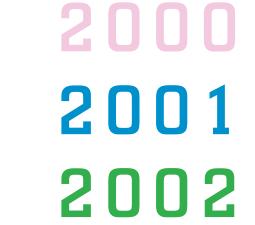
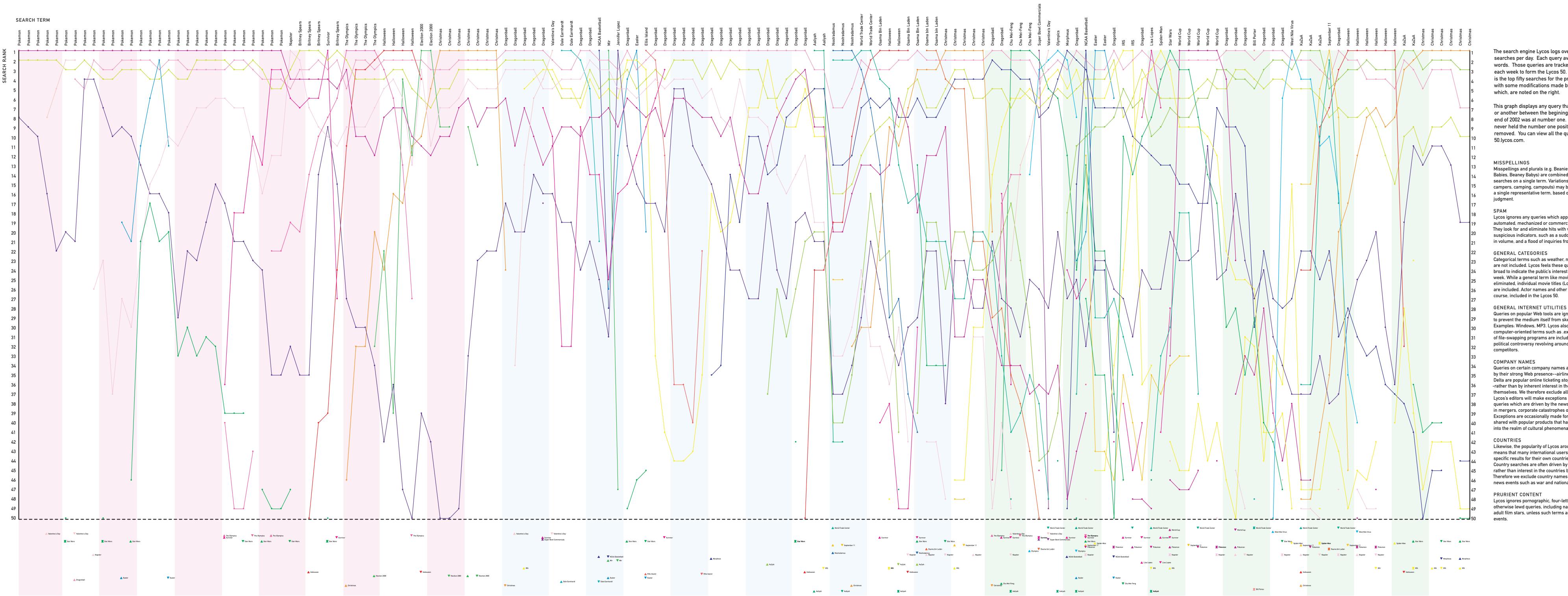
# OPINTERNET SEARCHES 2001 2002





The search engine Lycos logs over 12 million searches per day. Each query averages 2.3 words. Those queries are tracked and compiled each week to form the Lycos 50. The Lycos 50 is the top fifty searches for the previous week, with some modifications made by the Lycos staff which, are noted on the right.

This graph displays any query that at one point or another between the begining of 2000 and the end of 2002 was at number one. All queries that never held the number one position have been removed. You can view all the gueries at http:// 50.lycos.com.

### MISSPELLINGS

Misspellings and plurals (e.g. Beanie Baby, Beanie Babies, Beaney Babys) are combined and counted as searches on a single term. Variations on a theme (e.g. campers, camping, campouts) may be combined into a single representative term, based on Lycos's editors'

Lycos ignores any queries which appear to be automated, mechanized or commercially motivated. They look for and eliminate hits with various suspicious indicators, such as a sudden and huge rise in volume, and a flood of inquiries from one source.

# GENERAL CATEGORIES

Categorical terms such as weather, news, and music are not included. Lycos feels these queries are too broad to indicate the public's interest in any given week. While a general term like movies will be eliminated, individual movie titles (Lord of the Rings) are included. Actor names and other specifics are, of course, included in the Lycos 50.

Queries on popular Web tools are ignored, in order to prevent the medium itself from skewing the list. Examples: Windows, MP3. Lycos also excludes computer-oriented terms such as .exe and zip. Names of file-swapping programs are included because of the political controversy revolving around Napster and its

# COMPANY NAMES

Queries on certain company names are largely driven by their strong Web presence--airlines like United and Delta are popular online ticketing stops, for instance--rather than by inherent interest in the companies themselves. We therefore exclude all company names. Lycos's editors will make exceptions for company queries which are driven by the news: firms involved in mergers, corporate catastrophes or other events. Exceptions are occasionally made for company names shared with popular products that have transcended into the realm of cultural phenomena.

# COUNTRIES

Likewise, the popularity of Lycos around the world means that many international users are searching for specific results for their own countries with Lycos.com. Country searches are often driven by these searches, rather than interest in the countries by those outside. Therefore we exclude country names except during news events such as war and national disasters.

# PRURIENT CONTENT

Lycos ignores pornographic, four-letter words and otherwise lewd queries, including names of decidedly adult film stars, unless such terms are driven by news