

Case-Study: "earthquake"

The world experienced several major earthquakes in past few months. Out of these, the one at Haiti (12th Jan) and Chile (27th Feb.) were amongst the most noticeable ones causing massive destruction. These were followed by an earthquake in turkey (8th march) and another one at Baja California in Mexico (4th April).

Nachofoto search results for the search term "earthquake" were closely monitored the day earthquake hit these four territories and were compared to the results shown by other image search engines.

On 12th January, shortly after an earthquake hit Haiti, Nachofoto displayed images of collapsed buildings, damaged bridges, cracks on the streets, Injured Haitian residents on streets, etc. Likewise, real-time earthquake pictures from the other three earthquake-hit regions were shown when a search for the term "earthquake" was made on their respective dates.

Below, you can see Screenshots of the search results page for this term taken on the day earthquake struck each of the four regions.

12th January 2010 - Earthquake at Haiti


nachofoto^{alpha}
Imagine Real Time

earthquake

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A powerful earthquake strikes Haiti

mirror.co.uk 2 mins ago



Haiti Earthquake: First Images (PHOTOS)

huffingtonpost.com 8 mins ago



27th February 2010 - Earthquake at Chile

nachofoto^{alpha}
img No Real Time

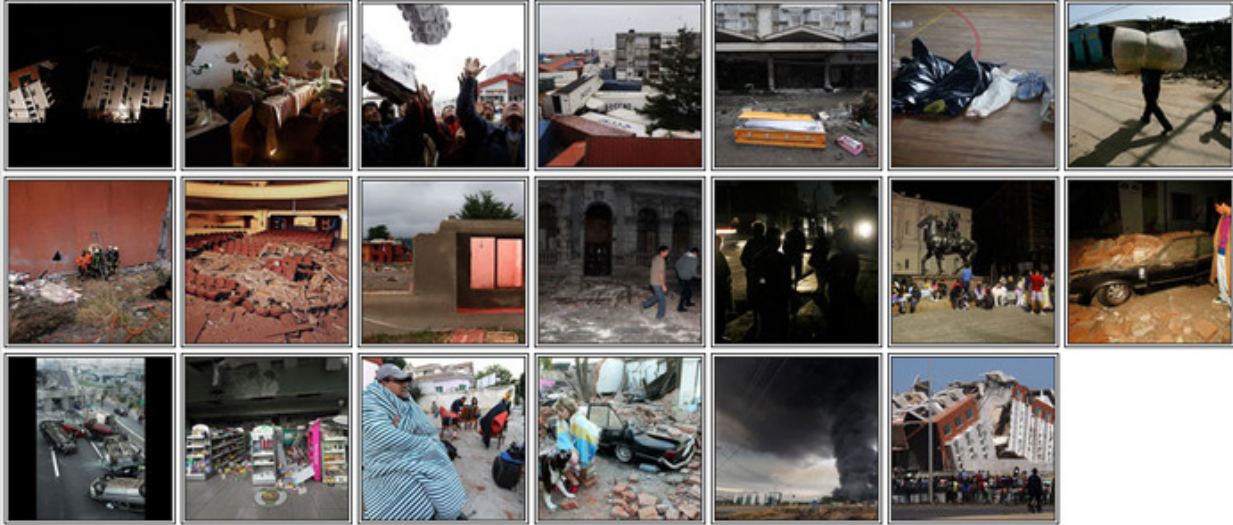
earthquake

Search Images

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Massive Earthquake Hits Chile

time.com 1 min ago



Chile earthquake (16 pictures)

guardian.co.uk 6 mins ago



8th march 2010 - Earthquake at Turkey

nachofoto alpha
img Ne Real Time

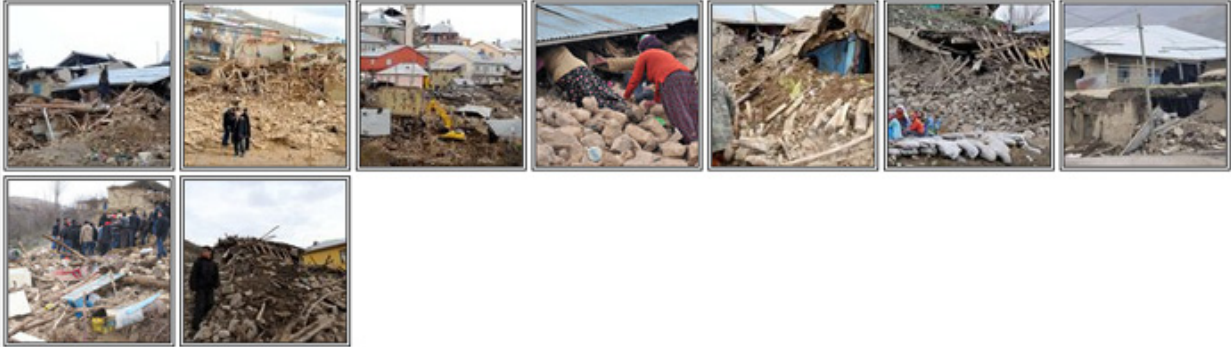
earthquake

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Earthquake in Turkey A earthquake measuring 6.0 struck the eastern Turkish province of Elazig.

