

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

Peerzada Mohammad Iqbal¹ & Suhail Nabi²

¹Library Assistant, Faculty of Fisheries, SKUAST-K, Srinagar, Jammu and Kashmir, India ²Library Assistant, Main Campus, SKUAST-K, Shalimar, Jammu and Kashmir, India

Received: 17 Feb 2018	Accepted: 01Mar 2018	

Published: 09 Mar 2018

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

INTRODUCTION

From Encyclopedia to Digital libraries, from navigation to information sources, from the information explosion to chunks of information, the internet is always used as all -purpose tools in today's digital era. Among all, search engines are primarily used as a first -hand reference tool for any query or allied matters (Fallows, 2004: Madden, 2003) the search engines differ in work, algorithm and the mechanism for query indexing etc (Sullivan, 2005). However, the outcome yielded from search engines various in rank from a few thousand to even in millions because of the accessibility of interminable measure of data. Many reviews demonstrate that exclusive initial access of results are perused by the end users from a few pages on a normal search i.e., mere two pages with a default of 10 results for every page, a sum of 20 results at majority (Silverstein, Henzinger, Marais and Moricz, 1999; Spink, Ozmutlu, Ozmutlu and Jansen, 2002; Jansen and Spink, 2004; Jansen, Spink and Pedersen, 2005). The search engine result page determines the success of a search engine, Therefore result ranking holds utmost importance in this regard. Result indexing is merely based on term frequency and the inverse document frequency in case of classical Information Retrieval system (Baeza-Yates and Ribeiro-Neto, 1999). There are numerous parameters which are taken into account in indexing of web search result. In older IRS the top ranking parameter was: number of links pointing to a given web page (Brin and Page, 1998; Google, 2016), Other factors include the anchor text of the links pointing to the web page, the placement of the search terms in the document (terms occurring in title or header may get a higher weight), the distance between the search terms, popularity of the page (in terms of the number of times it is visited), the text Appearing in meta tags (Yahoo, 2017), authority of subject

specific of the web page (**Kleinberg**, **1999**; **Teoma**, **2005**), recently search index and exactness of the hits are included as well (**MSN**, **2005**). Search engines are always in competition for the betterment of result ranking using data from web page authors and ranking pages respectively. This is the main reason search engines keep their algorithm secret. Search engine companies like **Google**, **2016** which states "Due to our area of interest andthe nature of business the main aim is to protect the integrity of our search results, the only information we make available to the public is results made by our algorithm ranking system." The updating and upgrading of search engines is a routine process, Search engine continues to alter their algorithm in order to improve their ranking results at par. Search Engine Optimization industries continually design and redesign, web pages in order to enhance the probability of getting a top hit in an information retrieval system.

It can be concluded that the first few page results in SERP (Search Engine Result Page) have major chances of getting a better hit and likely to be visited by the users. In addition to the examination of changes over time for the top results related to a given query of a search engine search engine optimization is on top priority for all information systems like Google and Yahoo. The SEO development has created a tremendous insatiability in the results when a query is given (**Payne, 2005**). However, this result insatiability can be of good or bad transformation between users "visceral need" (a fuzzy view of the information problem in the user's mind) and the "compromised need" (the way the query is phrased taking into account the limitations of the search tool at hand) (**Taylor, 2009**). Fluctuation in a search engine related to a query and all of them can't be viewed by the user, hence for checking fluctuation certain mathematical forecasting can be induced (**Gordon and Pathak, 1999; TREC, 2014**).

RELATED LITERATURE

A thorough literature search reveals that most studies focus on content changes rather than changes in the chronology of retrieved ranks of the same documents. For instance, **Fetterly, Manasse, Najork, and Wiener, (2003)** scrolled 15 lack pages weekly for 90 days & found that 65 Percent of pages remain the same. **Ntoulas, Cho ,and Olston, (2004)** also supports the same study & discovered that source of change is the addition of newly created pages rather update in existing pages. While **Adar, Teevan, Dumais, and Elsas, (2009)** crawled 5 million web pages hourly for a month & found that 34% of the pages did not have any change.

The approach was the attribute towards the difference in the sampling of the document too a much higher frequencies of change. In contrast, our work focuses on the changes in the SERP of selected search engines.

