



Live Web Search

Mary Hodder
CEO: Bloqx, Inc.

mary@hodder.org

Blog: [napsterization \(napsterization.org/stories\)](http://napsterization.org/stories)



Live Web Buzz:

Doc Searls:

'the live web'



The McGraw-Hill Companies
BusinessWeek
MAY 2, 2005 www.businessweek.com

Blogs

will change your business

Look past the yakkers, hobbyists, and political mobs. **Your customers and rivals are figuring blogs out.** Our advice: Catch up...or catch you later.

MORE ON PAGE 56 >

More on blogs online only at businessweek.com

BLOGSPOTTING
Our new blog on blogs debuts online with Stephen Baker and Heather Green



PROFILE
The young blogger king of New York real estate, Lockhart Steele

CASE STUDY
How Stonyfield Farm's yogurt culture spreads through the blogosphere



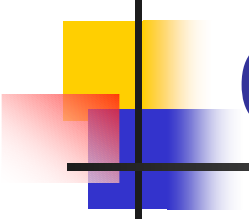
SIX TIPS
Experts weigh in on the do's and don'ts of corporate blogging

BusinessWeek online



Search: static web

- Google was created for the static web
 - Pagerank is a function of people's interest on one site, in another site, as expressed in links.
 - Google's genius was equating those links to social gestures that had value.
 - Key word search returns the 'most relevant' results based upon whomever has the most pagerank.



Search for 'mary hodder' in Google

Yields:

- 'napsterization'
- 'biplog'
- 'speaking engagements'
- 'bloqx'
- 'hodder.org'



Search for 'napsterization' in Google

Yields:

- 'mary hodder'
- The napsterization blog itself
- Uses of the word, napsterization



Search for 'mary hodder' or napsterization in blog search

- Yields key word matches
 - Reverse chron order
- Link search: yields all those who have linked to url
 - Reverse chron order
 - Can resort by Authority in some services



Static webpage search

- Static Webpages: Example webpage from a bank.
 - Incoming links 'define the bank' referring to it as an entity, but the bank doesn't change it's pages.
 - Outgoing links from bank site rarely change.
 - Don't really want sites like that to update a lot; useful in static nature



Why do we care about live web search?

- Marketing reasons: blog creators more likely to be:
 - Men: 57% are male
 - Young: 48% are under age 30
 - Broadband users: 70% have broadband at home
 - Internet veterans: 82% have been online for six years or more
 - Relatively well off financially: 42% live in households earning over \$50,000
 - Well educated: 39% have college or graduate degrees
- They have characteristics of “opinion leaders”
- Their influence online is growing

- Source: Pew Internet & American Life Project, May 2, 2005



Live webpages: what and how

- Live web pages: rapidly updated pages such as Flickr photo sets, or blogs, often with lots of links and references in new posts.
- The constant activity produces many more outbound links and references, and many more inbound links, as conversations between creators appear in threads
 - Old blog entries scroll down and off blogs, but in Google sees them all as subpages
 - Page rank makes no distinction because it defines pages as 'any page' instead of 'top pages' as technorati, or pubsub do when they 'age' things out of the system..

