Due: Monday October 19, beginning of tutorial.

This assignment is worth 10% of final grade

1. Read the 1945 Vannevar Bush article "As We May Think". Write a one page review of this article, emphasizing in what ways (if any) the article was prophetic and in what ways (if any) it incorrectly predicted the future. Indicate any aspects of the article that you found particularly interesting.

2. For the next two weeks, keep a diary of (say 5-10) searches (not personal or sensitive) that you are undertaking. Use the following search engines: Google, Yahoo, Microsoft Search (Bing), and vary the order in which you try the search engines.

   Submit a brief summary (i.e. one or two paragraphs) for each of your chosen searches providing the following:

   (a) For each search, classify the "general type" of the information need. For example, is the search for a specific store, a specific product, historical information, information for a course, etc. You can define your own classification scheme.

   (b) For each of the searches, briefly describe your overall experience in terms of (for example) the following:
   - Did you successfully satisfy the desired information need?
   - For each successful search, how many different queries did you use? For each unsuccessful search, how many different queries did you try?
   - For each specific query, how often (if ever) did you look past the first 10 pages returned. What was the lowest ranked page that you "looked at" (i.e. i read the title or brief excerpt returned).
   - For each specific query, how many pages did you actually download?
   - How often (if ever) did the returned pages for a specific query suggest an alternative way to formulate the query? How often (if ever) did the returned pages for a specific query suggest another related but different information need. That is, how often did such searches lead to some browsing.

   (c) Compare the three search engines. Write a brief (one page) report on your satisfaction amongst the search engines and any significant differences you observed between the three search engines.

3. Bonus Question: worth up to an additional 3% for exceptionally good (convincing) answers.

   Suppose you are presenting a one page proposal (to venture capitalists) to fund a "next generation search engine". How would you convince the venture capitalists that your proposal is worth funding.