

Search Flavours



Recent updates and Trends

Yossi Matias

Israel R&D Center, Google

SIGIR 2010

Wish list for idealized search “agent”



- Knows everything about the world
- Language agnostic
- Updated
- Context sensitive
- Understand me
- Good sense of timing
- Good sense of scope
- Smart about interaction
- Etc..



geneva

About 37,700,000 results (0.32 seconds)

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copenhagen

oslo

zurich

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[Geneva Switzerland](#) [maps.google.com](#)



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[Geneva - Wikipedia, the free encyclopedia](#) ☆

Geneva (Arpitan: *Genèva*, IPA: [ˈdʒənɛva]; French: *Genève*, IPA: [ʒənɛv]; German: *Genf*, IPA: [ˈɡɛnf] (listen); Italian: *Ginevra*; Romansh: *Genevra*) is the ...

[Etymology](#) - [History](#) - [Geography and climate](#) - [Cityscape](#)

en.wikipedia.org/wiki/Geneva - [Cached](#) - [Similar](#)

[Geneva Tourism - Genève - Genf - Ginevra - Ginebra](#) ☆

Informations pratiques et touristiques pour votre séjour à Genève: forfaits hôteliers, réservation d'hôtels on-line, manifestations, plan de ville, ...

[Discover](#) - [Prix Week-end 2010](#) - [Visite audio-guidée](#) - [Contact](#)

www.geneva-tourism.ch/ - [Cached](#) - [Similar](#)

[Geneva College - A Christian College in Western Pennsylvania \(PA\) Home](#) ☆

Geneva College is a comprehensive Christian college of the arts, sciences and professional studies. 3200 College Avenue, Beaver Falls, PA 15010.

www.geneva.edu/ - [Cached](#) - [Similar](#)

[City of Geneva, Illinois](#) ☆

This is the official web site of the City of **Geneva**, Illinois. **Geneva** welcomes you! We are located west of Chicago along the beautiful Fox River.

Google

amit si|

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Language Tools

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Ad end

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[Amit Singhal's Homepage](#) ☆

Amit Singhal. Google Fellow. Google, Inc. 1600 Amphitheatre Parkway. Mountain View, CA 94043. email: my_lastname at google dot com. Home Publications ... [singhal.info/](#) - [Cached](#) - [Similar](#)

[Amit Singhal - Wikipedia, the free encyclopedia](#) ☆

Amit Singhal is a software engineer at Google Inc., a Google Fellow, and the head of Google's core ranking team. Contents. 1 Education; 2 Career ... [en.wikipedia.org/wiki/Amit_Singhal](#) - [Cached](#) - [Similar](#)

[Corporate Information - Google Management](#) ☆

Amit Singhal has worked in the field of search for over fifteen years, first as an academic researcher and now as Google engineer. ... [www.google.com/corporate/execs.html](#) - [Cached](#) - [Similar](#)

[Images for amit singhal](#) - [Report images](#)



[Google Search Guru Singhal: We Will Try Outlandish Ideas ...](#) ☆

2 Oct 2009 ... Inside Google's search quality group, **Amit Singhal** runs the core ranking team, which is responsible for those algorithms you hear so much ... [www.businessweek.com/.../google_search_guru_singhal_we_will_try_outlandish_ideas.html](#) - [Cached](#)

[Google's Amit Singhal tells us about the dreams search engines are ...](#) ☆

16 Jul 2010 ... Do Googlers dream of electric algorithms? For a little insight into what makes the search engine that became a verb tick, ... [www.engadget.com/.../googles-amit-singhal-tells-us-about-the-dreams-search-engines-a/](#) -

weather geneva

Search

About 3,430,000 results (0.36 seconds)

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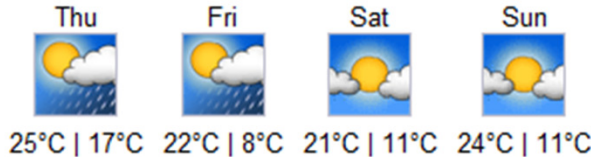
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Weather for Geneva, Switzerland - [Add to iGoogle](#)

20°C | °F

Current: **Cloudy**
 Wind: N at 0 km/h
 Humidity: 78%



[Geneva, Switzerland Forecast : Weather Underground](#) ☆

Weather Underground provides **weather** information for worldwide locations, including current conditions, hourly forecasts, radar and satellite maps.

www.wunderground.com/global/stations/06700.html - [Cached](#) - [Similar](#)

[BBC Weather | Geneva](#) ☆

The BBC **Weather** Centre provides UK and Worldwide **weather** services and maps for temperature, wind, satellite, pressure and radar. No matter where you are BBC ...

news.bbc.co.uk/weather/forecast/39 - [Cached](#) - [Similar](#)

[MeteoSwiss - Weather](#) ☆

MeteoSwiss, the national **weather** service of Switzerland, provides meteorological ...

Weather forecast for Thursday, 22 July. Updated on 21.07.2010, 23.00 ...

www.meteosuisse.admin.ch/web/en/weather.html - [Cached](#) - [Similar](#)

[Geneva Weather Forecast and Conditions](#) ☆

18 Jul 2010 ... **Geneva weather** forecast and **weather** conditions. Today's **Geneva weather** plus a 36 hour forecast and Doppler radar from **weather.com**.

www.weather.com/weather/.../Geneva+Switzerland+SZXX0013 - [Cached](#) - [Similar](#)

[Weather forecast in Geneva : Switzerland](#) ☆

Weather in **Geneva**, Switzerland : 5 day Forecast, Temperature, humidity, rain , sun forecast for **Geneva**. Monthly average **weather** in **Geneva** through out the ...

www.weatherforecastmap.com/switzerland/geneva/ - [Cached](#) - [Similar](#)

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http://www.google.com/

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how to |

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- how to **solve a rubix cube**
- how to **write a cover letter**
- how to **get a passport**

Google Search I'm Feeling Lucky

Advanced Search
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ua 101

ua 10 **grand prairie**

ua 101 **driver**

ua 1000

ua 10 **emeryville**

ua 101 **review**

ua 101 **edirol**

ua 10**th result**

ua 10 **result**

ua 10**th class result**

[Track status of UA 10 from San Francisco \(SFO\) to New York \(JFK\)](#)
21 Jul 2010 - **On schedule**
Departed: 10:53 AM, Estimated arrival: 7:05 PM
www.flightstats.com

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100 eur usd

100 euros = 128.1700 US dollars - [Disclaimer](#)

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weather new york

weather new york 10 day

weather new york celsius

weather new york state

weather new york times

weather new york hourly

weather new york city 10 day

weather new york august

weather new york july

weather new york radar

Weather: 82°F in New York, NY



Wed
88° | 73°



Thu
91° | 73°



Fri
88° | 78°



Sat
94° | 76°

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restaurant **city**

restaurants **in jaffa**

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Greater Depth With Music



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Web [Show options...](#) Results 1 - 10 of about 74,800,000 for lady gaga. (0.16 seconds)

Lady GaGa



- [Bad Romance](#) - Bad Romance - 2009 - 4:55
- [Paparazzi](#) - The Fame - 2008 - 3:28
- [Poker Face](#) - The Fame - 2008 - 3:57
- [Just Dance](#) - The Fame - 2008 - 4:04

[More songs from Lala.com »](#)

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Lady Gaga : Official Site - Telephone Music Video Premier
The Official Web Site for **Lady Gaga**. Get the latest News, Photos, Video, Tour Dates and more.
[Videos](#) - [Photos](#) - [Official Site](#) - [Events](#)
[www.ladygaga.com/](#) - [Cached](#) - [Similar](#)


Lady Gaga - Wikipedia, the free encyclopedia
Lady Gaga (born Stefani Joanne Angelina Germanotta; March 28, 1986) is an American recording artist. She began performing in the rock music scene of New ...
[Singles](#) - [The Fame Monster](#) - [Bad Romance](#) - [The Monster Ball Tour](#)
[en.wikipedia.org/wiki/Lady_Gaga](#) - [Cached](#) - [Similar](#)

Lady Gaga (ladygaga) on Twitter
Get updates via SMS by texting follow **ladygaga** to 40404 in the United States Verified Account; Name **Lady Gaga**; Location New York, NY ...
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Image results for lady gaga - [Report images](#)



News results for lady gaga

 **Britney Spears Sung Lady GaGa's Telephone but it was not put on CD!** - 1 hour ago
For the longest time, whenever **Lady GaGa** and Beyonce's "Telephone" is on, we think that Britney Spears should have sung this song. ...
[Mom's Word \(blog\)](#) - [55 related articles »](#)
Lady Gaga's Telephone, Soldier Style! Hilarious Video from the ... - [Gather.com](#) - [100 related articles »](#)
Christina Aguilera's, Not Myself Tonight Music Video Resemble's ... - [Gather.com](#) - [201 related articles »](#)

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A Dramatic Reading of **Lady Gaga's** 'Telephone' Read More at PopEater. [PopEater.com](#)

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Save huge on **Lady Gaga**. eBay! It's where you go to save. [www.eBay.com](#)

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Cheap **Lady Gaga** Tickets. Quality Tickets at Low Prices. [www.TicketTango.com/LadyGaga](#)

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2010 FIFA World Cup™: Final - [Add to iGoogle](#)

Netherlands **0 : 1** Spain - [Highlights](#)

[FIFA.com](#) - [Schedule](#) - [Standings](#) - [United States Overview](#)

[FIFA.com - Fédération Internationale de Football Association \(FIFA\)](#) ☆

The **FIFA World Cup** Final between Netherlands has Spain has gone into extra time. ... Italy's 2006 **FIFA World Cup**-winning captain, Fabio Cannavaro, ...

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[FIFA.com - The matches of 2010 FIFA World Cup South Africa](#) ☆

The FIFA General Secretary Jérôme Valcke and adidas Group CEO Herbert Hainer today officially announced the 10 nominees for the 2010 **FIFA World Cup**™ adidas ...

[www.fifa.com/worldcup/matches/index.html](#) - [Cached](#) - [Similar](#)

[FIFA World Cup - Wikipedia, the free encyclopedia](#) ☆

The **FIFA World Cup** (also called the **Football World Cup**, the **Soccer World Cup**, or simply the **World Cup**) is an international association football competition ...

[en.wikipedia.org/wiki/FIFA_World_Cup](#) - 4 minutes ago - [Cached](#) - [Similar](#)

News for world cup



[Updates: Netherlands-Spain World Cup final](#) - 2 hours ago

Update (105 min): The teams fail to find the net as they head for the final 15-minute session. Update (101 min): Spain substitute Jesus Navas has a great ...

[USA Today](#) - 7526 related articles »

[2010 FIFA World Cup Final: Google doodle](#) - [Telegraph.co.uk](#) - 278 related articles »

[Spain names unchanged lineup for World Cup final](#) -

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Winners:

1st place Spain - [Overview](#)

2nd place Netherlands - [Overview](#)

3rd place Germany - [Overview](#)

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[FIFA.com - Fédération Internationale de Football Association \(FIFA\)](#) ☆

16 Jul 2010 ... A cat is the new FIFA Women's **World Cup** 2011 Official Mascot ... Get free and unlimited access to the 2010 FIFA **World Cup** mode in EA SPORTS ...

[www.fifa.com/](#) - 10 hours ago - [Cached](#) - [Similar](#)

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[FIFA.com - The Official Website of the FIFA World Cup™](#) ☆

Official site. Features news, information about venues, photo gallery, and organizing committee details.

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[FIFA World Cup - Wikipedia, the free encyclopedia](#) ☆

The **FIFA World Cup** (also called the **Football World Cup**, the **Soccer World Cup**, or simply the **World Cup**) is an international association football competition ...

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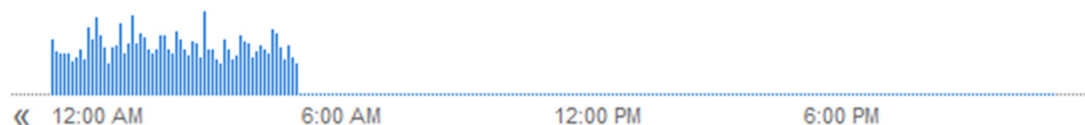
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[southafricanws](#): Update: Be Your Own Banker
[Be Your Own Banker | Fifa 2010 World Cup](#) - fifa-2010-world-cup.info
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[indahdena](#): [#np](#) Oh Africa (FIFA **World Cup** 2010) by Akon Ft. Keri Hilson on
[@bbtweetmedia](#) for BlackBerry©
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[malerian](#): (Questions) - If the old Yugoslavia won the **World Cup**, who would get the
star on their shirt today? -
[video world - World Cup Questions](#) - 4u09.com
Twitter - 14 minutes ago

Top links

[The Question: Is the World Wilson | Sport ...](#)
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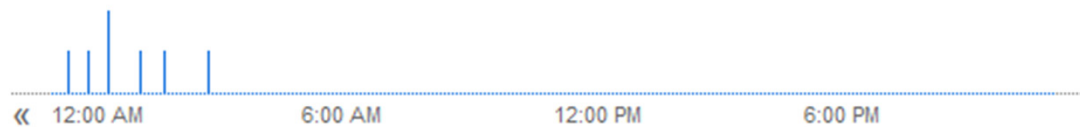
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[Jeff's Search Engine Caffè: SIGIR 2010 Keynote Address ...](#) - searchenginecaffe.com
Twitter - 2 hours ago
- [exoticszong](#): **SIGIR 2010: Day 1 Posters:**
[URL Shortener for RSS2Twitter.com : http://thenoisychannel.com ...](#) - url4.eu
Twitter - 3 hours ago
- [humanist0810](#): I enjoyed presenting Social Honeypots and Social Spam. There are some good questions. I am very happy to be here #sigir2010 #sigir
Twitter - 5 hours ago
- [miguelmalvarez](#): Good food, amazing talks and people and incredible dessert at #sigir #sigir2010. Looking forward for a cloudy (not rainy) day tomorrow
Twitter - 6 hours ago
- [photofeeds](#): Two Microsoft papers being presented at this week's **SIGIR'10** conference in Geneva, Switzerland, explore the topics...
[The Importance of the Journey: Search Trails and Destination Pages](#) - seobythesea.com
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- polar bear
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[Whale - Wikipedia, the free encyclopedia](#) ☆

Whale is the common name for various marine mammals of the order Cetacea. The term **whale** sometimes refers to all cetaceans, but more often it excludes ...
en.wikipedia.org/wiki/Whale - Cached - Similar

[Whales - What is a Whale?- EnchantedLearning.com](#) ☆

The biggest **whale** is the blue **whale**, which grows to be about 94 feet (29 m) ... Baleen is a comb-like structure that filters the baleen **whales'** food from ...
www.enchantedlearning.com/subjects/whales/ - Cached - Similar

WHALE ☆

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[South African Whale Encounter Stuns The World - wcbstv.com](#) ☆

It is an amazing picture of man and nature getting a little too close for comfort. **Whale** watchers got more than they bargained for when a 40-ton marine ...
wcbstv.com/national/whale.leaps.on.2.1818322.html - 1 minute ago

[lizarnold](#): RT @thoughtsongirls: a portrait of my last few relationships. ...

