



Einfluss aktueller Nachrichten auf Informationsbedürfnisse

Exogen vs. Endogen

Nadine Schmidt-Mänz



Study	Fireball	Lycos	Metager	Metaspinner
Observation period	08/04-09/05	08/04-09/05	11/04-09/05	09/04-09/05
Length (days)	399	403	314	358
Database	Ticker	Ticker	Top 4000	Ticker
Sessions	-	-	-	-
SQ in total	132,833,007	189,930,859	4,407,566	4,089,731
Unique SQ	17,992,069	29,322,366	678,655	1,287,417
Occurrence SQ (\emptyset)	7.4	6.5	6.5	6.2
ST in total	241,833,877	344,242,099	7,333,343	7,853,501
Unique ST	6,296,833	11,232,710	430,338	627,507
Occurrence ST (\emptyset)	29.4	30.6	17.0	12.5
Length SQ (\emptyset)	1.8	1.7	1.6	1.8
1-term SQ (%)	50.1%	51.9%	58.7%	48.4%
SQ not repeated (% of all (unique))	7.9% (58.3%)	9.3% (60.1%)	0.2% (1.0%)	17.9% (56.9%)
ST not repeated (% of all (unique))	1.3% (49.1%)	1.8% (53.9%)	0.0% (0.7%)	3.4% (43.0%)
Complex SQ (%)	< 3%	< 3%	< 3%	< 3%
Phrase search (%)	2.1%	2.4%	-	2.5%
Natural SQ (%)	0.1%	0.1%	0.1%	0.2%
Search area (%)	65.8%	-	-	87.9%
Top SQ	+	+	+	+
Top ST	+	+	+	+

