



## Others find documents – We extract information

### A comparison of search results from InfoTame and a Search Engine

What is the difference between InfoTame and a search engine?

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.

A search engine, for example Google, suggests places that 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. “Richard 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 phrase “Richard Branson” using Google:



Web Images Groups News Froogle Local Desktop more »

"Richard Branson"

Search

Advanced Search  
Preferences

Web

Results 1 - 10 of about 2,480,000 for "Richard Branson". (0.15 seconds)

News results for "Richard Branson" - View today's top stories



[Richard Branson's engaging new book could help motivate teenagers ...](#) - Telegraph.co.uk - Mar 3, 2006

[virgin.com | About Us | Richard Branson's Autobiography - Chapter 1](#)

Virgin.com is the global portal for the Virgin Group of companies. Find what you need from one of the many Virgin companies and learn a bit about the ...

[www.virgin.com/aboutus/autobiography/](#) - 59k - [Cached](#) - [Similar pages](#)

[virgin.com | About Virgin | Who is Richard Branson?](#)

Virgin.com is the global portal for the Virgin Group of companies. Find what you need from one of the many Virgin companies and learn a bit about the ...

[www.virgin.com/aboutvirgin/allaboutvirgin/whosrichardbranson/default.asp](#) - 29k -

[Cached](#) - [Similar pages](#)

[Richard Branson - Wikipedia, the free encyclopedia](#)

Sir **Richard Branson** during the announcement of the Virgin Express airline ... Sir **Richard Branson** was educated at Stowe until he was 16 years old and he ...

[en.wikipedia.org/wiki/Richard\\_Branson](#) - 32k - [Cached](#) - [Similar pages](#)

[AskMen.com - Richard Branson](#)

Feature on the Virgin Records founder with pictures, biography, information and links.

[www.askmen.com/men/december99/6\\_richard\\_branson.html](#) - [Similar pages](#)

[AskMen.com - Richard Branson pics](#)

Branson history and biography and information on his many companies.

[www.askmen.com/men/december99/6c\\_richard\\_branson.html](#) - [Similar pages](#)

[William Morris Agency](#)

**Richard Branson** was born in 1950 and at age 17, while at Stowe - the famous English public school - started a student advisory service. ...

[www.wma.com/richard\\_branson/](#) - 9k - [Cached](#) - [Similar pages](#)

[26 Most Fascinating Entrepreneurs: Richard Branson](#)

because she took one for the team; **Richard Branson**, Virgin Group because he's game for anything. In fact, everything. Michael Dell, Dell Computer ...

[www.inc.com/magazine/20050401/26-branson.html](#) - 45k - [Cached](#) - [Similar pages](#)

[BBC NEWS | UK | Profile: Richard Branson](#)

BBC News Online looks at the life of one of Britain's most famous entrepreneurs.

[news.bbc.co.uk/2/hi/uk\\_news/3693588.stm](#) - 38k - [Cached](#) - [Similar pages](#)

Sponsored Links

[Richard Branson](#)

Looking for **Richard Branson**?  
Find exactly what you want today  
[www.eBay.com](#)

[Are You Like Branson?](#)

**Richard Branson** Entrepreneurial  
Personality Test. Try it Now Free!  
[www.DaVinciMethod.com](#)

[Business Audio](#)

Download audio from business  
greats like **Richard Branson**.  
[www.ltbn.com](#)

[Start making \\$1000 a day](#)

Automated cash earning system  
no selling, not MLM, no meetings.  
[www.moneymaster101.com](#)

[Rags To Riches](#)

Living the good life happily  
Working at home on the internet.  
[www.dataentrypro.com](#)

[Richard Branson Secrets](#)

Discover how **Branson** & other self-  
made millionaires create money.  
[HowToMakeMoneyOnDemand.com](#)

[\\$5K A Week Home Business](#)

Housewife Became Millionaire at 33  
Learn Her Secret Now  
[www.InsidersIncome.com](#)

The result gives us some ideas about Richard Branson but it is not all that helpful because now I have a list of 2,480,000 websites, which I must examine and dig further into. As a researcher, I am very worried that:

- a. I may not be looking at the most relevant information at the top of the list;
- b. I may overlook significant information and patterns that I may not even be aware of.

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

- A. Identifying what you know;
- B. Identifying what you don't know;
- C. Recognizing that beyond are things that you don't know that you don't know.

These are “unknown unknowns”, which brings us to the fundamental problem with traditional search engines:

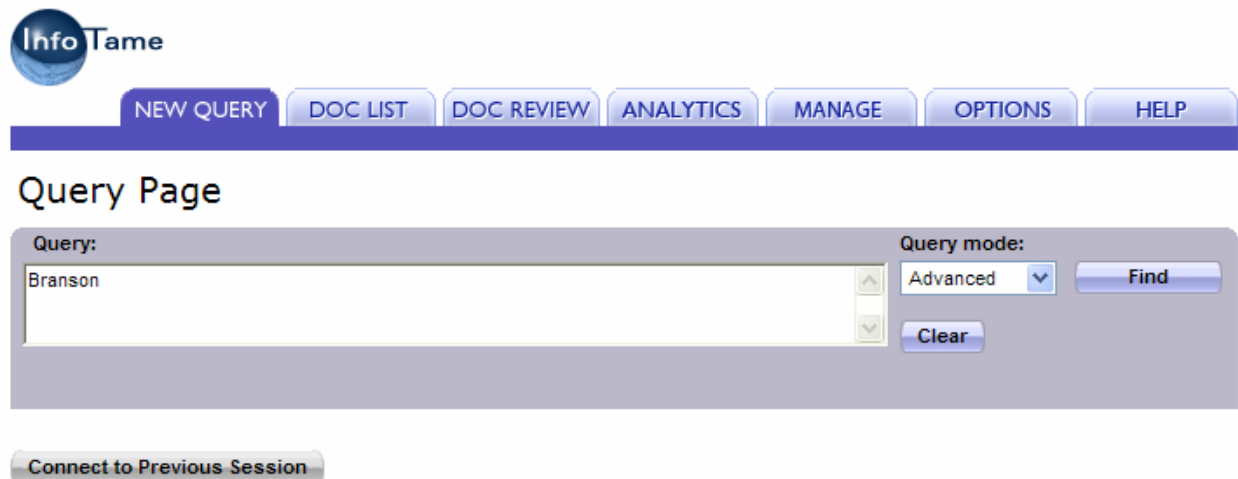
**“How can I search for something if I don’t know how to articulate my query? What do I enter in the search box??”**

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 returns much richer and denser information.