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whale

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Telegraph.co.uk

[Southern right whale crashes sailing party -- literally](#) - 3 hours ago
 South African sailing instructors Paloma Werner and Ralph Mothes got a **whale-sized** shock Sunday -- a 33-foot, 40-ton shock, to be specific -- when a ...
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Tip: Use commas to compare multiple search terms.

Examples

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Recent earthquakes

Time	Magnitude	Location	Map
12 hours ago	4.1	Gulf of California	Map
2 days ago	6.8	Solomon Islands	Map
2 days ago	6.7	East of the South Sandwich Islands	Map

[earthquake.usgs.gov](#)

News results for earthquake

[Aid for Solomon earthquake victims](#) - 23 hours ago
Aid is heading to the isolated areas in the Solomon Islands struck by a tsunami and continual earthquakes. Assessment teams were surveying the damage on the ...

[Over 1000 houses destroyed in Tajikistan earthquake](#) - Xinhua - 502 related articles

[4.0 earthquake in northern Mexico](#) - San Jose Mercury News - 77 related articles

Recent Earthquakes in California and Nevada - Index Map
Includes an index map and zoom views, with location and magnitude information. Updated hourly.

[Real-time Earthquake Maps - 2-degree map - Earthquake list](#)
[quake.usgs.gov/recenteqs/](#) - [Cached](#) - [Similar](#)

Recent Earthquakes for Los Angeles
Click on an **earthquake** on the above map for more information. ... Maps are updated within about 5 minutes of an **earthquake** or once an hour. ...
[quake.usgs.gov/recenteqs/.../Los_Angeles.html](#) - 15 hours ago - [Cached](#) - [Similar](#)

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U.S. Geological Survey Earthquake Hazards Program
USGS **Earthquake Hazards Program**, responsible for monitoring, reporting, and researching **earthquakes** and **earthquake** hazards.
[World - USA](#) - [Info by State](#) - [Did You Feel It](#)
[earthquake.usgs.gov/](#) - [Cached](#) - [Similar](#)

Latest Earthquakes in the World - Past 7 days
Nov 10, 2009 ... Worldwide **earthquakes** with M 4.5+ located by USGS and Contributing Agencies ... Maps are updated whenever a new **earthquake** has been located. ...
[North America Region](#) - [World M 5+ Earthquake list](#) - [Asia Region](#)
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Latest results for earthquake - [Pause](#)

Earthquake! - [Watermark Youth Group](#)
Watermark Youth Group - 1 minute ago
Earthquake! January 7th, 2010 10:15 am by Pat. There's nothing like a good **earthquake** to remind you how big God is. ...

Earthquake Here in San Jose - [Kreuzer's Korner](#)
Kreuzer's Korner - 2 minutes ago
Earthquake Here in San Jose. We're on the 9th floor in downtown San Jose and it was shaking like crazy here! Probably not as bad in reality ...

[Crazy in Suburbia: Did you feel that? A possible earthquake?](#)

~10:10 AM

An earthquake happened.
(The USGS says the earthquake happened at 10:09:35 AM)

10:11 AM

The USGS government web site started to track the earthquake, with a “?” magnitude.

10:12 AM

Google’s realtime onebox triggers.

10:13 AM

USGS web site marked the magnitude as 4.1.

10:20 AM

USGS site updates their feed.

~10:25 AM

Google’s earthquake onebox gets updated earthquake info.

Social Circle Personalization



New Zealand

Offers travel information including Background Notes, entry and exit requirements, safety and security, crime, health and transport.

travel.state.gov/travel/cis_pa_tw/cis/cis_984.html - [Cached](#) - [Similar](#)

Results from people in your social circle for new zealand

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[Jeremy Ginsberg](#) - connected via Gmail

new zealand. home > photography > **new zealand**. Doubtful Sound 14 photos. Routeburn Track 14 photos. Milford Track 12 photos. The Catlins 13 photos ...

dogmouth.net/photos/nz/

[More results from Jeremy Ginsberg »](#)

Akaroa, New Zealand - Simon's Photos- powered by SmugMug



si - connected via friendfeed.com

Simon > Portfolio > road to arthurs pass **new zealand** · Simon > Portfolio > near lyttelton **new zealand** · Simon > Akaroa, **New Zealand** ...

si.smugmug.com/gallery/1674201/1/114390527_JuQmb

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Book results for new zealand

New Zealand - by Carolyn Bain, George Dunford - 772 pages

New Zealand: its present condition, prospects ... - by E. Brown Fitton - 364 pages

New Zealand: being a narrative of travels and ... - by Joel Samuel Polack



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[Why I think Amazon app store will be a better deal for ...](#)



[Lou Franco](#) - connected via Gmail

iPad · iPhone · Personal · Presentations · Software Development · Western MA ...

www.loufranco.com/blog/files/amazon-kdk-better-for-developers.html

[Debugging memory based crashes on iPhone | iPhone | Lou Franco ...](#)

iPad · iPhone · Personal · Presentations · Software Development ...

loufranco.com/blog/files/debugging-memory-iphone.html

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What does **Change** mean?

Change = to adjust



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7 posts - 5 authors - Last post: Jan 3, 2008

[Archive] **How to change laptop screen brightness?** General Hardware.
icrontic.com > ... > Tech: Hardware > General Hardware - [Cached](#) - [Similar](#)

[How do I adjust my brightness or contrast on my laptop?](#)

How do I **adjust** my **brightness** or contrast on my **laptop**? ... Finally, laptops only enable users to only **adjust** the **brightness** of their **screen**. ...

www.computerhope.com/issues/ch000594.htm - [Cached](#) - [Similar](#)

[How to change monitor brightness, contrast, etc? \[Archive ...](#)

15 posts - 12 authors - Last post: Apr 17, 2007

I have a Sony Viao **Laptop**. I was able to **change** the brightness on my ... The **screen brightness** settings are not listed in the Gnome Power ...

ubuntuforums.org > ... > Hardware & Laptops - [Cached](#) - [Similar](#)

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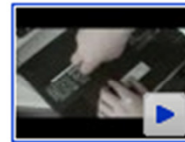
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[How to Install Laptop Memory](#)

3 min 12 sec - Jan 18, 2007

www.youtube.com



[Laptop RAM Change](#)

4 min 39 sec - Jan 22, 2008

www.youtube.com

[Installing laptop memory](#)

Complete info on installing **Laptop Memory** also includes complete guide to all other computer **memory**, **ram** upgrades, **memory** installation, find the best place ...

www.computermemoryupgrade.net/installing-laptop-memory.html - [Cached](#) - [Similar](#)

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Photo and video illustrated guide to **laptop memory** upgrades on different **laptop** models.

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how to change between monitors

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[How to switch between monitors in Vista?](#)

Aug 3, 2009 ... I'm running Vista Ultimate and what I want to do is **switch between monitors** easily. Laptops generally have a Fn key that does this easily ...

www.autohotkey.com/forum/topic47183.html - [Cached](#) - [Similar](#)

[Using Multiple Monitors with Windows XP](#)

Jul 26, 2004 ... Additionally, each of my three **monitors** uses a different resolution, so windows **change** size as I drag them **between** displays. ...

www.microsoft.com > ... > [Computer Setup and Maintenance](#) - [Cached](#) - [Similar](#)

[How to Move Items Between Monitors | eHow.com](#)

How to Move Items **Between Monitors**. If you have two or more **monitors** connected to your computer, you may want to move items **between** them.

www.ehow.com > ... > [Computer Hardware](#) > [Computer Monitors](#) - [Cached](#) - [Similar](#)



“paul mccartney tel-aviv” video results 1 - 20 of about 371



Paul McCartney - Hello Goodbye (Live in Tel Aviv, Israel 25.09.08 ...
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 ★★★★★ 3 months ago 38,589 views bartcase

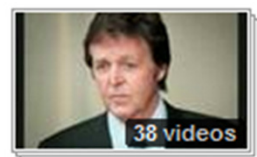


Paul McCartney Tel Aviv, Israel / The MopTops
 BETHLEHEM, West Bank (AP) — Pop music legend Paul McCartney says he's
 ★★★★★ 4 months ago 16,991 views RichieStarkey

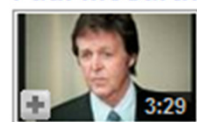
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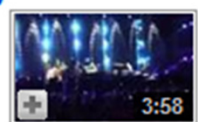
Playlist Results for paul mccartney tel-aviv



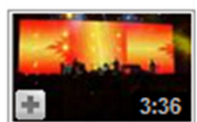
Paul McCartney



Paul McCartney
Tel Aviv, Israel /

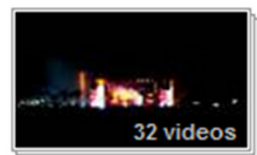


Paul McCartney
- Hey Jude (Live in

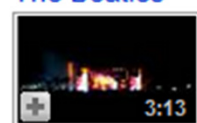


Paul McCartney
- Hello Goodbye

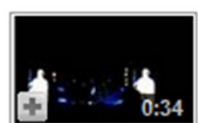
Playlist Info:
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 caprice6



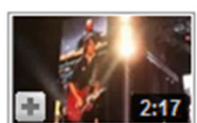
The Beatles



Paul McCartney
Live in Tel Aviv,



Paul McCartney
live in Tel Aviv



Paul McCartney
- Back In The

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Paul McCartney Tel Aviv 9/25/2008 - I live and I let Die ...

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The New York Times

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- ニューヨークガイ

一般的な拒否縦

オバマ氏、アフガン戦争で

トムシャウカーとエリックシュミット 16:03 ET

アフガニスタンでの上級アメリカの司令官のインタビューでは、彼がどのよう戦争を遂行する上で浮上しているの激しい議論を歓迎すると述べた。

国連では、オバマ氏を設定する新しいトーンが、問題精通している

ヘレンクーパー 13:27 ET

オバマ大統領は、世界と米国の関与の新しい時代の信号が、求めて多くの演説の古いものと手に負えない問題に集中した。

- ライブビデオ MSNBCの理由: 国連年代
- オバマ氏のスピーチは雷達地会へ: ビデオ | テキスト

Read (113)

国連のほかの会議

- ロシアのリーダーポプアップブドアにくるイラン制裁に20分前
- Lede: イランの抗議、国連の外 16:25 ET
- カダフィ大佐は提供遊ぶ非難 16:15 ET
- カダフィ大佐は、ニューヨークでの静止画はありません場所彼のテント 15:42 ET

雑誌のレビュー

学校の中に登場

石油産業のロール新しい発見をしています

JADファイルMOUAWAD 15:55 ET

新たな油田の発見のペースで、2000年以来最高水準に達するには約10億バレルの今年の集計している。

FRBは見て回復が保持着実な料金で

EDマンドLアンドリュースでは33分前

中央銀行は、そのキーの翌日物金利おほとんど可能性が引込まれ口に2010年までことまる考えを示した。

- ホワイトハウススパーその金融改革プラン 12:52 ET

シティルーム

私はしなかった、このためのサインアップ、ワタソン言う

ダニーハキムとジェシミーWピーターズ 16:12 ET

知事のDavid A.ワタソン彼が副知事に選出されたが、彼はおそらく最終的には上院議員になることをビジョンを明らかにした。

独自のネットロシアの億万長者の看板ディー

シャルルBAGLI 14:39 ET

2億ドルの契約の場合は、NBAで承認された、ミハイロD.プロホフネット Google Translate - Google Chrome

アート&レジャーレビュー

これは、ニューヨークメトロポリタンだ。それ以上を取得します。

チャールスマグラス

ピーターゲルブルックのブーイングoperagoers刷新のレポートに彼のキャンブルを犠牲させることはありません。

トラベル

アジア料理の多様性のパンクパーなど 質素な旅行者は、料理のおいしい限在されてくる街を探検する。

東京鉄道線バイキング 通り、路地を介して1つの日本の忙しい通勤経路のトレス。

- スライドショー

意見

ブルクス、コリンズ 健康上の妥協 できないのはなぜ民主党と共和党のような重要な問題に共通点を見つけるか?

- ダウド: どこで野生の沙汰だ | コメント (207)
- フリードマン: イランのクリーク
- 社説: 中国との気候
- ゴードンブラウン: 5つのグローバルな課題に

MARKETS

At close 09/23/2009

S.&P. 500	Dow	Nasdaq
1,060.87	9,748.55	2,131.42
-10.79	-81.32	-14.88
-1.01%	-0.83%	-0.69%

引用符を取得 私のポートフォリオ

Stock, ETFs, Funds Go

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Sometimes it's hard to know when to seize a moment.

Windows taskbar: Inbox for azs..., NewUniversi..., JapanKorea, Google Tran..., todo080401.t..., JapanXlateG..., 100%, 5:46 PM

Search websites in other languages

where to float in the dead sea

Search pages written in: Translated to: **שם לצוף בים המלח** - [Not quite right?](#) [Edit](#)

My language:

Translated results from Hebrew web pages

Results 1 - 10 of about 61,700 for **שם לצוף בים המלח**.

