

Thaesis

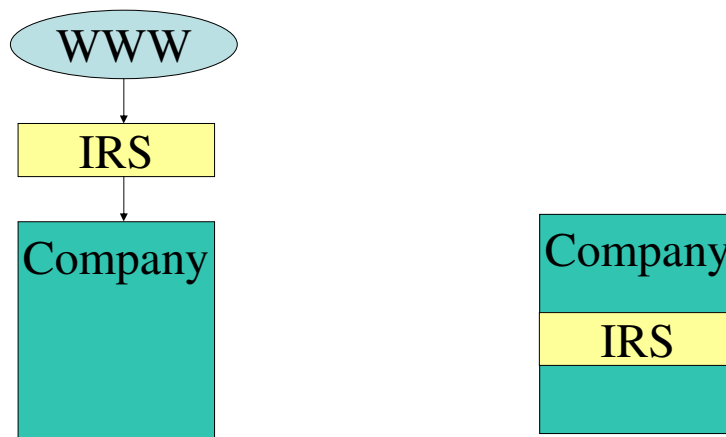


The perfect storm  
- IR and Business -

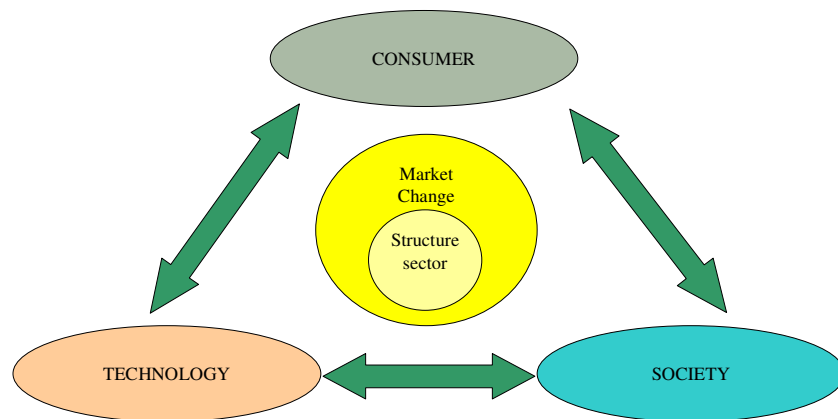
EC  R'08

Prof. Dr. Theo Huibers MMC

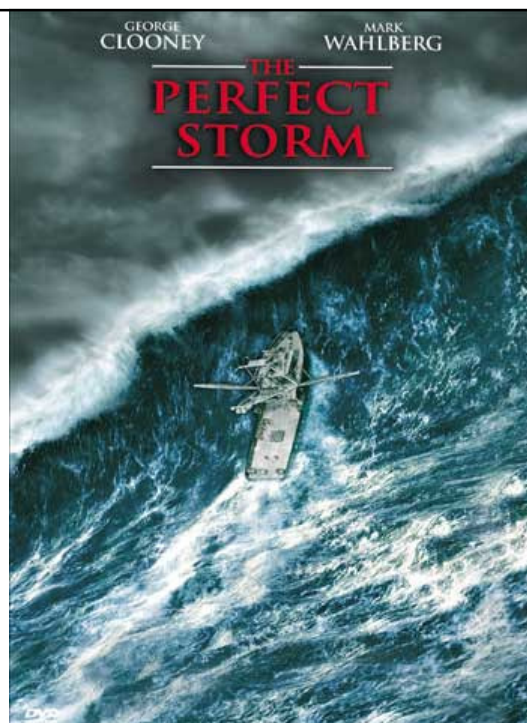
This talk is not about Search Engines on the Web



This talk is about trend breaks



Dick-Jan Abbrinck, Trendbreuk.com





## **4 Examples**

- 1. Consultancy**
- 2. Job recruitment**
- 3. Marketing agency**
- 4. Media**

- A. What is the trend break?**
- B. What is the question?**
- C. What is the (IR) solution?**
- D. What is the business case?**
- E. What are the research questions?**



