



“Others find documents – We extract information”

A comparison of search results from InfoTame and Google

What is the difference between InfoTame and Google?

Think of the following analogy: Suppose that the entire Internet is a foreign city and you are a newly arrived tourist.

You may need to find a specific place, or simply want to familiarize yourself with the city.

Google’s approach is to suggest places which are likely to be relevant – and then lets you wander around the city until you find what you want.

InfoTame, on the other hand, gives you a MAP to the city. This not only enables you to find what you know you want, but also alerts you to places you may not even have considered.

Let’s explore this further with actual examples!

(1) “Branson”

Suppose that I am a journalist, and that I am writing an article about Sir Richard Branson. I need to find out about his businesses, significant people and events connected to him, and other items of interest which I may not know about.

So I search for the word “branson” in Google:



branson Google Search

Web Images Groups Directory News

Searched the web for branson Results 1 - 10 of about 2,220,000. Search took 0.22 seconds.

Category: Regional > North America > ... > Travel Guides

Show map of Branson MO on Yahoo! Maps - MapQuest

Branson MO

The best source for planning your Branson vacation. You'll find complete information ... shopping, golfing, fishing and more! Branson MO. ... Description: Complete information on the music shows and schedules, attractions, lodging, shopping, golfing, and fishing. Category: Regional > North America > ... > Travel Guides www.branson.com/ - 26k - 17 Feb 2004 - Cached - Similar pages

Branson-USA Online! - Branson Missouri

Branson USA Online is the most complete source of information on Branson, Missouri that you'll find on the Web. ... Branson USA Hot Spots. New! Coupons & Discounts! ... www.branson.com/branson/default.html - 15k - Cached - Similar pages [More results from www.branson.com]

Branson Show Tickets and Branson Missouri Vacation Packages

... The Best Things to Do in Branson During 2004. ... Our seats to all the shows were Great and I would recommend you all to anyone who plan to take a trip to Branson. ... Description: Branson Missouri information, shows, lodging and maps. Category: Regional > North America > ... > Travel Guides www.bransonshows.com/ - 31k - 17 Feb 2004 - Cached - Similar pages

Branson Missouri vacation lodging, hotels, shows, Chamber of ...

Official Branson Missouri Lakes Area Chamber of Commerce has free family vacation guides, lodging & restaurants, shows & shopping, attractions & entertainment ... Description: Information about area shows and attractions, lodging, and dining. Free email newsletter and free... Category: Regional > North America > ... > Organizations www.bransonchamber.com/ - 26k - 17 Feb 2004 - Cached - Similar pages

City of Branson, Missouri - Official Web Site.

Branson is the live entertainment capital of the world. This site ... Welcome to the City of Branson Official Web Site. MISSION STATEMENT ... Description: A complete guide to vacationing in Branson, including entertainment, shopping, lodging, theaters,... Category: Regional > North America > ... > B > Branson > Government www.cityofbranson.org/ - 11k - Cached - Similar pages

Fly in or out of Springfield hassle free at the Springfield ...

Fly in or out of Springfield hassle free at the Springfield/Branson Regional Airport. Description: Features airport services, flight arrivals and reservations, car parking, aviation services and contacts. Category: Business > Transportation and Logistics > ... > Missouri www.sgf-branson-airport.com/ - 25k - 17 Feb 2004 - Cached - Similar pages

Branson / Branson Tourist Information

Branson, Missouri is one of the most fun places to vacation all year long. Branson shows, attractions, and exciting adventures await you. ... www.bransonconnection.com/ - 2k - Cached - Similar pages

Branson News by The Branson Courier

Branson Missouri's best source for entertainment news, show schedules and special events. Branson Forum, Current Weather Current Branson Weather. Show Schedules. ... Description: Features area entertainment news, music shows schedules, and special events. Category: Regional > North America > ... > B > Branson > News and Media www.bransoncourier.com/ - 18k - 17 Feb 2004 - Cached - Similar pages

Branson, Missouri - America's Family Destination

Branson, Missouri visitor information. Pricing and online reservations for Branson hotels, Branson shows and Branson area attractions. ... Description: Features the shows, lodging, activities, and attractions of America's family and vacation destination. Category: Regional > North America > ... > Travel Guides www.bransonmo.com/ - 27k - 18 Feb 2004 - Cached - Similar pages

Branson Daily News

... Branson jumps into Olympics. By Cliff Sain BDN Staff Writer Branson could play a key role in the summer Olympic games this year. ... Description: Current events and local features. Category: Regional > North America > ... > B > Branson > News and Media www.bransondailynews.com/ - 19k - 17 Feb 2004 - Cached - Similar pages

Sponsored Links

Get Great Hotel and Vacation Deals. Read Reviews & Compare - Learn More www.tripadvisor.com Interest: [Progress bar]

Compare Hotels in Branson. Guaranteed Low Rates! Affiliate. www.CompareDiscountHotels.com Interest: [Progress bar]

321 Hotels is your Branson MO Hotel Resource. Look for Hot Rates! www.321hotels.com Interest: [Progress bar]

Great Hotels, Low Prices Book Online or Call 1-800-630-4122 CheapoHotels.com Interest: [Progress bar]

Ask for documentation, quotation on Branson www.directindustry.com Interest: [Progress bar]

Low Airfares To All US Destinations Compare Flights and Hotels - Aff Cheap-flights-usa.com/Flights Interest: [Progress bar]



Result Page: 1 2 3 4 5 6 7 8 9 10 Next

branson Google Search Search within results

Dissatisfied with your search results? Help us improve.

Get the Google Toolbar: [Google] Search Web PageRank 6 blocked AutoFill

Unfortunately, by simply putting the “branson” into the search engine, I didn’t get any results which are relevant for me. Instead, Google has given me a list of travel websites about a city called Branson in Missouri.

OK, so now I refine my search by putting “Richard Branson” into Google:

Google Advanced Search Preferences Language Tools Search Tips
richard branson Google Search

Web Images Groups Directory News
Searched the web for richard branson Results 1 - 10 of about 248,000. Search took 0.12 seconds.

Category: Arts > Celebrities > B > Branson, Richard

AskMen.com - Richard Branson
... UPI Favorite. **Richard Branson** ... why we like him? **Richard Branson** is the most exciting and personable businessman alive since Steve Jobs back in the 80's. ...
Description: Feature on the Virgin Records founder with pictures, biography, information and links.
Category: Arts > Celebrities > B > Branson, Richard
www.askmen.com/men/december99/6_richard_branson.html - Similar pages

AskMen.com - Richard Branson pics
... UPI Favorite. **Richard Branson** ... quote: "I want Virgin to be as well-known around the world as Coca-Cola." - **Richard Branson**, biography. ...
Description: **Branson** history and biography and information on his many companies.
Category: Arts > Celebrities > B > Branson, Richard
www.askmen.com/men/december99/6c_richard_branson.html - Similar pages
[More results from www.askmen.com]

A Positive Light Light - Richard Branson's Virgin Success ... is ...
We've Moved! Please come to our new site at JohnShepler.com. This page will automatically take you there in just a few seconds, or Click Here. ...
my.execpc.com/~shepler/branson.html - 24k - Cached - Similar pages

Richard Branson's Virgin Success - The Incredible Triumph of an ...
British adventurer **Richard Branson** has risen from dyslexic high school dropout to self-made billionaire. ... **Richard Branson** Virgin King By Tim Jackson. ...
www.johnshepler.com/articles/branson.html - 36k - 17 Feb 2004 - Cached - Similar pages

Challenger.virgin.net - The Virgin Global Challenge 97-98
Description: Virgin Global Challenger is the largest and most technologically sophisticated manned gas balloon...
Category: Recreation > Aviation > Ballooning
www.challenger.virgin.net/ - 6k - Cached - Similar pages

Amazon.com Books: Richard Branson, Virgin King, Inside Richard ...
www.amazon.com/exec/obidos/af/detail/0761503439?r=glance - Similar pages

Fortune.com - Intro - Richard Branson: What a Life
... BUSINESS LIFE **Richard Branson**: What a Life I don't think of work, as work and play as play. ... **Richard Branson's** life is better than a fairy tale. ...
www.fortune.com/personalfortune/articles/0,15114,488501,00.html - 30k - 17 Feb 2004 - Cached - Similar pages

Richard Branson
... **Richard Branson**. Birth Name: **Richard** Charles Nicholas **Branson**. Birthdate: 7/18/1950. ... Public Role (Equivalents of "**Richard Branson**") ...
www.facade.com/celebrity/Richard_Branson/ - 36k - 17 Feb 2004 - Cached - Similar pages

Richard Branson - Wikipedia
Richard Branson. From Wikipedia, the free encyclopedia. Sir **Richard Branson**. (born July 18, 1950) is a famed British entrepreneur ...
en.wikipedia.org/wiki/Richard_Branson - 11k - Cached - Similar pages

MediaGuardian.co.uk | Top 100 | 62. Sir Richard Branson
... Search this site. Advanced search. 62. Sir **Richard Branson** Monday July 8, 2002, **Branson**: 'Virgin is well known for shaking up the market'. ...
media.guardian.co.uk/top100_2002/story0,12156,744182,00.html - 35k - Cached - Similar pages

Goooooogole
Result Page: 1 2 3 4 5 6 7 8 9 10 Next

richard branson Google Search Search within results

Dissatisfied with your search results? Help us improve.