English translation

Original Hebrew - [Hide Hebrew results](#)

[Dead Sea - Wikipedia](#)

In 1977, the drying process caused the **Dead Sea** crossing in half in the "language", where exposed...The high specific weight of the water allows people to **float** easily in the **sea**, a feature that makes **sea** bathing...
he.wikipedia.org/wiki/122 - [אִים הַמֶּלַח](#) - [Cached](#)

ים המלח – ויקיפדיה
ב-1977 גרם תהליך הייבוש לחציית **ים המלח** לשניים באזור "הלשון", שם נחשפה ... משקלם הסגולי הגבוה של המים מאפשר לאנשים **לצוף בים** בנקל, תכונה שהופכת את הרחצה **בים** ...
he.wikipedia.org/wiki/ים_המלח - 122k [ענתק שמור](#)

[Salty protest: Hundreds come floating in the Dead Sea - Walla! News](#)

Salty protest: Hundreds come to **float in the Dead Sea** - Hundreds of people attended a mass at the **Dead Sea** expected...Hundreds of people are expected to attend mass expected today at the **Dead Sea**, to protest the decline in water level...Salty protest: Hundreds come to **float in the Dead Sea**. Recipient's name: Send to e-mail: Your Name: ...
news.walla.co.il/?w=/1676806 - 148k - [Cached](#)

מחאה מלוחה: מאות יבואו לצוף בים המלח - וואלה! חדשות
מחאה מלוחה: מאות יבואו **לצוף בים המלח** - מאות אנשים ישתתפו בציפה המונית **בים המלח** ... מאות אנשים צפויים להשתתף היום בציפה המונית **בים המלח**, במחאה על ירידת המפלס ... מחאה מלוחה: מאות יבואו **לצוף בים המלח**. שם הנמען: שלח e-mail: שם השולח: ...
news.walla.co.il/?w=/1676806 - 148k [ענתק שמור](#)

[Instead of the Dead Sea, let's float magnesium box](#)

Who might **float** a magnesium box, but surely come out a lot more relaxed...Tags: **Dead Sea** salt from NASA athletes expected to **float** spiritual experience alternative therapies...
www.mako.co.il/.../body/Article-3d7df78cc505811006.htm - 118k - [Cached](#)

במקום ים המלח, בואו לצוף בקופסת מגנזיום
שם אולי תצופו בים מגנזיום בקופסה, אבל בטוח שתצאו הרבה יותר רגועים. ... תגיות: **ים המלח** מלח מים ציפה **לצוף** ספורטאים נאס"א חוויה רוחנית טיפולים אלטרנטיביים ...
www.mako.co.il/.../body/Article-3d7df78cc505811006.htm - 118k [ענתק שמור](#)

[Dead Sea \(CS excerpts\)](#)

File Format: Microsoft Word - [View as translated HTML](#)
The mud is filled with seaweed (a special type of plants), and color is a red **sea**. Source: the three things, Part I, Grade D - Fri...Option to **float** - or down in the world - the **Dead Sea**: "...
www.amalnet.k12.il/meida/habaa/docs/haba0090.doc

ים המלח (לקט קטעים)
פורמט קובץ: Microsoft Word - [צפה כ-HTML](#)
הבוץ מתמלא באצות (סוג מיוחד של צמחים), וצבע הים שם נעשה אדמדם. מקור: על שלושה דברים, חלק א', כיתת ד-ל'. ... האפשרות **לצוף** – ולא לטבע לעולם – **בים המלח**: "...
www.amalnet.k12.il/meida/habaa/docs/haba0090.doc

[Accommodation in the Dead Sea - Recommendations](#)

Yes, you can smother your body in mud, or, alternatively, to **float** on your back while reading a book. Accommodation in the **Dead Sea**, spa hotels offer length pampering experience,...Can you not be impressed by the story behind her, or the caves of Qumran where the **Dead Sea** Scrolls were discovered?...
www.reader.co.il/.../71096/ 57 - [אצמרים-בים-המלח-המלחות](#) - [Cached](#)

צימרים בים המלח - המלחות
כן, גם אתה יכול לחטוק את הגוף בבוצ, או, לחלופין, **לצוף** על הגב שלך תוך כדי קריאת ספר. צימרים **בים המלח**, מלונות ואטר ספא לכל אורכו מציעים חוויה מפנקת, ... אתה יכול שלא להתרשם מן הסיפור מאחורי מצדה, או במערות קומראן שם התגלו מגילות **ים המלח**? ...
www.reader.co.il/.../71096/ - 57k [ענתק שמור](#)

Translated Search

Search for: Translated to: 地球温暖化対策G20のピッツバーグ - [Not quite right? Edit](#)
My language: Search pages written in:

Translated results from Japanese web pages

Results 1 - 10 of about 15,700 for 地球温暖化対策G20のピッツバーグ.

English translation

[G20, G8 Summit, such as - ~ Study Group On Global Tax Committee...](#)

«G20 for ©» Pirates of the Union declared **global...Global Warming** "Fukuda Vision" in "Study of environmental tax" proposed by the G20, G8 and the summit / 2008-06-16...
[blog.goo.ne.jp/global-tax/c/30f609fd7661fe3055de1c23f67504d2 - 59k - Cached](#)

Original Japanese - [Hide Japanese results](#)

[G20、G8サミットなど - グローバル・タックス研究会 ~ Study Group On ...](#)

«G20に向けて ©» グローバル・ユニオンのピッツバーグ宣言 ... 地球温暖化対策「福田ビジョン」で「地球環境税の研究」を提唱 - G20、G8サミットなど / 2008-06-16 ...
[blog.goo.ne.jp/global-tax/c/30f609fd7661fe3055de1c23f67504d2 - 59k - キャッシュ](#)

[Reduce greenhouse gas emissions, considering financial assistance G20 - NIKKEI NET Nikkei Ecolomy: Environment...](#)

地球温暖化、エネルギー問題、環境経営、エコプロダクツなど環境問題をビジネスと経済の視点から考える... Financial support to developing countries combat **global warming**, aims to bridge the gap between developed and developing countries over the country's reduction target. For the G20 summit in **Pittsburgh**, work out the debate...
[eco.nikkei.co.jp/news/nikkei/article.aspx?id=AT3S0501X%2005092009 - 27k - Cached](#)

[温暖化ガス抑制、資金協力を検討 G20 - NIKKEI NET 日経Ecolomy: 環境...](#)

地球温暖化、エネルギー問題、環境経営、エコプロダクツなど環境問題をビジネスと経済の視点から考える ... 途上国の温暖化対策を資金面で支援し、削減目標を巡る先進国と途上国の溝を埋める狙い。米ピッツバーグでのG20首脳会議に向け、議論を詰める。 ...
[eco.nikkei.co.jp/news/nikkei/article.aspx?id=AT3S0501X%2005092009 - 27k - キャッシュ](#)

[G20 financial summit in Japan late claim \(Sankei Shimbun\) - Yahoo! News](#)

...General Conference in **Pittsburgh** in 20 countries (G20) summit (Summit Financial)... Past year, this time before the end of the agreed policy framework for **global warming**, Japan...
[headlines.yahoo.co.jp/hl?a=20090918-00000515-san-bus_all](#)

[G20金融サミット 日本の主張遅かった \(産経新聞\) - Yahoo!ニュース](#)

... 総会、米ピッツバーグでの20カ国・地域(G20)首脳会合(金融サミット) ... 年が過ぎ、地球温暖化対策の枠組み作りの合意期限を年末に控えたこの時期、日本 ...
[headlines.yahoo.co.jp/hl?a=20090918-00000515-san-bus_all](#)

[G20 financial summit in Japan late claims / Glacier Kigunasu](#)

"Pittsburgh's G20 financial summit in Japan, the United States and Europe say that improved performance from beginning to end... How will **global warming**? Environment Minister Amari Ozawa Tadashi Shima sharp. (09/16)...
[rjuathrta.cos-live.com/Entry/17/ - 20k - Cached](#)

[G20金融サミット 日本の主張遅かった / キグナス米河](#)

「ピッツバーグのG20金融サミットで日本は、パフォーマンスに終始する欧米諸国と発言権の向上を ... 温暖化対策はどうなる? 直嶋経産相・小沢鋭環境相. (09/16) ...
[rjuathrta.cos-live.com/Entry/17/ - 20k - キャッシュ](#)

[Hatena bookmarks - NIKKEI NET \(Nikkei Net\): anti-global warming fund...](#)

NIKKEI NET (Nikkei Net): **global warming**, capital allowances "G20" on the agenda the Chairman of EU meeting... Nihon Keizai Shimbun in an interview near the financial effort to combat **global warming** in January 9 in **Pittsburgh**... Correct understanding of **global warming** - because of **global warming** theory is not misled by false...
[http://translate.google.com/translate?hl=en&langpair=ja|en&u=http://eco.nikkei.co... ched](#)

[\(はてなブックマーク - NIKKEI NET \(日経ネット\): 温暖化対策、資金...](#)

NIKKEI NET (日経ネット): 温暖化対策、資金手当て「G20」議題にEU議長が会見 ... 近郊で日本経済新聞の取材に応じ、気候温暖化対策への資金面での取り組みが9月に米ピッツバーグで ... 正しく知る地球温暖化 - 誤った地球温暖化論に惑わされないため ...
[b.hatena.ne.jp/.../news/kaigai/20090830AT2M2802Z29082009.html - 41k - キャッシュ](#)

YouTube Caption Translation



You Tube Broadcast Yourself™
Worldwide | English Si

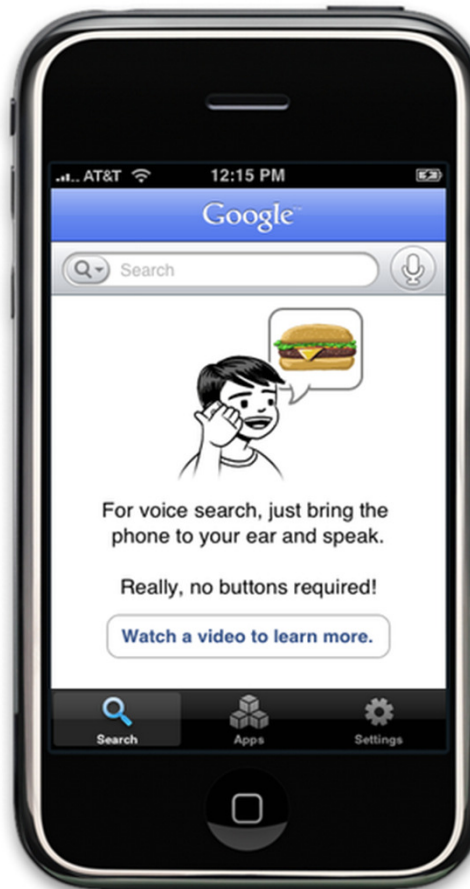
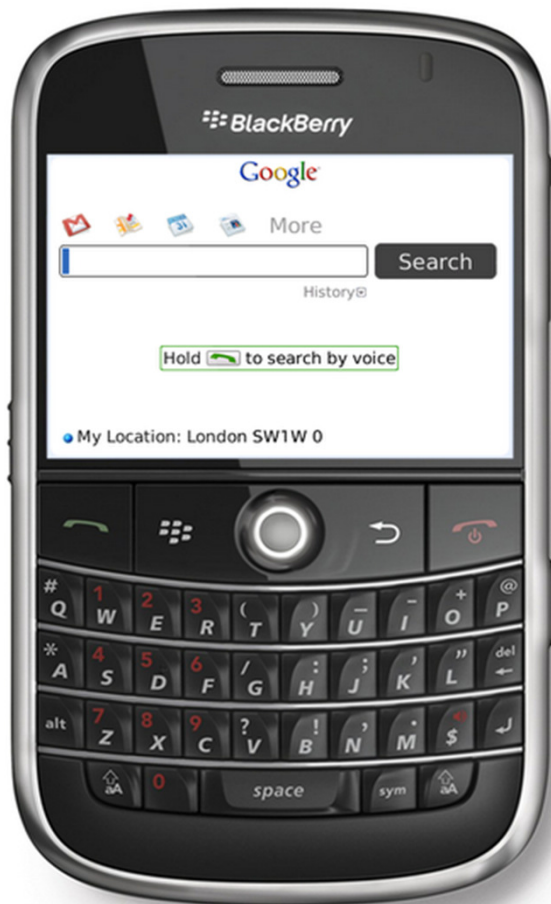
[Home](#) [Videos](#) [Channels](#) [Community](#)

2/28/09: Your Weekly Address

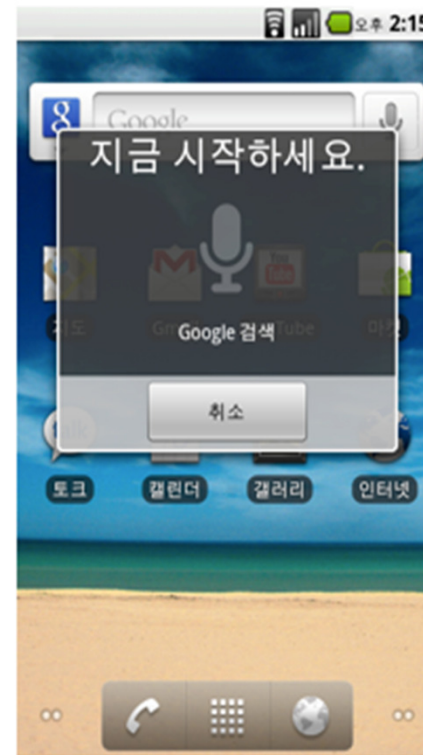
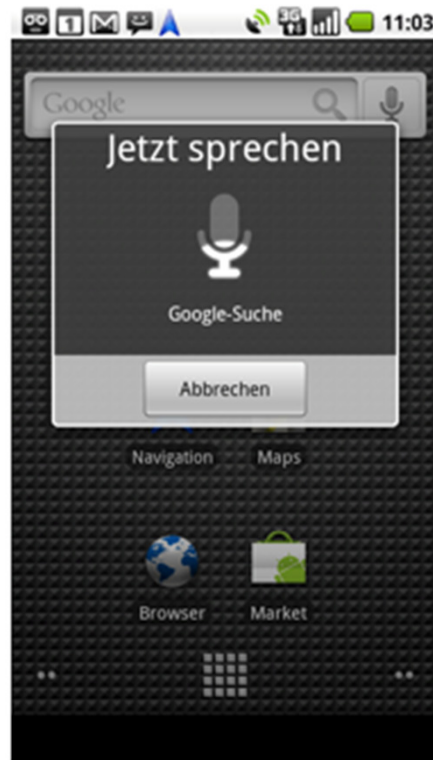
في القضاء على برامج اننا لسنا في حاجة ل

2:36 / 4:53

Voice Search



Searching By Voice... Any Voice



Searching By Sight



Google Goggles

Use pictures to search the web.



