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Mathematics

Study Results from A.F. Aleroud and Colleagues Broaden Understanding of Information Science

2011 JUL 26 - (VerticalNews.com) -- According to the authors of recent research from Irbid, Jordan, "This paper evaluates the assumption that users expect search engines to retrieve the same results for queries regardless of the language or the location of the originator. The dependency of the Google search engine on the language and location from which the query is submitted has been evaluated."

"The most popular queries in Arabic language were selected and translated into English for comparison using the Google translator. When studying keyword traffic on both Google search based keyword tool and Google Insights for Search, results showed that 67% of the Arab Internet users prefer to use English queries instead of their Arabic counterpart. When studying Google responses to some popular queries we have found that Google ranking algorithm depends on the language of the query more than on the keyword popularity," wrote A.F. Aleroud and colleagues.

The researchers concluded: "Although results justify search engines' favouritism of giving documents in English priority over those of other languages, nonetheless, future search engine indexers should separate the document language from its content in a structure that makes the language a pluggable attribute for those indexed documents."

Aleroud and colleagues published their study in the *Journal of Information Science* (Evaluating Google queries based on language preferences. *Journal of Information Science*, 2011;37(3):282-292).

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