## **1. Consultancy**

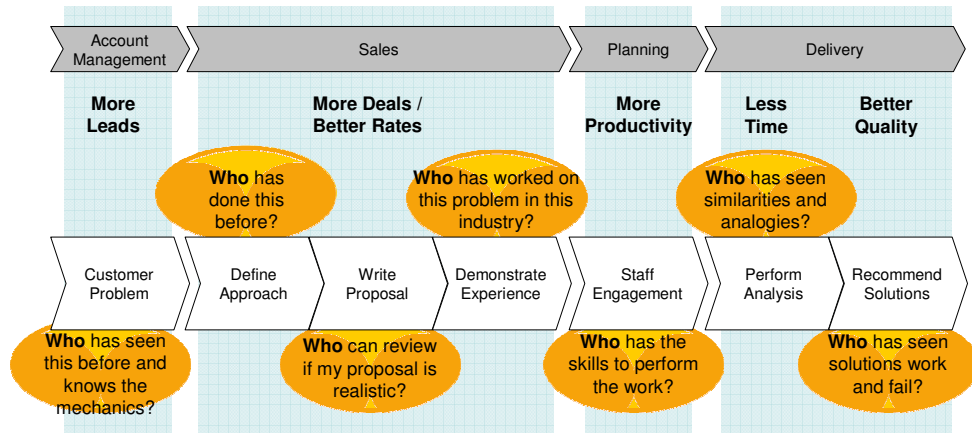
Consultancy: trend break



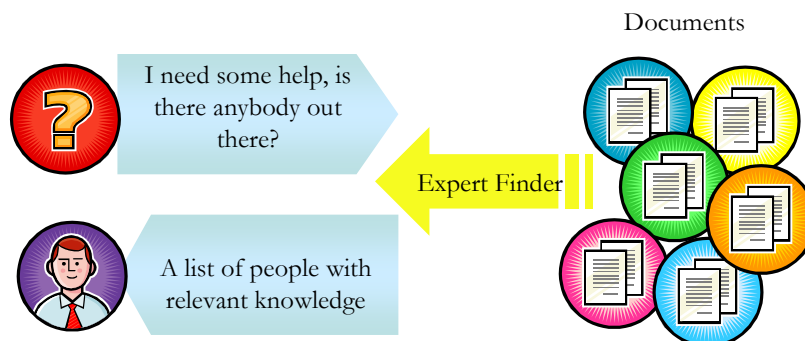
Consultancy: trend break



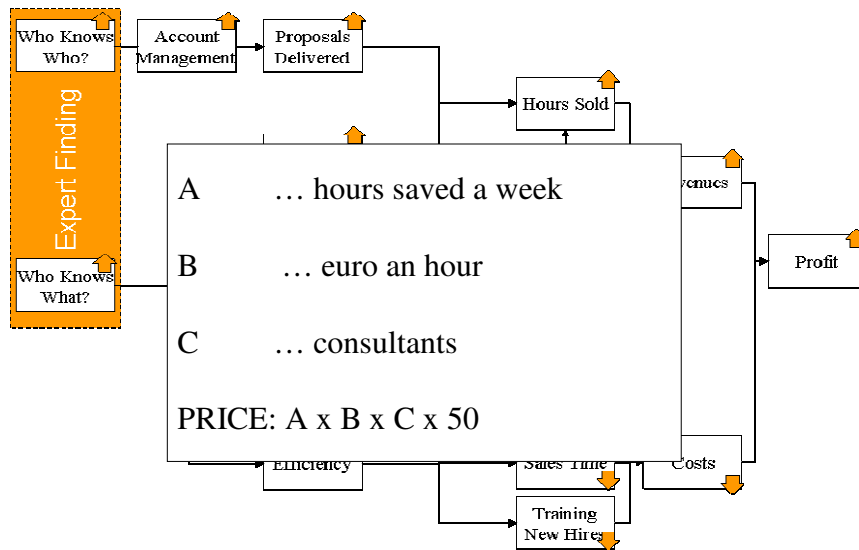
## Consultancy: what is the question?



## Consultancy: what is the (IR) solution?



## Consultancy: what is the business case?



## Consultancy: what are the research questions?

- Can we find real experts?
- What is an expert?
- What about emails?
- What about privacy issues?
- What about 'opinions' instead of 'facts'?
- What about people networks?
- Is it useful to find experts on the World Wide Web?



