

RESULT INSTABILITY IN SELECT SEARCH ENGINES: AN EXPERIMENT WITH TREND PROJECT ANALYSIS USING COMPOUND KEYWORD “COMPARATIVE LIBRARIANSHIP”

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ABSTRACT

The paper is an outcome of a research conducted on four search engines viz., Google, Yahoo, Bing, and Baidu evaluate the trend projection analysis in their results. The objectives were accompanied by a collection of series of data using the Compound keyword “Comparative Librarianship” from the field of Library and Information Science. A series of results were collected on a daily basis to project 50 days of the projected trend. The evaluation revealed that Bing shows a positive secular trend while Google, Yahoo! And Baidu shows a downward or negative secular trend. The instability is less in Google and Bing while Yahoo and Baidu show a tremendous instability in its search results.

KEYWORDS: *Trending, Search Engine, Fluctuation*