Metrics of Blog Search

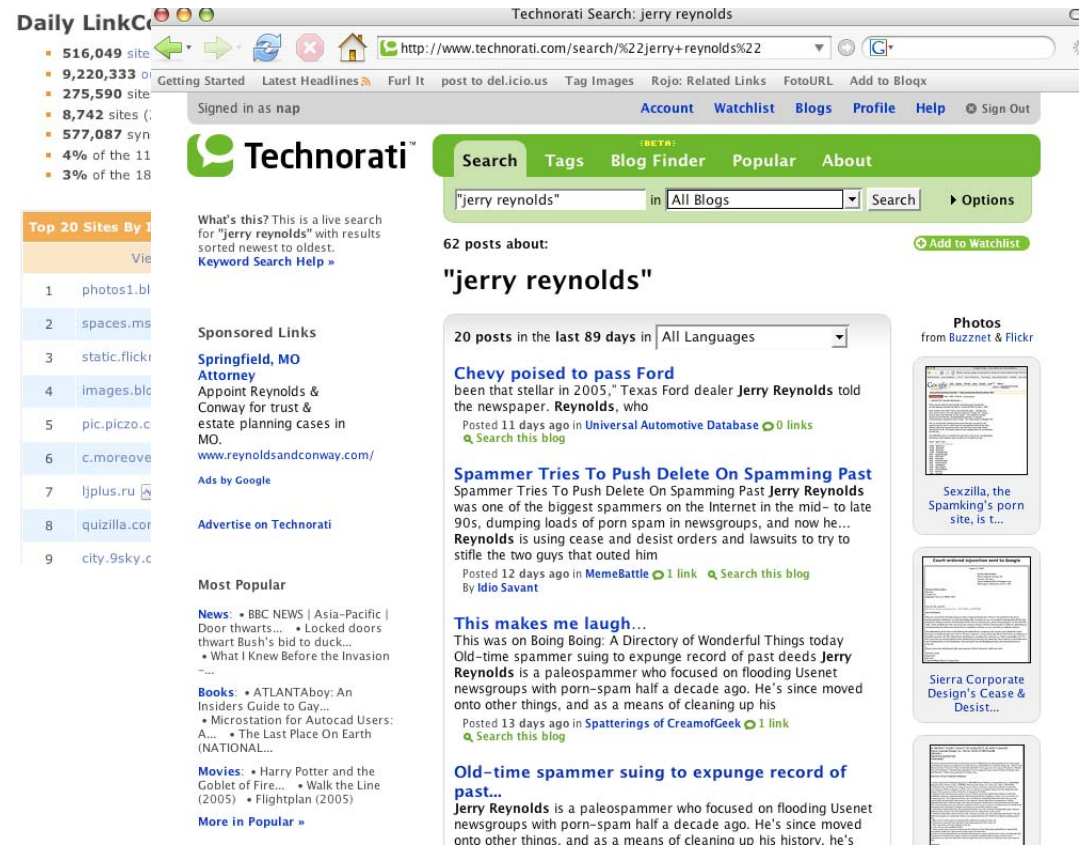
Examples of those who rely on link counts:

- Technorati
- Pubsub
- Bloglines

“authority” vs.
“influence”



A screenshot of a web browser showing the PubSub LinkCounts website. The address bar displays 'http://www.pubsub.com/linkcounts.php'. The page features a navigation menu with links like 'Getting Started', 'Latest Headlines', 'Furl It', 'post to del.icio.us', 'Tag Images', 'Rojo: Related Links', 'FotoURL', and 'Add to Blogx'. The PubSub logo is prominent at the top.



A screenshot of the Technorati search engine results for the query 'jerry reynolds'. The search bar shows the query and the results are filtered to 'All Blogs'. The page displays 62 posts about 'jerry reynolds' in the last 89 days. The top result is 'Chevy poised to pass Ford' with a snippet: 'been that stellar in 2005,' Texas Ford dealer Jerry Reynolds told the newspaper. Reynolds, who...'. Other results include 'Spammer Tries To Push Delete On Spammer Past Jerry Reynolds' and 'This makes me laugh...'. The page also features a 'Top 20 Sites By View' list on the left and a 'Sponsored Links' section for 'Springfield, MO Attorney'.