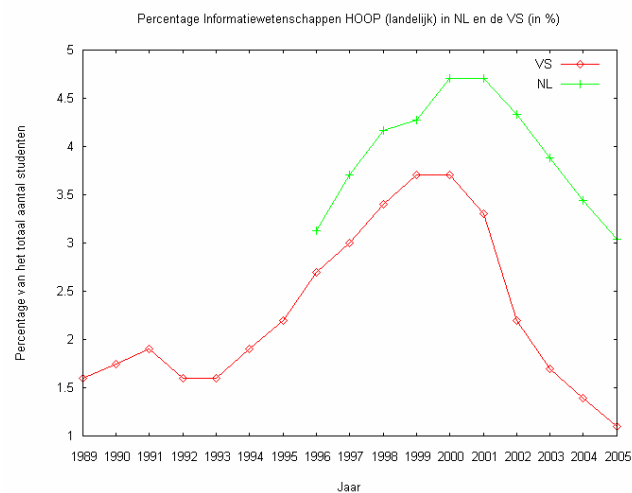
Job recruitment: trend break



## Job recruitment: trend break

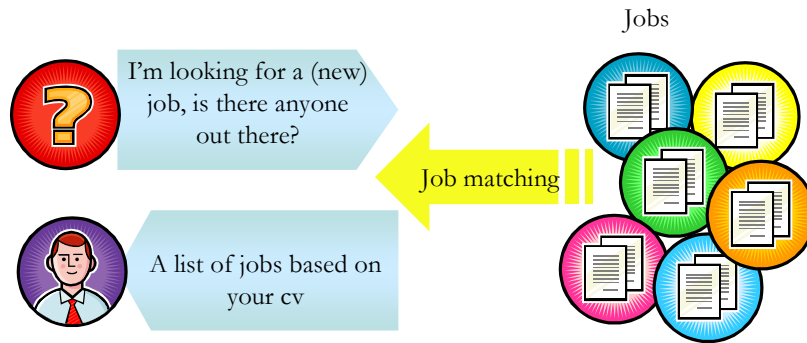


## Job recruitment: trend break





## Job recruitment: what is the question?



## Job recruitment: what is the business case?

- Number of cv's makes the difference!
- How to get relevant cv's?

Job recruitment: what are the research questions?

- How to find relevant jobs?
- A sort of faceted search: combination of IR and DB
- How much DB and how much IR?

A dramatic photograph of a ship's bow cutting through dark, turbulent blue waves under a stormy sky. A bright blue rectangular box is superimposed over the lower part of the image, containing the text '3. Marketing agency' in a bold, yellow, serif font.

### 3. Marketing agency

## Marketing agency: trend break

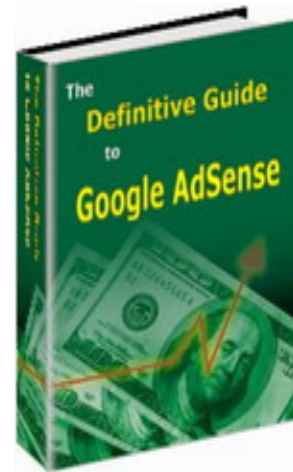
### US B2B Media Spending, 2005-2010 (millions, % increase over prior year and % share)

	2005	2006	2007	2008	2009	2010
Total spending*	\$22,285	\$23,688	\$25,131	\$26,740	\$28,358	\$30,172
Online ad spending	\$1,537	\$1,951	\$2,431	\$2,912	\$3,410	\$3,939
Online ad spending growth	24.9%	26.9%	23.7%	20.7%	17.1%	15.5%
Online ad spending % of total	6.9%	8.2%	9.6%	10.9%	12.0%	13.1%

Note: \*includes B2B magazines, trade shows and exhibitions, online advertising and online content & communities  
Source: Veronis Suhler Stevenson, PQ Media, AdScope, Agricom, American Business Media, BPA International, Center for Exhibition Research, IMS/TheAuditor, PERQ, SRDS, TNS Media Intelligence/CMR, Tradeshow Week, September 2006; eMarketer calculations, November 2006

