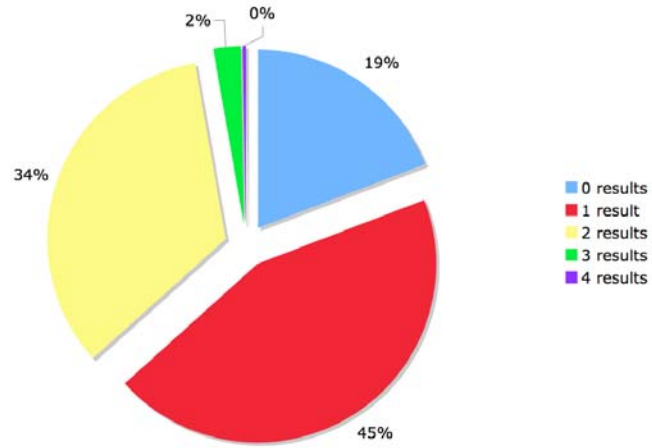
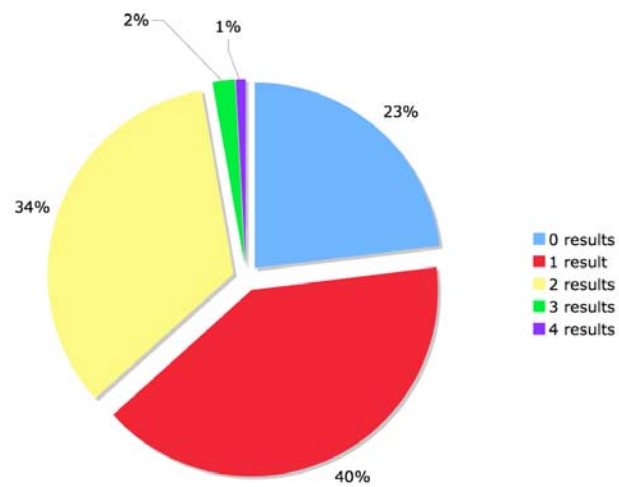