Teevan, Adar, Jones and Potts, (2007) studied the behavior of re-finding of web search uses and concluded that 40 percent of queries are re-finding queries. They also showed the detrmental impact is due to rank changes in a search engine result. The users are less likely to re-click the results and take more time to do so when a previously clicked result changed its position. Building on this insight our work presents the quantification and comparison of search results time instability in major search engines, as well as a detailed analysis on various aspects of this instability is also provided. The instability of search engine is not new, in fact, **Selberg and Etzioni**, (2000) found instability of search results more than ten years ago. In their research they showed that top ten hits on a search engine result page are replaced after a month, a rise of 54% was taken into account. Our study is different from this account as we use continuous series of data over a period of 100 days taking the hit score form the search engine itself and latter through trend projection method our analysis include many varieties of instability as well as the correlating factors.

PROBLEM

WWW was created for a purpose, mostly to share information through direct and command driven systems. There was no concept of Graphical User Interface. Systems like Archie, Gopher, and Veronica were commanded driven. After the information explosion, this software didn't cope up and hence obsolete. New concepts like Boolean operators, proximity searching, wildcards, truncation etc came into existence to cope with the searching for information explosion. Search engines began to develop new techniques and sophistication from thescholar's perspective, but it didn't help so far as search engine index in a different way. Afurther search engine doesn't sift information from users' point of view, i.e.,it retrieves information on a particular topic from aspects like an advertisement, news, information, entertainment marketing mixed with some research papers. The information society attempt to filter information purely for scholarly queries, but a topic of interest differs from scholars to entrepreneurs. Information retrieval system continues to alter the algorithm in terms of quality devoid of fluctuations and instability. Numerous methods can assist to investigation fluctuation in the algorithm likeMozcast, SERPMetrics (Search engine result page Metrics), SERPs.com, Algoroo and Forecasting (Ayres, 2014).

The present investigation attempts to evaluate the instability among select search engines in terms of fluctuation and predict trend projection using forecasting for future fluctuation.

OBJECTIVES

• To select search engines for the study.

There are countless numbers of search engines over the internet. Some are active while others are inactive, some are country bound other are global, some are subjective, unilingual, etc while others are general, multilingual etc. Selection of search engines will be based on the following parameters.

- Automatic Indexing.
- Global Coverage.
- Availability of Counter meter.
- To select a compound search term.

Since the scope of the study relates to the field of Library and Information Science. The term will be selected using classifying scheme for Library and Information Science and List of subject headings for narrow and broader refining. The terms will be further dividedinto three categories, i.e., Simple, Compound and Complex terms. Then in the compound term, a single term will be selected for the study.

• To collect data for 100 days.

After the selection of search engines and compound term, the Data will be collected from search engines in series for consistent 100 days.

• To compare trends by forecasting of time series analysis.

The 100 days data will be analyzed in a mathematical sequence called trend projection analysis and search engine

instability will be compared accordingly.

METHODOLOGY

The International Standard Organization (ISO) has certified 230 search engines (**Promote3.com, 2016**). Most users prefer robotic search engines as they allow the users to compose their own quires rather than simply follow pre specified search paths or hierarchy as in case of directories. Moreover, robotic search engines locate data in a similar way i.e., by the use of crawlers or worms. This distinguishing feature differentiates them form web directories like Yahoo! Where collections of links to retrieve URL's are created and maintained by subject experts, or by means of any automated indexing process. However, some of these services also include a robot driven search engine facility. But this is not their primary purposes. This due to this feature Yahoo! Was included in the study.

Meta search engine, e.g., Dogpile etc doesn't have their own database. These accesses the database of many robotic search engines simultaneously. Thus, these were excluded form the study.

Still, hundreds of robotic general search engines navigate the web, in order to limit the scope of study after preliminary study, following criteria was laid down for a selection of general search engines:-

- Availability of automated indexing
- Global coverage of data
- Quick response time.
- Availability of result counter

Following two general search engines were selected for the study for meeting all the criteria and being comprehensive in nature.

- Google
- Baidu

Since the study relates to the field of Library and Information Science but there is no specialized search engine in the subject so another specialized search engine which relates to the subject area i.e., Bing was taken for study. Thus, the search engines undertaken for evaluation of study are:-

- Google (General)
- Bing (Specific)
- Yahoo! (Directory)
- Baidu (Country Specific General Search engine)

SELECTION OF TERM

Selection of terms is not directly possible in diversified fields like Library and Information Science. Therefore, classification scheme like Dewey Decimal Classification was consulted to understand Broad/Narrow structure of Library and Information Science. It helped to get five general Fields i.e.,

20

- Information System
- Digital Library
- Library Automation
- Library Services
- Librarianship

These terms were then browsed in "LC list of subject Headings" which provided many other related terms (RT) and Narrow terms (NT). Further NT and RT attached to each other preferred or standard terms were also browsed which retrieved a large number of Library and Information Science terms. At first instance 140 Library and Information Science related terms were identified.