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www.eMarketer.com

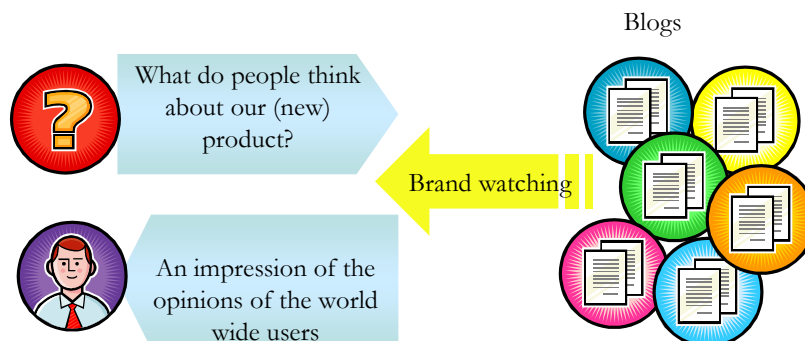


## Marketing agency: trend break

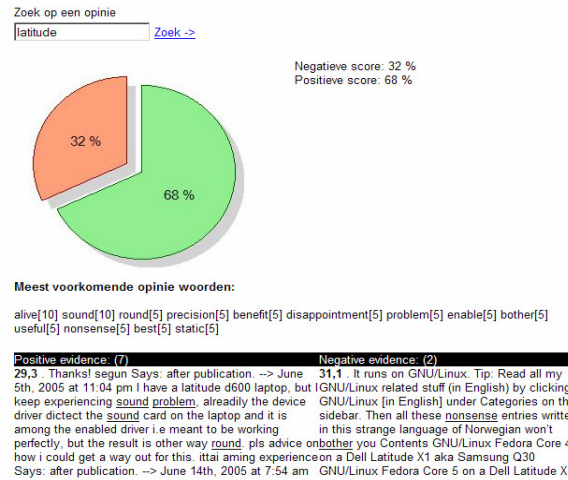




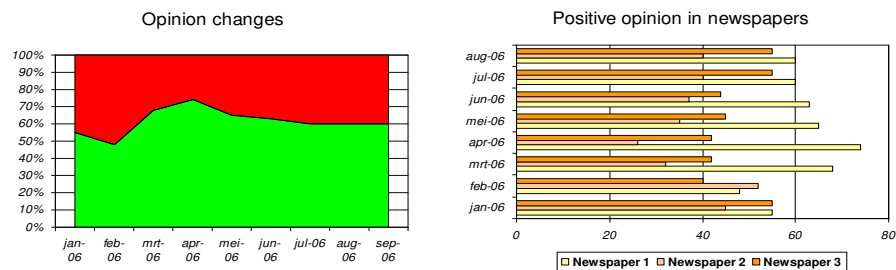
Marketing agency: what is the question?



## Marketing agency: what is the (IR) solution?



## Marketing agency: what is the (IR) solution?



Track changing opinion  
over time

Compare several opinion  
sources over time

### Marketing agency: what is the business case?

- People watching 24 hours a day... versus a system
- Being on time is everything

### Marketing agency: what are the research questions?

- Can we build an adequate opinion mining tool?
- What are the differences between product lines?
- What is the difference between negative and critical?



Media: trend break



Media: what is the question?





Media: what is the (IR) solution?

So many....

Vertical Search

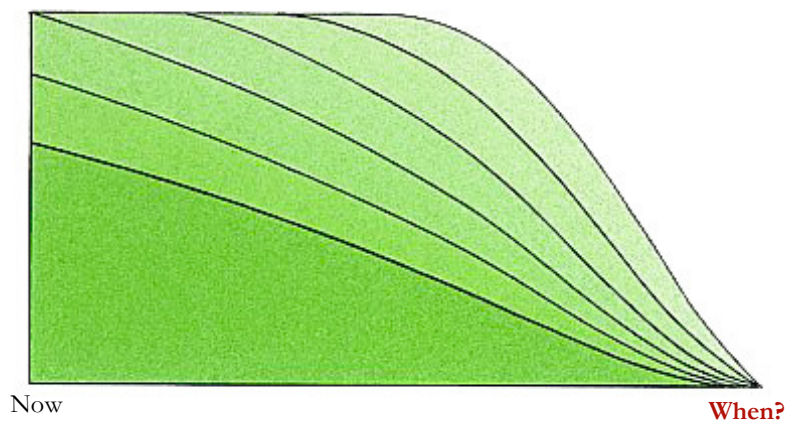
Personalisation

Translation

Expert finding

...