## Appendix A: Additional visualizations

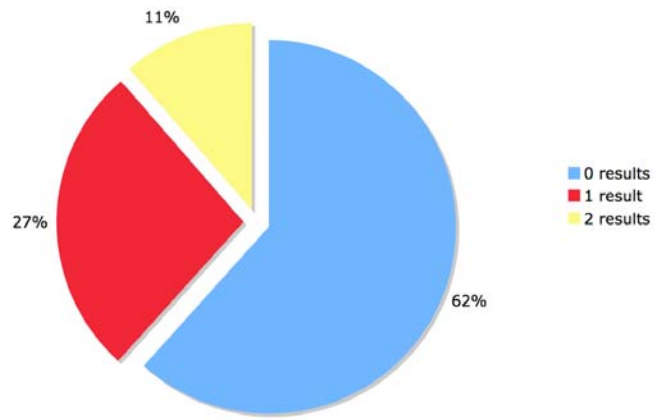
GOOGLE - number top10 results



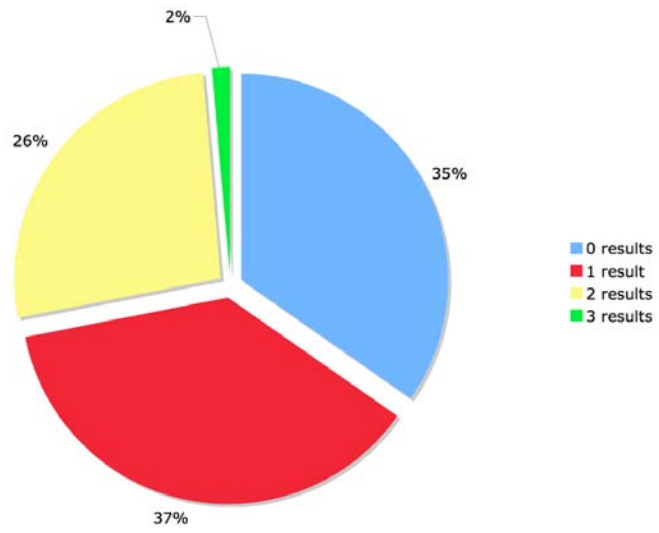
YAHOO - number top10 results



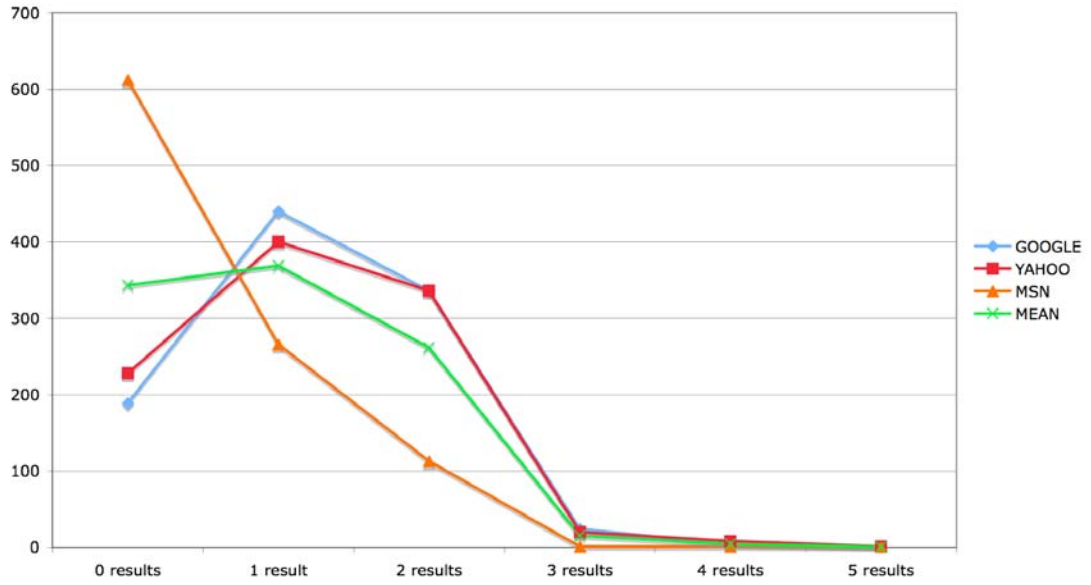
**MSN - number top10 results**



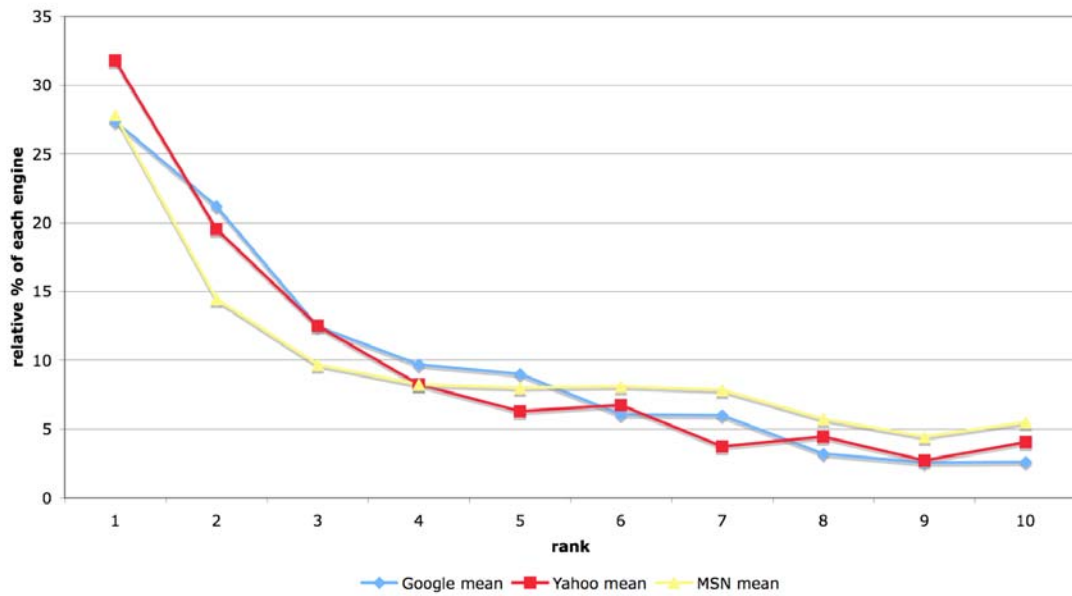
**MEAN - number top10 results**



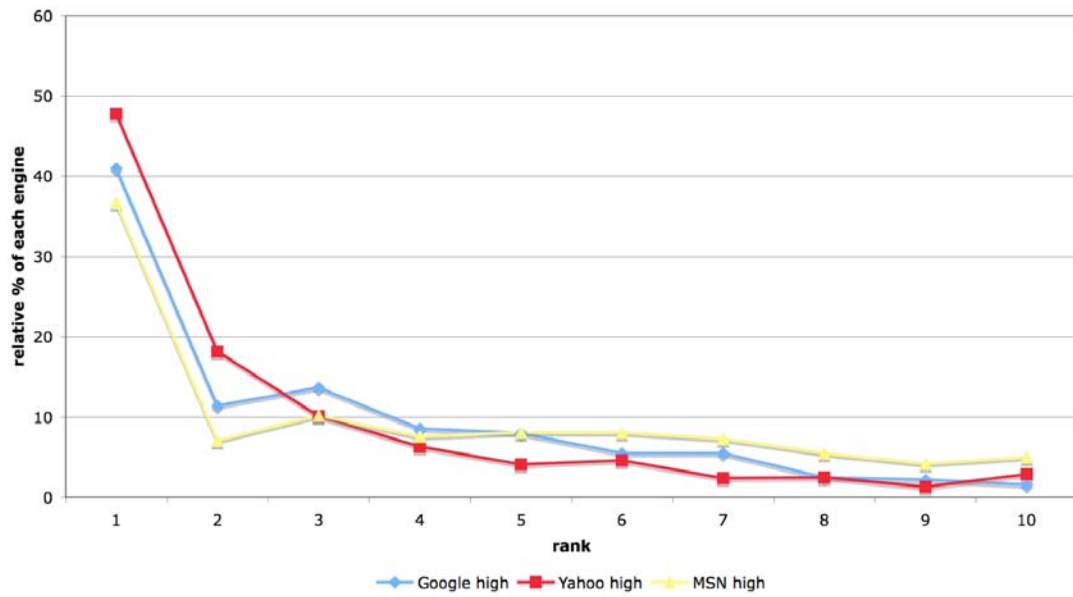
**Number of Wikipedia results in top10**



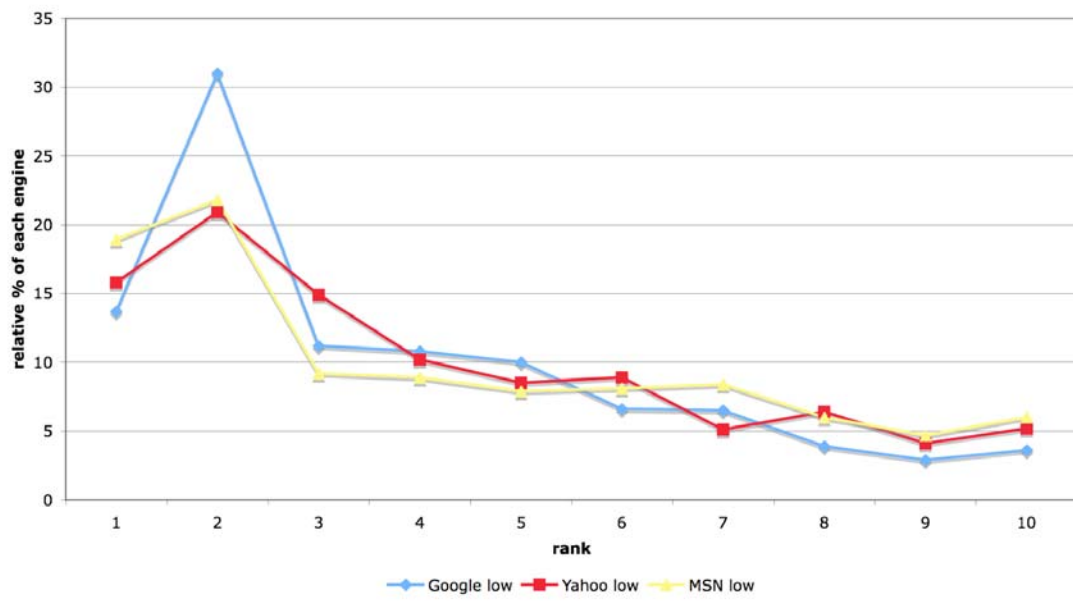
**Comparison of average wikipedia.org ranks**



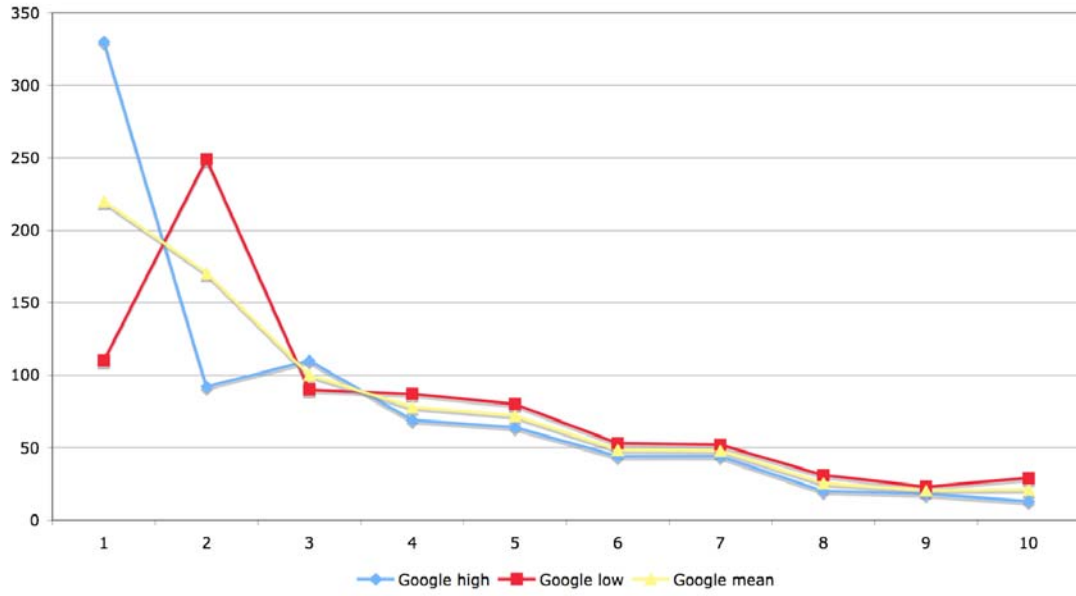
Comparison of highest wikipedia.org ranks