Some terms occurred more than once and duplication keywords were removed. It reduced the number to 100. Later terms were divided into three broad groups below:

- Application
- Transformation
- Interrelation

"Application" denotes utility of Library and Information science in various fields and about 50 terms came under this group. "Transformation" refers to a method of developing or manufacturing library services into practical market and 30 terms fall under this group. "Interrelation" means transformation/dependence of one subject onto another and 20 terms came under this group. Further, each category was sub-divided into groups.

"Application" into four i.e., "Reference service", "Informatics", "Information Retrieval" & "Information Sources". "Transformation" into two i.e., "Digitization" & "Consortia". "Interrelation" into two i.e., "Library Network" & "Information System".

The terms in each group were arranged alphabetically and each term was given a tag. Later 19% of the terms were selected from each group using "Systematic Sampling" (i.e., the first item selected randomly and next item at specific intervals). It further reduced the number to 19. Finally, the selected terms were classified into three groups under "Simple", "Compound" & "Complex Terms" (**Table:-1.0**). This was done in order to investigate how search engines control and handle simple and phrased terms.

"Simple Terms" containing a single word were submitted to the search engine in the natural form i.e., without punctuating marks. "Compound Terms" consisting of two words were submitted to the search engines in the form of phrases as suggested by respective search engines and "Complex Terms" composed of more than two words or phrases, were sent to the search engine with suitable Boolean operator "AND" & "OR" between the terms to perform special searches. From the compound terms the nth Keyword via Random sampling "*Comparative Librarianship*" was taken for the study.

S. No	Compound Terms
1	Bibliometric Classification
2	Citation Analysis
3	Comparative Librarianship
4	Digital Preservation
5	Electronic Repositories
6	Library Automation
7	Semantic web

Table	:1:	Key	vwor	ds

Testing Fluctuation (The Ups and Downs)

The result in a search engine may differ for the same keywords over a gap of time, as the documents on a web are continuously being altered both in terms of quantitative and qualitative procedures. This instability changes, i.e. both qualitative and quantitative are expressed as fluctuations. The change in quantity is expressed as "Result Fluctuation" and the change in qualitative are expressed as "Document" and "Indexing Fluctuation". The instability or fluctuation may show increased or decrease in result or comprehensibleness but its versatility depends on the algorithm it follows. The change can be of good (as removal of spam and useless pages) or bad (as crawlers don't get a chance to index an informative page).

A "Result Fluctuation" can be expressed when a search engine shows decrease or increase in a total number of retrieved results for a given query i.e., search results at two different intervals of time. In other words, the total number of results varies form two or many observations, e.g. if a query is searched in a search engine and retrieves say 1000 results, on the 2nd day the same query may show increase result fluctuation say 1050 or decrease rate fluctuation say 950. Both the fluctuation is termed as instability.

Secular Trending in Search Engine

The Trending is an estimate of a future event achieved by systematically combining and casting forward in a predetermined way from the data about the past. It is simply a statement about the future prediction. Trending is possible only when a history of data exists. The study collected 100 days of data samples from four search engines out of seven as the result-counter was available with Google, Bing, Yahoo and Baidu. The data collection was carried on 1st of Feb, 2017 and ended on 11th of May, 2017 collecting 100 samples for the keyword "*Comparative Librarianship*" in four search engines (**Annexure**).

In forecasting, process few points were taken into consideration as:

- 100 days of data sampling were taken into consideration (Annexure).
- As the data is seasonal, Trend Projection Method was taken into consideration.
- The results were taken from SERP (Search Engine Result Page) on a daily basis.
- A forecast of 50 days was generated (Table:-2).
- The results were evaluated on a scattered graph with a regression line

Trend Projection

Trending describes the instability in search engines. This instability can be traced in a time series forecasting depending on the trending line which meets in a series of previous data points and then projects the linear line into a future of both mediums to longrange forecasting. Our research has described the trending with line visually to a set of points on a mathematical graph. The graphical interpretation may differ as per historical data. The trending may however, be differentiated into three types:

- **Positive or Upward Secular Trend:** This trend describes the data into an Increasing/ Positive/ Upward manner, the database may increase in terms of versatility or comprehensiveness.
- **Negative/ Downward Secular Trend:** This trend describes the data into a decreasing/ Negative/ Downward manner, the database may decrease in terms of versatility or comprehensiveness.
- Neutral or Straight Secular Trend: This type of data is consistent with slight or no changes in the database of a search engine.

For the study, 400 samples from 4 search engines are taken into account to generate 200 results of projected data which are described in graphs.