Media: what is the business case?



Media: what are the research questions?

So many....

Vertical Search

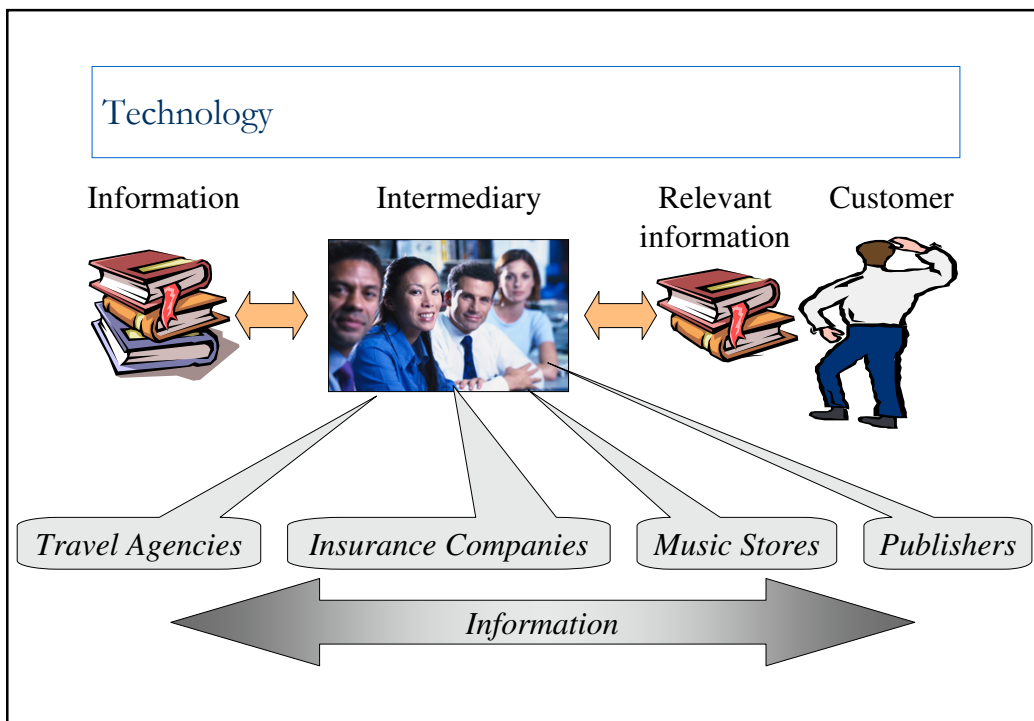
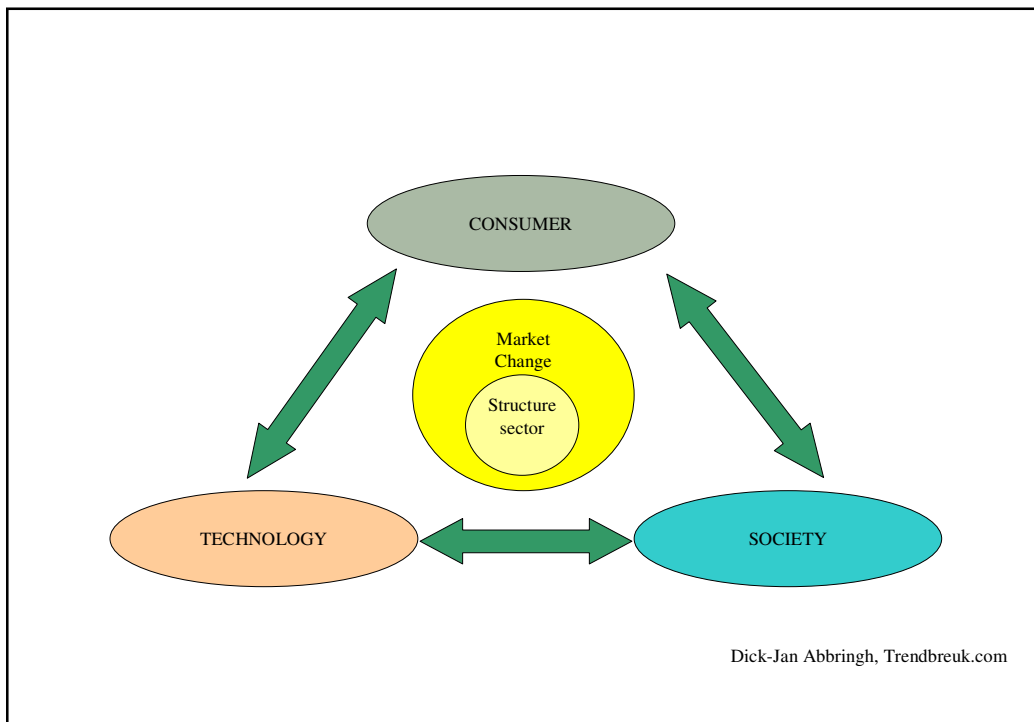
Personalisation