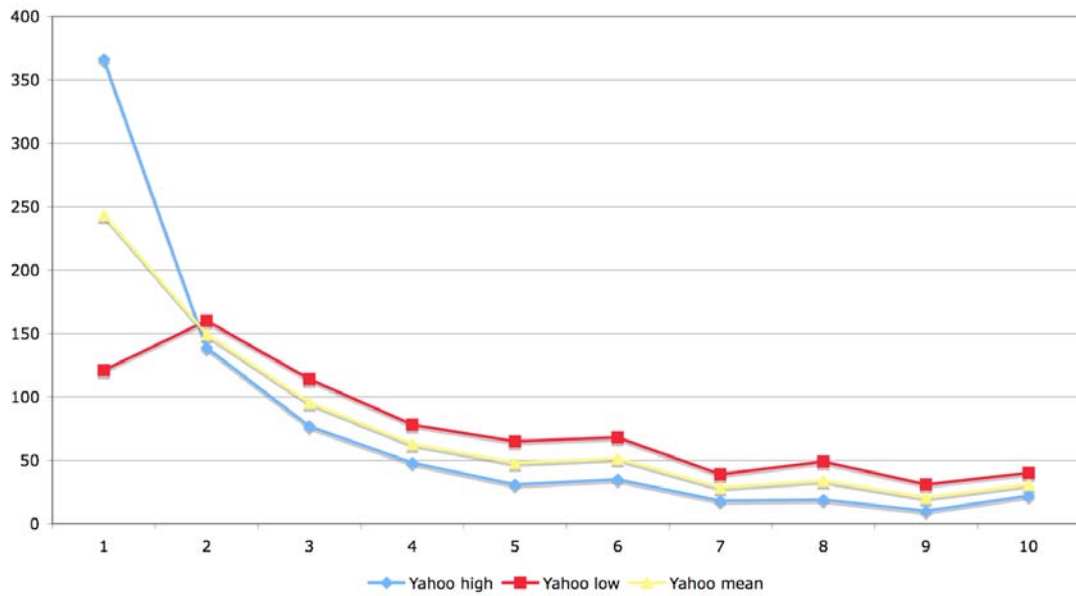
Comparison of lowest wikipedia.org ranks