Get the Google Toolbar: Google Search Web PageRank 6 blocked AutoFill

Google Home - Business Solutions - Services & Tools - Jobs, Press, & Help

©2004 Google

This is a bit better – but still not all that helpful because now I have a list of websites which I must examine and dig further into. As a researcher, I am very worried that:

1. I may not be looking at all the relevant information
2. I may overlook significant information and patterns which I may not even be aware of.

Or to put it another way, you can approach any search problem systematically by:

1. Identifying what you know
2. Identifying what you don't know
3. Recognizing that in between are things that you don't know that you don't know

These are “unknown unknowns”...

And brings us to the fundamental problem with traditional search engines:

“How can I search for something if I don't know what I'm looking for?”

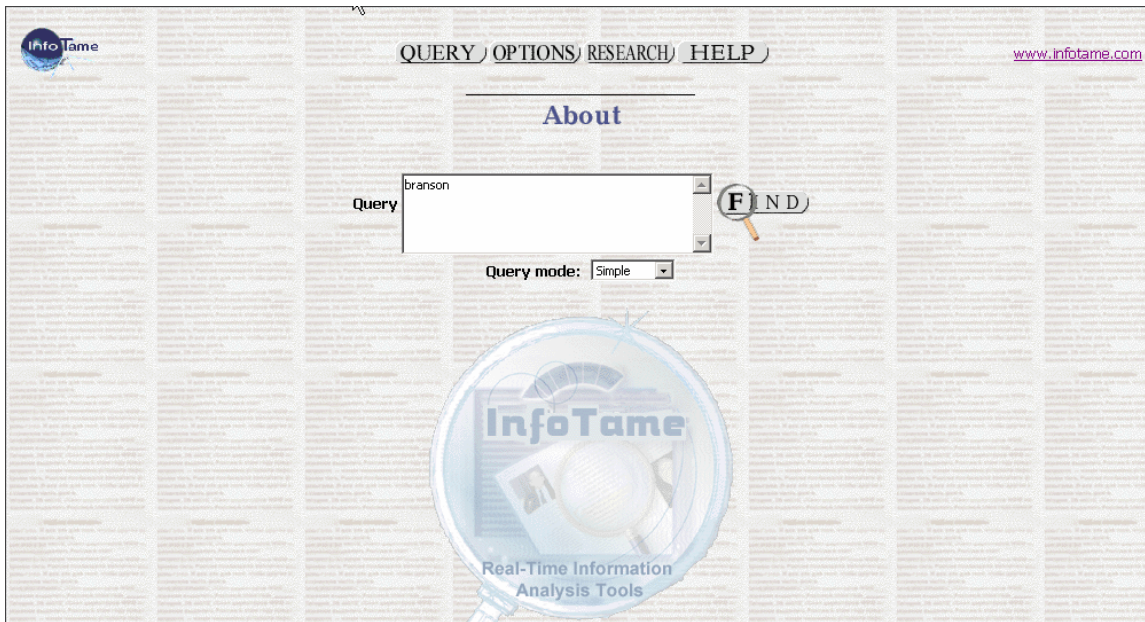
How can I search for something if I don't even know how to articulate what to write into the search box?

As information around the world grows exponentially, this is now a very real and serious problem.

OK, so now let me show you how the InfoTame solution gets around this problem and can outgoogle Google!

Let's return to our Richard Branson example.

InfoTame has created a demonstration of its technology by wrapping its software around a database of 2.5 million news articles.



If I put “branson” into the InfoTame engine, I get the following list of words in an easy-to-use point-and-click interface which we call the “Information Portrait™”:

[Documents](#)

Information Portrait

Key Descriptors - are the most significant words connected to the query in the found documents
 To refine the Information Portrait, mark the Key Descriptors and click on the "Process" button below

[United list](#)

Query

Query mode:

Number of documents is 890

<input type="checkbox"/>	Incl	Excl	Key Descriptors	Significance	<input type="checkbox"/>	Incl	Excl	Key Descriptor Pairs	Significance
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BRANSON	9428.13	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	RICHARD BRANSON	4317.41
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	VIRGIN	5773.65	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	VIRGIN ATLANTIC	1503.59
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	AIRLINE	1517.22	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	VIRGIN BLUE	1406.50
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	QANTAS	1163.42	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	SIR RICHARD	898.86
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	FLIGHT	862.51	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	VIRGIN GROUP	546.29
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	CAMELOT	830.02	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	ENTREPRENEUR RICHARD	411.60
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	RICHARD	826.50	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	VIRGIN MOBILE	397.09
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	AIRWAY	803.11	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	ATLANTIC AIRWAY	380.83
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	FOSSETT	761.65	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BRITISH AIRWAY	362.68
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	LOTTERY	715.84	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BRITISH TYCOON	359.55
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	CARRIER	615.47	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BRITISH ENTREPRENEUR	328.87
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	ANSETT	609.38	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NATIONAL LOTTERY	324.27
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	AIRBUS	602.21	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	TYCOON RICHARD	304.30
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	ATLANTIC	492.36	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	VIRGIN BOSS	295.76
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	SIR	481.00	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	AIRLINE VIRGIN	274.38
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	AVIATION	479.09	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	LOTTERY COMMISSION	241.46
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BALLOON	421.97	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	STORY SLUG	236.21
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	SOT	406.65	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BRITISH BILLIONAIRE	213.52
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BEC	399.60	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	ATLANTIC AIRLINE	212.34
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	ENTREPRENEUR	365.64	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BRANSON IS	194.38
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	FLY	312.38	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BRITISH BUSINESSMAN	187.78
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	AIRCRAFT	303.14	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BILLIONAIRE RICHARD	182.42
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	MANDELA	272.77	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BRANSON MISSOURI	181.01
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	ROUTE	259.37	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	STEVE FOSSETT	180.82
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	A3XX	251.71	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BRANSON VIRGIN	180.64
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	TYCOON	239.20	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BRETT GODFREY	169.44
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PASSENGER	236.07	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BUSINESSMAN RICHARD	167.11
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NATSOT	229.80	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BRANSON CHAIRMAN	155.96
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	UK	218.46	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BOSS RICHARD	152.40
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BLUE	208.54	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BRITAIN LOTTERY	149.07
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	IMPULSE	198.29	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	VIRGIN AIRLINE	140.17
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	HOT-AIR	196.32	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	DOMESTIC CARRIER	135.42
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BALLOONIST	189.23	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	AUSTRALIA BRANSON	129.59
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PTC	182.83	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	CHIEF EXECUTIVE	125.50
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BOEING	182.25	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	SINGAPORE AIRLINE	118.87
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	HEATHROW	180.04	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	CARRIER VIRGIN	117.54
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	ADVENTURER	176.18	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	CHRISTMAS ISLAND	115.95
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	WINFREY	167.62	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	DEEP LOVE	115.01
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	OPRAH	162.01	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BRANSON HOWARD	114.52
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	MACHEL	157.22	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	ENTREPRENEUR SIR	112.94
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	AUSTRALIAN	152.03	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	DOMESTIC AIRLINE	111.61
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	AIRPORT	150.65	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	DOMESTIC MARKET	110.66
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BILLIONAIRE	149.61	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	AUSTRALIAN DOMESTIC	107.69
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	GRACA	149.49	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NEWS FILE	105.50
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	COMPETITION	147.93	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	CHAIRMAN VIRGIN	104.56

Within a few seconds, I get a list of significant words and concepts, connected to “branson”, which are automatically summarized and categorized.

Key companies associated with Richard Branson are found – “Virgin Atlantic”, “Virgin Blue”, “Virgin Mobile” etc.

Key concepts associated with Richard Branson are also found – “British Entrepreneur”, “British Tycoon”

Less obvious links are also found – “National Lottery”, “Steve Fossett”, “Brett Godfrey”

Without even reading a single document, the Information Portrait™ gives a picture of what the documents are all about.