Live Web Examples

Bloglines: 880,456,867 Articles Indexed

Blogpulse: 18,447,338 feeds

Feedster: 18,047,721 feeds

Ice Rocket: no info

Pubsub: 18,549,449 sources, 11.8m active

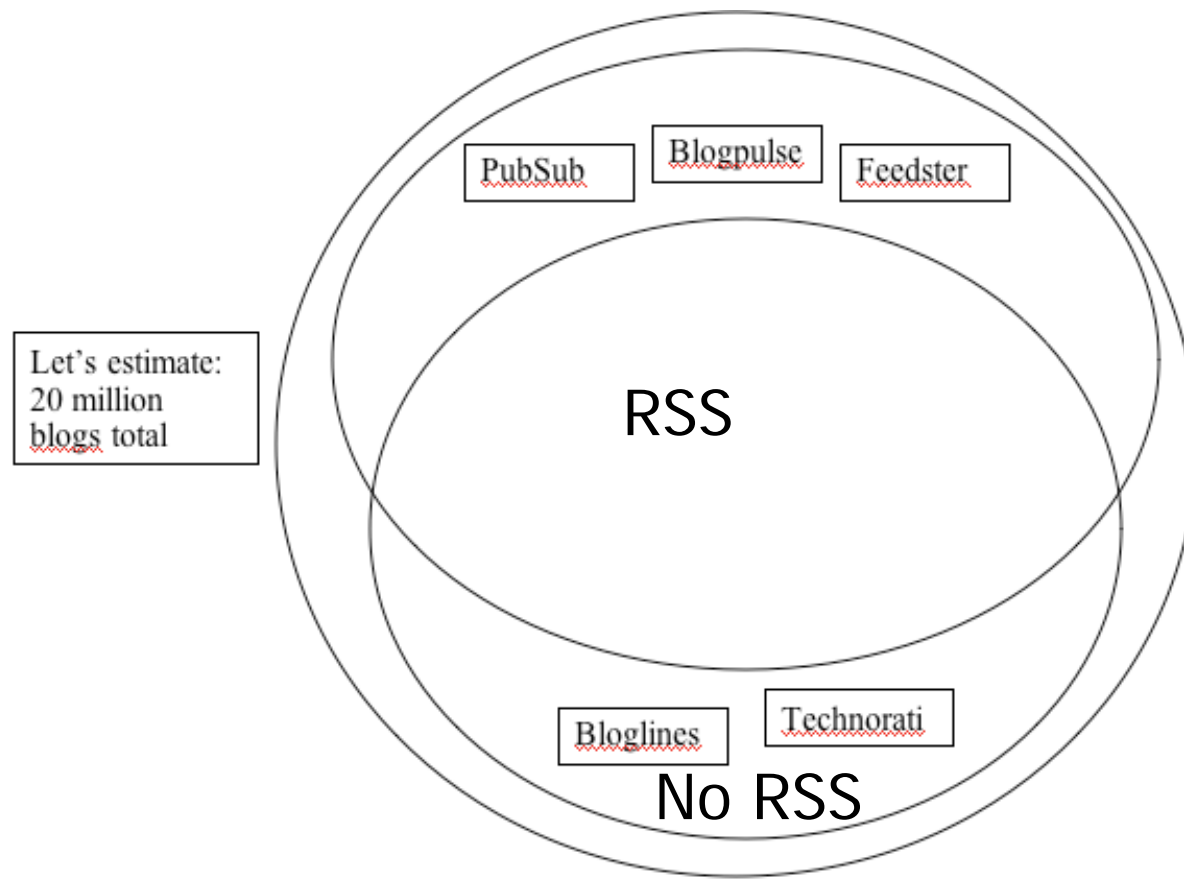
Technorati: 21.5m blogs indexed

Del.icio.us: tags, urls and people feeds

Flickr: Photos, tags and sets/groups by 1.5m people

* As of 11/21/05

The Blogosphere: what are you searching?





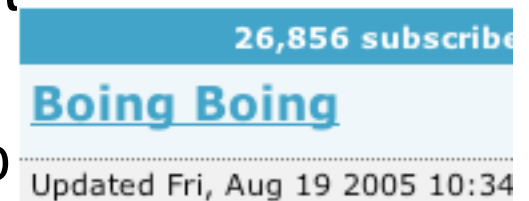
Link metrics used to weigh bloggers

- Pubsub: Linkrank based on internal calculation of worth based on inbound links and those linkranks of those who link
- Technorati: count of all inbound link sources for last 6 months
- Bloglines: count of all links for all time



Subscription metrics

- Bloglines
 - Must subscribe to feed to see subscription numbers
- Feedburner
 - Must run your feed through Feedburner
 - Subscription numbers only available to feed owner
- Example: Boing Boing * as of August 2005
 - In Bloglines, 26,856 subscribers
 - In Feedburner, 1.2 million subscribers to
 - Difference: Feedburner shows all subscriptions where as Bloglines shows just those who use Bloglines reader and subscribe





Possible other metrics

- **Inbound links: to post url**
- **Inbound links: to blog url**
- **Comments to posts**
- **Ratios within topic/post**
- **Blog server**
- **Subscribers to RSS feeds and blogs**
- **Incoming Traffic Links**
- **Outbound blogroll**
- **Tagged urls**



Search results

- Returned in reverse chron order
- Technorati: can reorder by authority (defined as inbound link count)
- Sphere: can order by date or by relevance (metric based on links and key word analysis)



Results of mixing live web with Google:

- Google: has lack of awareness of time about publishing of site
 - Good: information continues to be available
 - Bad: liveness is lost
- Awareness of links and activity
- Result: Live web activity can overwhelm static web



Example: 'Jerry Reynolds'