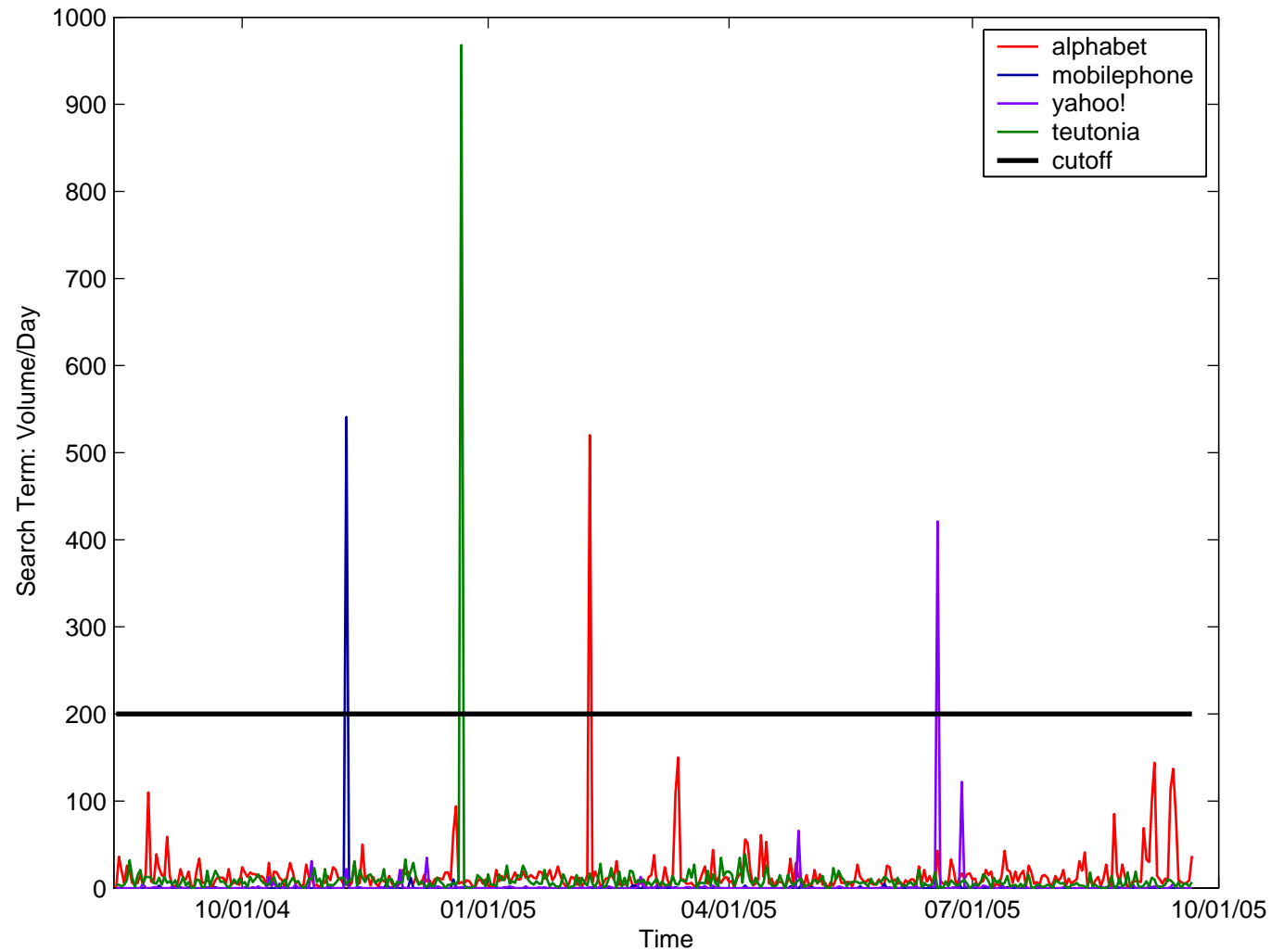


Abbildung 1: Eintagsfliegen bei Suchanfragen (Mayflies)