I can now drill down into this information to get different angles and finally to reach the individual documents themselves:

If I click onto “Brett Godfrey”, I get another Information Portrait™:

[Documents](#)

Information Portrait

Key Descriptors - are the most significant words connected to the query in the found documents
 To refine the Information Portrait, mark the Key Descriptors and click on the "Process" button below

[United list](#)

Specified query's done

Query

branson

[Refined text:](#) // c

[back to the main query](#)

Number of documents is 37

<input checked="" type="checkbox"/>	Incl	Excl	Key Descriptors	Significance	<input checked="" type="checkbox"/>	Incl	Excl	Key Descriptor Pairs	Significance
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	VIRGIN	469.37	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	VIRGIN BLUE	590.59
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	QANTAS	354.62	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BRETT GODFREY	251.35
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BRANSON	320.29	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	RICHARD BRANSON	189.71
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	AIRLINE	228.90	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	EXECUTIVE BRETT	127.81
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	ANSETT	196.61	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	AIRLINE VIRGIN	96.22
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	GODFREY	176.20	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	CHIEF EXECUTIVE	82.15
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BLUE	167.16	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BUDGET AIRLINE	80.88
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	CARRIER	155.44	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	DOMESTIC MARKET	71.90
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BRETT	116.07	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	DOMESTIC AVIATION	60.60
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	AUSTRALIAN	88.31	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	AUSTRALIA AVIATION	60.41
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	DOMESTIC	73.79	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BRITISH TYCOON	58.72
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	AVIATION	70.83	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	AVIATION MARKET	54.41
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	ROUTE	60.54	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BLUE IS	52.93
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	SYDNEY	53.93	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BRITISH BILLIONAIRE	49.66
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	RICHARD	46.63	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	TYCOON RICHARD	48.22
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	FARE	43.61	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	OFFICER BRETT	47.98
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	EXECUTIVE	42.83	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	IMPULSE AIRLINE	41.37
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	MARKET	40.51	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BLUE WILL	40.40
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BOEING	35.63	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PACIFIC BLUE	39.15
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BRISBANE	33.98	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	CONSUMER COMMISSION	39.15
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	COMPETITION	33.98	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	AUSTRALIAN COMPETITION	38.83
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	FLIGHT	30.44	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	DOMESTIC CARRIER	38.17
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	AIRWAY	30.29	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	DOMESTIC AIRLINE	35.10
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	SHARE	25.17	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	LOW FARE	34.65
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PROFIT	24.32	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BRITISH ENTREPRENEUR	33.20
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BUDGET	24.32	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	SIR RICHARD	33.17
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	SYD	24.08	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	DOMESTIC ROUTE	32.25
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PRICE	23.75	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	AUSTRALIA VIRGIN	31.57
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	MILLION	23.35	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BUDGET CARRIER	30.35
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	COMPANY	22.10	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	AUSTRALIAN AIRLINE	29.69
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	AIRCRAFT	21.48	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	MILLION AUSTRALIANS	28.34
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	CHIEF	20.67	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	AUSTRALIA AP	27.69
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	AU	18.62	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	AUSTRALIAN STOCK	27.51
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	FLOAT	18.31	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	CHEAP FARE	27.38
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	LAUNCH	18.18	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	SYDNEY AUSTRALIA	25.44
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	MELBOURNE	16.50	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BILLION AUSTRALIANS	22.86
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PASSENGER	14.92	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	VIRGIN GROUP	22.75
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	OPERATE	12.08	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	CUT PRICE	22.05
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PERCENT	11.50	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	MARKET SHARE	19.43
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BILLION	9.73	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	MILLION DOLLARS	17.04

At any given point in time I can click on "Documents" and drill down:

The screenshot displays the InfoTame search interface. At the top, there are navigation links for 'QUERY', 'OPTIONS', 'RESEARCH', and 'HELP', along with the website URL 'www.infotame.com'. A search bar shows the query 'Query "Query 3/5/2004 13:40:32"' with '(Number of Documents: 37)' and a 'Selection Manager' link. A 'Specified Query Completed' dialog box is open, showing the search term 'branson' and a 'Refined Text' field with the text 'back to the main query'. Below the dialog, the 'Search Results (Not Sorted)' section lists 10 results, each starting with a date and a brief summary of the news article. The results cover topics such as Australia-aviation, Virgin Australia, and Impulse Airlines. At the bottom of the page, there are navigation icons for back, forward, and search.

[Documents](#)

[Next Document](#)

Key Descriptors (Words)	Key Descriptors (Word Combinations)
VIRGIN	BRETT GODFREY
QANTAS	RICHARD BRANSON
BRANSON	CHIEF EXECUTIVE
AIRLINE	DOMESTIC MARKET
ANSETT	AUSTRALIA AVIATION
GODFREY	BRITISH BILLIONAIRE
CARRIER	OFFICER BRETT
BRETT	DOMESTIC CARRIER
AUSTRALIAN	AUSTRALIAN AIRLINE
DOMESTIC	EXECUTIVE OFFICER

```

.Source
  AFP
.TEXT
  EAA0063 4 F 0463 AUS /AFP-MF06 Australia-aviation
  Blacklisted pilots hired by •Branson's new Virgin Australia
  SYDNEY, April 19 (AFP) - The soon-to-be-launched Virgin Australia airline revealed Wednesday that it has recruited some of the Australian
  pilots blackballed by the domestic industry after a pilots' strike 10 years ago.
  The airline's chief executive officer, •Brett •Godfrey, said up to 160 people, including pilots, cabin crew and ground staff would be recruited by
  the company in time for the airline's first flight. "
  What's interesting about the pilots is a lot were involved in the 1991 strike which closed down most of Australia," Godfrey told reporters at the
  company's new Brisbane headquarters. "
  I'm led to believe that they can no longer ever get jobs again with Qantas and Ansett and these guys and their families want to come home,
  and so we've found an opportunity to bring them in."
  The move was announced the day after the new airline -- which is owned by British billionaire Richard •Branson -- warned Qantas and Ansett
  it would survive an anticipated airfare price war and would eat into the profits of the two established operators.
  A start-up date for Virgin Australia is expected to be announced in the next six weeks after the airline is given final approval by the Civil
  Aviation Safety Authority.
  As a strike tactic, hundreds of pilots involved in a pay dispute in 1991 quit their jobs with the domestic carriers Ansett and Australian Airlines --
  which later merged with Qantas -- and were never re-employed.
  The pilots did not belong to a mainstream union and the then Labor government of Prime Minister Bob Hawke authorised the use of air force
  personnel to break the strike.
  Some of the pilots were forced out of the industry but many took jobs with overseas airlines, saying they were on an airline blacklist and would
  never be re-employed by the Australian carriers.
  Godfrey said the pilots were "very grateful" to have a chance to return to Australia and were a "lot wiser" 10 years after the strike.
  Staff have also been recruited from Qantas and Ansett as well as former crew from the failed Australian airline Compass, Godfrey said.
  But he said Virgin had not "poached" staff because most had applied for jobs.
  Godfrey told a luncheon in Brisbane on Tuesday that Virgin was in Australia for the "long haul."
  He said Qantas and Ansett had enjoyed a "very cushy" duopoly that was "very profitable" for them and price matching would be inevitable. "
  We are going to have to cross swords at some time," he said.
  He said the domestic market had been "starved" of low cost travel and was more than big enough to support everyone in the short term. "
  We're not going to be a Qantas, we're not going to be an Ansett.
  jt/ben/cf
  AFP 190356 GMT APR 00
.Date
  19.4.2000
  base: Agens; doc: #191911
  
```

Save Quotation

Clear Quotation File

[Documents](#)

[Next Document](#)



So, as you can see, InfoTame is a “Super Google”.

Not only does InfoTame provide the user with documents, but also gives a sense of what those documents mean – as well as an easy path to get to those documents that are of real importance to the user.

InfoTame allows you to answer questions that you may not even know how to ask!

Conventional wisdom says that you cannot search for something if you don't know what you are looking for. Now, with InfoTame, you can.

This is achieved by using advanced mathematical techniques derived from algorithms originally used in high-energy particle physics.

(2) “Football”

The key concept which underlies InfoTame's technology is the idea of “significance”.

When you input a search word into InfoTame, the software analyzes the statistical significance of that word across the entire database of 2.5 million documents (in our demo system). From this, the Information Portrait™ is generated.

To illustrate the difference between the concepts of “significance” and “frequency”, let us do another comparison between Google and InfoTame.

Suppose we put the word “football” into Google:

Category: [Sports > Football](#)

News: [Goa Football Association bans four clubs](#) - Hindustan Times - 18 Feb 2004
[AREA SPORTS IN BRIEF: Kalamazoo names Nickerl new head football ...](#) - Detroit Free Press - 17 Feb 2004
[Football league happy girls get nod to play](#) - ABC Online - 17 Feb 2004
Try Google News: [Search news for football](#) or [browse the latest headlines](#)

[NFL.com](#) -

The official site of the National **Football** League, including stats, scores, standings, fantasy **football**, transactions, injury reports, schedules, team and ...

Description: Official site of the National **Football** League. It delivers in-depth team pages for all clubs, extensive...

Category: [Sports > Football > American > NFL](#)

[www.nfl.com/](#) - 84k - 17 Feb 2004 - [Cached](#) - [Similar pages](#)

[FIFA.COM The Official web site of the Fédération Internationale ...](#)

FIFA.com is the official web site of the Fédération Internationale de **Football** Association. The official website ...

Description: The official site of the international governing body of the sport with news, national associations,...

Category: [Sports > Soccer](#)

[www.fifa.com/](#) - 5k - 17 Feb 2004 - [Cached](#) - [Similar pages](#)

[Football.com](#)

If it's **football**, we got it! NFL, NCAA, CFL, AFL, NFLe, XFL, Prep, Fantasy, and more! Free Newsletter: ... Steve Lissan, NCAA **Football**. Mike Beacom, Fantasy GMs. ...

Description: Resources and **football** related sites, chat, software-games.

Sponsored Links

For the latest **football** reports and comment - Visit BBC Sport
[www.bbc.co.uk/sport](#)
Interest:

Have you got the **football** knowledge needed to predict big match scores?
[www.million21.com](#)
Interest:

Experience the passion of Spanish & Italian soccer on their home turf
[www.passport2sport.co.uk](#)
Interest:

Have the name of your choice placed on an official team photograph.
[www.teammateolimited.com](#)

Notice that a website about American football is listed at the top of the results.

This is somewhat surprising given the fact that there are far more soccer (European “football”) fans in the world than there are followers of American football.

