



**Theme:** Media  
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## THE UNANSWERED QUERIES OR WANTS OF A GOOGLER MAY BE THE MOST DISRUPTIVE OF ALL

We already know that google mines the services it offers.<sup>1</sup> Products and services such as Google Search and Gmail, are mined for web transactions; where people go, how frequently they go there, what they are looking for, date and time of the request, Internet Protocol Addresses, etc.

The reason why google does this is pretty evident.<sup>2</sup> Based on the behaviour of the web, and your actions, google is better able to offer you what you are looking for. The other side of google sells your attention - to the advertiser, or, to another product or service.

What you are looking for and how Google ranks web pages is exactly the point I want to expand on. Google ranks pages according to how popular they are, and how popular any page is, is determined by how many links, refer back to that page.<sup>3</sup>

For the most part this is a popularity contest. The most popular sites, the first hits you get when you conduct a search are the ones that have the most links referring to them.

In a way just reacting to peoples search queries, only being a measure of what people are currently engaged in and not necessarily on their intentions.

*How many unanswered search queries were there, and what was the nature of their query?*

That means that if you the lone searcher enters a search that gets no results, then you are out of luck. But the potential in unanswered search queries has nothing to do with Google, or

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<sup>1</sup> Google Privacy Policy, October 14,2005.  
<http://www.google.com/privacypolicy.html>. (Accessed, April 3, 2007)

<sup>2</sup> Advertising revenue for Google is in the billions of dollars. Google AdSense and AdWords.

<sup>3</sup> PageRank, a Google product that "votes" for pages based on the number of links it from other pages.



any search engine expanding or providing a better search algorithm. The opportunity lies in the intent of the query itself.<sup>4</sup>

Following this train of thought lets suppose for a moment then that instead there existed a database that collected all the unanswerable and unanswered searches, all the duds, and all the rejects. Lets suppose now then that these duds were not actually duds, but bombs. The kind of bombs that resemble power of "search" in the first place; think Youtube, Flickr, MySpace and Facebook.

Nobody was looking for these things. They were odd search queries. And they also did not exist. They do now however, with great success.

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<sup>4</sup> A preliminary search reveals that there is no mention of what Google does with unanswered search queries, if anything at all.