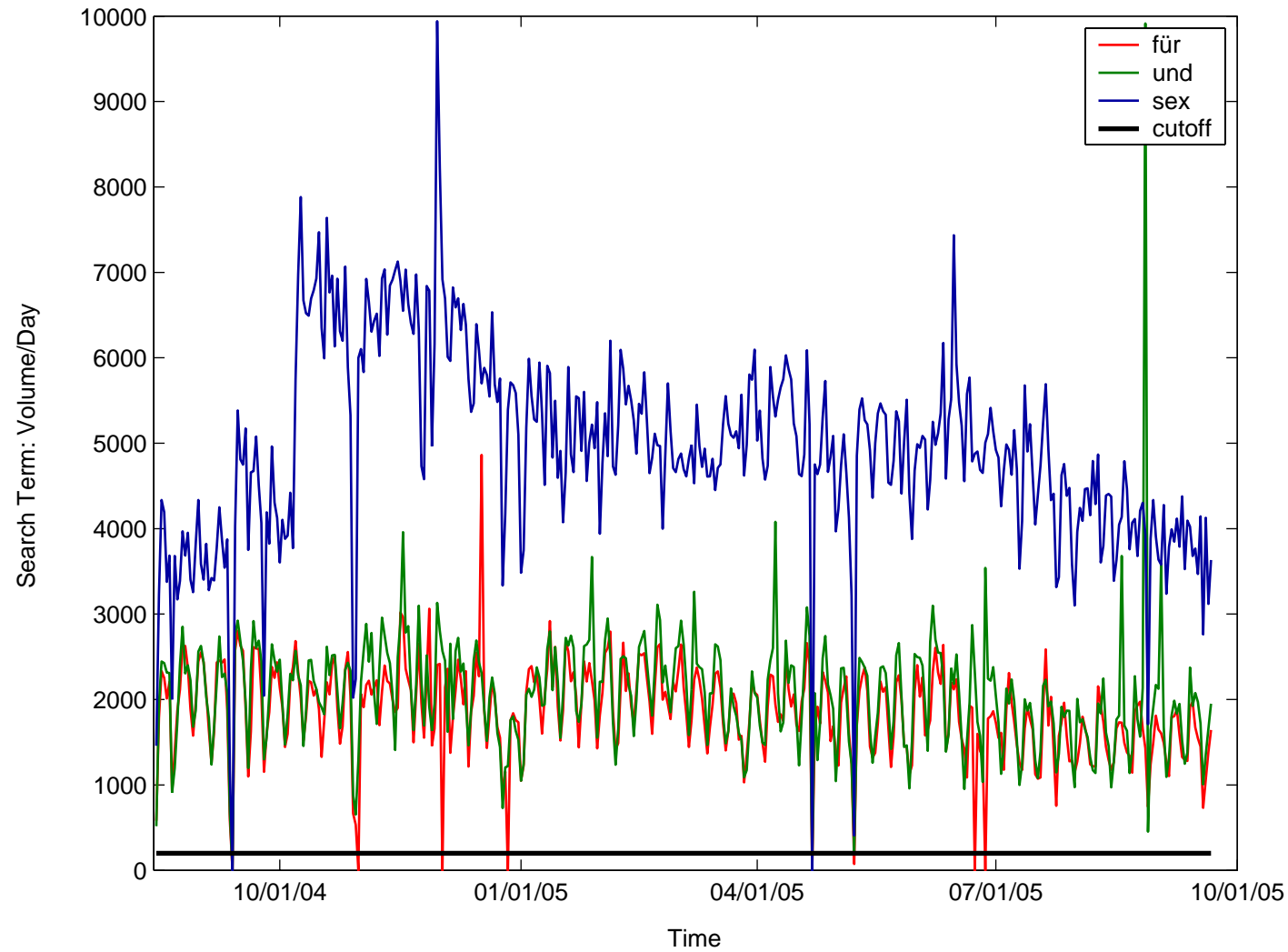


Abbildung 2: Dauerbrenner bei Suchanfragen (Evergreens)