This suggests that there may be an inherent bias in Google which favours the United States.

If we put the word “football” into InfoTame:

[Documents](#)

Information Portrait

Key Descriptors - are the most significant words connected to the query in the found documents
To refine the Information Portrait, mark the Key Descriptors and click on the "Process" button below

[United list](#)

Query

Query mode:

Number of documents is **53912**

Incl	Excl	Key Descriptors	Significance	Incl	Excl	Key Descriptor Pairs	Significance
<input type="checkbox"/>	<input type="checkbox"/>	FOOTBALL	2847.21	<input type="checkbox"/>	<input type="checkbox"/>	WORLD CUP	527.33
<input type="checkbox"/>	<input type="checkbox"/>	PLAYER	659.96	<input type="checkbox"/>	<input type="checkbox"/>	FOOTBALL ASSOCIATION	337.10
<input type="checkbox"/>	<input type="checkbox"/>	SOCCER	639.31	<input type="checkbox"/>	<input type="checkbox"/>	FOOTBALL LEAGUE	156.39
<input type="checkbox"/>	<input type="checkbox"/>	CUP	568.73	<input type="checkbox"/>	<input type="checkbox"/>	CUP FINAL	133.41
<input type="checkbox"/>	<input type="checkbox"/>	CLUB	412.79	<input type="checkbox"/>	<input type="checkbox"/>	FOOTBALL FEDERATION	124.11
<input type="checkbox"/>	<input type="checkbox"/>	COACH	411.93	<input type="checkbox"/>	<input type="checkbox"/>	ENGLISH FOOTBALL	116.77
<input type="checkbox"/>	<input type="checkbox"/>	ENGLAND	406.81	<input type="checkbox"/>	<input type="checkbox"/>	CHAMPION LEAGUE	96.76
<input type="checkbox"/>	<input type="checkbox"/>	FAN	308.90	<input type="checkbox"/>	<input type="checkbox"/>	NATIONAL FOOTBALL	94.59
<input type="checkbox"/>	<input type="checkbox"/>	FIFA	289.52	<input type="checkbox"/>	<input type="checkbox"/>	NATIONAL TEAM	88.09
<input type="checkbox"/>	<input type="checkbox"/>	TEAM	285.62	<input type="checkbox"/>	<input type="checkbox"/>	FOOTBALL CONFEDERATION	83.68
<input type="checkbox"/>	<input type="checkbox"/>	STADIUM	285.39	<input type="checkbox"/>	<input type="checkbox"/>	REAL MADRID	79.95
<input type="checkbox"/>	<input type="checkbox"/>	LEAGUE	254.20	<input type="checkbox"/>	<input type="checkbox"/>	AFRICAN FOOTBALL	79.64
<input type="checkbox"/>	<input type="checkbox"/>	MANCHESTER	253.38	<input type="checkbox"/>	<input type="checkbox"/>	DAVID BECKHAM	77.84
<input type="checkbox"/>	<input type="checkbox"/>	GAME	232.84	<input type="checkbox"/>	<input type="checkbox"/>	FOOTBALL STADIUM	73.87
<input type="checkbox"/>	<input type="checkbox"/>	FA	227.07	<input type="checkbox"/>	<input type="checkbox"/>	FOOTBALL FAN	73.39
<input type="checkbox"/>	<input type="checkbox"/>	MATCH	215.82	<input type="checkbox"/>	<input type="checkbox"/>	CUP QUALIFIER	71.85
<input type="checkbox"/>	<input type="checkbox"/>	UEFA	214.65	<input type="checkbox"/>	<input type="checkbox"/>	LAST SEASON	70.17
<input type="checkbox"/>	<input type="checkbox"/>	SPORT	213.29	<input type="checkbox"/>	<input type="checkbox"/>	FOOTBALL TEAM	66.76
<input type="checkbox"/>	<input type="checkbox"/>	NFL	185.60	<input type="checkbox"/>	<input type="checkbox"/>	FOOTBALL CLUB	64.28
<input type="checkbox"/>	<input type="checkbox"/>	GOAL	180.93	<input type="checkbox"/>	<input type="checkbox"/>	INTERNATIONAL FOOTBALL	57.40
<input type="checkbox"/>	<input type="checkbox"/>	SOCC	172.00	<input type="checkbox"/>	<input type="checkbox"/>	AMERICAN FOOTBALL	55.58
<input type="checkbox"/>	<input type="checkbox"/>	STRIKER	167.75	<input type="checkbox"/>	<input type="checkbox"/>	FOOTBALL IS	54.22
<input type="checkbox"/>	<input type="checkbox"/>	MANAGER	161.98	<input type="checkbox"/>	<input type="checkbox"/>	SPORTS SUMMARY	53.90
<input type="checkbox"/>	<input type="checkbox"/>	SEASON	159.00	<input type="checkbox"/>	<input type="checkbox"/>	SPORTS SOCCER	49.46
<input type="checkbox"/>	<input type="checkbox"/>	ARSENAL	158.03	<input type="checkbox"/>	<input type="checkbox"/>	ALEX FERGUSON	49.17
<input type="checkbox"/>	<input type="checkbox"/>	FINAL	157.09	<input type="checkbox"/>	<input type="checkbox"/>	GERMAN FOOTBALL	47.43
<input type="checkbox"/>	<input type="checkbox"/>	BECKHAM	154.38	<input type="checkbox"/>	<input type="checkbox"/>	MILLION POUNDS	47.20
<input type="checkbox"/>	<input type="checkbox"/>	ASSOCIATION	149.52	<input type="checkbox"/>	<input type="checkbox"/>	EUROPEAN FOOTBALL	47.04
<input type="checkbox"/>	<input type="checkbox"/>	MIDFIELDER	133.45	<input type="checkbox"/>	<input type="checkbox"/>	SPORTS FOOTBALL	45.96
<input type="checkbox"/>	<input type="checkbox"/>	FBL	130.40	<input type="checkbox"/>	<input type="checkbox"/>	FA CUP	45.34
<input type="checkbox"/>	<input type="checkbox"/>	DEFENDER	130.32	<input type="checkbox"/>	<input type="checkbox"/>	OLD TRAFFORD	45.24
<input type="checkbox"/>	<input type="checkbox"/>	CHAMPIONSHIP	120.90	<input type="checkbox"/>	<input type="checkbox"/>	FOOTBALL MATCH	43.80
<input type="checkbox"/>	<input type="checkbox"/>	LEEDS	120.69	<input type="checkbox"/>	<input type="checkbox"/>	NATION CUP	43.77
<input type="checkbox"/>	<input type="checkbox"/>	TOURNAMENT	109.53	<input type="checkbox"/>	<input type="checkbox"/>	PLAY FOOTBALL	42.45
<input type="checkbox"/>	<input type="checkbox"/>	CHAMPION	105.00	<input type="checkbox"/>	<input type="checkbox"/>	WEST HAM	40.47
<input type="checkbox"/>	<input type="checkbox"/>	CHELSEA	104.86	<input type="checkbox"/>	<input type="checkbox"/>	RUGBY FOOTBALL	39.46
<input type="checkbox"/>	<input type="checkbox"/>	PLAY	100.89	<input type="checkbox"/>	<input type="checkbox"/>	UNITED MANAGER	37.98
<input type="checkbox"/>	<input type="checkbox"/>	CONFEDERATION	97.43	<input type="checkbox"/>	<input type="checkbox"/>	EUROPEAN CUP	37.70
<input type="checkbox"/>	<input type="checkbox"/>	PREMIER	96.12	<input type="checkbox"/>	<input type="checkbox"/>	FOOTBALL FIELD	37.04
<input type="checkbox"/>	<input type="checkbox"/>	LIVERPOOL	87.06	<input type="checkbox"/>	<input type="checkbox"/>	SPORT SOCCER	36.98
<input type="checkbox"/>	<input type="checkbox"/>	FEDERATION	83.97	<input type="checkbox"/>	<input type="checkbox"/>	SECOND DIVISION	36.97
<input type="checkbox"/>	<input type="checkbox"/>	WENGER	81.02	<input type="checkbox"/>	<input type="checkbox"/>	ASIAN FOOTBALL	36.29
<input type="checkbox"/>	<input type="checkbox"/>	GOALKEEPER	80.46	<input type="checkbox"/>	<input type="checkbox"/>	ENGLAND FAN	36.25
<input type="checkbox"/>	<input type="checkbox"/>	FERGUSON	77.71	<input type="checkbox"/>	<input type="checkbox"/>	ITALIAN FOOTBALL	35.66

And, just as we suspected, American football is not statistically significant when analyzed across a global news database. It is European football which is significant!

Notice how the software also picks up significant names such as “David Beckham”, “Real Madrid”, “FIFA” and “Alex Ferguson”.

Because InfoTame is based on pure mathematical techniques, there is no inherent bias in the system.

The database contains whatever it contains, and InfoTame will extract meaning without regard to any human, national or other bias.