Let’s return to our “Richard Branson” example.

InfoTame has created a demonstration of its technology by wrapping its browser-based software around a database of 3.5 million news articles.



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

## Information Portrait

Query: 
 Query mode: Advanced Find Clear

Documents found: 1458      Query ID: Branson      View: Descriptor Pairs

Related Unrelated Turn off Execute

←→	Incl	Excl	Key Descriptors	Significance	←→	Incl	Excl	Key Descriptors	Significance
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">SIR RICHARD</a>	<div style="width: 100%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">SINGAPORE AIRLINES</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">ENTREPRENEUR RICHARD</a>	<div style="width: 80%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">PAUL ALLEN</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">SN BRUSSELS</a>	<div style="width: 60%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">VIRGIN CHAIRMAN</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">AIRLINE VIRGIN</a>	<div style="width: 50%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">DR MANFRED</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">ENTREPRENEUR SIR</a>	<div style="width: 40%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">BRITAIN LOTTERY</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">BURT RUTAN</a>	<div style="width: 30%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">AUSTRALIA BRANSON</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">TYCOON RICHARD</a>	<div style="width: 20%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">AP VIRGIN</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">BRANSON VIRGIN</a>	<div style="width: 15%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">BRIAN BINNIE</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">BRANSON MISSOURI</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">USA BRANSON</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">BILLIONAIRE RICHARD</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">BRANSON HOWARD</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">DESIGNER BURT</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">DOLLAR CITY</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">BRANSON ENTREPRENEUR</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">BOXER DOG</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">CO CHAIRMAN</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">PATRICK CORP</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">BUSINESSMAN RICHARD</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">VIRGIN VIRGIN</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">NEWS FILE</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">WIFE HILARY</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">CARRIER VIRGIN</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">VIRGIN USA</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">MOJAVE CALIFORNIA</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">REPLAY CICADAЕ</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">BRANSON CHAIRMAN</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">NAOMI CAMPBELL</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">VIRGIN AIRLINES</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">CHAIRMAN RICHARD</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">CHRISTMAS ISLAND</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">IMPULSE AIRLINES</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>

Related Unrelated Turn off Execute

Within a few seconds, I get a list of concepts and entities connected to “Branson”, which are automatically arranged like a “table of contents” to the 1458 documents found.

Key companies associated with Richard Branson are found: “Virgin Airlines”, “SN Brussels”, “Singapore Airlines”, “Virgin USA”.

Key concepts associated with Richard Branson are also found: “Entrepreneur”, “Tycoon”, “Billionaire”, “Chairman”.

Less obvious links are also found: “Burt Rutan”, “Mohave California”, “Britain Lottery”.

If I want to explore the relationship to “Burt Rutan” to spruce up my story, all I need to do is to click on BURT RUTAN and I get another Information Portrait:

InfoTame

NEW QUERY DOC LIST DOC REVIEW ANALYTICS MANAGE OPTIONS HELP

Main query Hide Correlations Hide Significance Add docs to collection Save Print

### Information Portrait

Query: Branson// cbx(BURT RUTAN) Query mode: Advanced Find Clear

Documents found: 101 Query ID: \*\*Tempo\*\* View: Descriptor Pairs

Related Unrelated Turn off Execute

↔	Incl	Excl	Key Descriptors	Significance	↔	Incl	Excl	Key Descriptors	Significance
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">SIR RICHARD</a>	██████████	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">MOJAVE AIRPORT</a>	██████████
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">MOJAVE CALIFORNIA</a>	██████████	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">AP MILLIONAIRE</a>	██████████
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">PAUL ALLEN</a>	██████████	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">JOHN MILBURN</a>	██████████
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">BRIAN BINNIE</a>	██████████	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">DATELINE MOJAVE</a>	██████████
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">DICK RUTAN</a>	██████████	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">MILLIONAIRE ADVENTURER</a>	██████████
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">ENTREPRENEUR RICHARD</a>	██████████	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">MANAGER PAUL</a>	██████████
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">BRANSON VIRGIN</a>	██████████	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">AVIATION ADMINISTRATION</a>	██████████
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">MR FOSSETT</a>	██████████	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">CALIFORNIA AP</a>	██████████

Related Unrelated Turn off Execute

I can then click onto tab “Doc List” to examine brief citations from the documents associated with “Burt Rutan”:

## Document List

[Back to main list](#)

**Query:** 
**Query mode:** Advanced Find Clear

Use: Key Descriptors to sort by: significance Highlight: Key Descriptors

# of Docs: 101 Doc List ID: \*\*Tempo\*\*

[Update](#)

1. [WTN-TV](#) ... **Moore** said.

Fossett is trying to break several aviation **records**, including the longest flight by a jet. The record is more than 12,000 miles (19,308 kilometers), set by a B-52 bomber in 1962.

Aviation pioneer **Wiley Post** made the first solo around-the-world trip in 1933, taking more than seven days and **stopping** numerous times. The first **nonstop** global flight without **refueling** was made in 1986 by Jeana Yeager and Dick Rutan, brother of **GlobalFlyer** designer **Burt Rutan**.

In 2002, Fossett became the first person to fly a **balloon** solo around the world.

On the Net:  
**GlobalFlyer**: <http://www.19036/25503> ...

2. [WTN-TV](#)

**View**

Key Descriptors

Mark the words & press [Execute](#) to refine the query

- [GLOBALFLYER](#)
- [PRIZE](#)
- [SALINA](#)
- [DIAMANDIS](#)
- [BINNIE](#)
- [ANSARI](#)
- [AIRCRAFT](#)
- [ALTITUDE](#)
- [MELVILL](#)
- [STEVE](#)
- [GALACTIC](#)
- [ROCKET](#)
- [SPACESHIP](#)
- [SPACECRAFT](#)
- [NONSTOP](#)
- [NON-STOP](#)
- [WEIGHT](#)
- [SIR](#)
- [ALLEN](#)
- [RECORDS](#)

I can further drill down into individual documents and examine their full text or display their archived originals:



## Document Review

View:Text

Page: 1 Highlight: Key Descriptors View Found pages  
First Doc Document ID: base: News; doc: #3384187 Document List ID: \*\*Tempo\*\* Next Doc

