HATS
FARMS &
BUBBLES
How Emerging Marketing & Content Production Models Are Making Research More Difficult

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AGENDA

1. MODELS
   SEO, BUBBLES, FARMS, ALGORITHM CREATED CONTENT, CROWDSOURCING

2. SOLUTIONS
SEO
GOOGLE PENGUIN
GOOGLE’S WEBMASTER GUIDELINES
ACADEMIC SEO
BLACK HAT
ACADEMIC
SEO
FILTER BUBBLE
“IN THE MARKET OF PERSONALIZATION,
DATA IS CURRENCY”
EXAMPLE TRACKING
EXAMPLE
FACEBOOK
NARROW, DEEP PATH
Add your name in support of comprehensive immigration reform.
CONTENT FARMS
1. The algorithm determines what articles to produce. It also estimates a search term's earning potential—its lifetime value, or LTV.

2. A second algorithm, the Knowledge Engine, generates title ideas by combing through search queries that have included that term.
A freelance title proofer looks at the term spit out by the algorithm and, for 8 cents each, tries to make it into a real title.

A second proofer, also paid 8 cents a piece, improves on the first title.

An editor (in this case from eHow) loads the phrase into the central repository for assignments, a website called Demand Studios.
The article is checked against a database to make sure it’s not cribbed.

6. Freelance Writer
A writer trolling through Demand Studios spots the title and writes it up for $15.

7. Copy Editor
A copy editor gets paid $2.50 to read the article, make any fixes, and upload it back to Demand Studios. It’s automatically posted to eHow.
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Ads from Google (and other sources) appear on the page with the article.

Cutest Cake Ideas
Cake Decorating Ideas & Recipe Finder. Princess Themes & More!
www.FamilyFun.com/Recipe

When someone clicks on an ad, the advertiser pays a fee, part of which goes to Demand. The rest goes to Google.
GOOGLE PANDA
THIN CONTENT WITH LITTLE OR NO ADDED VALUE
I finally have the ability to make the things I want to.

106 notes · May 7, 2013 · The Rise of the Hacker Space
...but scholarly information is safe... right?
Analysts have become increasingly bearish on JC Penney (JCP) in the month leading up to the company's first quarter earnings announcement scheduled for Thursday, May 16, 2013. The consensus analyst estimate has moved from a loss of 81 cents a share to the current prediction of a loss of $1.17 a share.

The consensus estimate has dipped over the past three months from a loss of 38 cents. For the fiscal year, analysts are projecting a loss of $3.37 per share. Analysts look for revenue to decrease 13.7% year-over-year to $2.72 billion for the quarter, after being $3.15 billion a year ago. For the year, revenue is projected to come in at $12.3 billion.

Analysts have become more optimistic about the stock recently and the number of buy ratings has risen slightly over the past three months.

Earnings estimates provided by Zacks.

Narrative Science, through its proprietary artificial intelligence platform, transforms data into stories and insights.
Math seems to be your strongest area, but you are having particular problems with definite integrals. You should review Chapter 4 in the Math readings and rerun the exercises at the end of the chapter.

In Physics, you need to focus on issues of magnetics and electrostatics. You seem to be having problems with some of the basic questions in these areas that other students are managing well. You should look back to Sections 3-5 in Chapter 7 of the material (for magnetics) and Section 3 in Chapter 6 (for electrostatics).

Chemistry continues to be your weakest area of study. In particular, you need to review Section 1 in Chapter 2 of the Chemistry readings to help strengthen your understanding of nitrogen containing compounds.

One last point: you seem to get tripped up on questions that are at the high level of difficulty although you answer all of them. The next time you take the practice test, you might consider skipping questions where you are unsure of the answer. Remember, you end up being penalized more for wrong answers than skipped answers.

Good luck on your next run. Do your readings!
CROWD-SOURCING
CROWD-SOURCING IN INFORMATION

The Ventus Project

Plant Name: Univ of Wisc Madison Charter Sreet
Country: USA
Fuel: Oil
Total CO2: 237739.08537
CROWD-SOURCING
RESEARCH ACTIVITIES

EteRNA
CROWD-SOURCING
FUNDING

IAM scientist
PETRIDISH
microroryza
SO WHAT CAN WE DO?
SOLUTIONS
ALTERNATIVES
AT LEAST 21.46 BITS
OF IDENTIFYING
INFORMATION
BALANCED DIET
Mad Skillz

I has them
THANK YOU

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FURTHER READINGS