(3) “Indian”

To further illustrate US bias within Google search results, let’s put the word “Indian” into Google:

[National Museum of the American Indian](#)

Mouse rollover - not necessary for function. National Museum of the American **Indian**
Grand Opening—September 21, 2004 Celebrate with us! . MORE Native Nations ...
Description: Dedicated to the preservation, study, and exhibition of the life, languages, literature, history,...
Category: [Reference](#) > [Museums](#) > [Cultural](#) > [Ethnic](#) > [Native American](#)
www.nmai.si.edu/ - 9k - 17 Feb 2004 - [Cached](#) - [Similar pages](#)

[Indian Health Service - About IHS](#)

... HHS Logo US Department of Health and Human Services. **Indian Health**
Service (HQ) The Reyes Building 801 Thompson Avenue, Ste. 400 ...
Description: US Department of Health and Human Services agency providing healthcare to Native American and Alaskan...
Category: [Society](#) > [Ethnicity](#) > ... > [Indigenous](#) > [Native Americans](#) > [Health](#)
www.ihs.gov/ - 21k - 17 Feb 2004 - [Cached](#) - [Similar pages](#)

[Expressindia.com: The Indian Express Group](#)

... GROUP SITES. The **Indian** Express. The Financial Express. Latest News. Screen. ... North
American Edition [Print]. COLUMNISTS. The **Indian** Express. The Financial Express. ...
Description: News portal from **Indian** Express newspaper group.
Category: [News](#) > [Newspapers](#) > [Regional](#) > [India](#)
www.expressindia.com/ - 71k - 17 Feb 2004 - [Cached](#) - [Similar pages](#)

[Indian Country Today \[Front Page\] The Nation's Leading Native ...](#)

The world's largest Native American **Indian** news source, shipped internationally. ... country.
About **Indian** Country Today Online. The ...
Description: The world's largest Native American news source, shipped internationally.
Category: [Society](#) > [Ethnicity](#) > ... > [Native Americans](#) > [News and Media](#)
www.indiancountry.com/ - 26k - 17 Feb 2004 - [Cached](#) - [Similar pages](#)

[Bureau of Indian Affairs](#)

Bureau of **Indian** Affairs. ... In addition, the Bureau of **Indian** Affairs provides
education services to approximately 48,000 **Indian** students. ...
Description: Charged with enhancing the quality of life, promoting economic opportunity, and carrying out the responsi...
Category: [Regional](#) > [North America](#) > ... > [Bureau of Indian Affairs](#)
www.doi.gov/bureau-indian-affairs.html - 29k - 17 Feb 2004 - [Cached](#) - [Similar pages](#)

[American Indian Science and Engineering Society - AISES](#)

The American **Indian** Science & Engineering Society (AISES) is a national nonprofit
organization that provides educational opportunities for American Indians and ...
www.aises.org/ - 23k - 17 Feb 2004 - [Cached](#) - [Similar pages](#)

[INDIAN AIRLINES: Your home in the sky](#)

Description: State owned domestic airline of India. Flight schedules, online booking, passenger service, cargo,...
Category: [Recreation](#) > [Travel](#) > [Transportation](#) > [Air](#) > [Airlines](#) > |
indian-airlines.nic.in/ - 2k - [Cached](#) - [Similar pages](#)

[Bawarchi -- Your Indian Cook](#)

... Not surprising, for Dhara has an entire range of oils to cater to every **Indian**
taste. And every **Indian** dish. ... **Indian** and English terms of food items. ...
Description: Recipes, cooking tips and feature articles.
Category: [Home](#) > [Cooking](#) > [World Cuisines](#) > [Asian](#) > [Indian](#)
www.bawarchi.com/ - 1k - 17 Feb 2004 - [Cached](#) - [Similar pages](#)

[A*CE](#)

optimized for large screens and fast connections, plug-ins required. optimized
for small screens and slower connections, no plug-ins required. ...
Description: 501(c)(3) non-profit organization since 1989; primarily supports tribal colleges. Donation information,...
Category: [Society](#) > [Ethnicity](#) > ... > [Education](#) > [Financial Aid](#)
www.collegefund.org/ - 4k - [Cached](#) - [Similar pages](#)

[The herb database has moved. The new location is http://herb.umd.edu. ...](#)

The herb database has moved. The new location is <http://herb.umd.umich.edu>. You
will be taken there automatically in 5 seconds. Please update your bookmarks.
Description: Search for plants used for foods, drugs, dyes, and fibers of native North American peoples. Results...
Category: [Science](#) > [Biology](#) > [Botany](#) > [Ethnobotany](#)
www.umd.umich.edu/cgi-bin/herb/ - 1k - 17 Feb 2004 - [Cached](#) - [Similar pages](#)

Sponsored Links

Choose from over 100,000 posters &
prints. Framing/Mounting available
www.allposters.com
Interest:

Shop On-line for **Indian** Spices
Masala, Curry, Papads and more!
AIndianGrocery.Com
Interest:



Result Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [Next](#)

indian [Search within results](#)

Dissatisfied with your search results? [Help us improve.](#)

Get the [Google Toolbar](#):

Once again, we see a curious result. The top-ranked website relates to American Indian – and not linked in any way to India (which is what we might expect).

This is NOT to say that there is something wrong with Google.

It is merely to note that any list of websites must invariably involve a subjective judgement.

This is a problem which InfoTame avoids.

Watch what happens when we put “Indian” into InfoTame.


Virtually all the significant words or pairs of words relate to the country of India:

[Documents](#)

Information Portrait

Key Descriptors - are the most significant words connected to the query in the found documents
To refine the Information Portrait, mark the Key Descriptors and click on the "Process" button below

[United list](#)

Query 

Query mode:

