

Using the Internet

Searching accurately with Google:

In this document I will be searching for help with my Business Studies work by finding information about the stock exchange.

About 105,000,000 results (0.11 seconds)

About 8,260,000 results (0.25 seconds)

About 850,000 results (0.21 seconds)

About 606,000 results (0.27 seconds)

Are Microsoft on the London Stock Market FTSE 100 in November 2010 "London Stock Exchange"
-NASDAQ -Apple

About 1,640 results (0.23 seconds)

Searching accurately with Bing:

stock exchange



1-10 of 30,000,000 results

london stock exchange



1-10 of 25,300,000 results

london stock exchange ftse 100



1-10 of 736,000 results

Are Microsoft on the London Stock Market

FTSE 100 in November 2010

London Stock Exchange" -(NASDAQ) Apple



1-10 of 3,470 results

GCSE Subject:

Business Studies

Topic:

How well are Microsoft doing on the London Stock Exchange?

Why this subject/topic?:

After ICT, Business Studies is my favourite subject, and I am learning about Stocks and the Stock Exchange currently so it seemed appropriate to choose this subject and topic combination over all others.

Information needed from the Internet:

The address of the search engine and what I am going to search.

Search Engines used:

Google UK and Bing UK.

Why did you choose these search engines?:

I chose these 2 search engines since they are the most known search engines, and the ones that I use most. Therefore, I found it appropriate to use them since I know my way around them the most.

Searches and refining searches:

First search: 'Stock Exchange' Websites found: About 30,000,000

Second search: 'London Stock Exchange' Websites found: About 25,300,000

Third search:

'London Stock Exchange FTSE 100' Websites found: About 736,000

Fourth search:

'Are Microsoft on the London Stock Market FTSE 100 in November 2010 "London Stock Exchange" -NASDAQ -Apple' Websites found: About 1,640

Which search provided the most useful information?:

Bing provided the most websites, but this may mean that Google provided the most accurate results. Nevertheless, they both gave the same top results.

Website addresses of the three sites visited:

Website 1 address (URL) – <http://uk.finance.yahoo.com/q?s=MSFT>

Website 2 address (URL) –

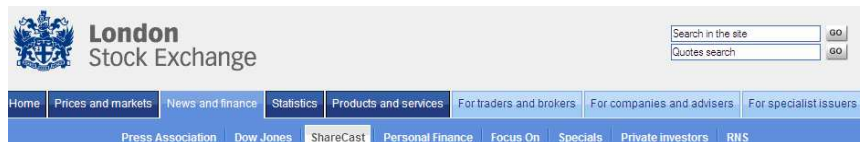
<http://www.londonstockexchange.com/exchange/news/sharecast/news-detail.html?newsId=3844816>

Website 3 address (URL) - <http://www.independentinvestor.co.uk/news/>

Evaluation of Web sites:

Web Address	Appearance /5	Quality of information /5	Further Comments
http://tinyurl.com/2tvf52 Yahoo! Finance	5	3	The page looked very smart, although the content varied on how easy it was to read, since there were tricky to read graphs, although there were some plain figures I could understand, such as the trade time and bid.
http://tinyurl.com/3ym48v6 London Stock Exchange Website	2	5	This page showed me the information on the FTSE 100 for November. This was a weekly summary of what was going on in the London Stock Exchange. There was lots of content, although more than needed for a student.
http://tinyurl.com/2ue6r7l Independent Investor	5	4	This is very easy to read since there is less text, and there is a very nice appearance. It is very easy to navigate as well, and there is even a box where you can share your activity with social networks.

Here are screenshots of the website's main content:



Microsoft Corporation (NasdaqGS: MSFT)

REAL-TIME 25.67 ↓ -0.14 (-0.54%) 15:27

Last Trade:	25.68	Day's Range:	25.65 - 25.95
Trade Time:	15:12	52wk Range:	22.73 - 31.58
Change:	↓ 0.13 (0.50%)	Volume:	17,344,404
Prev Close:	25.81	Avg Vol (3m):	58,778,100
Open:	25.92	Market Cap:	215.78b
Bid:	25.68 x 24400	P/E (ttm):	10.96
Ask:	25.69 x 23100	EPS (ttm):	2.34
1y Target Est:	33.52	Div & Yield:	0.64 (2.50%)

IG Markets iPhone Trading App Rollout Helps Shape The CFD Industry

15 Mar 2011 | Alex Johnson | No Comment |



Leading contracts for difference broker IG Markets has launched its New Zealand version of its iPhone CFD trading app, hot off the heels of similar launches in the UK, Europe and Asia as it rolls out its mobile trading platform worldwide. The iPhone trading app enables investors to execute trades and manage their full account functionality direct from their iPhone, and has already proven a success with traders in other territories, as a more convenient, direct way to access the markets on the move. And as more of the CFD brokerage market ...

Report

In my opinion, the best search engine out of these 2 is Google, due to the more accurate results, and the ones I would prefer to visit.



It is also easier to use than Bing, since more people are familiar with Google. Bing is a good contender and it is a good idea that the background changes every day, but the engine gave more vague results than Google when I searched the exact same thing.

On these websites, I found the appropriate information about Microsoft's recent performance on the LSE. Yahoo! Finance was the best site to tell me about their financial performance due to the amount of information.



Sadly, for school use, it was hard to understand. Because of this, independent investor was preferred for the way the information was shown. It was easier to read and in smaller segments.

The London Stock Exchange website was very helpful, but there was too much information and it was not presented in an easy to read form: it was just long paragraphs of information that did not fully relate to the search.

