

Case-Study: "iPad"

A case study was performed to analyze the change in Nachofoto search results in real time and compare it to results from existing image search engines. 'iPad' still one of the hottest search term on web was picked for analysis. It was the 4th most popular term searched on internet on the day iPad was launched on 3rd April.

This keyword underwent a series of semantic change over a period of time. A nachofoto search for 'iPad' around 27th Jan displayed images of Steve Jobs announcing iPad. Similar search on 3rd April early morning displayed images of crowd queuing up for the iPad outside the Apple store.

A search for 'iPad' shortly after 9 am on 3rd April gave images of people checking out the new iPad at the Apple store. Around noon on same day, we could see pictures of people unboxing the new iPad. Search results of existing image search engines for this keyword, remained same over this entire period, missing all the developments that took place around iPad.

This is well illustrated by the Screenshots of the search results page for this term at four different time intervals.

27th Jan - Apple's Steve Jobs announces iPad

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The Apple **iPad** Apple CEO Steve Jobs rolled out the worst-kept secret in technology Wednesday
suntimes.com



Gallery: Apple's Steve Jobs announces **iPad** (7 photos)
photos.al.com



3rd April before 9:00 AM - Crowd queuing up for the iPad outside the Apple store

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IPad goes on sale in US Eager Americans queued in the freezing cold in New York as the Apple iPad went on sale first time.
[theage.com.au](#)



Queuing up for the iPad
[ndtv.com](#)



Crowds Eagerly Await Release Of Apple's iPad
[zimbio.com](#)



3rd April post 9:00 AM - Apple releases iPad

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Apple's iPad sale greeted by eager crowds
[news.yahoo.com](#)



Apple releases highly anticipated iPad
[abclocal.go.com](#)



Apple iPad Release
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3rd April around Noon - iPad unboxing Pictures

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IPad is here! Our testing begins with the **unboxing**
[dvice.com](#)



Apple iPad **unboxing** and hands-on - Engadget Galleries
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Static results from Google Images for the entire duration of case study

Google Search [Advanced Search](#)
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[Web](#) > [Images](#) [+ Show options...](#) Results 1 - 20 of about 32,100,000 for ipad. (0.23 seconds)

 <p>Austin's iPad 425 x 266 - 28k - jpg engadget.com</p>	 <p>I think calling the 400 x 309 - 9k - jpg scrapetv.com</p>	 <p>Apple Inc.'s 500 x 379 - 44k - jpg allaboutjazz.com</p>	 <p>iPad Jokes Links 400 x 300 - 19k - jpg mahalo.com</p>	 <p>iPad Tower - 333 x 500 - 54k - jpg uaepropertytrends.com</p>
 <p>petition against the 500 x 302 - 142k - jpg blog.ipodrefresh.com</p>	 <p>related to the 390 x 441 - 43k - jpg blogs.thenational.ae</p>	 <p>IPad could be 320 x 320 - 15k - jpg matthewcloutier.com</p>	 <p>Andre Hodgskin, 537 x 272 - 67k - jpg inhabitat.com</p>	 <p>IPad could be 500 x 360 - 27k - jpg daymix.com</p>
 <p>About iPad 382 x 296 - 14k - jpg aphilosopher...</p>	 <p>iPad Touch with 500 x 490 - 56k - jpg flickr.com</p>	 <p>Enter the iPad 468 x 312 - 41k - jpg cooltownstudios.com</p>	 <p>but what about the 584 x 318 - 35k - jpg gliving.com</p>	 <p>Apple iPad So, 2500 x 1800 - 544k - png stewartcutler.com</p>

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