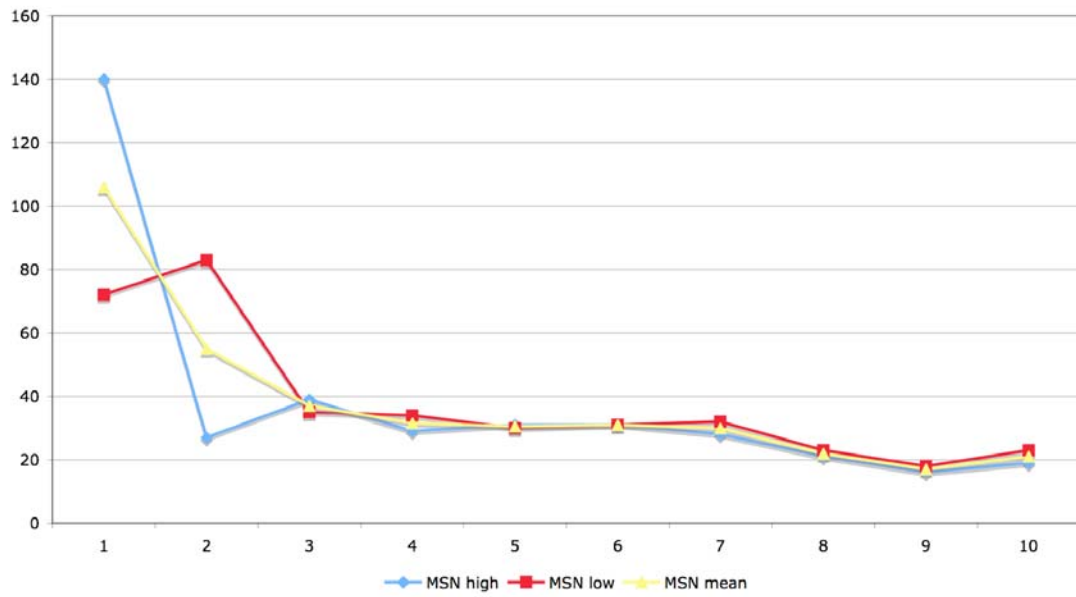
Google: result ranks for wikipedia.org



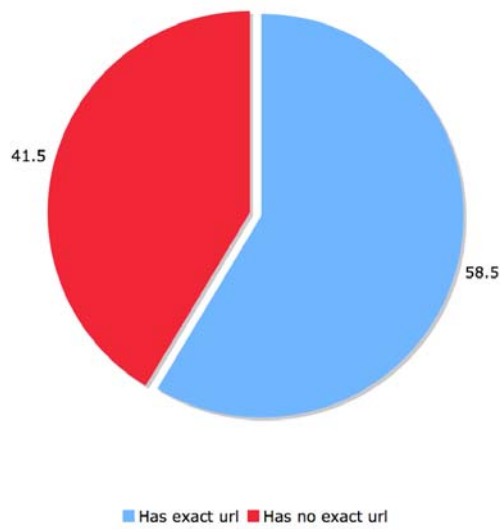
Yahoo: result ranks for wikipedia.org



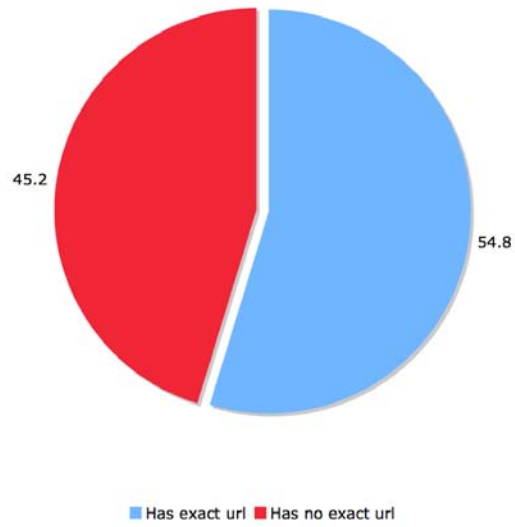
MSN: result ranks for wikipedia.org



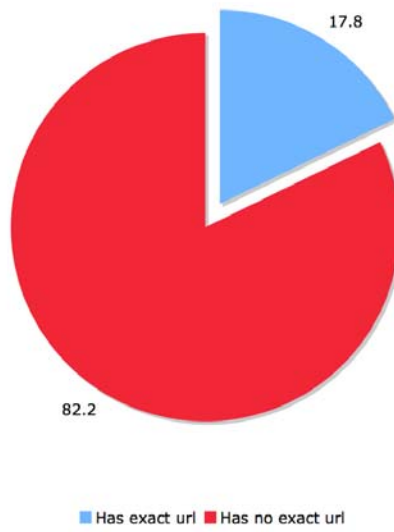
Google: exact wikipedia page



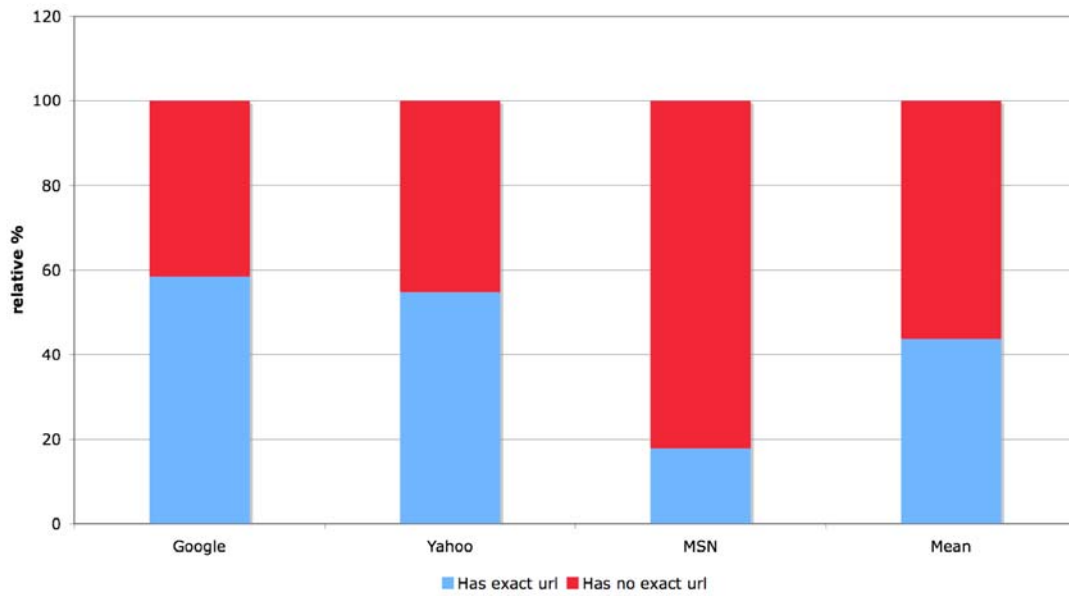
**Yahoo: exact wikipedia page**



### MSN: exact wikipedia page



### Comparison of exact url in search results

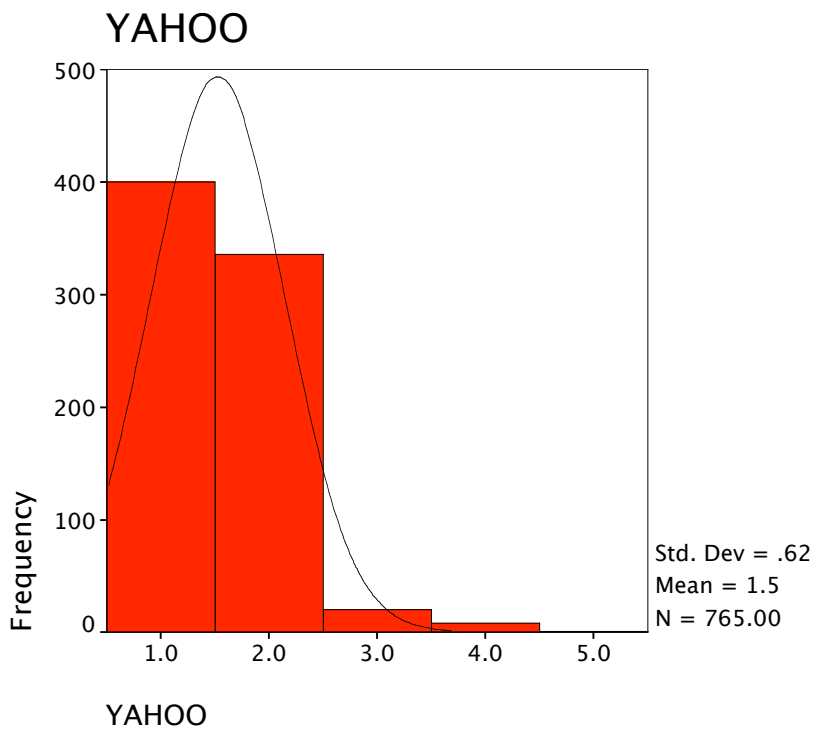
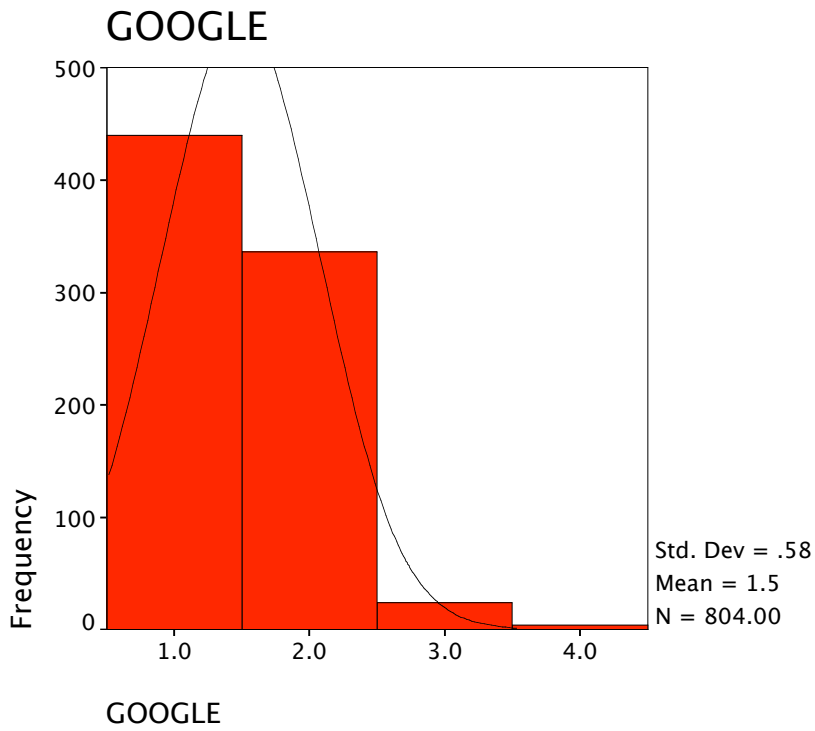