The power of data



- 1.6 billion internet users
- Many searches a day on Google worldwide

Trendonomics

Compare by	Search terms	Filter
<input checked="" type="radio"/> Search terms <input type="radio"/> Locations <input type="radio"/> Time Ranges	Tip: Use quotation marks to match an exact phrase. ("table tennis") <input type="text" value="jelly fish"/> + Add search term	Web Search United States All subregions All metros 2004 - present Health <input type="button" value="Search"/>

Web Search Volume: jelly fish

United States, 2004 - present

[All Categories](#) > Health

Subcategories: [Medical Literature & Resources \(0-10%\)](#), [Health Conditions \(0-10%\)](#), [more...](#)

Less than 10% of searches containing 'jelly fish' belong to the Health category. [Learn more](#)

Totals
jelly fish 32

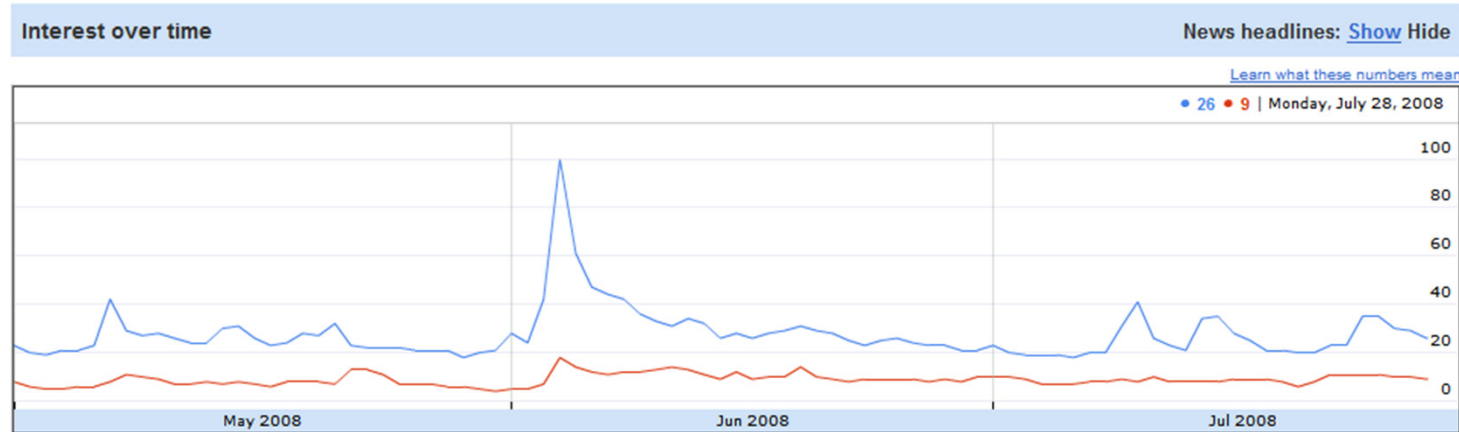
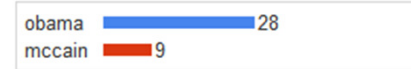
Interest over time News is unavailable for specific categories.



Visualizing political stories



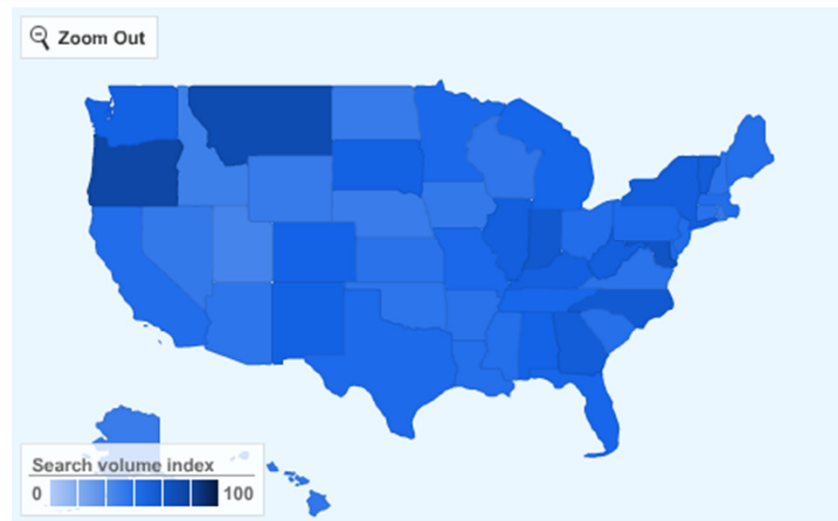
Search Volume: obama vs. mccain United States, Last 90 days



Regional interest

Subregion [City](#)

1. District of Columbia	100
2. Oregon	96
3. Montana	91
4. Maryland	83
5. Indiana	78
6. North Carolina	77
7. Georgia	74
8. Vermont	74
9. West Virginia	72
10. Illinois	72



Regular Patterns of Search Behavior

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Compare by	Locations	Filter
<input type="radio"/> Search terms	<input checked="" type="radio"/> United Kingdom <input type="button" value="v"/> <input checked="" type="radio"/> Australia <input type="button" value="v"/> + Add location	<input type="radio"/> All subregions <input type="button" value="v"/> <input type="button" value="x"/> <input type="radio"/> All subregions <input type="button" value="v"/> <input type="button" value="x"/>
<input checked="" type="radio"/> Locations		Web Search <input type="button" value="v"/>
<input type="radio"/> Time Ranges		ski <input type="text"/>
		2004 - present <input type="button" value="v"/>
		All Categories <input type="button" value="v"/>
		<input type="button" value="Search"/>

Web Search Volume: United Kingdom vs. Australia

for ski, 2004 - present

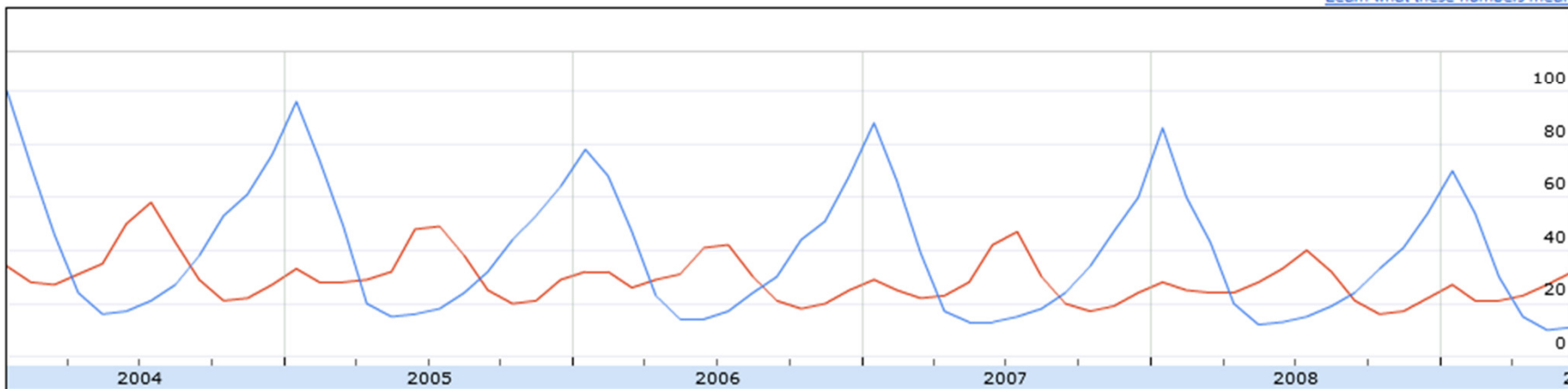
Categories: [Sports](#), [Local](#), [Travel](#), [Automotive](#), [Shopping](#), [Entertainment](#)

Totals <input data-bbox="1885 737 1906 753" type="button" value="?"/>	
United Kingdom	39
Australia	29

Interest over time

News headlines: [Show](#) [Hide](#)

[Learn what these numbers mean](#)



Compare by	Search terms	Filter
<input checked="" type="radio"/> Search terms <input type="radio"/> Locations <input type="radio"/> Time Ranges	Tip: Use the minus sign to exclude terms. (wimbledon -tennis) <input type="text" value="All search terms"/> + Add search term	Web Search United States All subregions All metros 2004 - present Travel <input type="button" value="Search"/>

Web Search Volume: Travel

United States, 2004 - present

[All Categories](#) > Travel

Interest over time News is unavailable for specific categories. [Learn what these numbers mean](#)



Compare by	Search terms	Filter
<input checked="" type="radio"/> Search terms <input type="radio"/> Locations <input type="radio"/> Time Ranges	Tip: Use quotation marks to match an exact phrase. ("table tennis") <input type="text" value="All search terms"/> + Add search term	Web Search United States All subregions All metros 2004 - present Shopping
		<input type="button" value="Search"/>

Web Search Volume: Shopping

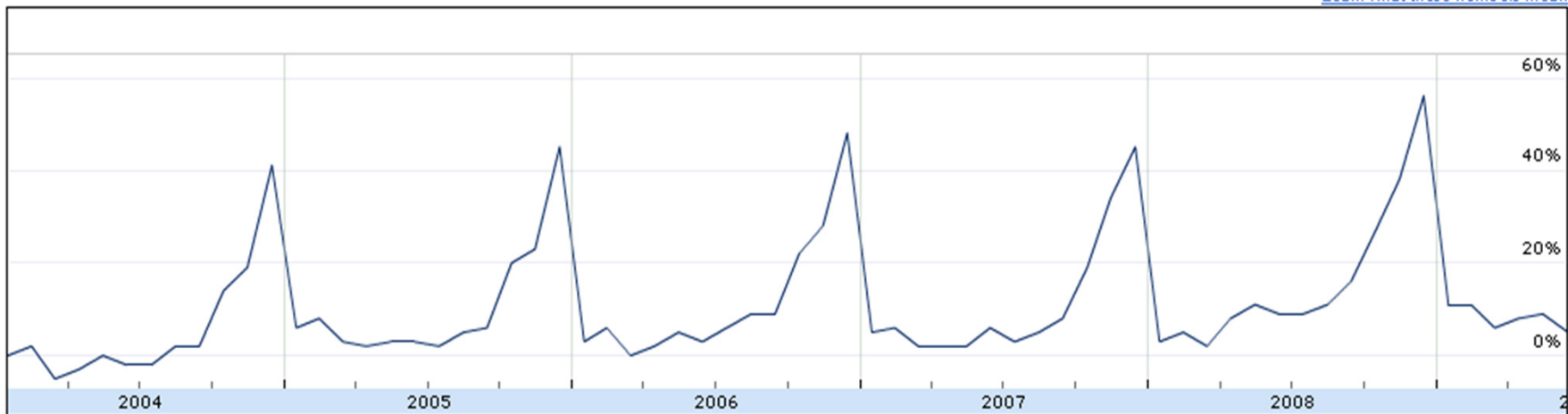
United States, 2004 - present

[All Categories](#) > Shopping

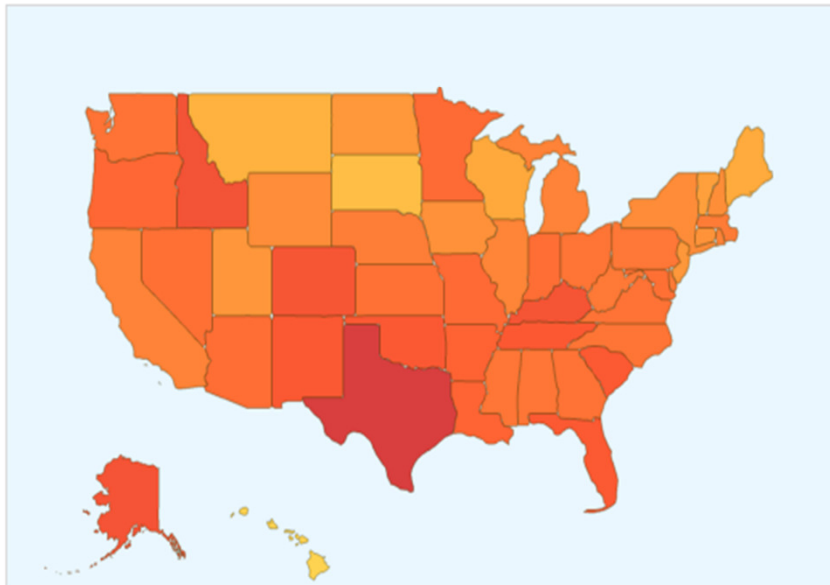
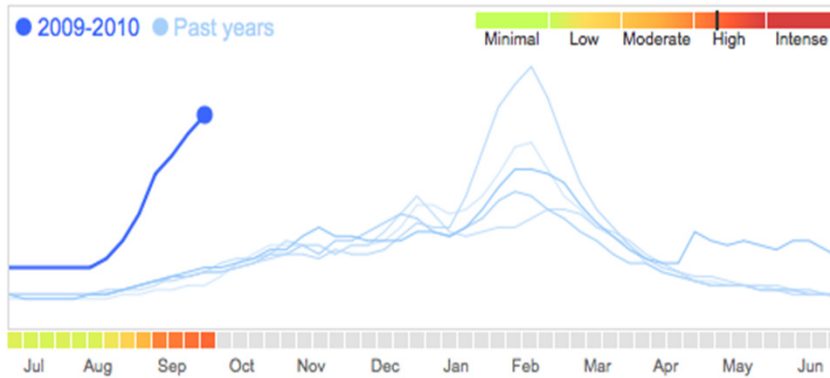
Interest over time

News is unavailable for specific categories.

