An empirical study on the effect demographic features and the choice of keywords have on searching success for Ananzi users

1. Research Problem

No empirical study could be found which determines if demographic features as well as the choice of keywords used on a local search engine (Ananzi) have an effect on searching success.

2. Introduction

- The development and evolution of search engines in becoming an efficient tool
- The possibility of demographic features affecting search results depending on the search query used as well as the search engine
- Search engines optimising in retrieving results

3. Literature Review

- The evolution and functions of robots constantly maintaining search engine databases
- Different applied indexing and information retrieval methods to warrant search engine optimisation
- Using Boolean operators to increase result accuracy

4. Methodology

- Create a Questionnaire
- Test realism of the Questionnaire
- Host Questionnaire on the Ananzi Search Engine
- Expose Questionnaire to regular Ananzi users
- Collect Questionnaire results in Data Repository
- Remove Questionnaire after one Month

5. Results

- Searchers aged 26 and above appear to be more successful than those of 19 and below
- Searchers of the Caucasian ethnic group appear to be the most successful followed by the Black ethnic group
- Female searchers appear to be more successful than male searchers
- Searchers not making use of Boolean operators appear to be more successful than those who do
- Correct spelling of keywords appear to increase searching success
- Searchers making use of 2 keywords appear to be the most successful followed by those who use 1 keyword

6. Conclusion

- Demographic features affect searching results
- This could be due to the following reasons:
  - Political Historical Factors
  - Lack of Knowledge
  - Lack of Skills
  - Lack of Ability

7. References


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