The formula derived form the study is:-

 $t_t = b_0 + b_1 t$

 b_0 and b_1 can be derived as:

$$b_0 = \overline{y} - b_1 \overline{t}$$

$$b_1 = \frac{n\Sigma t y_t - \Sigma t \Sigma y_t}{n\Sigma t^2 - (\Sigma t)^2}$$

Where

t = days

 $y_t =$ Result of the search query

(Explained in Annexure)

The projected result **Table 2**, shows a vast fluctuation both in terms of positive Secular trend and negative secular trend. The estimate is given by a trending line in **Figure: 1**, **Figure: 2**, **Figure: 3 and Figure. 4**.

23

Google	Bing	Yahoo!	Baidu
47631576	13179273	26491273	9148103
47668421	13205283		9143263
			9139284
47748600			9135201
47790065			9131012
			9126712
			9124480
			9109972
			9107096
			9104354
			9106027
			9108373
			9113393
			9119419
			9126524
			9138051
			9143623
			9150045
			9157378
			9165685
			9175038
			9182842
			9191536
			9208784
			9227927
			9234082
			9237411
			9240840
			9237985
			9234505
			9222592
			9209059
			9208585
			9207938
			9200099
			9185396
			9168933
			9150576
			9125379
			9097434
			9066531
			9037445
			9005514
			8970522
			8943111
			8895233
			8864121
		8144636	8808989
50877268	רצחאח/ רן		
50822468 50962462	15268695 15383127	7276919	8770592
	47631576 47668421 47708061	476315761317927347668421132052834770806113234241477486001326427047790065132931174783248213322850478783031334380747927916133645344797918713384991480295821341035048081467134331248132175134562184818695513479038482462401350174148307585135271994836514113552808484212181358158148478547136108214853085713637379485869631366083048647282136905364870559213717322487580861374413448831502137674854890745013793911489681661382381349029593138612544909910613899782491626201394319649223006139958504928749414051062493525891410110249482568142540764964476314311679497233461437161749889307144990034997279914566723500623281464181050158492147159115024811714793257503394441487403250451403149631595056731015061462	4763157613179273264912734766842113205283263261054770806113234241261568404774860013264270259833434779006513293117258054724783248213322850256207184787830313343807254334254792791613364534252412904797918713384991250441494802958213410350248418314808146713433122463149348132175134562182441529648186955134790382419302748246240135017412396446348307585135271992372937148365141135528082348453548421218135815812322626148478547136108212295961148530857136608302239974048647282136905362210575248705592137173222180184848758086137441342148419748831502137674852116915748907450137939112084398748968166138238132049752849029593138612542013881949099106138997821976728949162620139431961937858049223006139958501897156049287494140510621854890249492568141990314543325494925681425407616713391496476314371617156701964989307144990314543325 <tr< td=""></tr<>

Table 2: Projected Data Using Trend Projection Method for 50 days for the Keyword "Reprints"

Result Instability in Select Search Engines: An Experiment With Trend Project Analysis Using Compound Keyword "Comparative Librarianship"

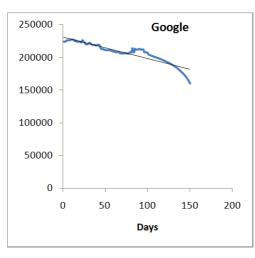


Figure 1: Negative Secular Trend of Google for the Keyword "Comparative Librarianship"

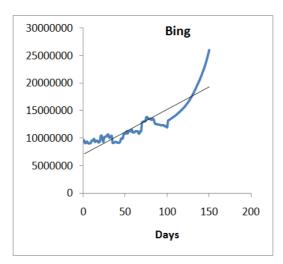


Figure 2: Positive Secular Trend of Google for the Keyword "Comparative Librarianship"

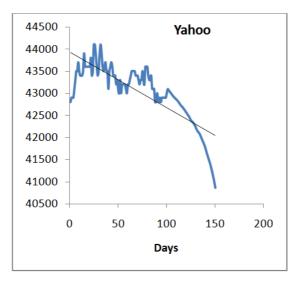


Figure 3: Negative Secular Trend of Google for the Keyword "Comparative Librarianship"

25

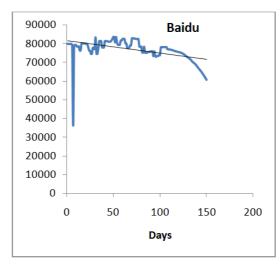


Figure 4: Negative Secular Trend of Google for the Keyword "Comparative Librarianship"

CONCLUSIONS

The trending of the search engines reveals that Bing shows a Positive secular trend while Google, Yahoo! And Baidu shows a negative or downward secular trending. The data forecasted to show a consistent growth in the database of Bing in terms of results. On the other hand Google, Yahoo! And Baidu shows down secular trending resulting in loss of database. As mentioned earlier the downward fluctuation can be of the good or bad case, depending on the algorithm, it follows e.g., removal of adware and spam. While positive, tending can be generalized as good as well as bad e.g., Recently, Google changed its algorithm to Panda and Penguin cause huge indexing fluctuation in Search Engine Result Page this is due the addition and deletion of newly created pages or removal of spam and adware. Baidu and Yahoo shows a tremendous instability in its database while Google and Bing shows minimal instability in its indexing result.