[Learn what these numbers mean](#)



Google Flu Trends

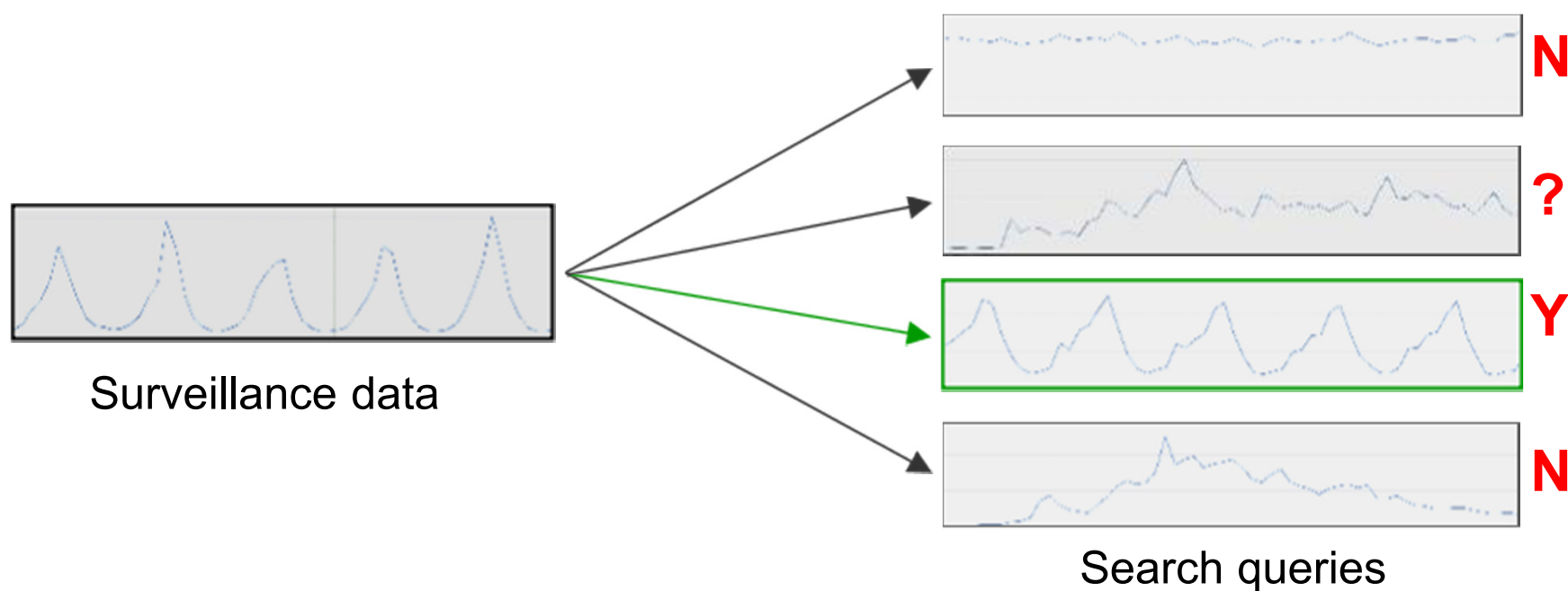


- Google Flu Trends estimates levels of flu using aggregated Google search queries
- Google Flu Trends may provide a helpful indicator of pandemic flu activity.
- Estimates are available in near real time with raw data available for download.

Methodology



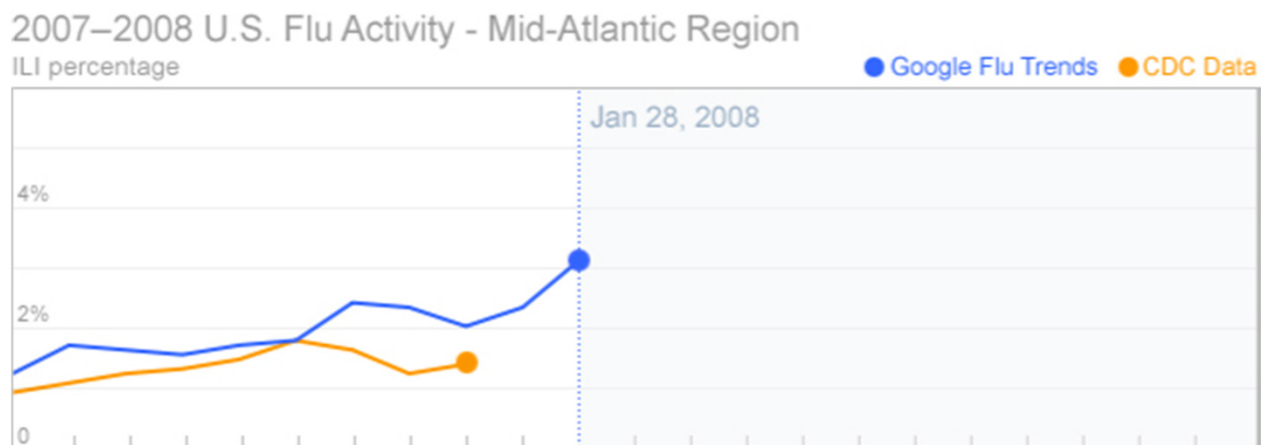
- Obtain historic weekly surveillance data for multiple regions
- Build database of weekly search query frequencies in every region, for every possible search query
- Define search queries whose weekly frequencies closely fit the surveillance data
- Derive the charts



Timeliness



- Google Flu Trends estimates are up to 1-2 weeks ahead of published CDC reports
- Not a replacement for traditional surveillance, but an additional information source that can help public health officials make informed decisions



Predicting the present



Google Domestic Trends

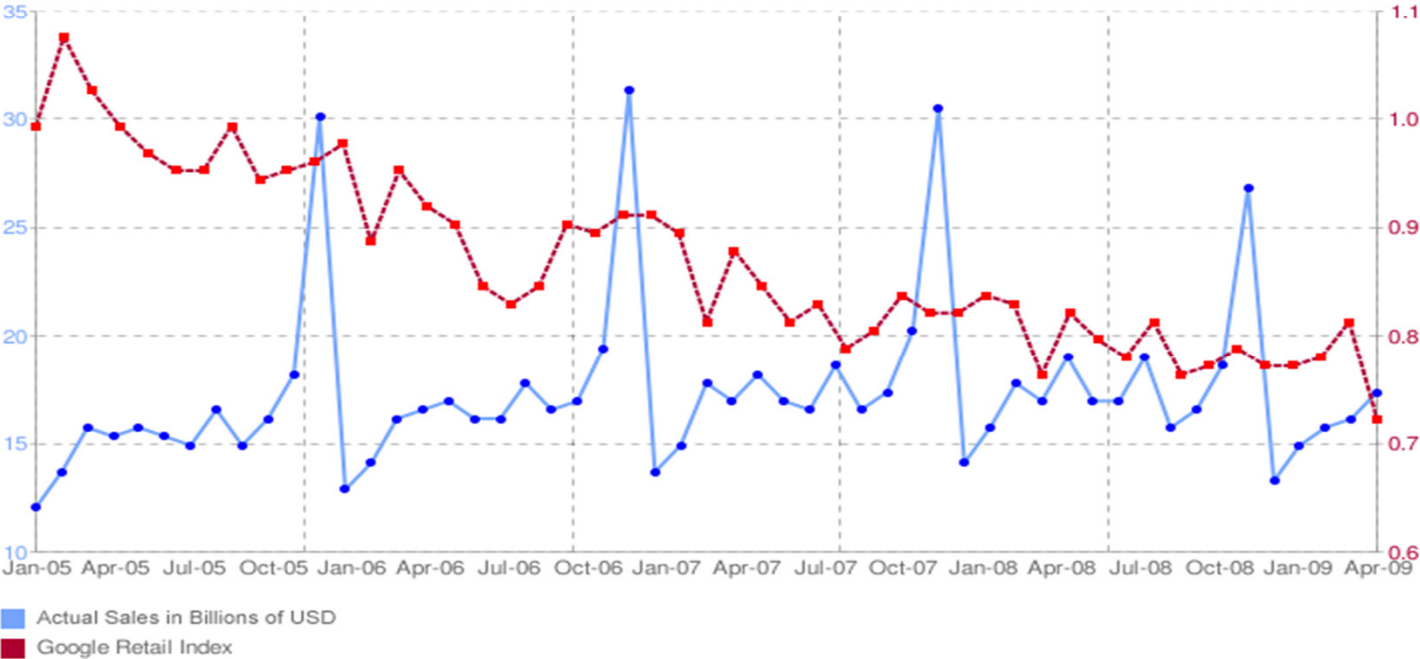
Google Domestic Trends track Google search traffic across specific sectors of the economy. Changes in the search volume of a given sector on google.com are tracked through individual trend indexes by clicking on the left-hand navigation. The indexes are currently calculated only for US search traffic.

Note: the indexes measure relative query volume compared to the total number of searches on google.com. Thus, an index that is decreasing does not in itself mean the number of queries could be increasing, just not as quickly as overall search volume.

Interesting Examples

Google Retail Index and clothing store sales

From the graph below you will see that actual clothing store sales ([source](#)) and the Google Retail index has been decreasing over time. There are seasonal fluctuations in both.



Compare by

- Search terms
- Locations
- Time Ranges

Search terms

Tip: Use quotation marks to match an exact phrase. ("table tennis")

- All search terms
- [+ Add search term](#)

Filter

Web Search

United States | All subregions | All metros

2004 - present

Real Estate

Geography

Time window

Category

Web Search Volume: Real Estate

United States, 2004 - present

[All Categories](#) > Real Estate

Interest over time

News is unavailable for specific categories.

[Learn what these numbers mean](#)



Search terms in Real Estate

Top searches

1. real	100
2. real estate	90
3. mortgage	80

Rising searches

1. zillow	Breakout
2. national city	+80%
3. wells fargo	+70%

Search on Real Estate Agencies



Compare by <input checked="" type="radio"/> Search terms <input type="radio"/> Locations <input type="radio"/> Time ranges	Search terms <small>Tip: Use a comma as shorthand to add comparison items. (tennis, squash)</small> <input type="text" value="All search terms"/> + Add search term	Filter <input type="text" value="United States"/> <input type="text" value="All subregions"/> <input type="text" value="Jan"/> <input type="text" value="2007"/> - <input type="text" value="Aug"/> <input type="text" value="2008"/> Reset <input type="text" value="Real Estate Agencies"/> <input type="button" value="Search"/>
--	---	---

Search Volume: (Real Estate Agencies) United States, Jan 2007 - Aug 2008



Search terms in Real Estate Agencies *United States, Jan 2007 - Aug 2008*

Top searches ?

1. real	100
2. real estate	85
3. realty	75
4. remax	30
5. realtor	25

Rising searches ?

1. zillow.com real estate	+1510%
2. rightmove	+110%
3. edc	+110%
4. zip realty	+70%
5. ziprealty	+60%

Searches on Rental Listings & Referrals



Compare by <input checked="" type="radio"/> Search terms <input type="radio"/> Locations <input type="radio"/> Time ranges	Search terms <small>Tip: Use a comma as shorthand to add comparison items. (tennis, squash)</small> <input type="text" value="All search terms"/> + Add search term	Filter United States <input type="button" value="v"/> All subregions <input type="button" value="v"/> Jan <input type="button" value="v"/> 2007 <input type="button" value="v"/> - Aug <input type="button" value="v"/> 2008 <input type="button" value="v"/> Reset Rental Listings & Referrals <input type="button" value="v"/> <input type="button" value="Search"/>
--	---	--

Search Volume: (Rental Listings & Referrals) United States, Jan 2007 - Aug 2008

Interest over time News is unavailable for specific categories. [Learn what these numbers mean](#)



Search terms in Rental Listings & Referrals *United States, Jan 2007 - Aug 2008*

Top searches	
1. rent	100
2. apartments	100
3. for rent	75
4. rentals	60
5. apartment	35

Rising searches	
1. vrbo	+130%
2. house for rent	+50%
3. houses for rent	+40%
4. homes for rent	+40%
5. rent.com	+30%

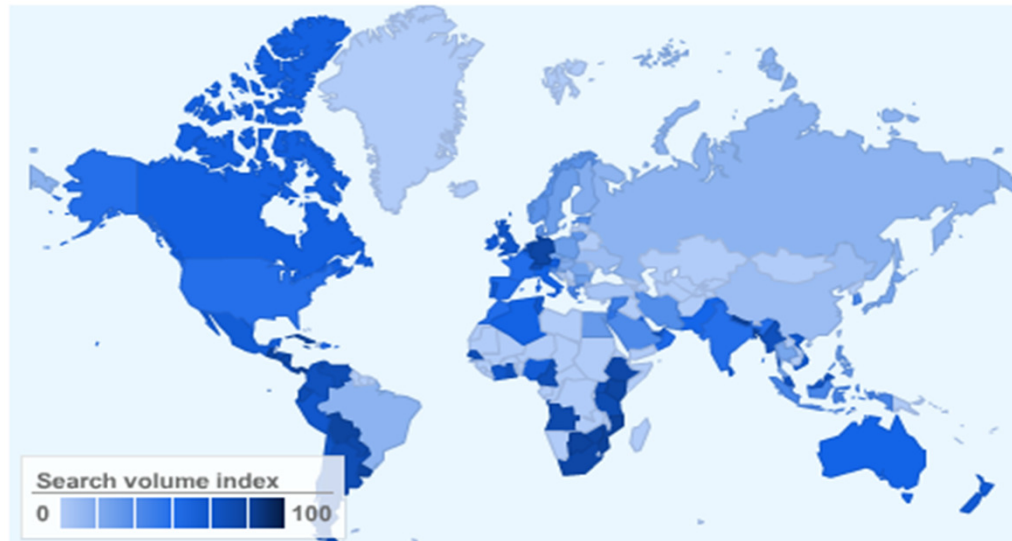


[Choi & Varian, 2009]