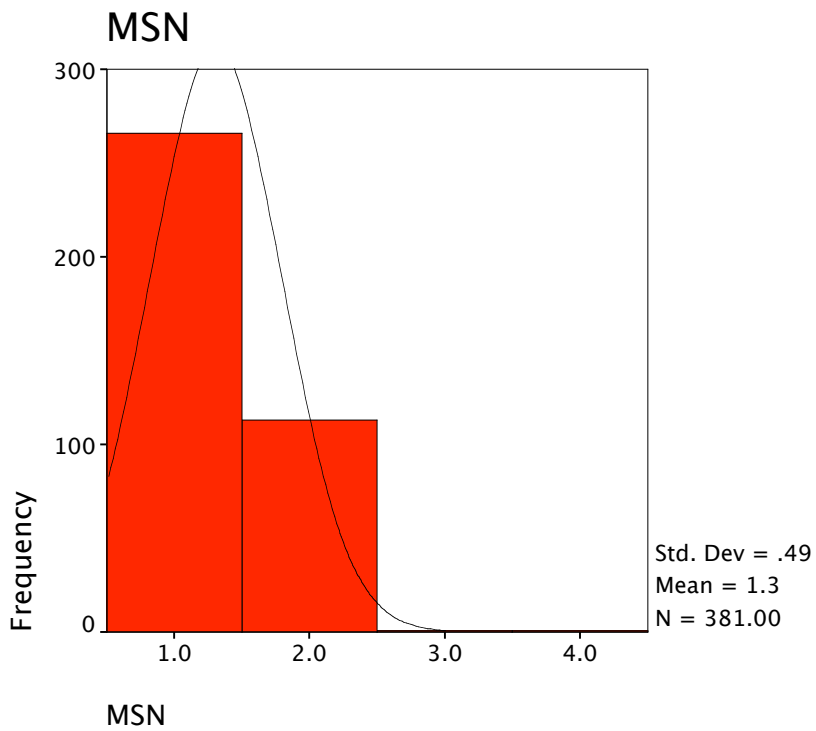
## Statistics

		GOOGLE	YAHOO	MSN
N	Valid	804	765	381
	Missing	189	228	612

## Frequencies

## Histogram



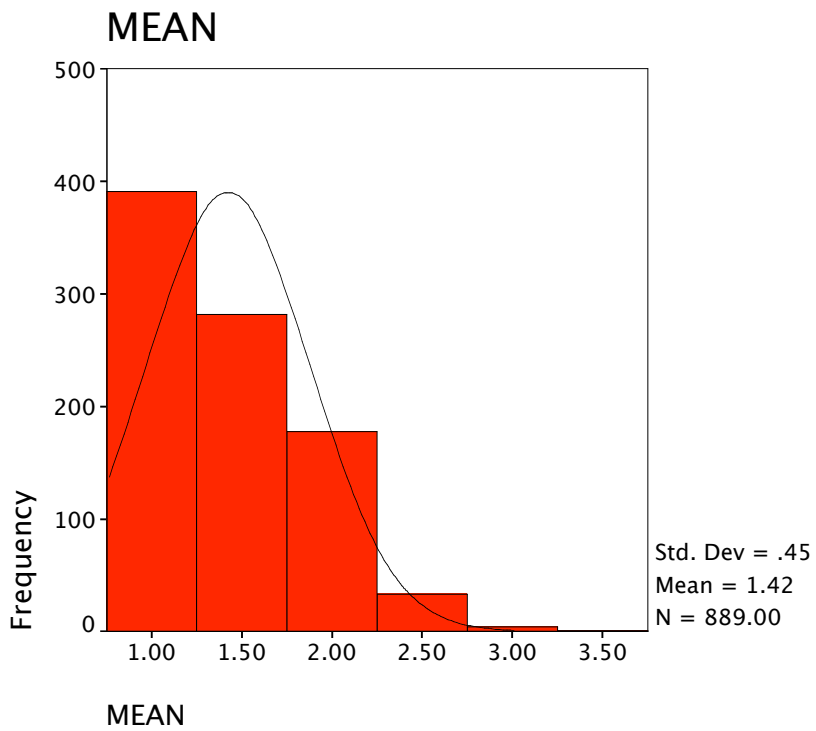


## Frequencies

### Statistics

MEAN

N	Valid	889
	Missing	104



## Descriptives

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
GOOGLE	804	1.0	4.0	1.493	.5830
YAHOO	765	1.0	5.0	1.528	.6168
MSN	381	1.0	4.0	1.310	.4852
MEAN	889	1.00	3.33	1.4241	.45336
Valid N (listwise)	334				

### Correlations

#### Correlations

		GOOGLE	YAHOO	MSN
GOOGLE	Pearson Correlation	1	.507**	.367**
	Sig. (2-tailed)	.	.000	.000
	N	993	993	993
YAHOO	Pearson Correlation	.507**	1	.459**
	Sig. (2-tailed)	.000	.	.000
	N	993	993	993
MSN	Pearson Correlation	.367**	.459**	1
	Sig. (2-tailed)	.000	.000	.
	N	993	993	993

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### Descriptives

#### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
GOOGLE	804	1.0	4.0	1.493	.5830
YAHOO	765	1.0	5.0	1.528	.6168
MSN	381	1.0	4.0	1.310	.4852
MEAN	889	1.00	3.33	1.4241	.45336
Valid N (listwise)	334				

### Frequencies

#### Statistics

		GOOGLE	YAHOO	MSN
N	Valid	804	765	381
	Missing	189	228	612

### Frequency Table

**GOOGLE**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	440	44.3	54.7	54.7
	2.0	336	33.8	41.8	96.5
	3.0	24	2.4	3.0	99.5
	4.0	4	.4	.5	100.0
	Total	804	81.0	100.0	
Missing	.0	189	19.0		
Total		993	100.0		

**YAHOO**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	400	40.3	52.3	52.3
	2.0	336	33.8	43.9	96.2
	3.0	20	2.0	2.6	98.8
	4.0	8	.8	1.0	99.9
	5.0	1	.1	.1	100.0
	Total	765	77.0	100.0	
Missing	.0	228	23.0		
Total		993	100.0		

**MSN**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	266	26.8	69.8	69.8
	2.0	113	11.4	29.7	99.5
	3.0	1	.1	.3	99.7
	4.0	1	.1	.3	100.0
	Total	381	38.4	100.0	
Missing	.0	612	61.6		
Total		993	100.0		

**Frequencies**

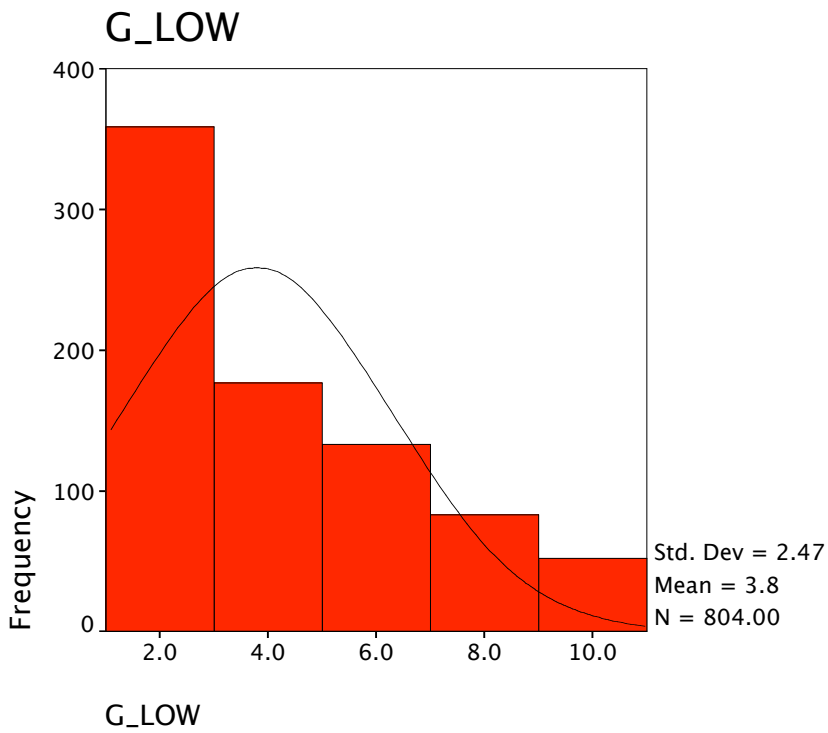
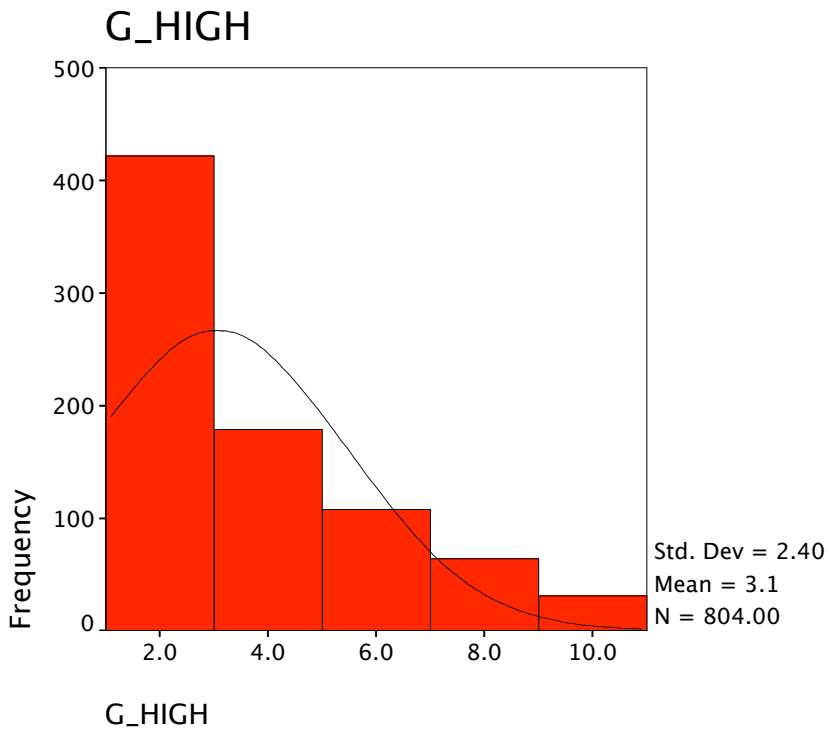
**Statistics**