.Source  
WTN-TV  
.Date  
2.3.2005  
.TEXT  
V0143 ----  
r i BC-NA-GEN--US-Fossett-FI 03-02 0437  
^BC-NA-GEN--US-Fossett-Flight,0445<  
^Millionaire pilot Fossett soars across North Africa on round-the-world bid<  
^By JOHN MILBURN=  
^Associated Press Writer=  
SALINA, Kansas (AP) \_ A quarter of the way to history, millionaire  
adventurer Steve Fossett raced across North Africa and the Middle East in his  
bid to become the first person to fly a plane around the globe solo, nonstop  
and without refueling.  
Fossett was over Pakistan at 49,500 feet (14,850 meters) around 11 p.m.  
EST Tuesday (0400 GMT Wednesday), traveling east at 390 mph (627 kph).  
His experimental single-engine GlobalFlyer had consumed 25 percent of its  
18,000 pounds (8,100 kilograms) of fuel, while Fossett had downed at least  
three diet chocolate milkshakes. The jet took off after sunset Monday from  
Salina.  
"At this time everything is going very well, I'm very happy with the  
situation and I think we've got a good chance," Fossett said during a call  
from the plane, according to his Web site.  
Fossett's mission control in Salina estimated he will complete the  
23,000-mile (37,000-kilometer) journey at midday Thursday.  
Fossett, 60, already holds the record for flying solo around the globe in  
a balloon, as well as dozens of other aviation and sailing records.  
Project manager Paul Moore said Fossett reached his cruising altitude of  
45,000 feet (13,500 meters) over the Atlantic instead of over Saudi Arabia,  
as originally expected, because of better-than-expected performance of the  
GlobalFlyer.  
The project is being financed by Virgin Atlantic founder Sir Richard  
Branson, a longtime friend and fellow adventurer.  
For a while early Tuesday, Fossett was flying blind and in the dark over  
the U.S.-Canada border after experiencing difficulties with his global  
positioning system. Moore said Fossett relied on help from mission control to  
navigate before the problem corrected itself.

So, as you can see, InfoTame gives us much more than a search engine.

Before InfoTame provides the user with documents, it gives a high-density display of various people, places and entities related to the initial query. And an easy path to get to the documents behind each topic, including those that the user didn't know were important or even existed in the database.

**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 it exists. Now, with InfoTame, you can.

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

## **2. “Football”**

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

When you input a search term into InfoTame, the software analyzes the statistical significance of all words in the documents containing the term. Then it compares their significance across the entire database. From this, the Information Portrait is generated.

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

Suppose we put the word “football” into Google:



Web Images Groups News Froogle Local Desktop more »

football

Search

Advanced Search  
Preferences

## Web

Results 1 - 10 of about 551,000,000 for **football** [definition]. (0.13 seconds)

News results for **football** - View today's top stories



[Shaw claims rules are eroding football's 'soul'](#) - The Age - 13 hours ago

[College Football: Texas' Young snares Maxwell Award](#) - Seattle Post Intelligencer - 19 hours ago

[The Fake Football Shirt Sting](#) - BBC News - Mar 3, 2006

[NFL.com - Official Site of the National Football League](#)

Official site of the National **Football** League. It delivers in-depth team pages for all clubs, extensive game-day coverage with real time statistics and ...

[www.nfl.com/](#) - 101k - Mar 2, 2006 - [Cached](#) - [Similar pages](#)

[Scores](#) - [NFL Fantasy 2005](#) - [Standings](#) - [Schedules](#)

[More results from www.nfl.com »](#)

[Football.com](#)

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

[www.football.com/](#) - 71k - [Cached](#) - [Similar pages](#)

[Federation Internationale de Football Association \(FIFA\)](#)

FIFA.com The Official web site of the Fédération Internationale de **Football** Association Including **Football**, FIFA World Cup, Soccer, News, Interview, Clubs, ...

[www.fifa.com/](#) - 4k - Mar 2, 2006 - [Cached](#) - [Similar pages](#)

[Football news - news, results, fixtures and features from ...](#)

**Football** news - news, results, fixtures and features - Football365.com has the all the latest Premiership, Champions League and Uefa Cup news plus fun ...

[www.football365.com/](#) - 55k - Mar 2, 2006 - [Cached](#) - [Similar pages](#)

[ESPNsoccernet - The World's Site for the World Game](#)

ESPNsoccernet brings you the best **football** coverage from the English Premiership and around the world.

[soccernet.espn.go.com/](#) - 83k - Mar 2, 2006 - [Cached](#) - [Similar pages](#)

[Home Page - Pro Football Hall of Fame](#)

Honoring the great players of the professional **football** world since 1920. Located in Canton, Ohio.

[www.profootballhof.com/](#) - 47k - Mar 2, 2006 - [Cached](#) - [Similar pages](#)

[UEFA Champions League Fantasy Football](#)

**Football**, UEFA, Champions League, League, Soccer, Calcio, UEFA Cup, Euro 2004, Europe.

[www.uefa.com/](#) - 31k - Mar 2, 2006 - [Cached](#) - [Similar pages](#)

Sponsored Links

[football](#)

Find Colleges That Offer Inter -  
collegiate Sports -Free Search Tool  
[www.collegeboard.com](#)

[NFL Football](#)

Intellivision  
Games at eBay  
[www.eBay.com](#)

[Football Speed DVD](#)

Discover How to Quickly and Easily  
Run Faster and Improve Your Agility  
[www.FootballSpeed.com](#)

[The Vertical Project](#)

Increase your vertical jump by 6-12  
inches or your money back  
[www.theverticalproject.com](#)

[NFL Football Team Stores.](#)

Order Toll Free at 1-800-581-9134  
Shop at our website Home-Teams.com  
[www.HomeTeams.com](#)

[Xbox 360 Giveaway](#)

Answer our 5 question survey and  
get a free Xbox 360! Limited supply  
[www.gadgetcity.com](#)

[Youth Sports Alliance](#)

Education & Training for Volunteer  
Coaching. Join Now!  
[www.nays.org](#)

[Know Fantasy Football?](#)

Its time to prove it. Play for free  
Win cash and prizes. Sign up Now!

Notice that a website about American football is listed at the top of the list, a result of the web users' popularity vote.

But we know that there are far more soccer (European "football") fans in the world than there are followers of American football.

If we put the word "football" into InfoTame, we discover that American football is much less statistically significant. It is European football which now dominates the top!