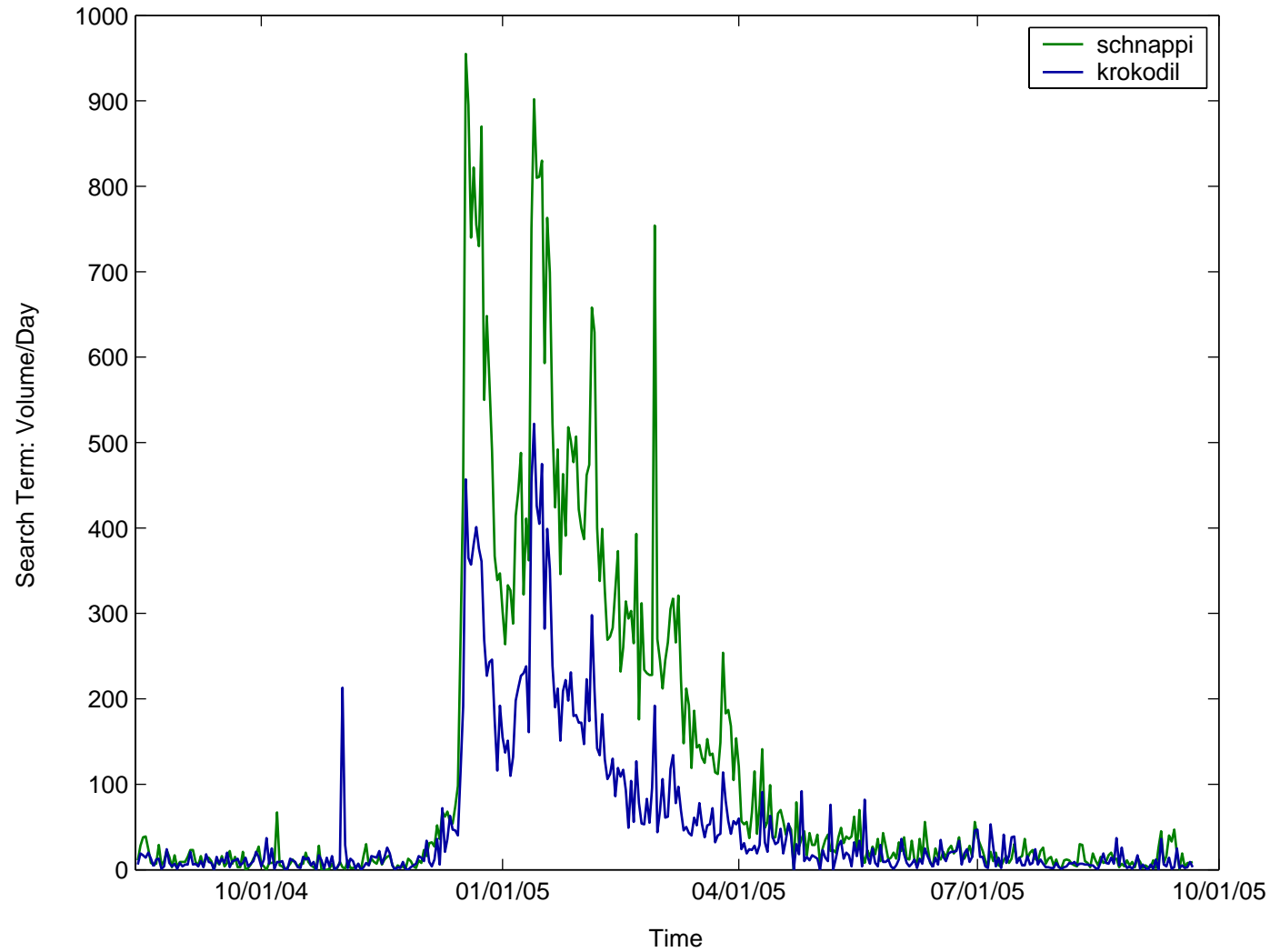


Abbildung 3: Endogene Einflüsse

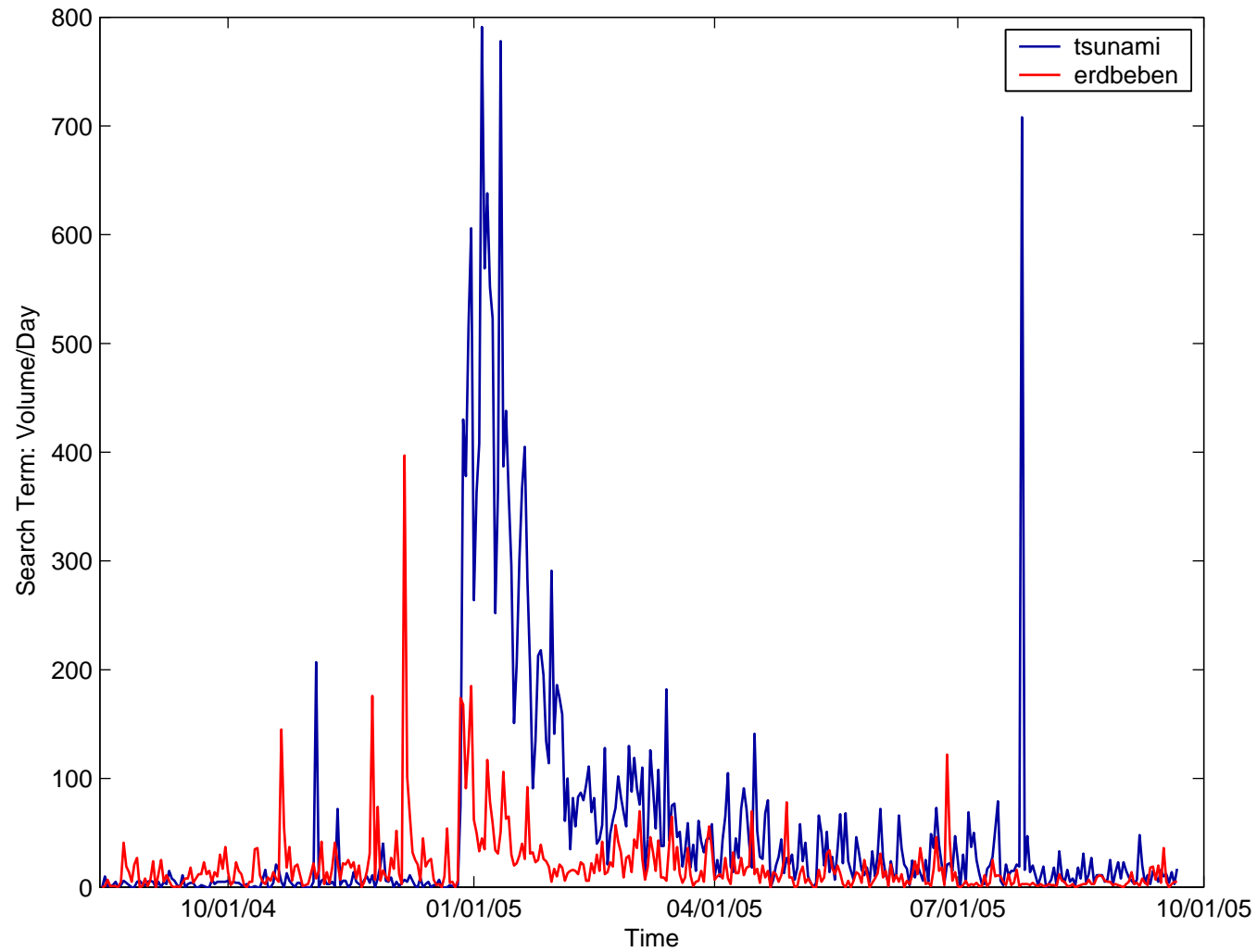


