pollution separately. However, if one puts quotes around their query, the search engine will search only for instances where those words are found together. Thus, the results for using quotes within the search
engine yield fewer results simply because it is searching for a more specific entity.

6.) I find the “Infomine” directory to be most natural to my search style, and I find it to have good quality search results on a consistent basis. In Infomine, I used the “Biological, Agricultural and Medical Sciences” sub-category to search for “nonpoint source pollution” with positive results. This page can be located at http://infomine.ucr.edu/cgi-bin/search?category=bioag. Here I found the EPA’s website on this topic. (United States EPA).

There is one main reason why someone might use a search directory as opposed to a search engine. Simply put, search directories are compilations of web pages which have been reviewed by humans to ensure credibility. This helps separate the wheat from the chaff (so to speak) in your results. Furthermore, most directories will rank your search results in order of their relevance, as opposed to search engines which will often put “sponsored results” at the top of the list.

7.) Truthfully, I only found one term which I would deem to be an acceptable substitute for nonpoint source pollution. The EPA’s website also referred to this as “Polluted Runoff” (United States EPA). I ran additional searches using this term, and yielded some promising results. If one was desperate for information on a specific topic like this, it might be beneficial to search for derivations for the original term such as “source pollution” or just “pollution”. But this is definitely not recommended as most of these terms probably would have been covered by the “unquoted” search queries.

The bibliography for my work may be found on the next page. By return memo, please grade my submitted answers (with extreme kindness) and add in any suggestions for improvement in future projects. If I can be of any further assistance, please let me know.
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