REFERENCES

- Adar, E., Teevan, J., Dumais, S. T., & Elsas, J. L. (2009). The Web Changes Everything: Understanding The Dynamics Of Web Content. In: Proceedings of the Second ACM International Conference on Web Search and Data Mining (282–291). DOI: 10.1145/1498759.1498837
- Ayres, K. (2014). Understanding Why Search Rankings Fluctuate & How To Avoid A Ranking Demis. Business2community. Retrieved from http://www.business2community.com/seo/understanding-search-rankingsfluctuate-avoid-ranking-demise-0898216#vMk0Sl6gc41Bq6lC.97
- 3. Baeza-Yates, R. A., & Ribeiro-Neto, B. A. (2004). Modern Information Retrieval. Facet Publishing.
- 4. Brin, S., & Page, L. (1998). The Anatomy Of A Large-Scale Hypertextual Web Search Engine. In: Proceedings of the 7th International World Wide Web Conference, Computer Networks and ISDN Systems (107 – 117). Available at: http://www-db.stanford.edu/pub/papers/google.pdf
- 5. Fallows, D (2004). The Internet & Daily Life. PEW Internet & American Life Project, Available at: http://www.pewinternet.org/pdfs/PIP_Internet_and_Daily_Life.pdf

Result Instability in Select Search Engines: An Experiment With Trend Project Analysis Using Compound Keyword "Comparative Librarianship"

- Fetterly, D., Manasse, M., Najork, M., & Wiener, J. L. (2003). A Large-Scale Study Of The Evolution Of Web Pages. In: Consortium of World Wide Web (669–678). DOI: 10.1145/775152.775246
- Google. (2016). Google Information For Webmasters, Google. Retrieved from http://www.google.com/webmasters/4.html
- 8. Gordon, M., & Pathak, P. (1999). Finding information of the World Wide Web: The retrieval effectiveness of search engines. Information Processing and Management, 35(5),141–180. DOI: 10.1016/S0306-4573(98)00041-7
- 9. Jansen, B. J., & Spink, A. (2004). An analysis of Web searching by European Alltheweb.Com Users. Information Processing and Management, 41(6), 361-381. DOI: 10.1145/77556.77562
- 10. Jansen, B. J., Spink, A., & Pedersen, J. (2005). A Temporal Comparison Of Altavista Web Searching. Journal of the American Society for Information Science and Technology, 56(6), 559-570. DOI: 10.1002/asi.20145
- Kleinberg, J. M. (1999). Authoritative Sources in A Hyperlinked Environment. Journal of the ACM, 46(5), 604-632. DOI: 10.1145/324133.324140
- 12. Madden, M. (2003). America's online pursuits: The changing picture of who's online and what they do. PEW Internet & American Life Project. Retrieved from

http://www.pewinternet.org/pdfs/PIP_Online_Pursuits_Final.PDF

- 13. MSN Search. (2005). Web search help: Change your search results by using Results Ranking. MSN, Retrieved from http://search.msn.com/docs/help.aspx?t=SEARCH_PROC_BuildCustomizedSearch. htm
- Ntoulas, A., Cho, J., & Olston, C. (2004). What's New On The Web? The Evolution Of The Web From A Search Engine Perspective. In: Consortium of World Wide Web (1–12). ACM Press, 2004. DOI: 10.1145/155049.155074
- 15. Payne, C. (2016). MSN Search launches. MSN. Retrieved from http://blogs.msdn.com/msnsearch/archive/2005/01/31/364278.aspx
- Promote3.com. (2016). Top Search Engine Ranking Search Engine Optimization. IDV International: California, Retrieved from http://www.promote3.com/search-engine-230.htm
- 17. Selberg, E., & Etzioni, O. (2000). On The Instability Of Web Search Engines. In: Proceedings of RIAO (223–235). Retrieved from http://homes.cs.washington.edu/~etzioni/papers/riao2.pdf
- Peerzada Mohammad Iqbal et al., Comprehensiveness, Dead Links and Duplicacy of Select Major Search Engines in the Field of Library and Information Science, International Journal of Library Science and Research (IJLSR), Volume 6, Issue 4, July-August 2016, pp. 1-10
- 19. Silverstein, C., Henzinger, M., Marais, H., & Moricz, M. (2010). Analysis of a very large Web search engine query log. ACM SIGIR Forum, 33(1) (2010), Retrieved from http://www.acm.org/sigir/forum/F99/Silverstein.pdf
- 20. Spink, S., Ozmutlu, O. H. C., & Jansen, B. J. (2002). U.S. Versus European Web Searching Trends. SIGIR Forum, Available at: http://www.acm.org/sigir/forum/F2002/spink.pdf