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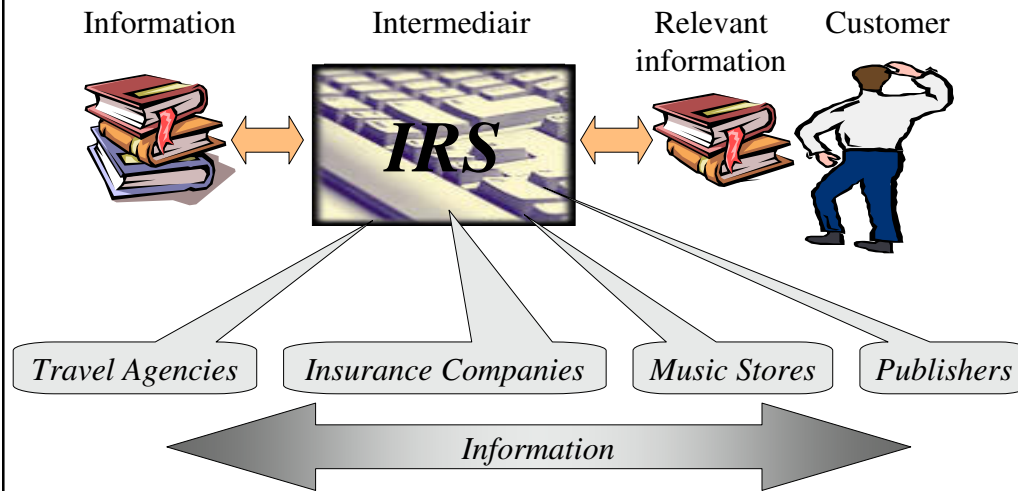
Expert finding

...





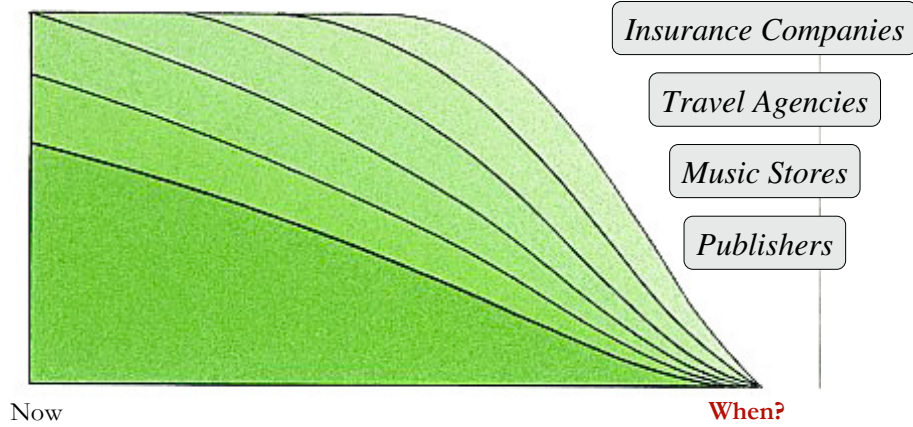
## Technology



## Consumer



## Trend breaks



### *Issues:*

- *Knowledge of IR*
- *The business case*
- *Proven technology*



## Questions?

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The scientist is not a  
person who gives the right  
answers, he is one who  
asks the right questions.

Claude Levi-Strauss