		G_HIGH	G_LOW	G_MEAN	Y_HIGH	Y_LOW
N	Valid	804	804	804	765	765
	Missing	189	189	189	228	228

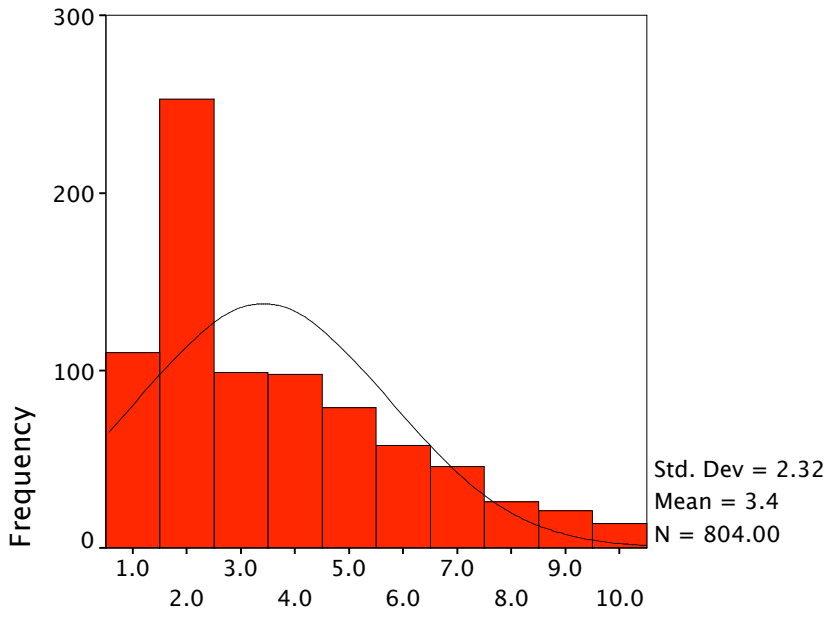
### Statistics

		Y_MEAN	M_HIGH	M_LOW	M_MEAN
N	Valid	765	381	381	381
	Missing	228	612	612	612

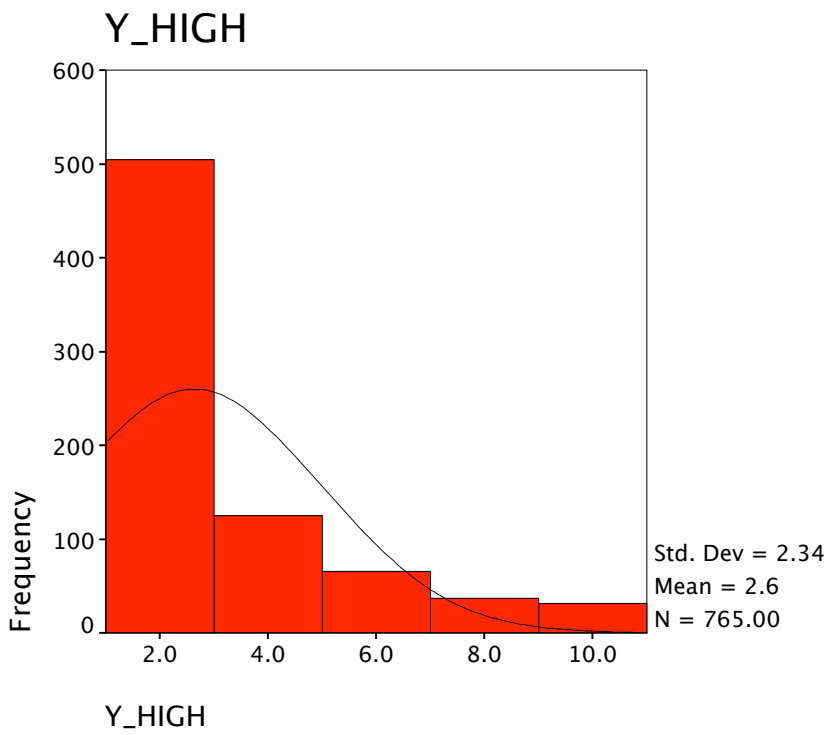
### Histogram



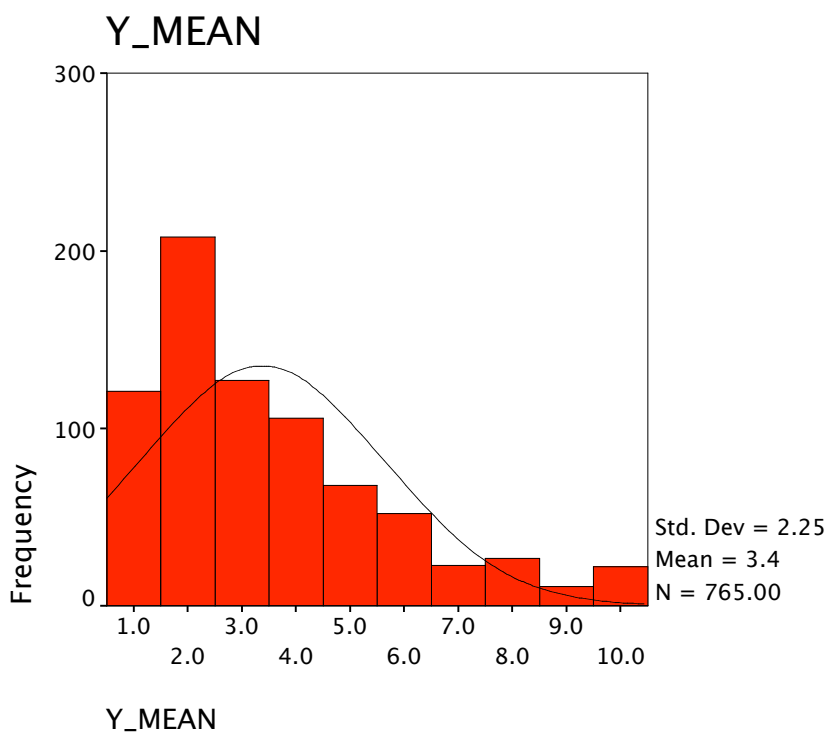
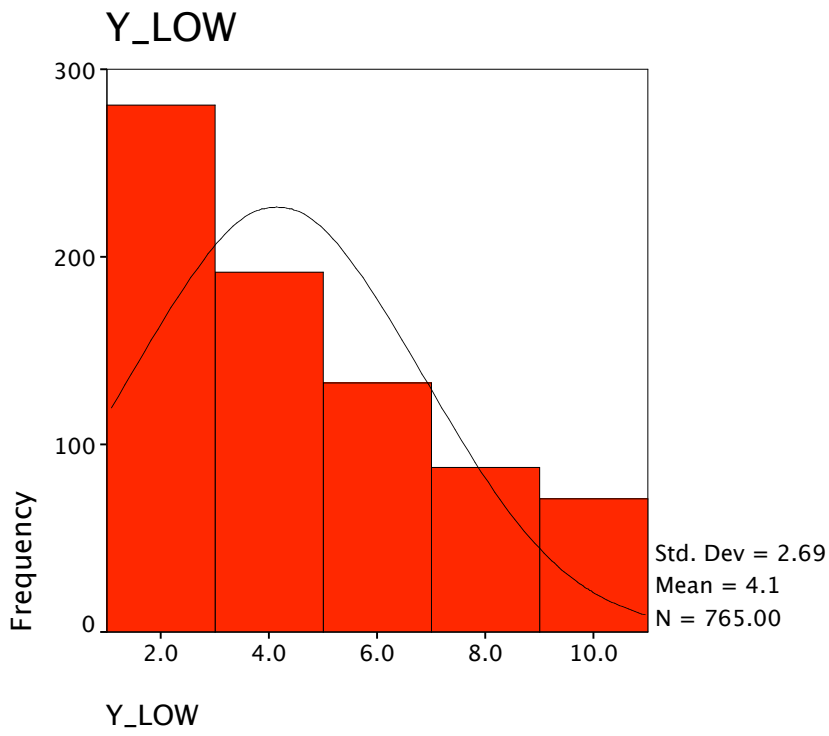
### G\_MEAN



