This talk is not about Search Engines on the Web
This talk is about trend breaks
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: what is the question?

- Who has the skills to perform the work?
- Who has seen similarities and analogies?
- Who has seen solutions work and fail?
- More Leads More Deals / Better Rates More Productivity Better Quality
- Account Management
- Sales
- Planning
- Delivery
- Customer Problem
- Define Approach
- Write Proposal
- Demonstrate Experience
- Staff Engagement
- Perform Analysis
- Recommend Solutions
- Who has seen this before and knows the mechanics?
- Who has done this before?
- Who has worked on this problem in this industry?
- Who has seen similarities and analogies?
- Who can review if my proposal is realistic?
- Who has the skills to perform the work?
- Who has seen solutions work and fail?

Consultancy: what is the (IR) solution?

I need some help, is there anybody out there?

A list of people with relevant knowledge

Documents

Expert Finder
Consultancy: what is the business case?

A … hours saved a week
B … euro an hour
C … consultants
PRICE: A x B x C x 50

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?
2. Job recruitment

Job recruitment: trend break
Job recruitment: trend break
Job recruitment: what is the question?

I'm looking for a (new) job, is there anyone out there?

A list of jobs based on your cv

Job matching

Jobs

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?

3. Marketing agency
**Marketing agency: trend break**

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

<table>
<thead>
<tr>
<th></th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total spending*</td>
<td>$22,295</td>
<td>$23,668</td>
<td>$25,131</td>
<td>$25,740</td>
<td>$28,358</td>
<td>$30,172</td>
</tr>
<tr>
<td>Online ad spending</td>
<td>$1,537</td>
<td>$1,951</td>
<td>$2,431</td>
<td>$2,912</td>
<td>$3,410</td>
<td>$3,939</td>
</tr>
<tr>
<td>Online ad spending growth</td>
<td>24.9%</td>
<td>26.9%</td>
<td>23.7%</td>
<td>20.7%</td>
<td>17.1%</td>
<td>15.5%</td>
</tr>
</tbody>
</table>

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:** Varonis, Ehlert Stevens Inc., PQ Media, AdScope, Agricorm, American Business Media, BPM International, Center for Exhibition Research, IMS/TheAuditor, FEIQ, SRS, TMS Media Intelligence/CMR, Tradeshaw Week, September 2006; eMarketer calculations, November 2006.
Marketing agency: what is the question?

What do people think about our (new) product?

An impression of the opinions of the world wide users

Blogs

Brand watching
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?
4. Media

Media: trend break

Yahoo!  Google  Baidu  msn.
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
- Translation
- Expert finding
- ...

To conclude
Technology

Information  Intermediair  Relevant  Customer

Information

Travel Agencies  Insurance Companies  Music Stores  Publishers

Consumer

Consumer
Trend breaks

- 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