Abbildung 4: Exogene Einflüsse, Impulse durch Schocks

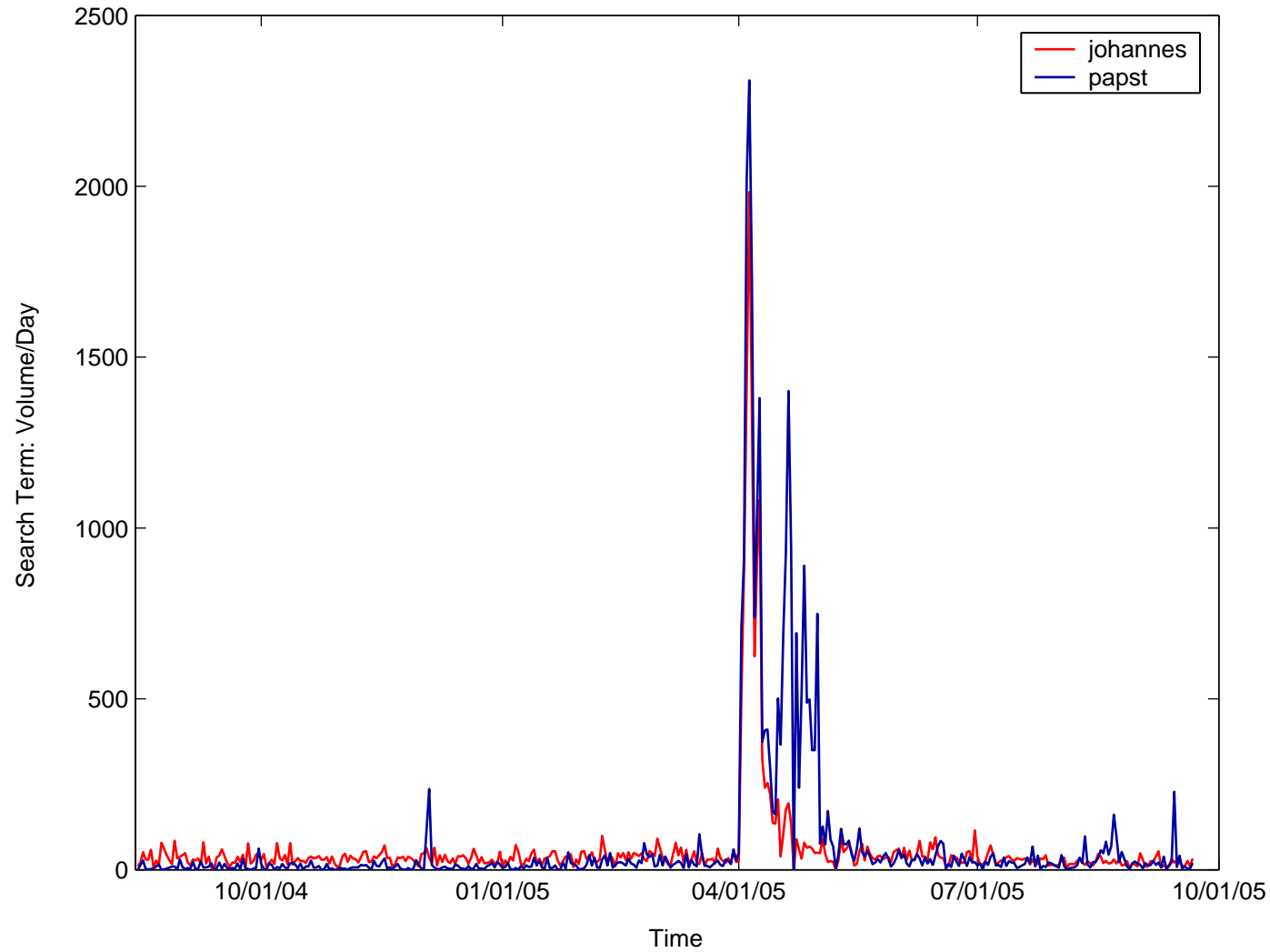


Abbildung 5: Exogene Einflüsse, Impulse