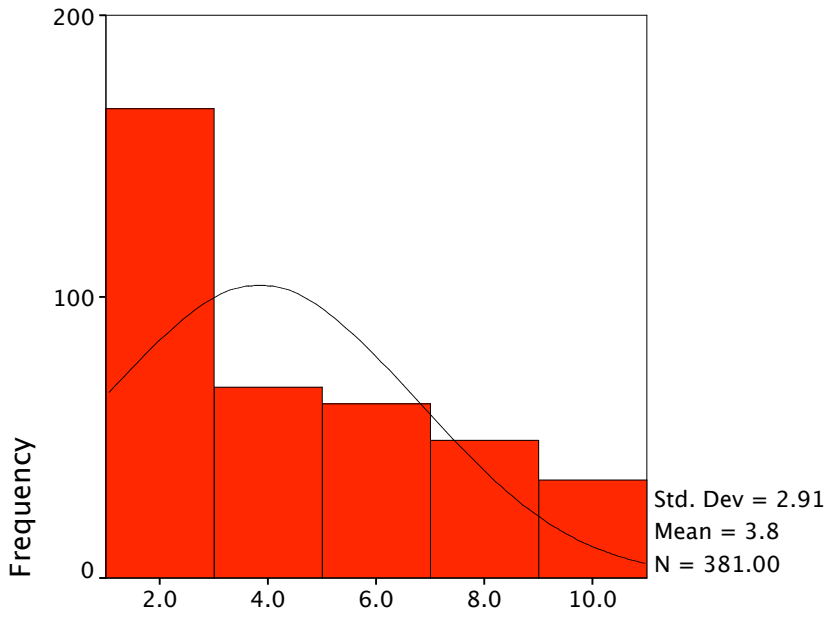
### G\_MEAN



### Y\_HIGH

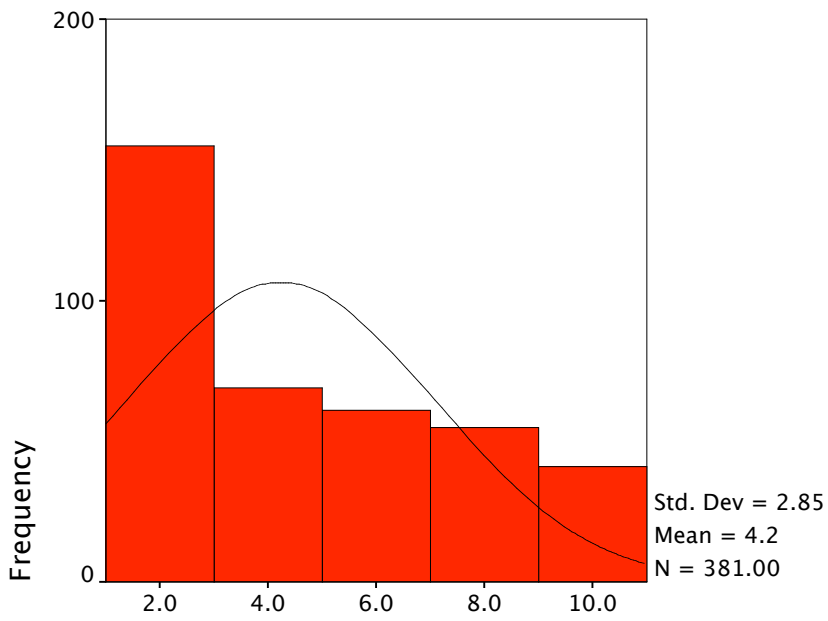


### M\_HIGH

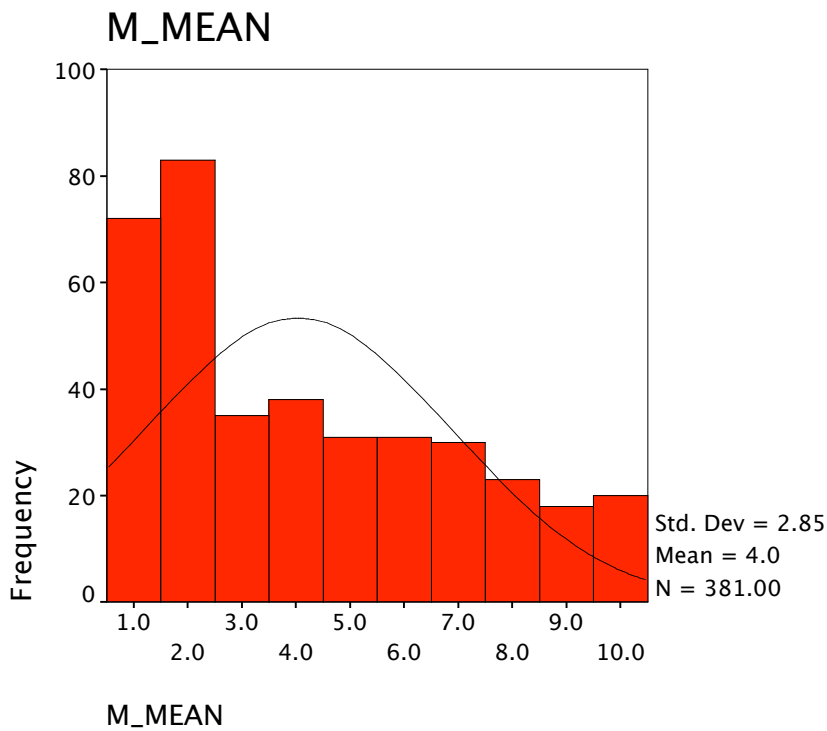


### M\_HIGH

### M\_LOW



### M\_LOW



## Descriptives

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
G_HIGH	804	1.0	10.0	3.065	2.3983
G_LOW	804	1.0	10.0	3.797	2.4748
G_MEAN	804	1.00	10.00	3.4173	2.32489
G_EXACT	804	.0	1.0	.585	.4931
Y_HIGH	765	1.0	10.0	2.641	2.3425
Y_LOW	765	1.0	10.0	4.146	2.6864
Y_MEAN	765	1.00	10.00	3.3746	2.25160
Y_EXACT	765	.0	1.0	.548	.4980
M_HIGH	381	1.0	10.0	3.848	2.9133
M_LOW	381	1.0	10.0	4.239	2.8476
M_MEAN	381	1.00	10.00	4.0387	2.84570
M_EXACT	381	.0	1.0	.178	.3834
Valid N (listwise)	334				

