Assignment 1 Cont.

Theresa May and Hillary Clinton Google.com Findings

Results
Below are the results of the same search criteria as before, but on google.COM not google.CO.UK. Below the totals of each section I have added another figure which shows the difference in results between .CO.UK and .COM.

Analysis
In most cases .CO.UK provides more results than .COM, except for results on Theresa May Fashion, where .COM returns more results. For May’s years as home secretary the difference is only marginal at 30,000 but in years 2010-2012 is much larger at 536,400,000. This is mainly due to the year of 2011, returning 30,450,000 more results than the .CO.UK figures for the same year.

Unsurprisingly the pantsuit results also came back with a higher .COM figure than .CO.UK but this was to be expected. However, more remarkably the UK total results for pantsuit and trouser suit search combined gave 1,371,300 more results than .COM. Interestingly the .CO.UK results for Hillary Clinton fashion were higher than the results for Theresa May fashion in the same years by about 2/3rds more. However the .COM results showed the opposite with fashion results for May outstripping Clinton by 523,880,000 results. This is especially interesting as the .CO.UK returns more results for the American woman’s fashion and the .COM returns more results for the British woman’s fashion respectively.

The results for Policies of both women in all years studied was reasonably similar in both .COM and .CO.UK results.

Overall the results were more varied than I expected from .COM to CO.UK

Theresa May

Fashion
- Theresa May Fashion 2002 3,660,000 results
- Theresa May Fashion 2003 3,980,000 results
Total: 7,640,000

Difference Between Google.com and google.co.uk total findings: .COM returns 30,000 more results than .CO.UK

- Theresa May Fashion 2010 22,600,000 results
- Theresa May Fashion 2011 31,900,000 results
- Theresa May Fashion 2012 2,520,000 results
Total: 570,020,000

Total Difference: .COM returns 536,400,000 more results than .CO.UK

Policies
- Theresa May Policies 2002 66,900,000 results
- Theresa May Policies 2003 70,700,000 results
Total: 137,600,000

Total Difference: .CO.UK returns 53,800,000 more results than .COM

- Theresa May Policies 2010 16,500,000 results
- Theresa May Policies 2011 20,300,000 results
- Theresa May Policies 2012 28,100,000 results
Total: 64,900,000

Total Difference: .CO.UK returns 130,000 more results than .COM
Shoes

- Theresa May Shoes 2002: 3,370,000 results
- Theresa May Shoes 2003: 3,660,000 results
  Total: 7,030,000

Total Difference: .CO.UK returns 100,000 more results than .COM

- Theresa May Shoes 2010: 9,290,000 results
- Theresa May Shoes 2011: 9,390,000 results
- Theresa May Shoes 2012: 8,860,000 results
  Total: 27,540,000

Total Difference: .CO.UK returns 41,950,000 more results than .COM

Hillary Clinton

Fashion

- Hillary Clinton Fashion 2010: 8,590,000 results
- Hillary Clinton Fashion 2011: 9,350,000 results
- Hillary Clinton Fashion 2012: 28,200,000 results
  Total: 46,140,000

Total Difference: .CO.UK returns 53,760,000 more results than .COM

Policies

- Hillary Clinton Policies 2010: 55,700,000 results
- Hillary Clinton Policies 2011: 63,900,000 results
- Hillary Clinton Policies 2012: 113,000,000 results
  Total: 232,600,000

Total Difference: .CO.UK returns 108,400,000 more results than .COM

Pantsuits

- Hillary Clinton Pantsuits 2010: 393,000 results
- Hillary Clinton Pantsuits 2011: 40,800 results
- Hillary Clinton Pantsuits 2012: 588,000 results
  Total: 1,021,800

Total Difference: .COM returns 166,700 more results than .CO.UK

Trouser suits

- Hillary Clinton Trouser Suits 2010: 280,000 results
- Hillary Clinton Trouser Suits 2011: 287,000 results
- Hillary Clinton Trouser Suits 2012: 119,000 results
  Total: 686,000

Total Difference: .CO.UK returns 1,538,000 more results than .COM

Trouser and Pant Suit Total: 1,707,800

Total Difference: .CO.UK returns 1,371,300 more results than .COM