- 21. Sullivan, D. (2005). Nielsen Netratings Search Engine Ratings. In: Proceedings of the 15th annual international ACM SIGIR conference on Research and development in information retrieval (233-244). DOI: 10.1145/133160.133205
- 22. Taylor, R. S. (2009). Question-negotiation and information seeking in libraries. College and Research Libraries, 29, (178-194). DOI: 10.5860/crl.76.3.247
- 23. Teevan, J., Adar, E., Jones, R., & Potts, M. A. S. (2007). Information Re-Retrieval: Repeat Queries In Yahoo's Logs. In: SIGIR (151–158). DOI: 10.1145/1871437.1871662
- 24. Teoma (2005). Adding A New Dimension To Search: The Teoma Difference Is Authority. Teoma. Retrieved from http://sp.teoma.com/docs/teoma/about/searchwithauthority.html
- 25. Peerzada Mohammad Iqbal & Abdul Majid Baba, Currency of Research Articles for Select Major Search Engines in the Field of Library & Information Science, IASET: International Journal of Library & Educational Science (IASET: IJLED), Volume 2, Issue 2, July-December 2016, pp. 61-70
- 26. TREC (2014). Data English Relevance Judgements. TREC. Retrieved from

http://trec.nist.gov/data/reljudge_eng.html

27. Yahoo. (2017). Yahoo! Help: How do I Improve the Ranking Of My Website In The Search Results. Yahoo. Retrieved from http://help.yahoo.com/help/us/ysearch/ranking/ranking-02.html

APPENDIX

	Google			Bing			Yahoo!			Baidu		
Days (t)	Result (Y.)	Multiplication of Days and Results (tY ₁)	Square of Days (t) ²	Result (Y.)	Multiplication of Days and Results (tY _t)	Square of Days (t) ²	Result (Y _t)	Multiplication of Days and Results (tY _t)	Square of Days (t) ²	Result (Y _t)	Multiplicatio of Days and Results (tY _t)	Square of Days (t) ²
1	224000	224000	1	9690000	9690000	1	42800	42800	1	80000	80000	1
2	224000	448000	4	9170000	18340000	4	42900	85800	4	80000	160000	4
3	224000	672000	9	9170000	27510000	9	42900	128700	9	80000	240000	9
4	225000	900000	16	9430000	37720000	16	42900	171600	16	80000	320000	16
5	226000	1130000	25	9390000	46950000	25	43100	215500	25	80000	400000	25
6	226000	1356000	36	9120000	54720000	36	43300	259800	36	79200	475200	36
7	226000	1582000	49	9090000	63630000	49	43500	304500	49	36200	253400	49
8	226000	1808000	64	9110000	72880000	64	43500	348000	64	79200	633600	64
9	227000	2043000	81	9190000	82710000	81	43700	393300	81	79400	714600	81
10	227000	2270000	100	9590000	95900000	100	43500	435000	100	79400	794000	100
11	227000	2497000	121	9590000	105490000	121	43400	477400	121	78600	864600	121
12	227000	2724000	144	9720000	116640000	144	43400	520800	144	78600	943200	144
13	226000	2938000	169	9930000	129090000	169	43400	564200	169	78600	1021800	169
14	225000	3150000	196	9380000	131320000	196	43500	609000	196	76500	1071000	196
15	226000	3390000	225	9470000	142050000	225	43900	658500	225	76500	1147500	225
16	224000	3584000	256	9580000	153280000	256	43600	697600	256	80300	1284800	256
17	224000	3808000	289	9580000	162860000	289	43600	741200	289	80300	1365100	289
18	224000	4032000	324	9300000	167400000	324	43600	784800	324	80200	1443600	324
19	224000	4256000	361	9300000	176700000	361	43600	828400	361	80200	1523800	361
20	224000	4480000	400	9580000	191600000	400	43600	872000	400	80300	1606000	400
21	223000	4683000	441	10500000	220500000	441	43600	915600	441	79900	1677900	441
22	223000	4906000	484	10500000	231000000	484	43800	963600	484	79900	1757800	484
23	226000	5198000	529	9930000	228390000	529	43400	998200	529	78600	1807800	529
24	225000	5400000	576	9380000	225120000	576	43500	1044000	576	76500	1836000	576
25	223000	5575000	625	10100000	252500000	625	44100	1102500	625	76300	1907500	625
26	222000	5772000	676	10300000	267800000	676	44100	1146600	676	74700	1942200	676
27	220000	5940000	729	10300000	278100000	729	43900	1185300	729	74700	2016900	729
28	220000	6160000	784	10500000	294000000	784	43600	1220800	784	77900	2181200	784
29	220000	6380000	841	10700000	310300000	841	43400	1258600	841	77300	2241700	841
30	221000	6630000	900	10700000	321000000	900	43500	1305000	900	77300	2319000	900
31	222000	6882000	961	10100000	313100000	961	43900	1360900	961	83500	2588500	961
32	222000	7104000	1024	10300000	329600000	1024	44100	1411200	1024	74700	2390400	1024
33	220000	7260000	1089	10300000	339900000	1089	43900	1448700	1089	74700	2465100	1089
34	220000	7480000	1156	10500000	357000000	1156	43600	1482400	1156	77900	2648600	1156