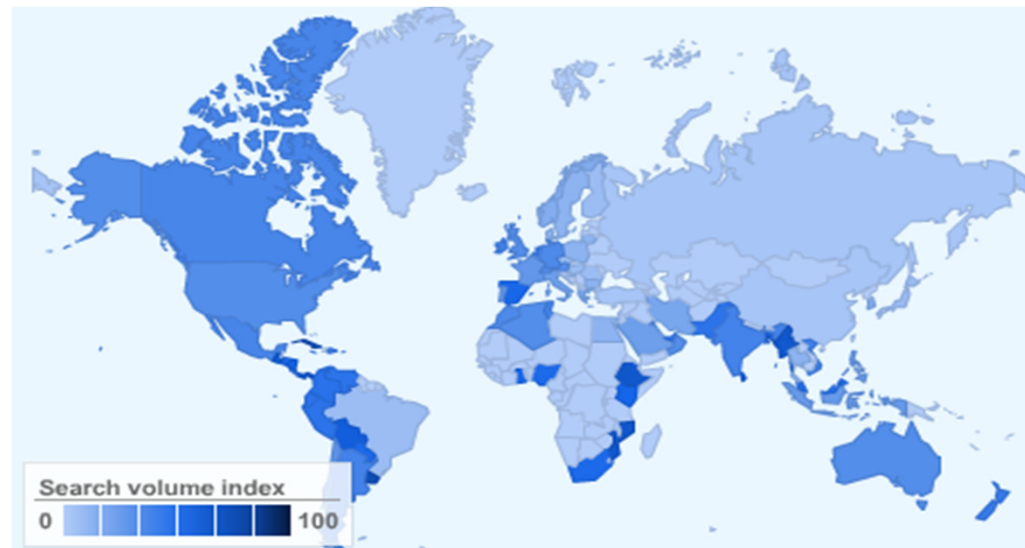
The 2010 World Cup - Worldwide interest



Opening week:



Final week:



The 2010 World Cup Search Interest in major countries



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Compare by	Locations	Filter
<input type="radio"/> Search terms <input checked="" type="radio"/> Locations <input type="radio"/> Time Ranges	<ul style="list-style-type: none"> <input type="radio"/> Netherlands <input type="radio"/> Germany <input type="radio"/> United Kingdom <input type="radio"/> Italy <input type="radio"/> Spain 	Web Search world cup + coupe du monde + copa del mundo + mundial + mundiali + wm + wk Jun 2010 - Jul 2010 All Categories

Web Search Interest: world cup+coupe du monde+copa del mundo+mundial+mondiali+wm+wk

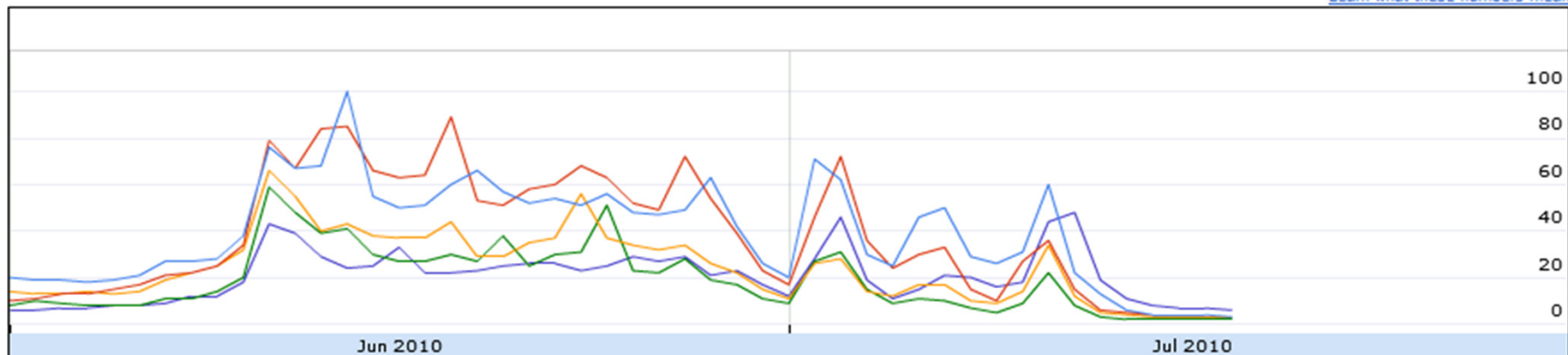
Netherlands, Germany, United Kingdom, Italy, Spain
Jun-Jul 2010

Totals	
Netherlands	39
Germany	38
United Kingdom	24
Italy	19
Spain	20

Interest over time

Forecast News headlines

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The 2010 World Cup - News Search



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Compare by	Locations	Filter
<input type="radio"/> Search terms	<input checked="" type="radio"/> Netherlands	News Search
<input checked="" type="radio"/> Locations	<input checked="" type="radio"/> Germany	world cup + coupe du monde + copa del mundo + mur
<input type="radio"/> Time Ranges	<input checked="" type="radio"/> United Kingdom	Jun 2010 - Jul 2010 Reset
	<input checked="" type="radio"/> Italy	All Categories
	<input checked="" type="radio"/> Spain	<input type="button" value="Search"/>

News Search Interest: world cup+coupe du monde+copa del mundo+mundial+mondiali+wm+wk

Netherlands, Germany, United Kingdom, Italy, Spain

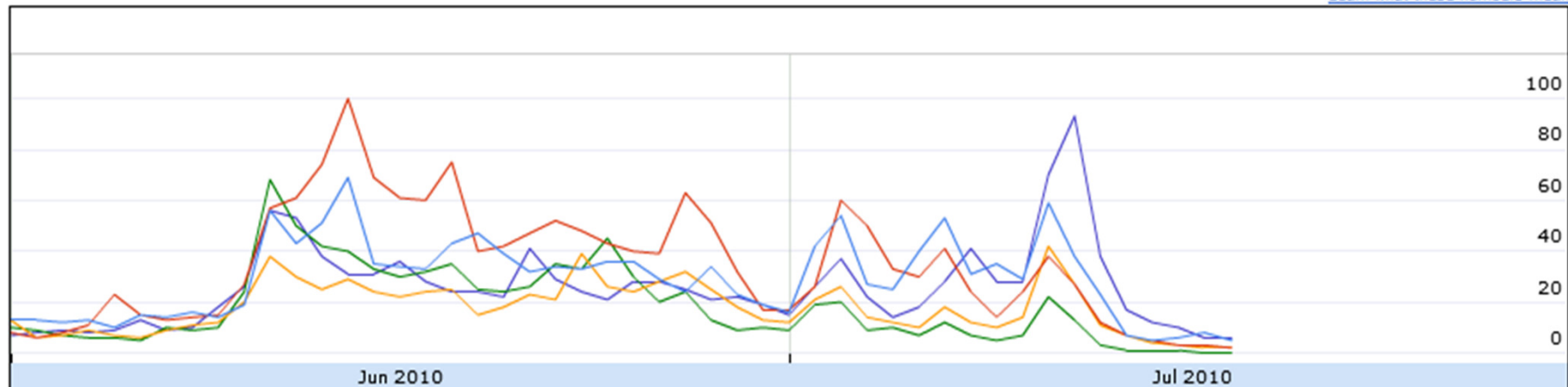
Jun-Jul 2010

Totals	
Netherlands	29
Germany	34
United Kingdom	18
Italy	18
Spain	26

Interest over time

Forecast News headlines

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The 2010 World Cup - Image Search



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Compare by	Search terms	Filter
<input checked="" type="radio"/> Search terms <input type="radio"/> Locations <input type="radio"/> Time Ranges	Tip: Use quotation marks to match an exact phrase. ("table tennis") <ul style="list-style-type: none">• david villa• cristiano ronaldo + Add search term	Image Search ▾ Worldwide ▾ Jun ▾ 2010 ▾ - Jul ▾ 2010 ▾ Reset All Categories ▾
		<input type="button" value="Search"/>

Image Search Interest: david villa, cristiano ronaldo

Worldwide, Jun-Jul 2010

Categories: [Sports](#), [Entertainment](#), [Local](#), [Lifestyles](#), [Beauty & Personal Care](#), [Shopping](#)

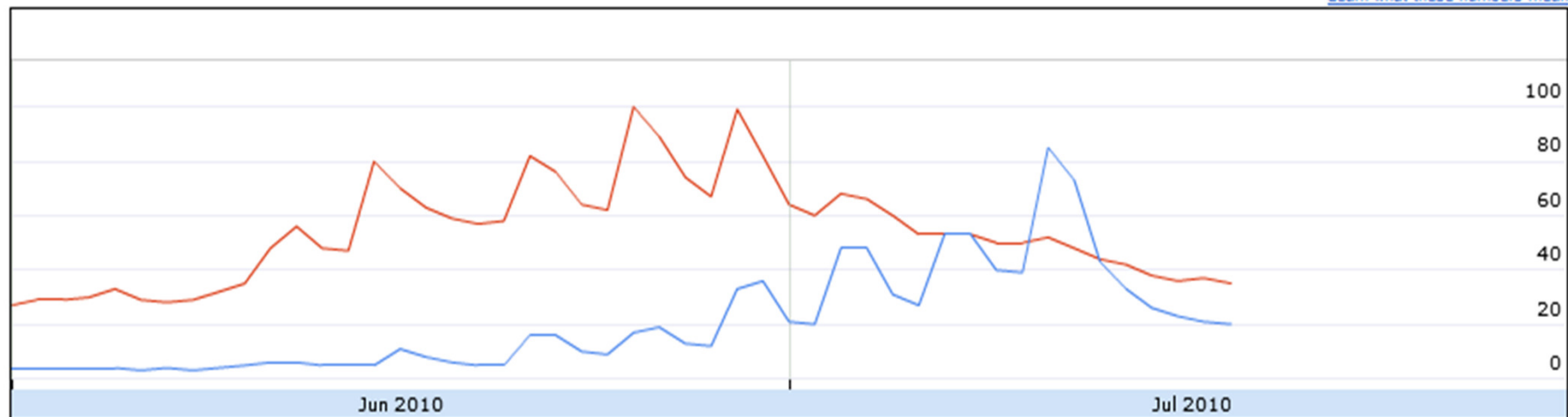
Totals [?](#)

david villa	21
cristiano ronaldo	54

Interest over time

Forecast [?](#) News headlines

[Learn what these numbers mean](#)



The Previous World Cup (2006) Search Interest in major countries



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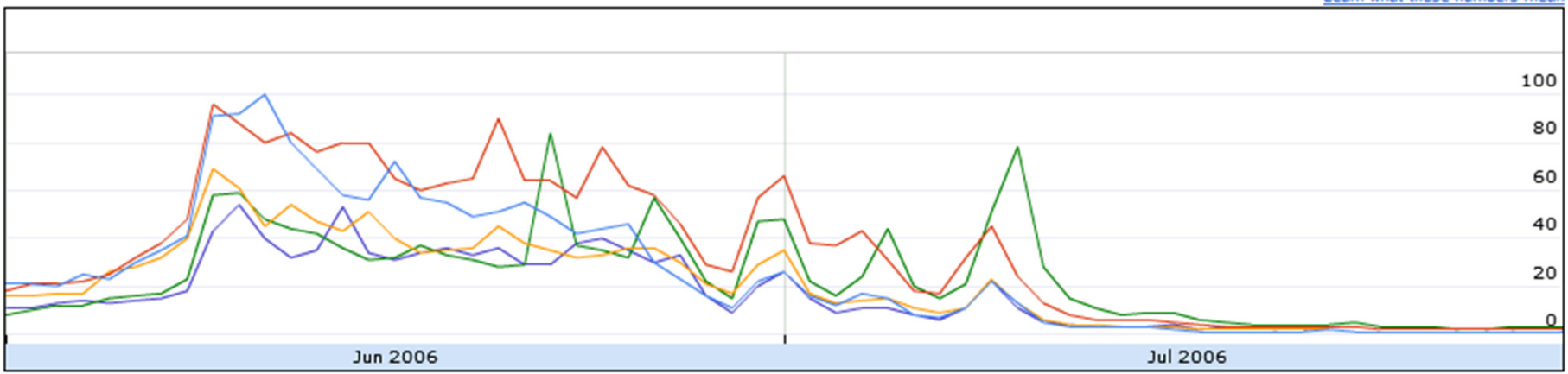
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Compare by	Locations	Filter
<input type="radio"/> Search terms <input checked="" type="radio"/> Locations <input type="radio"/> Time Ranges	<ul style="list-style-type: none"> Netherlands Germany United Kingdom Italy Spain 	Web Search world cup + coupe du monde + copa del mundo + mur Jun 2006 - Jul 2006 Reset All Categories

Web Search Interest: world cup+coupe du monde+copa del mundo+mundial+mondiali+wm+wk
 Netherlands, Germany, United Kingdom, Italy, Spain
 Jun-Jul 2006

Totals	
Netherlands	26
Germany	35
United Kingdom	21
Italy	24
Spain	17

Interest over time Forecast [?](#) News headlines



World Cup Search Interest in the US - Comparison



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Compare by	Search terms	Filter
<input checked="" type="radio"/> Search terms <input type="radio"/> Locations <input type="radio"/> Time Ranges	Tip: Use a comma as shorthand to add comparison items. (tennis, squash) <ul style="list-style-type: none">world cup + coupe du monde + copa del mundo + muryoutubetvaolnba	Web Search United States All subregions All metros Jun 2010 - Jul 2010 Reset All Categories
		<input type="button" value="Search"/>