- Spammer from 1990's
 - Largest Usenet spammer in 1997
 - Owner of two sites: netzilla and sexzilla
 - His spam helped, with other spam, to kill Usenet over several years
 - Spam fighters tried to stop it but failed
- Wants this information removed
 - Using C&Ds to remove this documentation from Google
- Why? Google owns Usenet postings.. They come up in searches



Before blogging about Jerry Reynolds

- 13 pages back in Google Results
- Unknown for years by anyone in technology journalism
 - Exception: one article in local paper in North Dakota

Blogging of Jerry Reynolds story

- BoingBoing
- Splatterings
- Memeblog

Jerry Reynolds, (former) Spam King (of Fargo,...
Jerry Reynolds, (former) Spam King (of Fargo, ND) Files Slapp Suits Trying to Squash Free Speech by People Exposing His Spammy Ways
IMG Jerry Reynolds, owner of Sexzilla.com in 1996 and 97
IMG Jerry Reynolds, Owner of Netzilla in 1996
IMG John Doe v. Ed Falk
IMG Sexzilla, the Spamking's



Posted 14 days ago in [Napsterization](#) 379 links
[Search this blog](#)
By [mary hodder](#)

The Doc Searls Weblog : Monday, November 7, 2005

http://doc.weblogs.com/2005/11/07#spammerSlappsArour

Getting Started Latest Headlines Furl It post to del.icio.us Tag Images Rojo: Related Links FotoURL Add to Bloq

Doc Searls Weblog

Monday, November 7, 2005

Spammer SLAPPs around critics

[Mary Hodder: Jerry Reynolds, \(former\) Spam Slapp Suits Trying to Squash Free Speech by Ways.](#)

SLAPP stands for *Strategic Lawsuit Against Litigation* filed by a large corporation or in a plaintiff to intimidate and silence a less powerful burdening them with the cost of a legal defense criticism.

Not prettv.

On Lisa Rein's Radar

First Amendment Under Attack

Things On Lisa Rein's Fair and Balanced Mind Today

« Arnold's Neighborhood - Remember Folks, He's Still A Republican | Main | My Interview With The All Camera Phone Music Video Director Grant Marshall »

First Amendment Under Attack
November 07, 2005

FORMER SPAM KING JERRY REYNOLDS (OF FARGO, ND) FILES SLAPP SUITS TRYING TO SQUASH THE FREE SPEECH OF PEOPLE EXPOSING HIS SPAMMY WAYS

In the "No way, this can't be happening in America" department, we have good citizens David Ritz and Ed Falk being sued for saying the truth about Jerry Reynolds being a spammer on a usenet group over 6 years ago.

You can download a zip of all the legal docs [here](#).