## Frequencies

### Statistics

		G_HIGH	G_LOW	G_MEAN	Y_HIGH	Y_LOW
N	Valid	804	804	804	765	765
	Missing	189	189	189	228	228

**Statistics**

		Y_MEAN	M_HIGH	M_LOW	M_MEAN
N	Valid	765	381	381	381
	Missing	228	612	612	612

**Frequency Table**

**G\_HIGH**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	330	33.2	41.0	41.0
	2.0	92	9.3	11.4	52.5
	3.0	110	11.1	13.7	66.2
	4.0	69	6.9	8.6	74.8
	5.0	64	6.4	8.0	82.7
	6.0	44	4.4	5.5	88.2
	7.0	44	4.4	5.5	93.7
	8.0	20	2.0	2.5	96.1
	9.0	18	1.8	2.2	98.4
	10.0	13	1.3	1.6	100.0
	Total	804	81.0	100.0	
Missing	99.0	189	19.0		
Total		993	100.0		

**G\_LOW**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	110	11.1	13.7	13.7
	2.0	249	25.1	31.0	44.7
	3.0	90	9.1	11.2	55.8
	4.0	87	8.8	10.8	66.7
	5.0	80	8.1	10.0	76.6
	6.0	53	5.3	6.6	83.2
	7.0	52	5.2	6.5	89.7
	8.0	31	3.1	3.9	93.5
	9.0	23	2.3	2.9	96.4
	10.0	29	2.9	3.6	100.0
	Total	804	81.0	100.0	
Missing	99.0	189	19.0		
Total		993	100.0		

**Y\_HIGH**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	366	36.9	47.8	47.8
	2.0	139	14.0	18.2	66.0
	3.0	77	7.8	10.1	76.1
	4.0	48	4.8	6.3	82.4
	5.0	31	3.1	4.1	86.4
	6.0	35	3.5	4.6	91.0
	7.0	18	1.8	2.4	93.3
	8.0	19	1.9	2.5	95.8
	9.0	10	1.0	1.3	97.1
	10.0	22	2.2	2.9	100.0
	Total	765	77.0	100.0	
Missing	99.0	228	23.0		
Total		993	100.0		

**Y\_LOW**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	121	12.2	15.8	15.8
	2.0	160	16.1	20.9	36.7
	3.0	114	11.5	14.9	51.6
	4.0	78	7.9	10.2	61.8
	5.0	65	6.5	8.5	70.3
	6.0	68	6.8	8.9	79.2
	7.0	39	3.9	5.1	84.3
	8.0	49	4.9	6.4	90.7
	9.0	31	3.1	4.1	94.8
	10.0	40	4.0	5.2	100.0
	Total	765	77.0	100.0	
Missing	99.0	228	23.0		
Total		993	100.0		

**M\_HIGH**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	140	14.1	36.7	36.7
	2.0	27	2.7	7.1	43.8
	3.0	39	3.9	10.2	54.1
	4.0	29	2.9	7.6	61.7
	5.0	31	3.1	8.1	69.8
	6.0	31	3.1	8.1	78.0
	7.0	28	2.8	7.3	85.3
	8.0	21	2.1	5.5	90.8
	9.0	16	1.6	4.2	95.0
	10.0	19	1.9	5.0	100.0
	Total	381	38.4	100.0	
Missing	99.0	612	61.6		
Total		993	100.0		

**M\_LOW**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	72	7.3	18.9	18.9
	2.0	83	8.4	21.8	40.7
	3.0	35	3.5	9.2	49.9
	4.0	34	3.4	8.9	58.8
	5.0	30	3.0	7.9	66.7
	6.0	31	3.1	8.1	74.8
	7.0	32	3.2	8.4	83.2
	8.0	23	2.3	6.0	89.2
	9.0	18	1.8	4.7	94.0
	10.0	23	2.3	6.0	100.0
	Total	381	38.4	100.0	
Missing	99.0	612	61.6		
Total		993	100.0		

**Correlations**

### Correlations

		G_HIGH	Y_HIGH	M_HIGH
G_HIGH	Pearson Correlation	1	.421**	.146**
	Sig. (2-tailed)	.	.000	.006
	N	804	688	351
Y_HIGH	Pearson Correlation	.421**	1	.245**
	Sig. (2-tailed)	.000	.	.000
	N	688	765	356
M_HIGH	Pearson Correlation	.146**	.245**	1
	Sig. (2-tailed)	.006	.000	.
	N	351	356	381

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### Correlations

#### Correlations

		G_LOW	Y_LOW	M_LOW
G_LOW	Pearson Correlation	1	.169**	.160**
	Sig. (2-tailed)	.	.000	.003
	N	804	688	351
Y_LOW	Pearson Correlation	.169**	1	.161**
	Sig. (2-tailed)	.000	.	.002
	N	688	765	356
M_LOW	Pearson Correlation	.160**	.161**	1
	Sig. (2-tailed)	.003	.002	.
	N	351	356	381

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### Correlations

#### Correlations

		G_MEAN	Y_MEAN	M_MEAN
G_MEAN	Pearson Correlation	1	.327**	.155**
	Sig. (2-tailed)	.	.000	.004
	N	804	688	351
Y_MEAN	Pearson Correlation	.327**	1	.229**
	Sig. (2-tailed)	.000	.	.000
	N	688	765	356
M_MEAN	Pearson Correlation	.155**	.229**	1
	Sig. (2-tailed)	.004	.000	.
	N	351	356	381

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### Correlations

### Correlations

		G_EXACT	Y_EXACT	M_EXACT
G_EXACT	Pearson Correlation	1	.689**	.275**
	Sig. (2-tailed)	.	.000	.000
	N	804	688	351
Y_EXACT	Pearson Correlation	.689**	1	.398**
	Sig. (2-tailed)	.000	.	.000
	N	688	765	356
M_EXACT	Pearson Correlation	.275**	.398**	1
	Sig. (2-tailed)	.000	.000	.
	N	351	356	381

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### Frequencies

#### Statistics

		G_EXACT	Y_EXACT	M_EXACT
N	Valid	804	765	381
	Missing	189	228	612

### Frequency Table

#### G\_EXACT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Has no exact result	334	33.6	41.5	41.5
	Has exact result	470	47.3	58.5	100.0
	Total	804	81.0	100.0	
Missing	99.0	189	19.0		
Total		993	100.0		

#### Y\_EXACT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Has no exact result	346	34.8	45.2	45.2
	Has exact result	419	42.2	54.8	100.0
	Total	765	77.0	100.0	
Missing	99.0	228	23.0		
Total		993	100.0		

M\_EXACT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Has no exact result	313	31.5	82.2	82.2
	Has exact result	68	6.8	17.8	100.0
	Total	381	38.4	100.0	
Missing	99.0	612	61.6		
Total		993	100.0		