



A USER ORIENTED MODEL TO IMPROVE INTERNET SEARCHING SUCCESS



Completed Research

Objective

- To design a model which would guide the average searcher towards a higher rate of Internet searching success

Research Problem

- the relation between search engine indices is complex
- search engines' operation is often misunderstood
- 91% of readers never look past the third page of results
- **Internet searching success rate is low – 20% to 35%**

Investigative Questions

- why is the Internet searching success rate so low?
- how can the average Internet searcher be empowered to achieve a higher rate of success?

Research Methodology

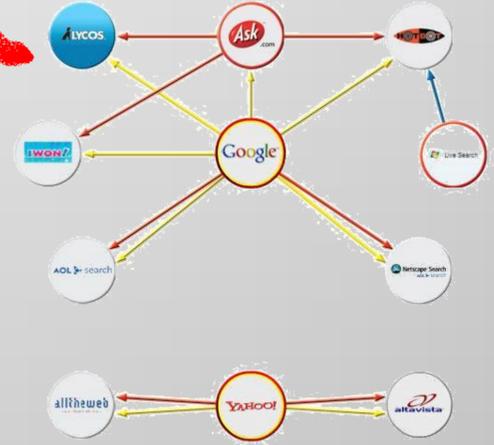
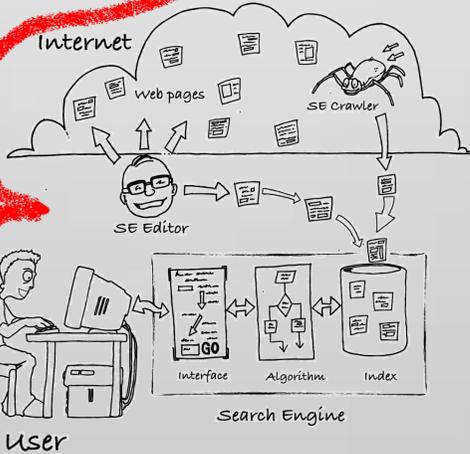
- literature survey
- empirical experiments with HEI learners

Major Findings

- most Internet searchers use **1 or 2 keywords only**
- these keywords are often **too general**
- Internet searchers display a **low level of expertise** in query building and operator use

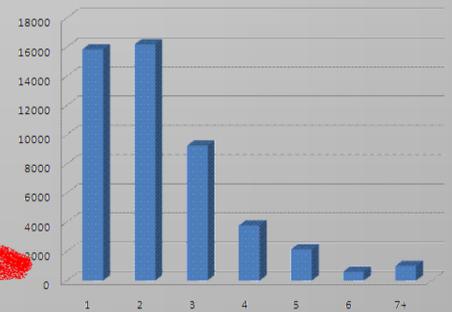
Conclusion

- **single and even double word queries** seldom produce relevant answers
- searchers should **vary the length of their query** in sympathy with the degree of success – a typical length could be **3 to 6 words**
- the **model** is the proposal regarding the search query length – this should **increase with the generality of the query**



LEGEND
 SUPPLIES → RECEIVES PRIMARY SEARCH RESULTS
 SUPPLIES → RECEIVES SECONDARY SEARCH RESULTS
 SUPPLIES → RECEIVES PAID RESULTS
 CLICK ON A LOGO FOR SEARCH ENGINE INFORMATION
 CLICK HERE TO SELECT A DIFFERENT CHART

What percentage of users read only the 1st SERP?	What percentage of users read only the 1st and 2nd SERP?	What percentage of users read only the 1st and 2nd and 3rd SERP?	Source
46.7%		83%	Neethling 2008
	96%		Wagner 2008
62%		90%	iProspect 2006
	80%		George 2005
		99%	Zhang et al 2004
85%			Henzinger et al 2002
58%			Jansen 2000
85%			Silverstein 1999
67%	88%	91%	AVERAGES



Top 50 Lycos Searches, 2007		
1	Poker	26
2	MySpace	27
3	Britney Spears	28
4	Paris Hilton	29
5	Golf	30
6	YouTube	31
7	Naruto	32
8	Disney	33
9	Pokemon	34
10	WWE	35
11	RuneScape	36
12	Pamela Anderson	37
13	Clay Aiken	38
14	Fashion	39
15	Spyware	40
16	Dragonball	41
17	Anna Nicole Smith	42
18	Vanessa Hudgens	43
19	Halloween	44
20	NFL	45
21	Antonella Barba	46
22	Apple	47
23	Beyonce	48
24	Baseball	49
25	Lindsay Lohan	50

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