Number of documents is **97067**

Incl	Excl	Key Descriptors	Significance	Incl	Excl	Key Descriptor Pairs	Significance
<input type="checkbox"/>	<input type="checkbox"/>	INDIA	2421.03	<input type="checkbox"/>	<input type="checkbox"/>	MINISTER ATAL	201.58
<input type="checkbox"/>	<input type="checkbox"/>	INDIAN	1561.40	<input type="checkbox"/>	<input type="checkbox"/>	INDIAN PRIME	168.87
<input type="checkbox"/>	<input type="checkbox"/>	KASHMIR	1110.40	<input type="checkbox"/>	<input type="checkbox"/>	INDIAN KASHMIR	127.26
<input type="checkbox"/>	<input type="checkbox"/>	PAKISTAN	871.01	<input type="checkbox"/>	<input type="checkbox"/>	INDIAN ARMY	116.87
<input type="checkbox"/>	<input type="checkbox"/>	DELHI	612.66	<input type="checkbox"/>	<input type="checkbox"/>	INDIAN OCEAN	108.77
<input type="checkbox"/>	<input type="checkbox"/>	VAJPAYEE	418.85	<input type="checkbox"/>	<input type="checkbox"/>	SOURCE ANI	88.17
<input type="checkbox"/>	<input type="checkbox"/>	JAMMU	247.77	<input type="checkbox"/>	<input type="checkbox"/>	CHIEF MINISTER	81.54
<input type="checkbox"/>	<input type="checkbox"/>	MUSHARRAF	242.54	<input type="checkbox"/>	<input type="checkbox"/>	ETHNIC INDIAN	80.94
<input type="checkbox"/>	<input type="checkbox"/>	PAKISTANI	228.56	<input type="checkbox"/>	<input type="checkbox"/>	ANI ACCESS	74.16
<input type="checkbox"/>	<input type="checkbox"/>	ATAL	222.78	<input type="checkbox"/>	<input type="checkbox"/>	HIMALAYAN REGION	72.85
<input type="checkbox"/>	<input type="checkbox"/>	MILITANT	214.01	<input type="checkbox"/>	<input type="checkbox"/>	INDIAN GOVERNMENT	69.76
<input type="checkbox"/>	<input type="checkbox"/>	KASHMIRI	199.74	<input type="checkbox"/>	<input type="checkbox"/>	ISLAMIC MILITANT	65.50
<input type="checkbox"/>	<input type="checkbox"/>	SRINAGAR	191.43	<input type="checkbox"/>	<input type="checkbox"/>	OVER KASHMIR	65.30
<input type="checkbox"/>	<input type="checkbox"/>	BEHARI	174.49	<input type="checkbox"/>	<input type="checkbox"/>	INDIAN STATE	64.32
<input type="checkbox"/>	<input type="checkbox"/>	ANI	165.33	<input type="checkbox"/>	<input type="checkbox"/>	INDIAN PARLIAMENT	63.82
<input type="checkbox"/>	<input type="checkbox"/>	FUJI	156.29	<input type="checkbox"/>	<input type="checkbox"/>	SUMMER CAPITAL	63.70
<input type="checkbox"/>	<input type="checkbox"/>	ISLAMABAD	149.89	<input type="checkbox"/>	<input type="checkbox"/>	INDIAN POLICE	63.06
<input type="checkbox"/>	<input type="checkbox"/>	HINDI	135.35	<input type="checkbox"/>	<input type="checkbox"/>	SOUTH ASIAN	62.94
<input type="checkbox"/>	<input type="checkbox"/>	SPEIGHT	133.88	<input type="checkbox"/>	<input type="checkbox"/>	INDIA AP	62.37
<input type="checkbox"/>	<input type="checkbox"/>	HIMALAYAN	130.99	<input type="checkbox"/>	<input type="checkbox"/>	INDIAN RULE	61.90
<input type="checkbox"/>	<input type="checkbox"/>	HINDU	130.17	<input type="checkbox"/>	<input type="checkbox"/>	KASHMIR INDIA	55.33
<input type="checkbox"/>	<input type="checkbox"/>	BOMBAY	125.38	<input type="checkbox"/>	<input type="checkbox"/>	MILITANT GROUP	54.99
<input type="checkbox"/>	<input type="checkbox"/>	PERVEZ	117.24	<input type="checkbox"/>	<input type="checkbox"/>	SRINAGAR INDIA	51.34
<input type="checkbox"/>	<input type="checkbox"/>	INNING	112.81	<input type="checkbox"/>	<input type="checkbox"/>	KASHMIR STATE	50.79
<input type="checkbox"/>	<input type="checkbox"/>	SINGH	111.35	<input type="checkbox"/>	<input type="checkbox"/>	ATAL BIHARI	49.67
<input type="checkbox"/>	<input type="checkbox"/>	GUJARAT	106.39	<input type="checkbox"/>	<input type="checkbox"/>	MINISTER LAL	49.45
<input type="checkbox"/>	<input type="checkbox"/>	CRICKET	103.62	<input type="checkbox"/>	<input type="checkbox"/>	INDIA PAKISTAN	49.30
<input type="checkbox"/>	<input type="checkbox"/>	PAKISTAN-BASED	90.94	<input type="checkbox"/>	<input type="checkbox"/>	INDIAN TROOP	48.67
<input type="checkbox"/>	<input type="checkbox"/>	NUCLEAR-ARMED	88.21	<input type="checkbox"/>	<input type="checkbox"/>	INDIAN WELLS	48.19
<input type="checkbox"/>	<input type="checkbox"/>	SNI	84.53	<input type="checkbox"/>	<input type="checkbox"/>	INDIA JULY	47.65
<input type="checkbox"/>	<input type="checkbox"/>	ADVANI	84.05	<input type="checkbox"/>	<input type="checkbox"/>	NUCLEAR RIVAL	47.16
<input type="checkbox"/>	<input type="checkbox"/>	CHAUDHRY	83.56	<input type="checkbox"/>	<input type="checkbox"/>	INDIAN FORCE	47.15
<input type="checkbox"/>	<input type="checkbox"/>	SEPARATIST	78.80	<input type="checkbox"/>	<input type="checkbox"/>	INDIAN OFFICIAL	47.05
<input type="checkbox"/>	<input type="checkbox"/>	INDIGENOUS	78.69	<input type="checkbox"/>	<input type="checkbox"/>	INDIAN SOLDIER	46.83
<input type="checkbox"/>	<input type="checkbox"/>	FIJIAN	76.95	<input type="checkbox"/>	<input type="checkbox"/>	INDIA IS	46.50
<input type="checkbox"/>	<input type="checkbox"/>	DISPUTE	76.07	<input type="checkbox"/>	<input type="checkbox"/>	LAL KRISHNA	46.02
<input type="checkbox"/>	<input type="checkbox"/>	JASWANT	75.44	<input type="checkbox"/>	<input type="checkbox"/>	HINDI SPEECH	45.54
<input type="checkbox"/>	<input type="checkbox"/>	GANGULY	74.34	<input type="checkbox"/>	<input type="checkbox"/>	INDIGENOUS FIJIAN	41.59
<input type="checkbox"/>	<input type="checkbox"/>	SUVA	74.14	<input type="checkbox"/>	<input type="checkbox"/>	HINDU NATIONALIST	41.01
<input type="checkbox"/>	<input type="checkbox"/>	TENDULKAR	70.73	<input type="checkbox"/>	<input type="checkbox"/>	INDIA MAY	37.47
<input type="checkbox"/>	<input type="checkbox"/>	KRISHNA	65.75	<input type="checkbox"/>	<input type="checkbox"/>	INDIA KASHMIR	37.42
<input type="checkbox"/>	<input type="checkbox"/>	BANGALORE	65.58	<input type="checkbox"/>	<input type="checkbox"/>	MAJORITY STATE	37.00
<input type="checkbox"/>	<input type="checkbox"/>	BATSMAN	62.36	<input type="checkbox"/>	<input type="checkbox"/>	SOUTH ASIA	36.67
<input type="checkbox"/>	<input type="checkbox"/>	OCEAN	59.99	<input type="checkbox"/>	<input type="checkbox"/>	STORY INDIA	35.71

(4) “Dyke”

This example will be of particular interest to the BBC.

A few months ago, the word “dyke” was only significant in global news in its meaning as a “ditch” or “embankment”.

But, using InfoTame, we can track the significance of the word “dyke” over time:

	Sample	Number of documents	
1	1/1/2000 - 3/31/2000	2	<input type="checkbox"/>
2	4/1/2000 - 6/30/2000	131	<input type="checkbox"/>
3	7/1/2000 - 9/30/2000	168	<input type="checkbox"/>
4	10/1/2000 - 12/31/2000	138	<input type="checkbox"/>
5	1/1/2001 - 3/31/2001	87	<input type="checkbox"/>
6	4/1/2001 - 6/30/2001	66	<input type="checkbox"/>
7	7/1/2001 - 9/30/2001	111	<input type="checkbox"/>
8	10/1/2001 - 12/31/2001	21	<input type="checkbox"/>
9	1/1/2002 - 3/31/2002	18	<input type="checkbox"/>
10	4/1/2002 - 6/30/2002	31	<input type="checkbox"/>
11	7/1/2002 - 9/30/2002	403	<input type="checkbox"/>
12	10/1/2002 - 12/31/2002	9	<input type="checkbox"/>
13	1/1/2003 - 3/31/2003	13	<input type="checkbox"/>
14	4/1/2003 - 6/30/2003	35	<input type="checkbox"/>
15	7/1/2003 - 9/30/2003	153	<input type="checkbox"/>
16	10/1/2003 - 12/31/2003	44	<input type="checkbox"/>
17	1/1/2004 - 2/20/2004	232	<input type="checkbox"/>
The Total is:		1662	<input type="checkbox"/>
		<input type="button" value="Select all"/>	<input type="button" value="Deselect all"/>
		ACTION	<input type="button" value="Delete Selected"/> <input type="button" value="Do"/>

We see that the word “dyke” spikes in significance around July 2002 and January 2004. We can click into time period 11 and time period 17 to see what is happening.

This is the Information Portrait™ for the time period in 2002 – clearly there were major floods in China at that time.

Number of documents is 403

Incl	Excl	Key Descriptors	Significance	Incl	Excl	Key Descriptor Pairs	Significance
<input type="checkbox"/>	<input type="checkbox"/>	FLOOD	4331.93	<input type="checkbox"/>	<input type="checkbox"/>	HUNAN PROVINCE	1249.01
<input type="checkbox"/>	<input type="checkbox"/>	DONGTING	3346.75	<input type="checkbox"/>	<input type="checkbox"/>	FLOOD CONTROL	734.73
<input type="checkbox"/>	<input type="checkbox"/>	HUNAN	2345.51	<input type="checkbox"/>	<input type="checkbox"/>	FLOOD DEFENCE	699.21
<input type="checkbox"/>	<input type="checkbox"/>	LAKE	2265.00	<input type="checkbox"/>	<input type="checkbox"/>	FLOOD CREST	669.78
<input type="checkbox"/>	<input type="checkbox"/>	RIVER	1436.93	<input type="checkbox"/>	<input type="checkbox"/>	CHINA AUGUST	592.14
<input type="checkbox"/>	<input type="checkbox"/>	DYKE	1298.36	<input type="checkbox"/>	<input type="checkbox"/>	CONTROL OFFICIAL	455.48
<input type="checkbox"/>	<input type="checkbox"/>	WATER	1104.77	<input type="checkbox"/>	<input type="checkbox"/>	FLOOD WATERS	427.06
<input type="checkbox"/>	<input type="checkbox"/>	SANDBAG	1018.90	<input type="checkbox"/>	<input type="checkbox"/>	CHINA FLOOD	423.23
<input type="checkbox"/>	<input type="checkbox"/>	YANGTZE	1004.06	<input type="checkbox"/>	<input type="checkbox"/>	FLOODED STREET	405.35
<input type="checkbox"/>	<input type="checkbox"/>	YUEYANG	730.24	<input type="checkbox"/>	<input type="checkbox"/>	YANGTZE RIVER	389.39
<input type="checkbox"/>	<input type="checkbox"/>	ELBE	694.91	<input type="checkbox"/>	<input type="checkbox"/>	PROVINCE CHINA	363.53
<input type="checkbox"/>	<input type="checkbox"/>	PROVINCE	670.11	<input type="checkbox"/>	<input type="checkbox"/>	HUNAN TV	335.32
<input type="checkbox"/>	<input type="checkbox"/>	EMBANKMENT	545.63	<input type="checkbox"/>	<input type="checkbox"/>	ACCESS CHINA	309.72
<input type="checkbox"/>	<input type="checkbox"/>	RECEDE	534.22	<input type="checkbox"/>	<input type="checkbox"/>	OVER DYKE	281.43
<input type="checkbox"/>	<input type="checkbox"/>	WUHAN	511.94	<input type="checkbox"/>	<input type="checkbox"/>	SUMMER FLOOD	275.06
<input type="checkbox"/>	<input type="checkbox"/>	CHANGSHA	506.13	<input type="checkbox"/>	<input type="checkbox"/>	SOURCE HUNAN	248.16
<input type="checkbox"/>	<input type="checkbox"/>	EVACUATE	494.14	<input type="checkbox"/>	<input type="checkbox"/>	ELBE RIVER	235.68
<input type="checkbox"/>	<input type="checkbox"/>	FLOODED	493.94	<input type="checkbox"/>	<input type="checkbox"/>	EMERGENCY WORKER	210.94
<input type="checkbox"/>	<input type="checkbox"/>	AUGUST	484.09	<input type="checkbox"/>	<input type="checkbox"/>	FRESHWATER LAKE	206.06
<input type="checkbox"/>	<input type="checkbox"/>	DRESDEN	475.68	<input type="checkbox"/>	<input type="checkbox"/>	FLOOD OFFICIAL	200.62
<input type="checkbox"/>	<input type="checkbox"/>	METRE	452.86	<input type="checkbox"/>	<input type="checkbox"/>	MAJOR BREACH	193.42
<input type="checkbox"/>	<input type="checkbox"/>	HOMES	444.44	<input type="checkbox"/>	<input type="checkbox"/>	LAKE CHINA	193.25
<input type="checkbox"/>	<input type="checkbox"/>	FLOODWATER	418.20	<input type="checkbox"/>	<input type="checkbox"/>	EASTERN GERMANY	187.83
<input type="checkbox"/>	<input type="checkbox"/>	LEVEL	413.73	<input type="checkbox"/>	<input type="checkbox"/>	HIGH WATERS	186.79
<input type="checkbox"/>	<input type="checkbox"/>	CHINA	410.97	<input type="checkbox"/>	<input type="checkbox"/>	DATELINE HUNAN	186.56
<input type="checkbox"/>	<input type="checkbox"/>	CREST	396.12	<input type="checkbox"/>	<input type="checkbox"/>	CHINA INTERNET	172.25
<input type="checkbox"/>	<input type="checkbox"/>	REINFORCE	395.03	<input type="checkbox"/>	<input type="checkbox"/>	LAKE HUNAN	171.93
<input type="checkbox"/>	<input type="checkbox"/>	SWELL	381.85	<input type="checkbox"/>	<input type="checkbox"/>	DYKE NETWORK	171.43
<input type="checkbox"/>	<input type="checkbox"/>	FT	350.97	<input type="checkbox"/>	<input type="checkbox"/>	MILLION PEOPLE	170.83
<input type="checkbox"/>	<input type="checkbox"/>	SUBMERGED	333.35	<input type="checkbox"/>	<input type="checkbox"/>	FLOOD PEAK	169.83
<input type="checkbox"/>	<input type="checkbox"/>	XIANGJIANG	317.72	<input type="checkbox"/>	<input type="checkbox"/>	MORE RAIN	169.54