Web Search Interest: world cup+coupe du monde+cop..., youtube, tv, aol, nba

United States, Jun-Jul 2010

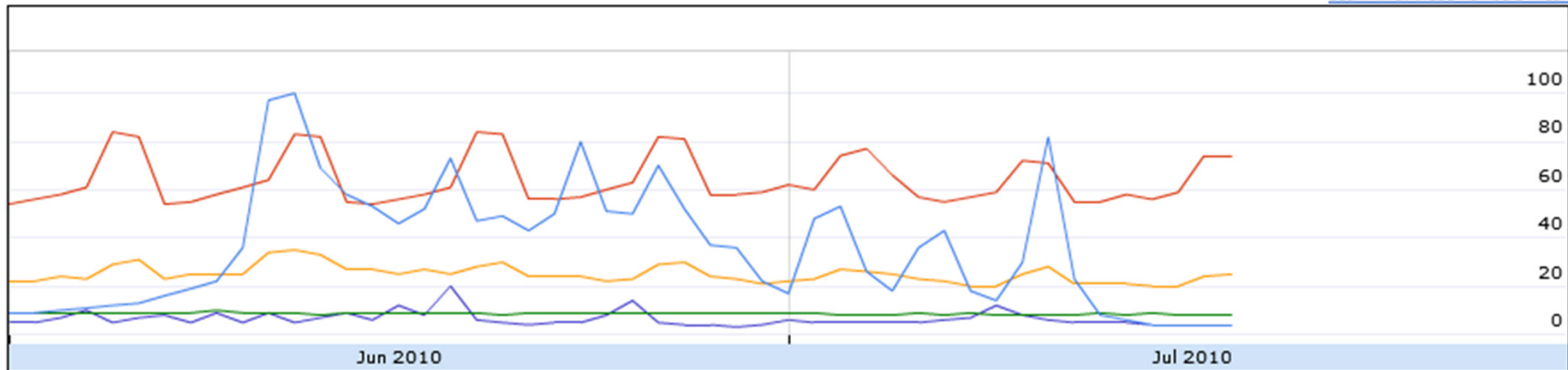
Categories: [Sports](#), [Entertainment](#), [Telecommunications](#), [Computers & Electronics](#), [Games](#), [more...](#)

Totals	
world cup+coupe du...	36
youtube	64
tv	25
aol	9
nba	6

Interest over time

Forecast News headlines

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Search Interest for *South Africa* during the 2010 World Cup - Travel category in the US



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Compare by <input checked="" type="radio"/> Search terms <input type="radio"/> Locations <input type="radio"/> Time Ranges	Search terms Tip: Use a comma as shorthand to add comparison items. (tennis, squash) • south africa + Add search term	Filter Web Search United States All subregions All metros Jun 2004 - Jul 2010 Reset Travel <input type="button" value="Search"/>
--	---	--

Web Search Interest: south africa

United States, Jun 2004 - Jul 2010

[All Categories](#) > Travel

Subcategories: [Air Travel \(25-50%\)](#), [Adventure Travel \(10-25%\)](#), [Hotels & Accommodations \(10-25%\)](#), [more...](#)

Totals [?](#)
south africa 64

⚠ Less than 10% of searches containing your search terms belong to the Travel category. [Learn more](#)

Interest over time

Forecast [?](#) News headlines [?](#)

Interest level | Growth relative to the Travel category

[Learn what these numbers mean](#)



Search Interest for a World Cup Sponsor

Adidas - Apparel category, Worldwide



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Compare by	Search terms	Filter
<input checked="" type="radio"/> Search terms <input type="radio"/> Locations <input type="radio"/> Time Ranges	Tip: Use quotation marks to match an exact phrase. ("table tennis") <ul style="list-style-type: none">adidasnike + Add search term	Web Search Worldwide Jul 2009 - Jul 2010 Reset Apparel
		<input type="button" value="Search"/>

Web Search Interest: adidas, nike

Worldwide, Jul 2009 - Jul 2010

[All Categories](#) > [Shopping](#) > Apparel

Subcategories: [Footwear](#), [Clothing Labels & Designers](#), [Watches & Accessories](#)

Totals	
adidas	46
nike	87

Interest over time

Forecast News headlines

Interest level | Growth relative to the Apparel category

[Learn what these numbers mean](#)



* The last value on the graph is based on partial data and may change. [Learn more](#)

World Cup Search Interest in Spain (2006 vs 2010)



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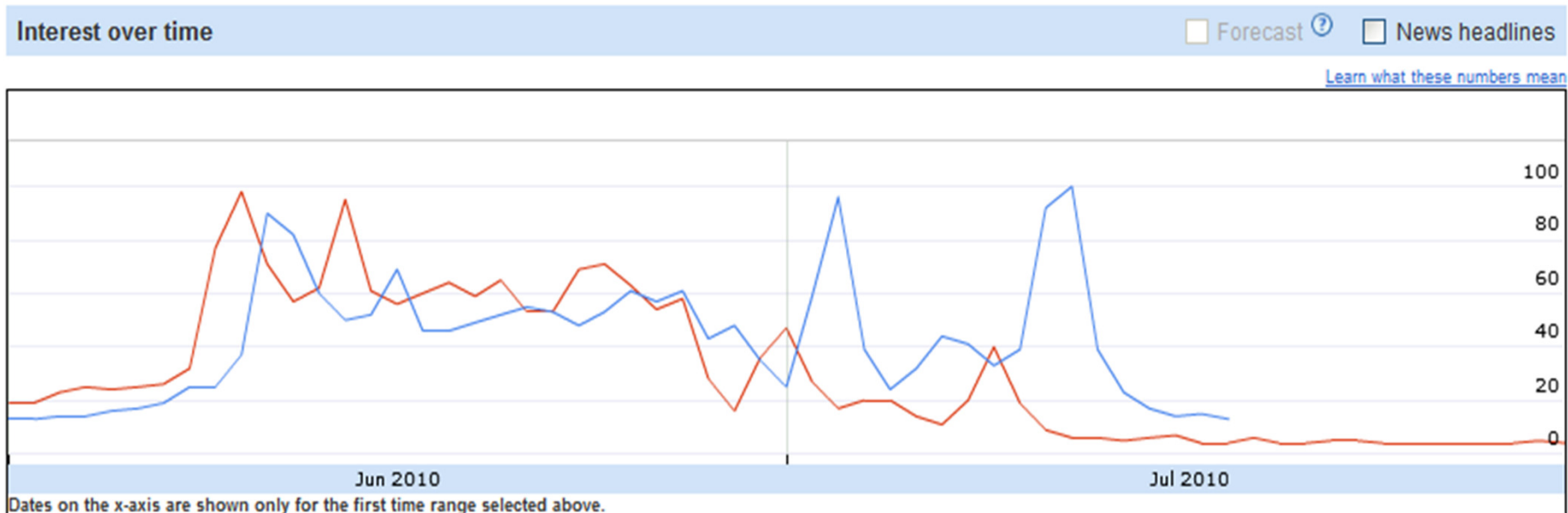
Compare by	Time ranges	Filter
<input type="radio"/> Search terms	<input checked="" type="radio"/> Jun 2010 - Jul 2010 Reset	<input checked="" type="checkbox"/> Web Search
<input type="radio"/> Locations	<input checked="" type="radio"/> Jun 2006 - Jul 2006 Reset	<input checked="" type="checkbox"/> world cup + coupe du monde + copa del mundo + mundial + mundial + wm + wk
<input checked="" type="radio"/> Time Ranges	+ Add time range	Spain <input type="text"/> All subregions <input type="text"/>
		All Categories <input type="text"/>
		<input type="button" value="Search"/>

Web Search Interest: world cup+coupe du monde+copa del mundo+mundial+mondial+wm+wk

Jun-Jul 2010, Jun-Jul 2006

Spain

Totals	
Jun-Jul 2010	43
Jun-Jul 2006	30



World Cup Search Interest in France (2006 vs 2010)



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beta

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Compare by	Time ranges	Filter
<input type="radio"/> Search terms	<input checked="" type="radio"/> Jun 2010 - Jul 2010 Reset	<input checked="" type="checkbox"/> Web Search
<input type="radio"/> Locations	<input type="radio"/> Jun 2006 - Jul 2006 Reset	<input checked="" type="checkbox"/> world cup + coupe du monde + copa del mundo + mundial + mundiali + wm + wk
<input checked="" type="radio"/> Time Ranges	+ Add time range	France All subregions
		All Categories
		<input type="button" value="Search"/>

Web Search Interest: world cup+coupe du monde+copa del mundo+mundial+mondiali+wm+wk

Jun-Jul 2010, Jun-Jul 2006

France

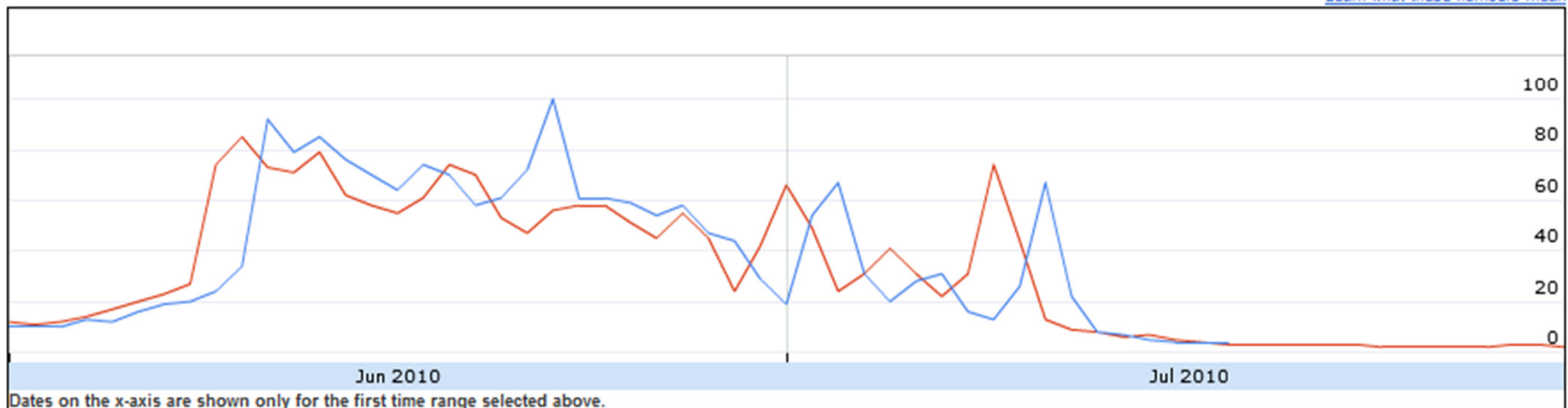
Categories: [Sports](#), [Entertainment](#), [Food & Drink](#), [Local](#), [Shopping](#), [Games](#)

Totals	
Jun-Jul 2010	40
Jun-Jul 2006	32

Interest over time

Forecast News headlines

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World Cup Search Interest in Italy (2006 vs 2010)



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Compare by	Time ranges	Filter
<input type="radio"/> Search terms <input type="radio"/> Locations <input checked="" type="radio"/> Time Ranges	<ul style="list-style-type: none">● Jun 2010 - Jul 2010 Reset● Jun 2006 - Jul 2006 Reset + Add time range	<ul style="list-style-type: none">Web Searchworld cup + coupe du monde + copa del mundo + murItaly All subregionsAll Categories <input type="button" value="Search"/>

Web Search Interest: world cup+coupe du monde+copa del mundo+mundial+mondiali+wm+wk

Jun-Jul 2010, Jun-Jul 2006

Italy

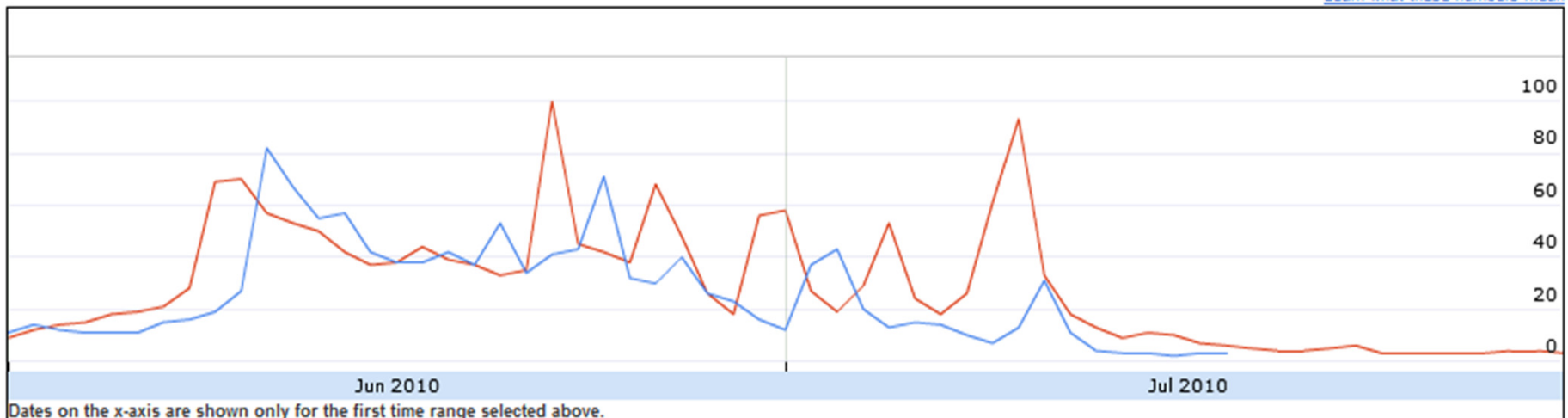
Categories: [Sports](#), [Entertainment](#), [Local](#), [Games](#)

Totals	
Jun-Jul 2010	26
Jun-Jul 2006	29

Interest over time

Forecast News headlines

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World Cup Search Interest in the US (2006 vs 2010)



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Compare by <input type="radio"/> Search terms <input type="radio"/> Locations <input checked="" type="radio"/> Time Ranges	Time ranges • Jun 2010 - Jul 2010 Reset • Jun 2006 - Jul 2006 Reset + Add time range	Filter <input checked="" type="checkbox"/> Web Search <input checked="" type="checkbox"/> world cup + coupe du monde + copa del mundo + mundial + mundial + wm + wk United States All subregions All metros All Categories <input type="button" value="Search"/>
--	--	---