Notice how InfoTame's technology also picks up significant names and entities – "David Beckham", "AC Milan", "Alex Ferguson" and "Wayne Rooney", as well as connections to other sports:

## Information Portrait

Query: 
 Query mode: Advanced Find Clear

Documents found: 71592    Query ID: Football    View: Descriptor Pairs

Related ●●●●●● Unrelated Turn off Execute

↔	Incl	Excl	Key Descriptors	Significance	↔	Incl	Excl	Key Descriptors	Significance
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">FOOTBALL ASSOCIATION</a>	<div style="width: 100%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">SOCCER FEDERATION</a>	<div style="width: 0%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">DAVID BECKHAM</a>	<div style="width: 80%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">FOOTBALL NFL</a>	<div style="width: 0%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">FOOTBALL FEDERATION</a>	<div style="width: 70%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">ENGLAND FOOTBALL</a>	<div style="width: 0%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">PF PA</a>	<div style="width: 60%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">MANCHESTER CITY</a>	<div style="width: 0%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">FOOTBALL CONFEDERATION</a>	<div style="width: 50%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">MILLENNIUM STADIUM</a>	<div style="width: 0%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">FOOTBALL PLAYERS</a>	<div style="width: 40%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">NFL EUROPE</a>	<div style="width: 0%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">TIGER WOODS</a>	<div style="width: 30%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">PATRICK VIEIRA</a>	<div style="width: 0%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">RUGBY UNION</a>	<div style="width: 20%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">TREVOR HUGGINS</a>	<div style="width: 0%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">ASSOCIATION FA</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">SOCCER TOURNAMENT</a>	<div style="width: 0%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">FOOTBALL TOURNAMENT</a>	<div style="width: 5%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">TOTTENHAM HOT SPUR</a>	<div style="width: 0%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">FOOTBALL STADIUM</a>	<div style="width: 2%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">WORLD SOCCER</a>	<div style="width: 0%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">SOCCER SCHOOL</a>	<div style="width: 1%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">BAYERN MUNICH</a>	<div style="width: 0%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">AC MILAN</a>	<div style="width: 0.5%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">ENGLAND MANAGER</a>	<div style="width: 0%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">FOOTBALL WRITER</a>	<div style="width: 0.2%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">LEICESTER CITY</a>	<div style="width: 0%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">SOCCER PLAYERS</a>	<div style="width: 0.1%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">RUSSIAN FOOTBALL</a>	<div style="width: 0%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">ALEX FERGUSON</a>	<div style="width: 0.05%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">FOOTBALL SUPPORTERS</a>	<div style="width: 0%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">FOOTBALL UNION</a>	<div style="width: 0.02%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">FRENCH FOOTBALL</a>	<div style="width: 0%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">COLLEGE FOOTBALL</a>	<div style="width: 0.01%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">MANCHESTER ENGLAND</a>	<div style="width: 0%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">WAYNE ROONEY</a>	<div style="width: 0.005%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">KEVIN KEEGAN</a>	<div style="width: 0%; height: 10px; background-color: red;"></div>
<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">WORLD FOOTBALL</a>	<div style="width: 0.002%; height: 10px; background-color: red;"></div>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">AP FOOTBALL</a>	<div style="width: 0%; height: 10px; background-color: red;"></div>

Related ●●●●●● Unrelated Turn off Execute

Because InfoTame is based on statistical analysis, the results seem more objective and are detached from “popularity vote”.

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 advantages of InfoTame’s approach over search engines, let’s put the word “Indian” into Google:

The screenshot shows a Google search for the word "Indian". The search bar contains "Indian" and the search button is visible. Below the search bar, there are navigation links for "Web", "Images", "Groups", "News", "Froogle", "Local", "Desktop", and "more »". The search results are displayed under the heading "Web" and show "Results 1 - 10 of about 529,000,000 for Indian [definition]. (0.08 seconds)".

The search results are as follows:

- National Museum of the American Indian**  
Dedicated to the preservation, study, and exhibition of the life, languages, literature, history, and arts. With museum information and exhibits.  
[www.nmai.si.edu/](http://www.nmai.si.edu/) - 15k - [Cached](#) - [Similar pages](#)
- Indian Country Today - The Nation's Leading Native American Indian ...**  
The world's largest Native American Indian news source, shipped internationally.  
[www.indiancountry.com/](http://www.indiancountry.com/) - 33k - Mar 2, 2006 - [Cached](#) - [Similar pages](#)
- Expressindia.com: The Indian Express Group**  
All the news from India updated through the day. Everything on India that you could want in a website covering news, sports, politics, people, places, ...  
[www.expressindia.com/](http://www.expressindia.com/) - 101k - Mar 2, 2006 - [Cached](#) - [Similar pages](#)
- Bureau of Indian Affairs**  
Charged with enhancing the quality of life, promoting economic opportunity, and carrying out the responsibility to protect and improve the trust assets of ...  
[www.doi.gov/bureau-indian-affairs.html](http://www.doi.gov/bureau-indian-affairs.html) - 33k - [Cached](#) - [Similar pages](#)
- Indian Railways Online Passenger Reservation Site Providing ...**  
Plan you trip on Indian Railways Trains. Check Availability, Seats Availability, Reservation, Enquiry, PNR, Passenger Status, Travel by Indian Railways in ...  
[www.indianrail.gov.in/](http://www.indianrail.gov.in/) - 22k - [Cached](#) - [Similar pages](#)
- Welcome to Indian Airlines Limited.**  
State owned domestic airline of India. Flight schedules, online booking, passenger service, cargo, passenger reservation status enquiry and frequent flyer ...  
[indian-airlines.nic.in/](http://indian-airlines.nic.in/) - 7k - [Cached](#) - [Similar pages](#)
- Internet Indian History Sourcebook**  
An extensive collection of links and original source material on the history, religion and culture of the whole subcontinent, from the earliest times.  
[www.fordham.edu/halsall/india/indiasbook.html](http://www.fordham.edu/halsall/india/indiasbook.html) - [Similar pages](#)
- Indian Health Service Internet**  
Responsible for providing federal health services to American Indians and Alaska natives.  
[www.ihs.gov/](http://www.ihs.gov/) - [Similar pages](#)
- American Indian Studies**  
Dedicated to the presentation of artwork, photographs, video, and sound recordings, which reflect the history, culture of Native Americans in North America, ...