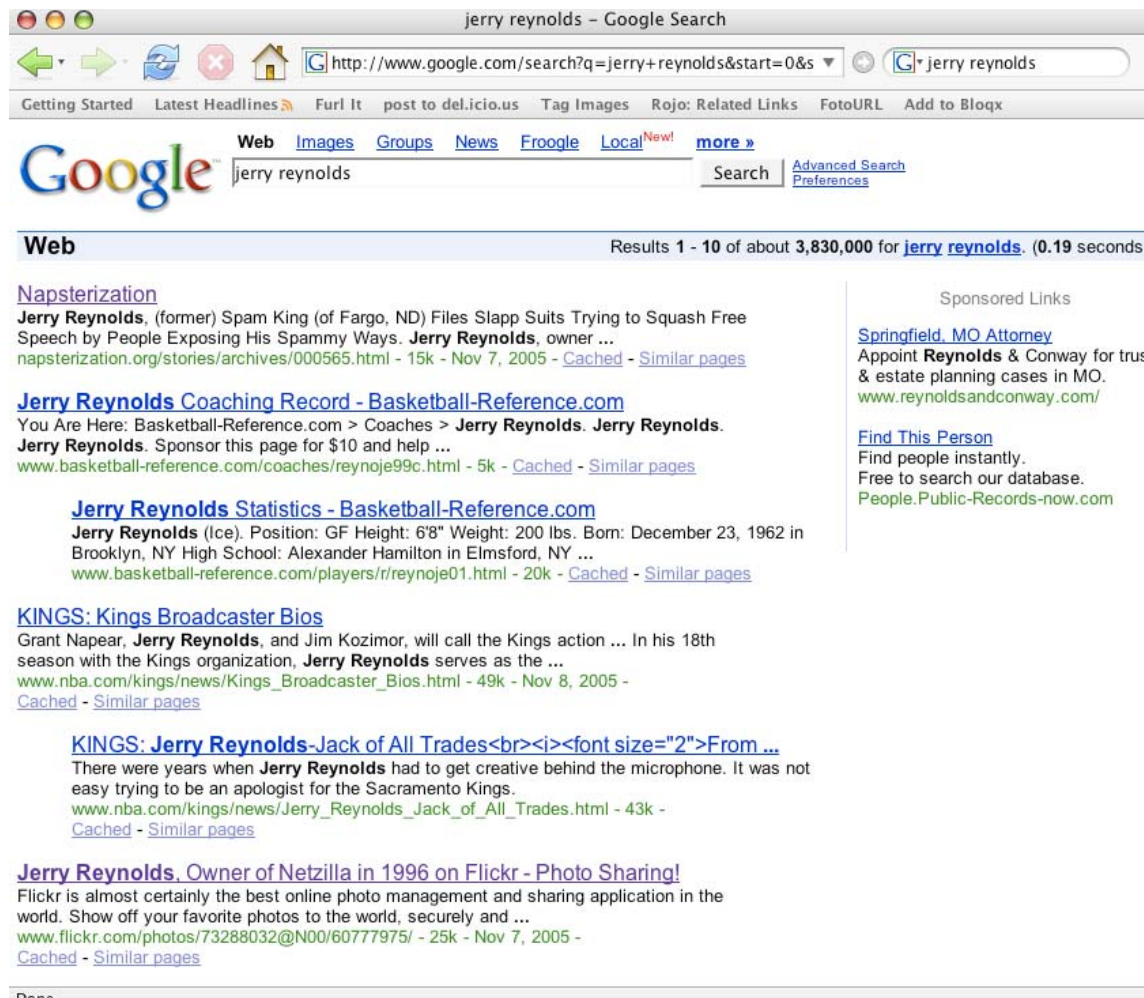
Here's how [Mary Hodder](#) explains it:

He's apparently filed (complaint here) SLAPP suits against two people, David Ritz and Ed Falk, who found that in the late 1990's, he was the largest spammer online (email wasn't so big then, but he had the largest porn spam operation on UUnet, with Sexzilla and Netzilla which were registered to Jerry Reynolds). And now he's using C&D's and these lawsuits to get whatever traces of the information that documents his spam and porn operation off of Google including search results and groups. He denies owning the site, btw, even though he was listed as administrative contact.

Reynolds has even gone so far as to subpoena Ritz' and Falk's computers and put a gag order on one, but the other one is out of jurisdiction (the suit is in North Dakota, though Falk lives and does business in CA).

Tomorrow, Ed Falk has to give a copy of all his computer harddrives to lawyers, who are still fighting over the jurisdiction issue. I think though that if this case went before a judge in CA, it would immediately be dismissed. All the evidence shows Reynolds was the

Post Blogging: #1 hit on Google



The screenshot shows a Google search results page for the query "jerry reynolds". The browser window title is "jerry reynolds - Google Search". The search bar contains "jerry reynolds" and the search button is visible. The results are categorized under "Web" and show "Results 1 - 10 of about 3,830,000 for jerry reynolds. (0.19 seconds)".

Web Results 1 - 10 of about 3,830,000 for [jerry reynolds](#). (0.19 seconds)

[Napsterization](#)
Jerry Reynolds, (former) Spam King (of Fargo, ND) Files Slapp Suits Trying to Squash Free Speech by People Exposing His Spammy Ways. **Jerry Reynolds**, owner ...
napsterization.org/stories/archives/000565.html - 15k - Nov 7, 2005 - [Cached](#) - [Similar pages](#)

[Jerry Reynolds Coaching Record - Basketball-Reference.com](#)
You Are Here: Basketball-Reference.com > Coaches > **Jerry Reynolds**. **Jerry Reynolds**.
Jerry Reynolds. Sponsor this page for \$10 and help ...
www.basketball-reference.com/coaches/reynoje99c.html - 5k - [Cached](#) - [Similar pages](#)

[Jerry Reynolds Statistics - Basketball-Reference.com](#)
Jerry Reynolds (Ice). Position: GF Height: 6'8" Weight: 200 lbs. Born: December 23, 1962 in Brooklyn, NY High School: Alexander Hamilton in Elmsford, NY ...
www.basketball-reference.com/players/tr/reynoje01.html - 20k - [Cached](#) - [Similar pages](#)