Annexure:- Time Series Data For Forecasting of Select Search Engines For the Keyword "Comparative Librarianship"

	21528000	1069068000		110022000								
Σt	Σ(Y,)	$\sum tY_t$	$\sum (t)^2$	Σ(Y,)	$\sum tY_t$	$\Sigma(t)^2$	<u>Σ</u> (Y _t)	$\sum tY_t$	$\sum (t)^2$	Σ(Y,)	$\sum tY_t$	∑(t) ²
100	207000	20700000	10000	12000000	120000000	10000	43000	4300000	10000	73900	7390000	10000
99	203000	20384000	9801	12200000	1207800000	9801	42900	4204200	9801	74000	7326000	9801
97 98	208000 208000	20176000 20384000	9409 9604	12200000 12200000	1183400000 1195600000	9409 9604	42900 42900	4161300 4204200	9409 9604	73500 73500	7129500 7203000	9409 9604
96	208000	19968000	9216	12400000	1190400000	9216	42900	4118400	9216	73100	7017600	9216
94 95	212000 212000	19928000 20140000	8836 9025	12400000 12400000	1165600000 1178000000	8836 9025	42800 42900	4023200 4075500	8836 9025	76000 73400	7144000 6973000	8836 9025
93 94	212000	19716000	8649	12400000	1153200000	8649	42900	3989700	8649	73400	6826200	8649
92	212000	19504000	8464	12400000	1140800000	8464	42800	3937600	8464	76000	6992000	8464
90 91	213000 213000	19170000 19383000	8100	12500000 12500000	1125000000 1137500000	8100 8281	43000	3870000 3903900	8100	76000	6840000 6916000	8100
89 90	212000	18868000	7921 8100	12500000	1112500000	7921	42800 43000	3809200	7921 8100	75700 76000	6737300	7921 8100
88	212000	18656000	7744	12600000	1108800000	7744	42800	3766400	7744	75700	6661600	7744
87	212000	18232000	7569	12600000	1096200000	7569	43100	3749700	7569	75700	6585900	7569
85 86	213000 212000	18105000 18232000	7225 7396	12900000 12600000	1096500000 1083600000	7225 7396	43100 43100	3663500 3706600	7225 7396	75200 75200	6392000 6467200	7225 7396
84	208000	17472000	7056	13400000	1125600000	7056	43400	3645600	7056	75400	6333600	7056
82	214000	17264000	6/24	13400000	1128800000	6724	43300	3593900	6724	78500	6182800	6724
81 82	208000 214000	16848000 17548000	6561 6724	13400000 13400000	1085400000 1098800000	6561 6724	43400 43300	3515400 3550600	6561 6724	75400 75400	6107400 6182800	6561 6724
80	208000	16640000	6400	13600000	1088000000	6400	43600	3488000	6400	78500	6280000	6400
79	208000	16432000	6241	13500000	1066500000	6241	43600	3444400	6241	78500	6201500	6241
77 78	206000 206000	15862000 16068000	5929 6084	13600000 13600000	1047200000 1060800000	5929 6084	43200 43600	3326400 3400800	5929 6084	82600 78500	6360200 6123000	5929 6084
76	206000	15656000	5776	13900000	1056400000	5776	43300	3290800	5776	82600	6277600	5776
75	206000	15450000	5625	13800000	1035000000	5625	43500	3262500	5625	82600	6195000	5625
74	206000	15318000	5476	13100000	969400000	5329	43300	3204200	5476	82800	6127200	5476
73	206000	15038000	5329	13100000	956300000	5329	43300	3160900	5329	82800	6044400	5329
71 72	207000 206000	14697000 14832000	5041 5184	13000000 13100000	923000000 943200000	5041 5184	43300 43200	3074300 3110400	5041 5184	83000 83000	5893000	5041 5184
70	206000 207000	14420000	4900	12900000	903000000	4900	43400	3038000	4900	83000 83000	5810000 5893000	4900
69	206000	14214000	4761	11300000	779700000	4761	43400	2994600	4761	79200	5464800	4761