durch Schocks

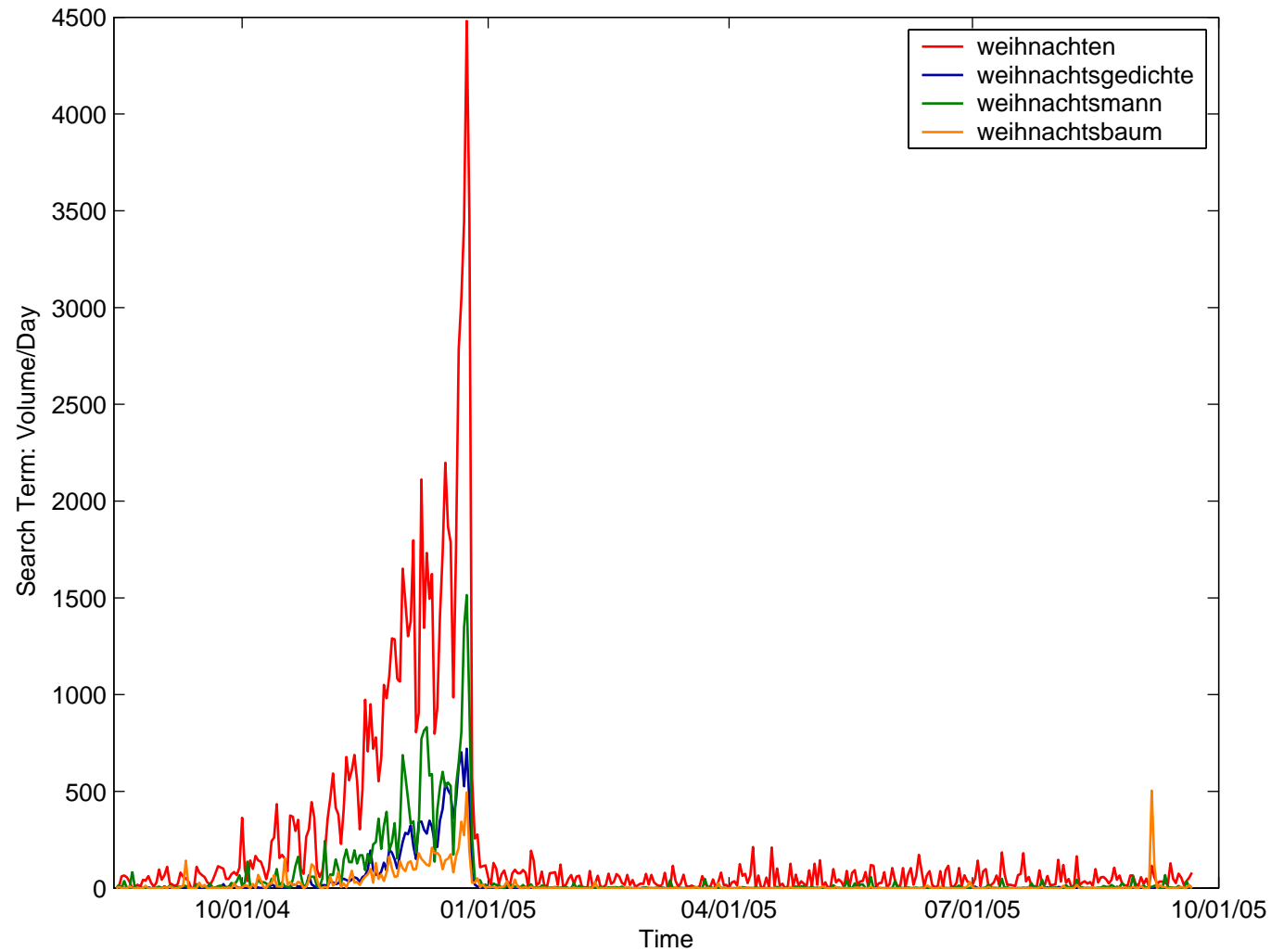


Abbildung 6: Bekannte Events, kulturelle Einflüsse (Saison)