[Documents](#)

Information Portrait

Key Descriptors - are the most significant words connected to the query in the found documents
 To refine the Information Portrait, mark the Key Descriptors and click on the "Process" button below

[United list](#)

Query

Query mode:

Number of documents is **403**

Incl	Excl	Key Descriptors	Significance	Incl	Excl	Key Descriptor Pairs	Significance
<input type="checkbox"/>	<input type="checkbox"/>	FLOOD	4331.93	<input type="checkbox"/>	<input type="checkbox"/>	HUNAN PROVINCE	1249.01
<input type="checkbox"/>	<input type="checkbox"/>	DONGTING	3346.75	<input type="checkbox"/>	<input type="checkbox"/>	FLOOD CONTROL	734.73
<input type="checkbox"/>	<input type="checkbox"/>	HUNAN	2345.51	<input type="checkbox"/>	<input type="checkbox"/>	FLOOD DEFENCE	699.21
<input type="checkbox"/>	<input type="checkbox"/>	LAKE	2265.00	<input type="checkbox"/>	<input type="checkbox"/>	FLOOD CREST	669.78
<input type="checkbox"/>	<input type="checkbox"/>	RIVER	1436.93	<input type="checkbox"/>	<input type="checkbox"/>	CHINA AUGUST	592.14
<input type="checkbox"/>	<input type="checkbox"/>	DYKE	1298.36	<input type="checkbox"/>	<input type="checkbox"/>	CONTROL OFFICIAL	455.48
<input type="checkbox"/>	<input type="checkbox"/>	WATER	1104.77	<input type="checkbox"/>	<input type="checkbox"/>	FLOOD WATERS	427.06
<input type="checkbox"/>	<input type="checkbox"/>	SANDBAG	1018.90	<input type="checkbox"/>	<input type="checkbox"/>	CHINA FLOOD	423.23
<input type="checkbox"/>	<input type="checkbox"/>	YANGTZE	1004.06	<input type="checkbox"/>	<input type="checkbox"/>	FLOODED STREET	405.35
<input type="checkbox"/>	<input type="checkbox"/>	YUEYANG	730.24	<input type="checkbox"/>	<input type="checkbox"/>	YANGTZE RIVER	389.39
<input type="checkbox"/>	<input type="checkbox"/>	ELBE	694.91	<input type="checkbox"/>	<input type="checkbox"/>	PROVINCE CHINA	363.53
<input type="checkbox"/>	<input type="checkbox"/>	PROVINCE	670.11	<input type="checkbox"/>	<input type="checkbox"/>	HUNAN TV	335.32
<input type="checkbox"/>	<input type="checkbox"/>	EMBANKMENT	545.63	<input type="checkbox"/>	<input type="checkbox"/>	ACCESS CHINA	309.72
<input type="checkbox"/>	<input type="checkbox"/>	RECEDE	534.22	<input type="checkbox"/>	<input type="checkbox"/>	OVER DYKE	281.43
<input type="checkbox"/>	<input type="checkbox"/>	WUHAN	511.94	<input type="checkbox"/>	<input type="checkbox"/>	SUMMER FLOOD	275.06
<input type="checkbox"/>	<input type="checkbox"/>	CHANGSHA	506.13	<input type="checkbox"/>	<input type="checkbox"/>	SOURCE HUNAN	248.16

In January 2004, the word “dyke” picked up other significance. “Greg Dyke” and “BBC” have both become very significant! This is the Information Portrait™ for “dyke” in January and February 2004:

[Documents](#)

Information Portrait

Key Descriptors - are the most significant words connected to the query in the found documents
 To refine the Information Portrait, mark the Key Descriptors and click on the "Process" button below

[United list](#)

Query

Query mode:

Number of documents is 232

Incl	Excl	Key Descriptors	Significance	Incl	Excl	Key Descriptor Pairs	Significance
<input type="checkbox"/>	<input type="checkbox"/>	BBC	3538.46	<input type="checkbox"/>	<input type="checkbox"/>	GREG DYKE	1619.49
<input type="checkbox"/>	<input type="checkbox"/>	HUTTON	3375.65	<input type="checkbox"/>	<input type="checkbox"/>	DIRECTOR GENERAL	937.33
<input type="checkbox"/>	<input type="checkbox"/>	DYKE	1526.47	<input type="checkbox"/>	<input type="checkbox"/>	GENERAL GREG	720.86
<input type="checkbox"/>	<input type="checkbox"/>	GILLIGAN	1517.50	<input type="checkbox"/>	<input type="checkbox"/>	DAVID KELLY	630.58
<input type="checkbox"/>	<input type="checkbox"/>	BLAIR	926.90	<input type="checkbox"/>	<input type="checkbox"/>	ANDREW GILLIGAN	595.70
<input type="checkbox"/>	<input type="checkbox"/>	GAVYN	923.91	<input type="checkbox"/>	<input type="checkbox"/>	HUTTON REPORT	577.52
<input type="checkbox"/>	<input type="checkbox"/>	GREG	901.28	<input type="checkbox"/>	<input type="checkbox"/>	TONY BLAIR	320.93
<input type="checkbox"/>	<input type="checkbox"/>	KELLY	774.01	<input type="checkbox"/>	<input type="checkbox"/>	SENIOR JUDGE	295.83
<input type="checkbox"/>	<input type="checkbox"/>	LORD	762.79	<input type="checkbox"/>	<input type="checkbox"/>	HUTTON INQUIRY	289.13
<input type="checkbox"/>	<input type="checkbox"/>	BROADCASTER	661.96	<input type="checkbox"/>	<input type="checkbox"/>	MINISTER TONY	262.43
<input type="checkbox"/>	<input type="checkbox"/>	DOSSIER	581.82	<input type="checkbox"/>	<input type="checkbox"/>	UP INTELLIGENCE	255.90
<input type="checkbox"/>	<input type="checkbox"/>	UNFOUNDED	503.47	<input type="checkbox"/>	<input type="checkbox"/>	WEAPON EXPERT	203.44
<input type="checkbox"/>	<input type="checkbox"/>	INQUIRY	485.09	<input type="checkbox"/>	<input type="checkbox"/>	UNFOUNDED REPORT	202.81
<input type="checkbox"/>	<input type="checkbox"/>	DIRECTOR	469.57	<input type="checkbox"/>	<input type="checkbox"/>	EDITORIAL PROCEDURE	185.38
<input type="checkbox"/>	<input type="checkbox"/>	SEXED	429.68	<input type="checkbox"/>	<input type="checkbox"/>	IRAQI WEAPON	182.86
<input type="checkbox"/>	<input type="checkbox"/>	RESIGN	384.66	<input type="checkbox"/>	<input type="checkbox"/>	DYKE RESIGNED	179.40