[KINGS: Kings Broadcaster Bios](#)
Grant Napear, **Jerry Reynolds**, and Jim Kozimor, will call the Kings action ... In his 18th season with the Kings organization, **Jerry Reynolds** serves as the ...
www.nba.com/kings/news/Kings_Broadcaster_Bios.html - 49k - Nov 8, 2005 - [Cached](#) - [Similar pages](#)

[KINGS: Jerry Reynolds-Jack of All Trades](#)
There were years when **Jerry Reynolds** had to get creative behind the microphone. It was not easy trying to be an apologist for the Sacramento Kings.
www.nba.com/kings/news/Jerry_Reynolds_Jack_of_All_Trades.html - 43k - [Cached](#) - [Similar pages](#)

[Jerry Reynolds, Owner of Netzilla in 1996 on Flickr - Photo Sharing!](#)
Flickr is almost certainly the best online photo management and sharing application in the world. Show off your favorite photos to the world, securely and ...
www.flickr.com/photos/73288032@N00/60777975/ - 25k - Nov 7, 2005 - [Cached](#) - [Similar pages](#)

Sponsored Links

[Springfield, MO Attorney](#)
Appoint **Reynolds & Conway** for trust & estate planning cases in MO.
www.reynoldsandconway.com/

[Find This Person](#)
Find people instantly.
Free to search our database.
People.Public-Records-now.com

Abuse: Splogs

PubSub LinkCounts

http://www.pubsub.com/linkcounts.php

Getting Started Latest Headlines Furl It post to del.icio.us Tag Images Rojo: Related Links FotoURL Add to Bloqx Login

Home | PubStats | Downloads | Tools | About PubSub | Help

Home | LinkRanks | PubSub LinkRanks 1000 | **Daily LinkCounts** | SiteStats

ts for Sunday November 20th, 2005

ed **2,936,969** new blog entries were created to 356,654 other sites. of those with new entries) had both inlinks and outlinks. n feeds had new entries. 83 recently active feeds monitored by PubSub had new entries. 49 feeds monitored by PubSub had new entries.

LinkCounts Glossary

ng Sites	Top 20 Sites by Outlinking Sites
Top 100 in detail	View the Top 100 in detail
com	1 flickr.com
	2 jpservicez-shoppingsearchengine.com
	3 spaces.msn.com/members/aiqingkong
s.com	4 blognewsfeed.com
	5 blog.360.yahoo.com
6 c.moreover.com	6 kansascitymo.blogspot.com
7 ljplus.ru	7 www-us.flickr.com
8 quizilla.com	8 mymbospace.net
9 city.9sky.com	9 prowebdiets.net

1 Day Detox Diet

http://prowebdiets.net/

Getting Started Latest Headlines Furl It post to del.icio.us Tag Images Rojo: Related Links FotoURL Add to Bloqx

Diet Directory

- Abs Diet For Woman
- Abs Diet Shopping List
- Alimentos Diet E Light
- Atkins Diet And
- Atkins Diet Sample Menu
- Best Diet
- Body Building
- Body Building Fat Loss
- By Diet Disease E Heart
- Cabbage Soup Diet
- Calorie Diet Negative
- Cardiac Soup Diet
- Celebrity Diet Jessica
- Cheap Diet Online
- Cholesterol Diet Fat
- Cholesterol Free Diet
- Cook Book For Gout Diet
- Dairy Free Diet
- Detox Diet Juice
- Diabetic Diet And
- Diet Dieting
- Diet Eat Food Raw
- Diet Fat Information
- Diet For High
- Diet Gwyneth
- Diet Leeks Soup
- Diet Menu For High

Home Sitemap News Article

Ads by Goooooogle

Are You Clean Inside?
"Death begins in the colon." Why is detoxification so crucial?
www.DrNatura.com



Google and Splogs

- Blogger
- Adsense
- Incentives to change?



What's needed

(Blog search is at the state of static web search in 1997)

- Sophisticated interfaces
- Topic browsing
- Sophisticated weighting tools
- Static web search adjustments



What's coming

- 'Data web' verses 'file web'
 - <http://you.com/files/here.htm> = data web
 - iTags: iname + tag + object = floating data
- Better search
 - Based on better live information
 - Based on data web?



Contact Info:

- Mary Hodder
- mary@hodder.org
- Blog: napsterization
- [Http://napsterization.org/stories/](http://napsterization.org/stories/)