Sponsored Links:

- indian**  
Advice on Alaska and fishing  
Try Free Travel Advice today  
[www.freetraveladvice.com](http://www.freetraveladvice.com)
- Meet Indian Singles**  
Free to Join. 1000's of pictures & video's of Beautiful Indian Singles  
[www.indiamatch.com](http://www.indiamatch.com)
- Indian**  
Round Trip fare to India at US \$575  
Call 1800-INDIA-10 and Book Now!  
[MakeMyTrip.com](http://MakeMyTrip.com)
- West Indians**  
Meet people from anywhere  
It's free and fun  
[www.silentnitez.com](http://www.silentnitez.com)
- True Love**  
Search profiles and pics for free.  
Meet someone today.  
[www.ThirtyPlusSingles.com](http://www.ThirtyPlusSingles.com)
- Indian**  
25 Free MP3s for Any MP3 Player  
Just \$9.99/month after Free Trial  
[www.eMusic.com](http://www.eMusic.com)
- Baking, Oils, Spices Sale**  
Check Out This Week's Specials Here  
Buy Them at Stores Near You Today!  
[www.ShopLocal.com](http://www.ShopLocal.com)
- Insure your Family's trip**  
A travel insurance plan for them  
which insures more than just Health  
[www.icicilombardonline.com](http://www.icicilombardonline.com)

Once again, the top-ranked websites relate to American Indians and not linked in any way to India, the country after which the Native Americans were mislabelled.

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

**It is merely to note that “popularity vote” algorithm is of limited value in many cases when the “voters” have interests very different from what you may be looking for.**

This is a problem which InfoTame avoids.

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

Most of the significant words or phrases relate to the country of India while, at the same time, we can find several topics related to American Indians:

InfoTame

NEW QUERY DOC LIST DOC REVIEW ANALYTICS MANAGE OPTIONS HELP

Main query Hide Correlations Hide Significance Add docs to collection Save Print

### Information Portrait

Query: Indian Query mode: BOSS Find Clear

Documents found: 132939 Query ID: Indian View: Descriptor Pairs

Related Unrelated Turn off Execute

←→ Incl Excl Key Descriptors	Significance	←→ Incl Excl Key Descriptors	Significance
<input type="radio"/> <input type="checkbox"/> MINISTER ATAL	██████████	<input type="radio"/> <input type="checkbox"/> HINDI NAT	██
<input type="radio"/> <input type="checkbox"/> ATAL BIHARI	██████████	<input type="radio"/> <input type="checkbox"/> SIERRA LEONE	██
<input type="radio"/> <input type="checkbox"/> INDIA AP	██████████	<input type="radio"/> <input type="checkbox"/> TIGER WOODS	██
<input type="radio"/> <input type="checkbox"/> SONIA GANDHI	██████████	<input type="radio"/> <input type="checkbox"/> HINDI ATAL	██
<input type="radio"/> <input type="checkbox"/> SOURCE ANI	██████████	<input type="radio"/> <input type="checkbox"/> OCEAN ISLAND	██
<input type="radio"/> <input type="checkbox"/> SRINAGAR INDIA	██████████	<input type="radio"/> <input type="checkbox"/> KASHMIR INDIA	██
<input type="radio"/> <input type="checkbox"/> SOUTH ASIA	██████████	<input type="radio"/> <input type="checkbox"/> COUP LEADER	██
<input type="radio"/> <input type="checkbox"/> PAKISTAN INDIA	██████████	<input type="radio"/> <input type="checkbox"/> OPPOSITION CONGRESS	██
<input type="radio"/> <input type="checkbox"/> MINISTER MAHENDRA	██████████	<input type="radio"/> <input type="checkbox"/> MINISTER GEORGE	██
<input type="radio"/> <input type="checkbox"/> MINISTER LAL	██████████	<input type="radio"/> <input type="checkbox"/> ABDUL KALAM	██
<input type="radio"/> <input type="checkbox"/> CLEVELAND INDIANS	██████████	<input type="radio"/> <input type="checkbox"/> LEADER SONIA	██
<input type="radio"/> <input type="checkbox"/> HINDI SPEECH	██████████	<input type="radio"/> <input type="checkbox"/> BALTIMORE ORIOLES	██
<input type="radio"/> <input type="checkbox"/> INDIA PAKISTAN	██████████	<input type="radio"/> <input type="checkbox"/> REPUBLIC DAY	██
<input type="radio"/> <input type="checkbox"/> PAKISTAN PRESIDENT	██████████	<input type="radio"/> <input type="checkbox"/> KASHMIR VIOLENCE	██
<input type="radio"/> <input type="checkbox"/> INDIA MAY	██████████	<input type="radio"/> <input type="checkbox"/> INDIA EARTHQUAKE	██
<input type="radio"/> <input type="checkbox"/> LAL KRISHNA	██████████	<input type="radio"/> <input type="checkbox"/> AP INDIA	██
<input type="radio"/> <input type="checkbox"/> PRESIDENT GEN	██████████	<input type="radio"/> <input type="checkbox"/> KASHMIR VALLEY	██
<input type="radio"/> <input type="checkbox"/> BANGALORE INDIA	██████████	<input type="radio"/> <input type="checkbox"/> RELIEF EFFORTS	██
<input type="radio"/> <input type="checkbox"/> TEXAS RANGERS	██████████	<input type="radio"/> <input type="checkbox"/> INDIA KASHMIR	██
<input type="radio"/> <input type="checkbox"/> INDIA JULY	██████████	<input type="radio"/> <input type="checkbox"/> URDU SPEECH	██

Related Unrelated Turn off Execute



- NEW QUERY
- DOC LIST
- DOC REVIEW
- ANALYTICS
- MANAGE
- OPTIONS
- HELP

Main query   Hide Correlations   Hide Significance   Add docs to collection   Save   Print