photos.denverpost.com 3 mins ago



Turkey Earthquake

cbsnews.com 12 mins ago



Survivors shiver in Turkey after quake kills 51

news.xinhuanet.com 3 weeks ago

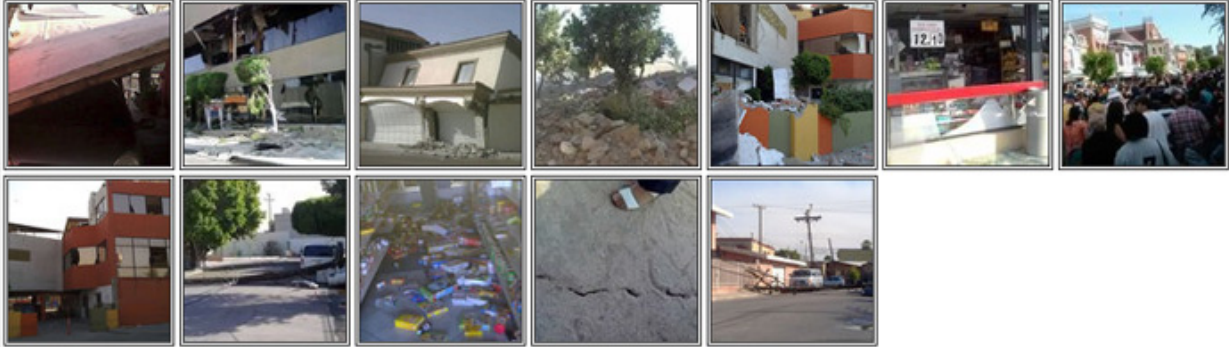


4th April 2010 - Earthquake at Baja California in Mexico

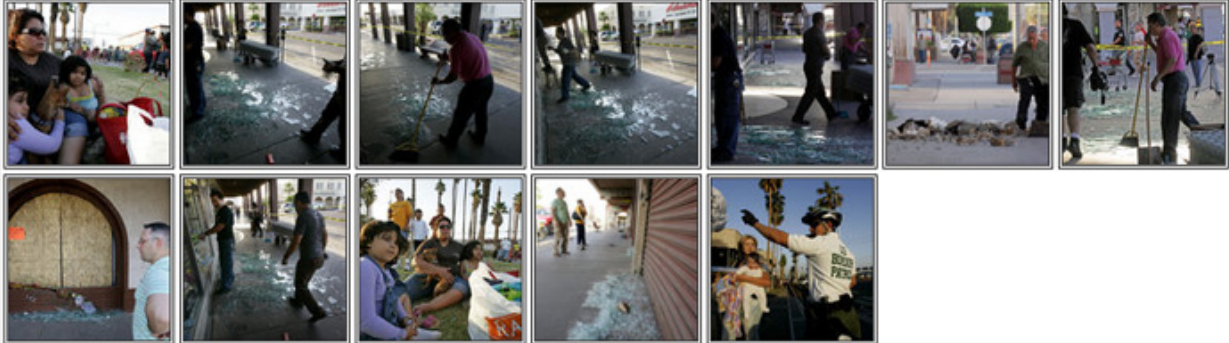
nachofoto^{alpha}
img No Real Time Find latest images of anything, currently popular in the world...

earthquake

7.2 Baja California earthquake
abclocal.go.com 5 mins ago


















7.2 Earthquake Hits Baja Area Of California and Mexico
zimbio.com 7 mins ago



Static results from Google Images for the entire duration of case study

Google


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 <p>earthquake-gallery 400 x 291 - 49k - jpg cycletikethesedins.com</p>	 <p>sichuan-earthquake 512 x 378 - 63k - jpg welovecomments...</p>	 <p>earthquake will 500 x 375 - 39k - jpg digitalworldtokyo.com</p>	 <p>earthquake- 800 x 600 - 150k - jpg disasterinfo...</p>	 <p>earthquake 799 x 599 - 133k - jpg shelfreliance.com</p>
 <p>The recent 436 x 305 - 54k - jpg tombradleylegacy.org</p>	 <p>EARTHQUAKE 560 x 515 - 57k - jpg hacityventura.org</p>	 <p>Prieta earthquake, 475 x 381 - 28k - jpg knowledgerush.com</p>	 <p>China Earthquake 404 x 300 - 53k - jpg greenpacks.org</p>	 <p>EQGuard Home 470 x 313 - 74k - jpg dvice.com</p>
 <p>Indonesia 640 x 480 - 141k - jpg hobotraveler.com</p>	 <p>earthquake, 310 x 409 - 16k - jpg chipbruce.wordpress.com</p>	 <p>Francisco 300 x 439 - 32k - jpg kcet.org</p>	 <p>The biggest 421 x 260 - 27k - jpg neophobic.ro</p>	 <p>China Earthquake 468 x 317 - 21k - jpg treehugger.com</p>

Static results from Yahoo Images for the entire duration of case study

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 <p>Earthquake</p> <p>earthquake.jpg 560 x 515 56k current.com</p>	 <p>earthquake damages oxfamhongkong flickr.com</p>	 <p>earthquake damages oxfamhongkong flickr.com</p>	 <p>earthquake damages oxfamhongkong flickr.com</p>	 <p>sichuan earthquake 5 dcmaster flickr.com</p>
 <p>earthquake3.jpg 436 x 291 129k realydisclosure.com</p>	 <p>muzaffarabad earthquake 1 NotMicroButSo... flickr.com</p>	 <p>qaukin.jpg 400 x 291 48k zimbio.com</p>	 <p>1200062320.jpg 310 x 409 15k heisnear.pixnet.net</p>	 <p>earthquake.jpg 884 x 692 149k ust.hk</p>

Static results from Bing Images for the entire duration of case study