Web Search Interest: world cup+coupe du monde+copa del mundo+mundial+mondiali+wm+wk

Jun-Jul 2010, Jun-Jul 2006

United States

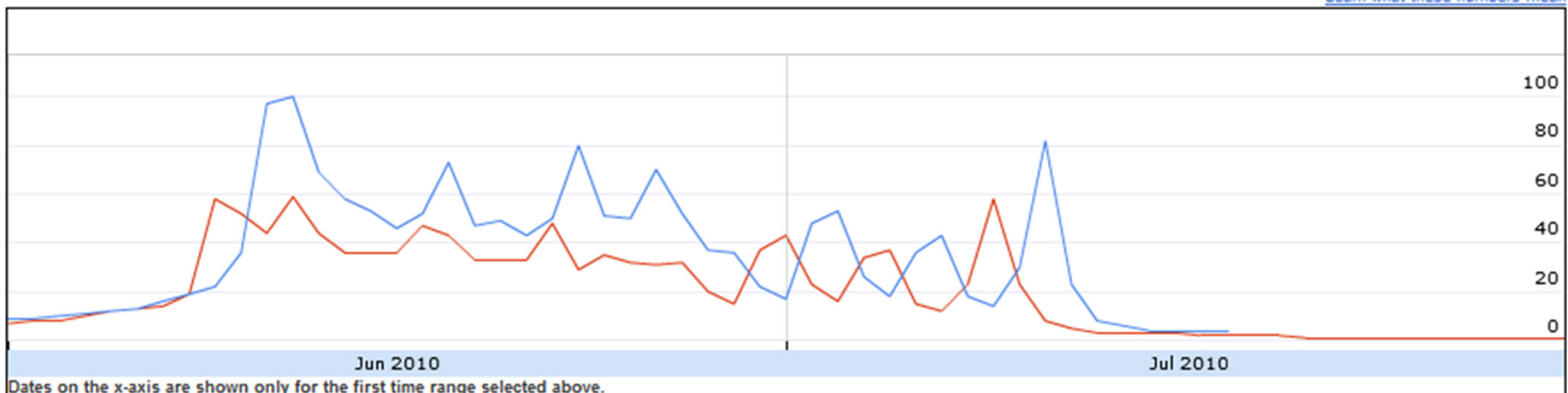
Categories: [Sports](#), [Entertainment](#), [Local](#)

Totals	
Jun-Jul 2010	36
Jun-Jul 2006	21

Interest over time

Forecast News headlines

[Learn what these numbers mean](#)



Worldwide Search Interest in *Switzerland* (in all categories) doubled around the victory on Spain

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Compare by <input checked="" type="radio"/> Search terms <input type="radio"/> Locations <input type="radio"/> Time Ranges	Search terms Tip: Use the plus sign to indicate OR. (tennis + squash) • <input type="text" value="switzerland + Suiza + Suisse + Schweiz + Svizzera +Zw"/> + Add search term	Filter Web Search ▼ Worldwide ▼ Aug ▼ 2007 ▼ - Jul ▼ 2010 ▼ Reset All Categories ▼
--	--	---

Web Search Interest: **switzerland+suiza+suisse+schweiz+svizzera+zwitzerland**

Worldwide, Aug 2007 - Jul 2010

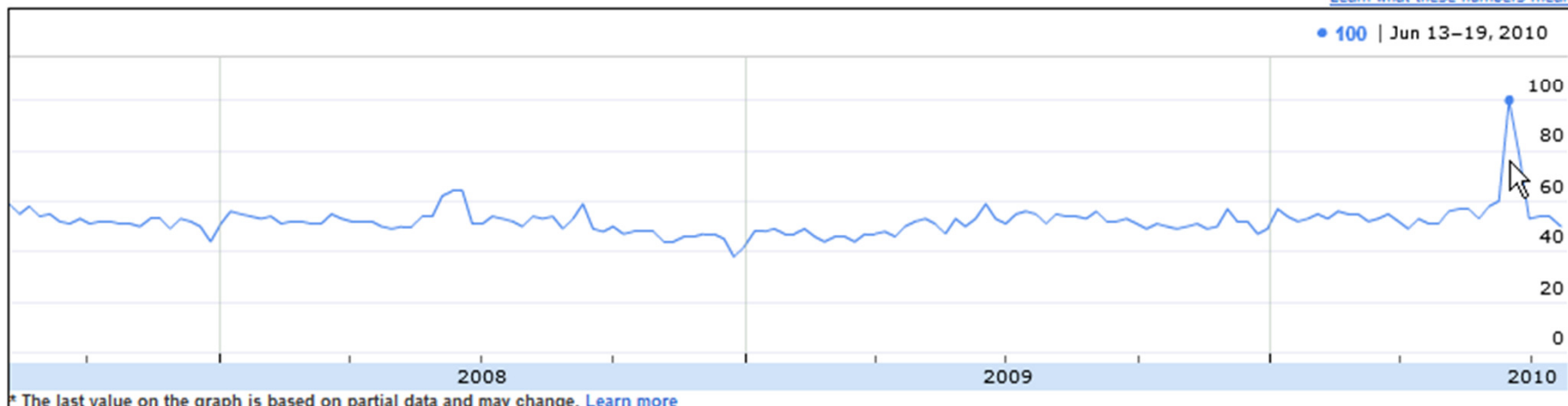
Categories: [Local \(25-50%\)](#), [Travel \(0-10%\)](#), [Society \(0-10%\)](#), [Finance & Insurance \(0-10%\)](#), [more...](#)

Totals	?
switzerland+suiza+...	52

Interest over time

Forecast ? News headlines

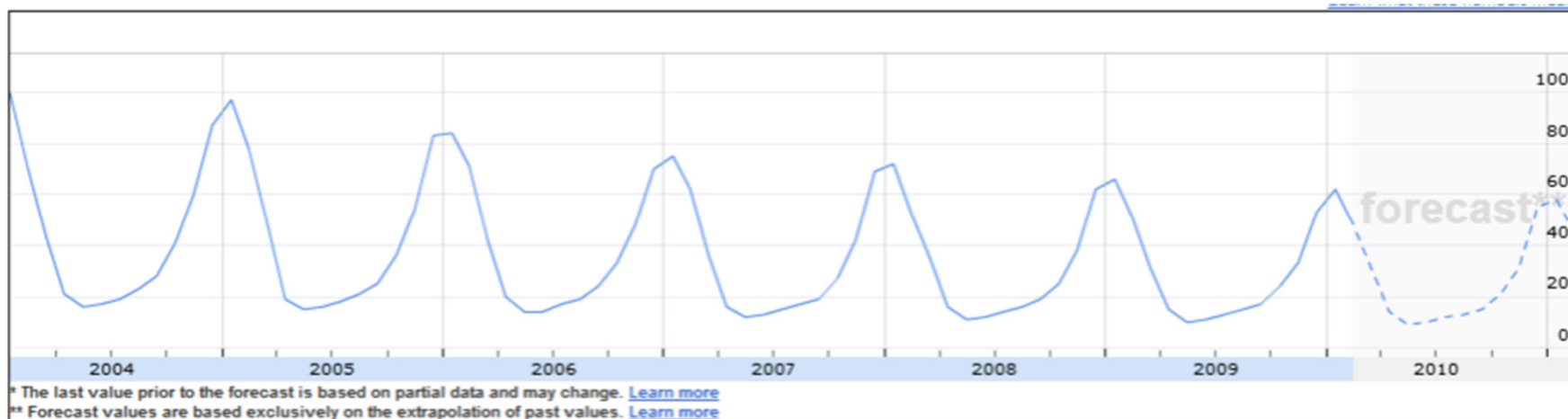
[Learn what these numbers mean](#)



Researching Search Trends Time-Series



- Forecasting
 - Seasonality is a common case. Many queries have strong seasonal components (yearly / weekly cycles)
 - We can use time-series prediction models to forecast
- Ski

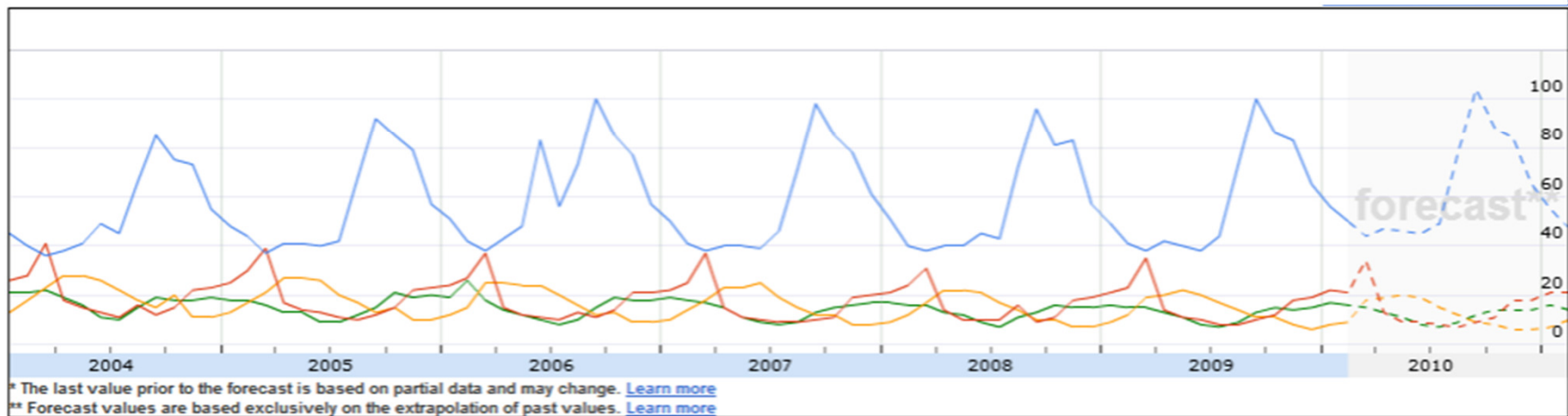


Forecasting – more examples



- Sports

Totals	
football	58
basketball	17
baseball	16
hockey	14



Which queries are predictable



- Over half of the most popular Google search queries were found predictable in 12 month ahead forecast, with a mean absolute prediction error of approximately 12% on average.
- Some categories have particularly high fraction of predictable queries:
 - *Health* (74%)
 - *Food & Drink* (67%)
 - *Travel* (65%)
- Some categories have particularly low fraction of predictable queries:
 - *Entertainment* (35%)
 - *Social Networks & Online Communities* (27%)
- [Y. Shimshoni, N. Efron, Y. Matias, *On the Predictability of Search Trends*, 2009]
- <http://googleresearch.blogspot.com/2009/08/on-predictability-of-search-trends.html>

Predictability of categories in aggregate



- The trends of aggregated queries per categories are much more predictable:
 - 88% of the aggregated category search trends of over 600 categories in Insights for Search are predictable with a mean absolute prediction error of less than 6% on average.
- The deviations from a prediction are interesting
 - See *Automotive* category example



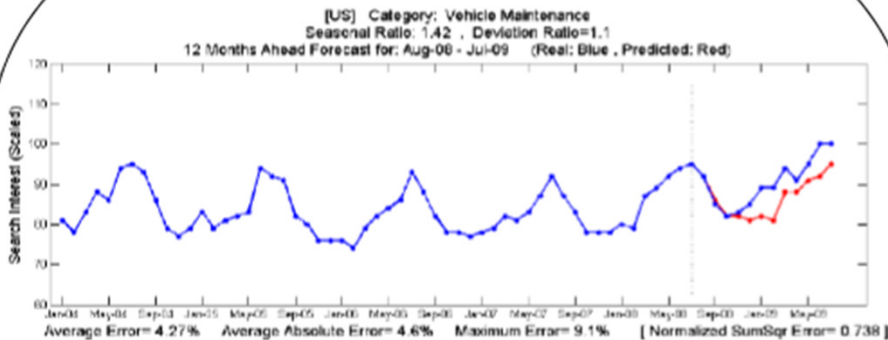
Deviation from modeled prediction



- US automotive industry
- Forecasting period: Aug 08 – July 09

More search traffic than predicted

Vehicle Maintenance



Auto Parts

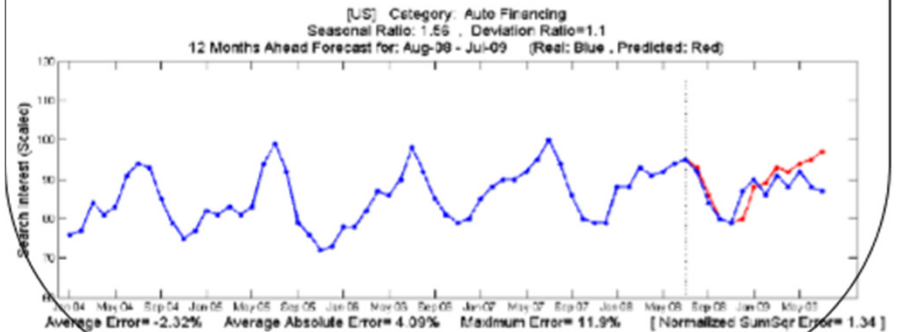


Less search traffic than predicted

Vehicle Shopping



Auto Financing



Search Trends Applications for Modeling Real World Activity



- Predicting the Present (Choi & Varian, 2009)
 - Search Trends data may be correlated with the current level of economic activity in given industries
 - Examples: Sales data in *Retail, Automotive, Home and Travel*
- Predicting Initial Claims for Unemployment Benefits (Choi & Varian, 2009)
 - Correlating searches in the “*jobs*” and “*welfare & unemployment*” categories to *Initial Jobless Claims* weekly report by US Dept. of Labor.
- Various national banks using Search Trends to assist in modeling economic indicators
 - Bank of Israel report (Suhoi 2009)
- Flu Trends
 - Ginsberg, Mohebbi, Patel, Brammer, Smolinski & Brilliant: [Detecting influenza epidemics using search engine query data](#)

More references



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You Ain't seen nothing yet

Vint Cerf ("Father of the Internet")

The Webby Lifetime Achievement Awards, June 14, 2010