And for the big picture overview, here is the Information Portrait™ for the word “dyke” across the entire news database (notice the positioning of “BBC” and “Greg Dyke”):

[Documents](#)

Information Portrait

Key Descriptors - are the most significant words connected to the query in the found documents
To refine the Information Portrait, mark the Key Descriptors and click on the "Process" button below

[United list](#)

Query

Query mode:

Number of documents is **1662**

Incl	Excl	Key Descriptors	Significance	Incl	Excl	Key Descriptor Pairs	Significance
<input type="checkbox"/>	<input type="checkbox"/>	FLOOD	7219.42	<input type="checkbox"/>	<input type="checkbox"/>	HUNAN PROVINCE	713.73
<input type="checkbox"/>	<input type="checkbox"/>	DYKE	3536.44	<input type="checkbox"/>	<input type="checkbox"/>	FLOOD WATERS	627.70
<input type="checkbox"/>	<input type="checkbox"/>	RIVER	2432.12	<input type="checkbox"/>	<input type="checkbox"/>	MEKONG DELTA	592.42
<input type="checkbox"/>	<input type="checkbox"/>	DONGTING	1743.23	<input type="checkbox"/>	<input type="checkbox"/>	FLOOD CONTROL	559.76
<input type="checkbox"/>	<input type="checkbox"/>	WATER	1466.07	<input type="checkbox"/>	<input type="checkbox"/>	GREG DYKE	542.79
<input type="checkbox"/>	<input type="checkbox"/>	HUNAN	1337.49	<input type="checkbox"/>	<input type="checkbox"/>	FLOOD DEFENCE	524.15
<input type="checkbox"/>	<input type="checkbox"/>	PROVINCE	1309.14	<input type="checkbox"/>	<input type="checkbox"/>	PROVINCE CHINA	427.84
<input type="checkbox"/>	<input type="checkbox"/>	BBC	1276.26	<input type="checkbox"/>	<input type="checkbox"/>	FLOODED STREET	423.77
<input type="checkbox"/>	<input type="checkbox"/>	LAKE	1131.00	<input type="checkbox"/>	<input type="checkbox"/>	CHINA FLOOD	409.83
<input type="checkbox"/>	<input type="checkbox"/>	EVACUATE	827.79	<input type="checkbox"/>	<input type="checkbox"/>	FLOOD VICTIM	378.24
<input type="checkbox"/>	<input type="checkbox"/>	SANDBAG	804.28	<input type="checkbox"/>	<input type="checkbox"/>	RED CROSS	377.87
<input type="checkbox"/>	<input type="checkbox"/>	FLOODED	801.79	<input type="checkbox"/>	<input type="checkbox"/>	FLOOD CREST	365.63
<input type="checkbox"/>	<input type="checkbox"/>	MEKONG	765.68	<input type="checkbox"/>	<input type="checkbox"/>	FLOODED AREA	346.23
<input type="checkbox"/>	<input type="checkbox"/>	HOMES	646.21	<input type="checkbox"/>	<input type="checkbox"/>	BAD FLOOD	332.38
<input type="checkbox"/>	<input type="checkbox"/>	YANGTZE	638.48	<input type="checkbox"/>	<input type="checkbox"/>	ACCESS CHINA	318.55
<input type="checkbox"/>	<input type="checkbox"/>	VIETNAM	615.66	<input type="checkbox"/>	<input type="checkbox"/>	VAN DYKE	312.85
<input type="checkbox"/>	<input type="checkbox"/>	DELTA	613.23	<input type="checkbox"/>	<input type="checkbox"/>	CHINA AUGUST	310.05
<input type="checkbox"/>	<input type="checkbox"/>	FLOODWATER	591.93	<input type="checkbox"/>	<input type="checkbox"/>	VIETNAM FLOOD	290.27
<input type="checkbox"/>	<input type="checkbox"/>	LEVEL	585.52	<input type="checkbox"/>	<input type="checkbox"/>	CHINA INTERNET	286.48
<input type="checkbox"/>	<input type="checkbox"/>	RECEDE	536.41	<input type="checkbox"/>	<input type="checkbox"/>	UNDER WATER	274.21
<input type="checkbox"/>	<input type="checkbox"/>	EMBANKMENT	418.80	<input type="checkbox"/>	<input type="checkbox"/>	YANGTZE RIVER	266.93
<input type="checkbox"/>	<input type="checkbox"/>	METRE	397.84	<input type="checkbox"/>	<input type="checkbox"/>	GENERAL GREG	250.92
<input type="checkbox"/>	<input type="checkbox"/>	SWELL	393.90	<input type="checkbox"/>	<input type="checkbox"/>	CONTROL OFFICIAL	242.35
<input type="checkbox"/>	<input type="checkbox"/>	SUBMERGED	386.90	<input type="checkbox"/>	<input type="checkbox"/>	FLOOD WATER	231.30
<input type="checkbox"/>	<input type="checkbox"/>	REINFORCE	382.25	<input type="checkbox"/>	<input type="checkbox"/>	FLOODED HOUSE	225.31
<input type="checkbox"/>	<input type="checkbox"/>	ANHUI	375.53	<input type="checkbox"/>	<input type="checkbox"/>	FLOODED VILLAGE	208.80
<input type="checkbox"/>	<input type="checkbox"/>	HUTTON	371.40	<input type="checkbox"/>	<input type="checkbox"/>	DAVID KELLY	199.51
<input type="checkbox"/>	<input type="checkbox"/>	GILLIGAN	370.89	<input type="checkbox"/>	<input type="checkbox"/>	HUNAN TV	198.61
<input type="checkbox"/>	<input type="checkbox"/>	YUEYANG	354.29	<input type="checkbox"/>	<input type="checkbox"/>	FLOODED RIVER	193.37
<input type="checkbox"/>	<input type="checkbox"/>	CCTV	343.92	<input type="checkbox"/>	<input type="checkbox"/>	DIRECTOR GENERAL	189.39
<input type="checkbox"/>	<input type="checkbox"/>	GIANG	340.80	<input type="checkbox"/>	<input type="checkbox"/>	ANDREW GILLIGAN	176.82
<input type="checkbox"/>	<input type="checkbox"/>	CHINA	329.98	<input type="checkbox"/>	<input type="checkbox"/>	MEKONG RIVER	175.75
<input type="checkbox"/>	<input type="checkbox"/>	BOAT	328.88	<input type="checkbox"/>	<input type="checkbox"/>	TORRENTIAL RAINS	173.93
<input type="checkbox"/>	<input type="checkbox"/>	ELBE	315.70	<input type="checkbox"/>	<input type="checkbox"/>	OVER DYKE	162.74
<input type="checkbox"/>	<input type="checkbox"/>	WATERS	310.57	<input type="checkbox"/>	<input type="checkbox"/>	MILLION PEOPLE	160.52
<input type="checkbox"/>	<input type="checkbox"/>	UPSTREAM	306.67	<input type="checkbox"/>	<input type="checkbox"/>	CRESCENT SOCIETY	157.99
<input type="checkbox"/>	<input type="checkbox"/>	VILLAGE	305.42	<input type="checkbox"/>	<input type="checkbox"/>	HUAI RIVER	153.69
<input type="checkbox"/>	<input type="checkbox"/>	TISZA	302.72	<input type="checkbox"/>	<input type="checkbox"/>	EMERGENCY WORKER	148.47
<input type="checkbox"/>	<input type="checkbox"/>	EMERGENCY	302.05	<input type="checkbox"/>	<input type="checkbox"/>	INTERNATIONAL FEDERATION	145.32
<input type="checkbox"/>	<input type="checkbox"/>	RIVERS	274.89	<input type="checkbox"/>	<input type="checkbox"/>	HEAVY RAIN	145.19
<input type="checkbox"/>	<input type="checkbox"/>	THAP	273.19	<input type="checkbox"/>	<input type="checkbox"/>	SUMMER FLOOD	144.46
<input type="checkbox"/>	<input type="checkbox"/>	CREST	267.34	<input type="checkbox"/>	<input type="checkbox"/>	DICK VAN	144.22
<input type="checkbox"/>	<input type="checkbox"/>	RISE	264.83	<input type="checkbox"/>	<input type="checkbox"/>	FLOOD WAVE	140.81
<input type="checkbox"/>	<input type="checkbox"/>	CHANGSHA	258.67	<input type="checkbox"/>	<input type="checkbox"/>	SOURCE HUNAN	140.36

Conclusion

Google effectively finds relevant documents, but with the ever growing flood of information, new technologies such as InfoTame are needed to make sense out of the mass of results being returned by traditional search engines.

InfoTame's powerful analytics engine "reads" all the found documents and extracts the most significant relationships for your subject of interest. The result is like a "map" to all the found documents.

You can quickly navigate through the massive amounts of text data, zooming in and drilling down into the unearthed connections and associations. You may also discover many "unknown unknowns", which no one can look for with a search engine because no one knows beforehand that they exist.

InfoTame is the equivalent of having the intellectual power of millions of interconnected people reading millions of pages at the same time, and within seconds collectively knowing what your entire database is about.

In short, InfoTame allows you to go beyond mere search.