

FLUCTUATION IN SELECT SEARCH ENGINE RESULTS: A FORECAST ANALYSIS

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ABSTRACT

This paper describes a study on select search engines to generate projected data on collection of 100 days of data series. The search engines select for the study are - Google, Bing, Yahoo, and Baidu to yield data series, using simple keyword “*Citation*” from the field of Library and Information Science. The forecasting of search engines was carried out by time series analysis collecting 100 days of sample and latter by trend projecting method, 50 days of forecasted data was generated which was taken into evaluation. On evaluation the results reveal that Yahoo! shows a positive secular trend while Google, Bing and Baidu show a downward or negative secular trend.

KEYWORDS: Fluctuation, Forecast, Result, Citation, Search Engine, Keywords