# Information Portrait

Query:    Query mode: Advanced Find Clear

Documents found: 132939   Query ID: Indian   View: Key Descriptors

Related Turn off Execute

←→ Incl Excl Key Descriptors	Significance	←→ Incl Excl Key Descriptors	Significance
<input type="checkbox"/> <input type="checkbox"/> <a href="#">KASHMIR</a>	<div style="width: 100%; height: 10px; background-color: red;"></div>	<input type="checkbox"/> <input type="checkbox"/> <a href="#">ANL</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="checkbox"/> <input type="checkbox"/> <a href="#">DELHI</a>	<div style="width: 80%; height: 10px; background-color: red;"></div>	<input type="checkbox"/> <input type="checkbox"/> <a href="#">SPEIGHT</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="checkbox"/> <input type="checkbox"/> <a href="#">VAJPAYEE</a>	<div style="width: 60%; height: 10px; background-color: red;"></div>	<input type="checkbox"/> <input type="checkbox"/> <a href="#">OCEAN</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="checkbox"/> <input type="checkbox"/> <a href="#">INDIANS</a>	<div style="width: 40%; height: 10px; background-color: red;"></div>	<input type="checkbox"/> <input type="checkbox"/> <a href="#">GUJARAT</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="checkbox"/> <input type="checkbox"/> <a href="#">SINGH</a>	<div style="width: 30%; height: 10px; background-color: red;"></div>	<input type="checkbox"/> <input type="checkbox"/> <a href="#">BEHARI</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="checkbox"/> <input type="checkbox"/> <a href="#">CRICKET</a>	<div style="width: 25%; height: 10px; background-color: red;"></div>	<input type="checkbox"/> <input type="checkbox"/> <a href="#">SOX</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="checkbox"/> <input type="checkbox"/> <a href="#">PAKISTANI</a>	<div style="width: 20%; height: 10px; background-color: red;"></div>	<input type="checkbox"/> <input type="checkbox"/> <a href="#">BOMBAY</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="checkbox"/> <input type="checkbox"/> <a href="#">MUSHARRAF</a>	<div style="width: 18%; height: 10px; background-color: red;"></div>	<input type="checkbox"/> <input type="checkbox"/> <a href="#">PERVEZ</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="checkbox"/> <input type="checkbox"/> <a href="#">FIJI</a>	<div style="width: 15%; height: 10px; background-color: red;"></div>	<input type="checkbox"/> <input type="checkbox"/> <a href="#">KASHMIRI</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="checkbox"/> <input type="checkbox"/> <a href="#">ATAL</a>	<div style="width: 12%; height: 10px; background-color: red;"></div>	<input type="checkbox"/> <input type="checkbox"/> <a href="#">GANGULY</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="checkbox"/> <input type="checkbox"/> <a href="#">SRINAGAR</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>	<input type="checkbox"/> <input type="checkbox"/> <a href="#">BIHARI</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="checkbox"/> <input type="checkbox"/> <a href="#">JAMMU</a>	<div style="width: 8%; height: 10px; background-color: red;"></div>	<input type="checkbox"/> <input type="checkbox"/> <a href="#">HIMALAYAN</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="checkbox"/> <input type="checkbox"/> <a href="#">HINDU</a>	<div style="width: 7%; height: 10px; background-color: red;"></div>	<input type="checkbox"/> <input type="checkbox"/> <a href="#">INDIGENOUS</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="checkbox"/> <input type="checkbox"/> <a href="#">ISLAMABAD</a>	<div style="width: 6%; height: 10px; background-color: red;"></div>	<input type="checkbox"/> <input type="checkbox"/> <a href="#">SRI</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="checkbox"/> <input type="checkbox"/> <a href="#">TSUNAMI</a>	<div style="width: 5%; height: 10px; background-color: red;"></div>	<input type="checkbox"/> <input type="checkbox"/> <a href="#">DRAVID</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="checkbox"/> <input type="checkbox"/> <a href="#">HINDI</a>	<div style="width: 4%; height: 10px; background-color: red;"></div>	<input type="checkbox"/> <input type="checkbox"/> <a href="#">HITS</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="checkbox"/> <input type="checkbox"/> <a href="#">INNINGS</a>	<div style="width: 3%; height: 10px; background-color: red;"></div>	<input type="checkbox"/> <input type="checkbox"/> <a href="#">PRADESH</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="checkbox"/> <input type="checkbox"/> <a href="#">TENDULKAR</a>	<div style="width: 2%; height: 10px; background-color: red;"></div>	<input type="checkbox"/> <input type="checkbox"/> <a href="#">AYODHYA</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="checkbox"/> <input type="checkbox"/> <a href="#">GANDHI</a>	<div style="width: 1%; height: 10px; background-color: red;"></div>	<input type="checkbox"/> <input type="checkbox"/> <a href="#">SNI</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>
<input type="checkbox"/> <input type="checkbox"/> <a href="#">RUNS</a>	<div style="width: 0.5%; height: 10px; background-color: red;"></div>	<input type="checkbox"/> <input type="checkbox"/> <a href="#">ADVANI</a>	<div style="width: 10%; height: 10px; background-color: red;"></div>