68	206000	14008000	4624	11300000	768400000	4624	43400	2914300	4624	79200	5385600	4624
66 67	208000 207000	13728000 13869000	4356 4489	10900000 10900000	719400000 730300000	4356 4489	43500 43500	2871000 2914500	4356 4489	77800 77800	5134800 5212600	4356 4489
65	208000	13520000	4225	11300000	734500000	4225	43500	2827500	4225	77800	5057000	4225
64	208000	13312000	4096	11300000	723200000	4096	43500	2784000	4096	80300	5139200	4096
62	208000	13104000	3844	11300000	711900000	3844	43300	2684600 2734200	3844	82700	5058900	3844
61 62	209000 208000	12749000 12896000	3721 3844	11100000 11300000	677100000 700600000	3721 3844	43200 43300	2635200 2684600	3721 3844	82700 82700	5044700 5127400	3721 3844
60	209000	12540000	3600	11100000	666000000	3600	43200	2592000	3600	82700	4962000	3600
59	209000	12331000	3481	11100000	654900000	3481	43000	2537000	3481	81800	4826200	3481
57 58	210000 210000	11970000 12180000	3249 3364	11300000 11600000	644100000 672800000	3249 3364	43200 43100	2462400 2499800	3249 3364	79500 81800	4531500 4744400	3249 3364
56	211000	11816000	3136	11300000	632800000	3136	43200	2419200	3136	79500	4452000	3136
55	211000	11605000	3025	11300000	621500000	3025	43200	2376000	3025	79500	4372500	3025
53 54	211000 211000	11183000 11394000	2809 2916	10900000 11300000	577700000 610200000	2809 2916	43000 43200	2279000 2332800	2809 2916	83700 80800	4436100 4363200	2809 2916
52	211000	10972000	2704	11300000	587600000	2704	43300	2251600	2704	80800	4201600	2704
51	211000	10761000	2601	10900000	555900000	2601	43000	2193000	2601	83700	4268700	2601
50	212000	10550000	2500	10900000	545000000	2500	43100	2155000	2500	83700	4185000	2500
48 49	212000 212000	10176000 10388000	2304 2401	10600000 10900000	508800000 534100000	2304 2401	43200 43300	2073600 2121700	2304 2401	81800 82600	3926400 4047400	2304 2401
47	213000	10011000	2209	9970000	468590000	2209	43400	2039800	2209	81200	3816400	2209
46	213000	9798000	2116	10000000	460000000	2116	43400	1996400	2116	81200	3735200	2116
44	216000 213000	9504000 9585000	1936 2025	9410000 9970000	414040000 448650000	1936 2025	43600 43400	1918400 1953000	1936 2025	81300 81200	3577200 3654000	1936 2025
43	219000	9417000	1849	9230000	396890000	1849	43700	1879100	1849	81500	3504500	1849
42	219000	9198000	1764	9230000	387660000	1764	43600	1831200	1764	81500	3423000	1764
41	219000	8979000	1681	9190000	376790000	1681	43500	1783500	1681	81500	3341500	1681
39 40	218000 219000	8502000 8760000	1521 1600	9390000 9310000	366210000 372400000	1521 1600	43500 43100	1696500 1724000	1521 1600	78100 78100	3045900 3124000	1521 1600
38	219000	8322000	1444	9380000	356440000	1444	43500	1653000	1444	78100	2967800	1444
37	219000	8103000	1369	9230000	341510000	1369	43700	1616900	1369	81500	3015500	1369
30	219000	7884000	1296	9230000	332280000	1296	43500 43600	1522500 1569600	1225 1296	81500 81500	2852500 2934000	1225 1296
35 36	219000	7665000	1225	9190000	321650000	1225						

Result Instability in Select Search Engines: An Experiment With Trend Project Analysis Using Compound Keyword "Comparative Librarianship"