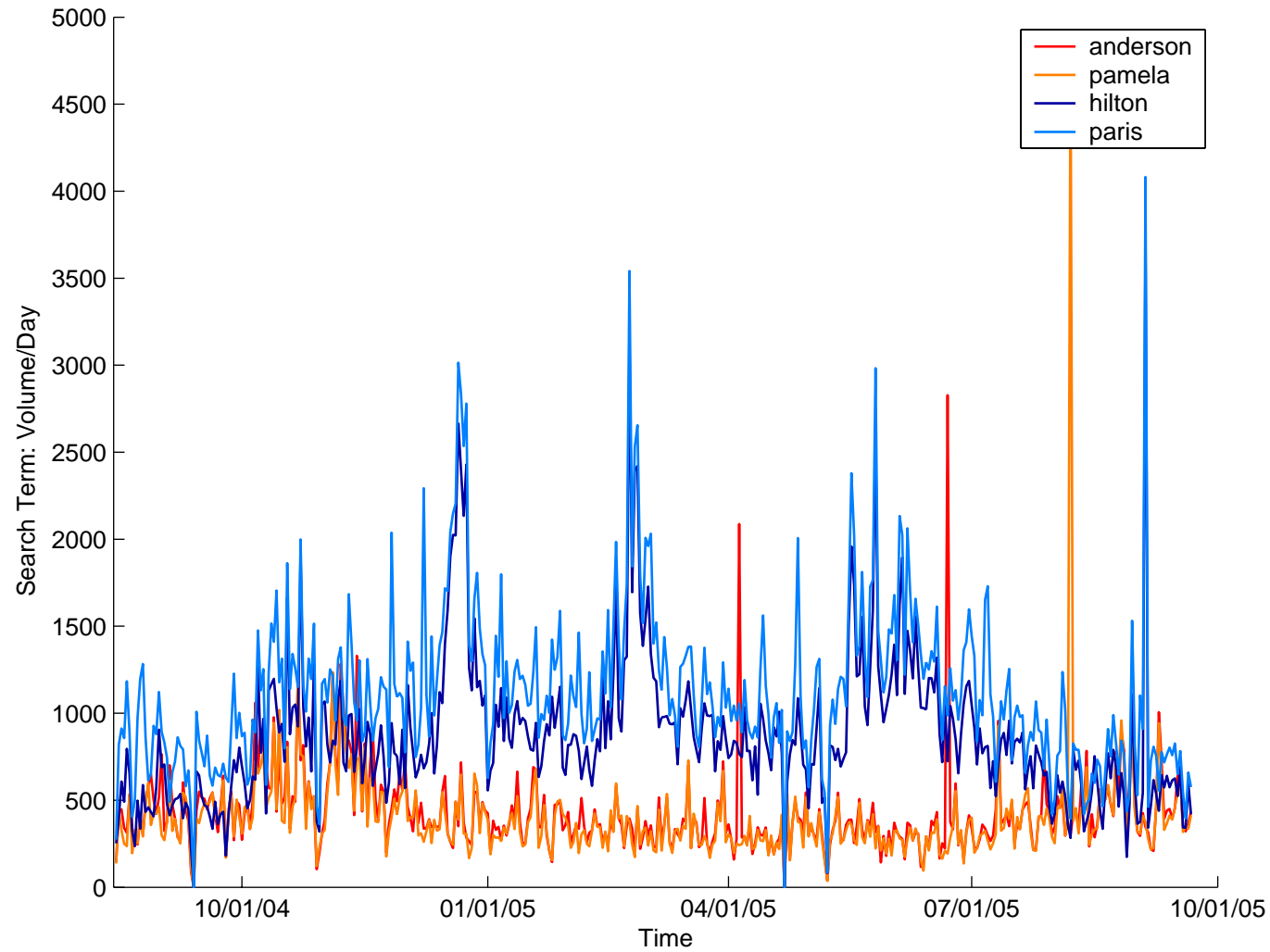


Abbildung 7: Clustern von Zeitreihen



5. Conclusions

- General classification of terms:
 - Simplified navigation in search engines
 - Categories in portals
 - Hot spots
- Caching strategies with Evergreens
- Recommendations of time-similar terms
- Events to predict (co-)occurrences of search terms
- Optimization of Adword-booking → Just in time
- Influence of news on online searching behavior
- Prediction of volumes of search terms



Contact:

Nadine Schmidt-Mänz

Institut für

Entscheidungstheorie und Unternehmensforschung

Universität Karlsruhe (TH)

home: marketing.wiwi.uni-karlsruhe.de

mail: nadine.maenz@wiwi.uni-karlsruhe.de

cell: +49 176 600 17 0 15

phone: +49 721 608 4770

skype: n.maenz