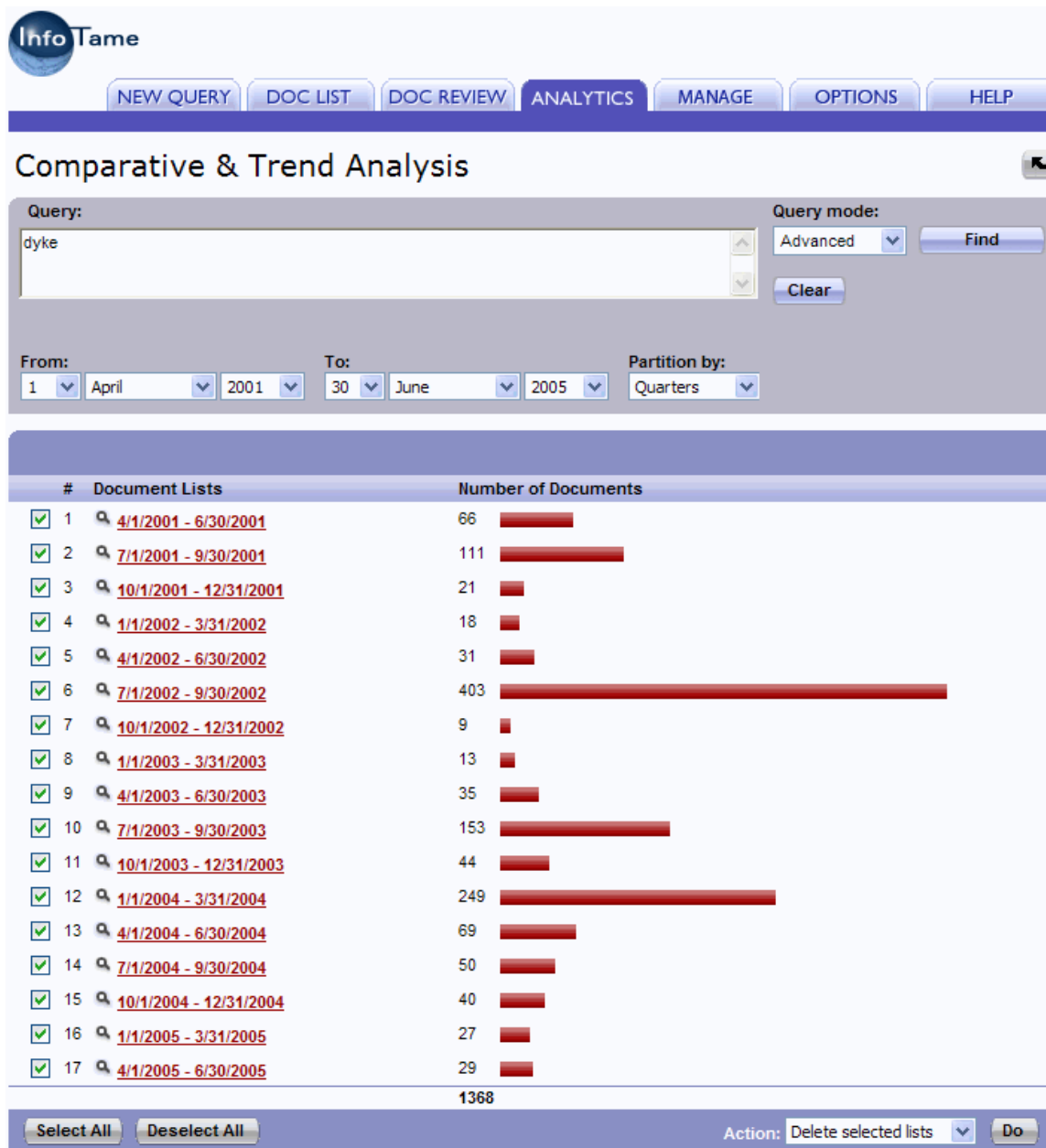
Related Turn off Execute

## 4. “Dyke”

Before January 2004, the word “dyke” was only significant in global news in its meaning as a “ditch”, “embankment”, or a slang term for lesbians.

Starting in January 2004, the word “dyke” picked up other significance. “Greg Dyke” of BBC became very significant!

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



We see that the number of documents with the word “dyke” spikes in Q3 of 2002 and in Q1 of 2004. We can click into these time periods to see what is happening.

Below is the Information Portrait for Q3 in 2002 – clearly there were major floods in China at that time:

The screenshot shows the InfoTame web interface. At the top, there is a navigation menu with buttons for 'NEW QUERY', 'DOC LIST', 'DOC REVIEW', 'ANALYTICS', 'MANAGE', 'OPTIONS', and 'HELP'. Below this is a secondary menu with 'Main query', 'Hide Correlations', 'Hide Significance', 'Add docs to collection', 'Save', and 'Print'. The main heading is 'Information Portrait'. The query input field contains 'dyke // \${MainDate}: 7/1/2002..9/30/2002'. The 'Query mode' is set to 'Advanced'. Below the query field, it shows 'Documents found: 403' and 'Query ID: 7/1/2002 - 9/30/2002'. The 'View' is set to 'Descriptor Pairs'. There are 'Turn off' and 'Execute' buttons. The main content is a table of key descriptors with significance bars.

←	Incl	Excl	Key Descriptors	Significance	↔	Incl	Excl	Key Descriptors	Significance
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">HUNAN PROVINCE</a>	<div style="width: 100%; height: 10px; background-color: red;"></div>	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">DONG TING</a>	<div style="width: 1%; height: 10px; background-color: red;"></div>
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">YANGTZE RIVER</a>	<div style="width: 20%; height: 10px; background-color: red;"></div>	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">WITTENBERG GERMANY</a>	<div style="width: 1%; height: 10px; background-color: red;"></div>
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">HUNAN TV</a>	<div style="width: 15%; height: 10px; background-color: red;"></div>	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">RELIEF DELEGATE</a>	<div style="width: 1%; height: 10px; background-color: red;"></div>
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">ELBE RIVER</a>	<div style="width: 15%; height: 10px; background-color: red;"></div>	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">BUDAPEST HUNGARY</a>	<div style="width: 1%; height: 10px; background-color: red;"></div>
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">SOURCE HUNAN</a>	<div style="width: 15%; height: 10px; background-color: red;"></div>	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">MAJOR OVERSPILL</a>	<div style="width: 1%; height: 10px; background-color: red;"></div>
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">EMERGENCY WORKERS</a>	<div style="width: 15%; height: 10px; background-color: red;"></div>	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">MAJOR RIVERS</a>	<div style="width: 1%; height: 10px; background-color: red;"></div>
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">POYANG LAKE</a>	<div style="width: 15%; height: 10px; background-color: red;"></div>	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">HUNAN AUTHORITIES</a>	<div style="width: 1%; height: 10px; background-color: red;"></div>
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">LAKE HUNAN</a>	<div style="width: 15%; height: 10px; background-color: red;"></div>	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">DESSAU GERMANY</a>	<div style="width: 1%; height: 10px; background-color: red;"></div>
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">DATELINE HUNAN</a>	<div style="width: 15%; height: 10px; background-color: red;"></div>	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">MAGDEBURG GERMANY</a>	<div style="width: 1%; height: 10px; background-color: red;"></div>
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">RIVER ELBE</a>	<div style="width: 15%; height: 10px; background-color: red;"></div>	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">DRESDEN GERMANY</a>	<div style="width: 1%; height: 10px; background-color: red;"></div>
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">RUSSIA AUSTRIA</a>	<div style="width: 15%; height: 10px; background-color: red;"></div>	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">CHEN YI</a>	<div style="width: 1%; height: 10px; background-color: red;"></div>
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">GAY PARADE</a>	<div style="width: 15%; height: 10px; background-color: red;"></div>	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">PROVINCE HUNAN</a>	<div style="width: 1%; height: 10px; background-color: red;"></div>
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">GERHARD SCHROEDER</a>	<div style="width: 15%; height: 10px; background-color: red;"></div>	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">ARMY PARADE</a>	<div style="width: 1%; height: 10px; background-color: red;"></div>
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">LAKE AREA</a>	<div style="width: 15%; height: 10px; background-color: red;"></div>	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">AZERBAIJAN REFERENDUM</a>	<div style="width: 1%; height: 10px; background-color: red;"></div>
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">CHENG LING</a>	<div style="width: 15%; height: 10px; background-color: red;"></div>	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">GERMANY LENGTH</a>	<div style="width: 1%; height: 10px; background-color: red;"></div>
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">LING JI</a>	<div style="width: 15%; height: 10px; background-color: red;"></div>	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">COMMENTARY SOURCE</a>	<div style="width: 1%; height: 10px; background-color: red;"></div>
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">LAKE BURST</a>	<div style="width: 15%; height: 10px; background-color: red;"></div>	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">WEEK AUTHORITIES</a>	<div style="width: 1%; height: 10px; background-color: red;"></div>
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">GERMANY RUSSIA</a>	<div style="width: 15%; height: 10px; background-color: red;"></div>	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">PROVINCE LENGTH</a>	<div style="width: 1%; height: 10px; background-color: red;"></div>
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">CHANCELLOR GERHARD</a>	<div style="width: 15%; height: 10px; background-color: red;"></div>	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">MILES KM</a>	<div style="width: 1%; height: 10px; background-color: red;"></div>
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">TING LAKE</a>	<div style="width: 15%; height: 10px; background-color: red;"></div>	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">MARTIN LUTHER</a>	<div style="width: 1%; height: 10px; background-color: red;"></div>

In Q1 of 2004, Greg Dyke resigned from the BBC after Lord Hutton’s inquiry into the suicide of a prominent scientist, David Kelly, and poor reporting practices by the BBC reporter Andrew Gilligan.

We can see how the Information Portrait for that time period is dominated by the cast of characters and other topics involved in the scandal:

The screenshot shows the InfoTame web interface. At the top, there is a navigation bar with buttons for 'NEW QUERY', 'DOC LIST', 'DOC REVIEW', 'ANALYTICS', 'MANAGE', 'OPTIONS', and 'HELP'. Below this is a secondary bar with 'Main query', 'Hide Correlations', 'Hide Significance', 'Add docs to collection', 'Save', and 'Print'. The main heading is 'Information Portrait'. The query input field contains 'dyke // \$[MainDate]: 1/1/2004..3/31/2004'. The 'Query mode' is set to 'Advanced'. The results section shows 'Documents found: 249' and 'Query ID: 1/1/2004 - 3/31/2004'. The view is set to 'Descriptor Pairs'. There are two columns of results, each with a 'Turn off' button. The first column lists key descriptors such as 'HUTTON INQUIRY', 'DR KELLY', 'ALASTAIR CAMPBELL', 'RICHARD RYDER', 'ALISTAIR CAMPBELL', 'IRAQ WEAPONS', 'REPORTER ANDREW', 'DIRECTOR-GENERAL GREG', 'SCIENTIST DAVID', 'KINGDOM JANUARY', 'DR DAVID', 'LONDON AP', 'JACOBSEN KELLY', 'DAVID ATTENBOROUGH', 'HUTTON JUDGMENT', 'KELLY AFFAIR', 'JOURNALIST ANDREW', 'ADVISER DAVID', 'GOVERNMENT SCIENTIST', and 'STREET PRESS'. The second column lists descriptors like 'MAIL COLUMNIST', 'MR GILLIGAN', 'PETER JACOBSEN', 'MANAGEMENT PROCEDURES', 'MICHAEL HOWARD', 'AMERICA JAN', 'BETH GARDINER', 'LONDON JAN', 'BLAIR GOVERNMENT', 'DATELINE LONDON', 'LONDON ENGLAND', 'THURSDAY JANUARY', 'SIR DAVID', 'INTELLIGENCE DOSSIER', 'FRIDAY JANUARY', 'EMERGENCY MEETING', 'GOVERNMENT WITNESS', 'FOOD CRISIS', 'LEADER MICHAEL', and 'PRISONER SWAP'. Each descriptor has a red bar indicating its significance level.

←→	Incl	Excl	Key Descriptors	Significance	←→	Incl	Excl	Key Descriptors	Significance
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">HUTTON INQUIRY</a>	██████████	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">MAIL COLUMNIST</a>	██████████
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">DR KELLY</a>	██████████	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">MR GILLIGAN</a>	██████████
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">ALASTAIR CAMPBELL</a>	██████████	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">PETER JACOBSEN</a>	██████████
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">RICHARD RYDER</a>	██████████	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">MANAGEMENT PROCEDURES</a>	██████████
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">ALISTAIR CAMPBELL</a>	██████████	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">MICHAEL HOWARD</a>	██████████
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">IRAQ WEAPONS</a>	██████████	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">AMERICA JAN</a>	██████████
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">REPORTER ANDREW</a>	██████████	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">BETH GARDINER</a>	██████████
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">DIRECTOR-GENERAL GREG</a>	██████████	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">LONDON JAN</a>	██████████
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">SCIENTIST DAVID</a>	██████████	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">BLAIR GOVERNMENT</a>	██████████
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">KINGDOM JANUARY</a>	██████████	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">DATELINE LONDON</a>	██████████
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">DR DAVID</a>	██████████	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">LONDON ENGLAND</a>	██████████
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">LONDON AP</a>	██████████	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">THURSDAY JANUARY</a>	██████████
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">JACOBSEN KELLY</a>	██████████	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">SIR DAVID</a>	██████████
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">DAVID ATTENBOROUGH</a>	██████████	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">INTELLIGENCE DOSSIER</a>	██████████
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">HUTTON JUDGMENT</a>	██████████	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">FRIDAY JANUARY</a>	██████████
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">KELLY AFFAIR</a>	██████████	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">EMERGENCY MEETING</a>	██████████
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">JOURNALIST ANDREW</a>	██████████	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">GOVERNMENT WITNESS</a>	██████████
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">ADVISER DAVID</a>	██████████	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">FOOD CRISIS</a>	██████████
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">GOVERNMENT SCIENTIST</a>	██████████	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">LEADER MICHAEL</a>	██████████
<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">STREET PRESS</a>	██████████	<input type="checkbox"/>	<input type="checkbox"/>		<a href="#">PRISONER SWAP</a>	██████████

## **Conclusion**

Search engines effectively find 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.

With InfoTame, 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's approach is particularly useful for extracting information from mountains of text data saved by today's enterprises where "popularity vote" algorithms are simply not applicable.

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