



# Original Results from Needlebot's Keyword Search Tool

## Example 5: Example of disambiguation using three distinct user profiles

When an ambiguous keyword, such as "Eagles" is used, traditional keyword-based search engines typically display a mixture of relevant and irrelevant hits as shown below

Database: **Internet Subset**  
Keywords Searched: **Eagles**  
Results Key

|   |  |  |
|---|--|--|
|  Music related |  Bird related |  Sports related |
|---|--|--|

1 - high rank: 196 - keyword rank: 1  
[Eagles Official Website](#)  
Includes news and tour dates.  
<http://eaglesband.com/>  
more like this [with](#) or [without](#) keywords

2 - high rank: 197 - keyword rank: 2  
[Eagles - Wikipedia, the free encyclopedia](#)  
The Eagles are an American rock band that was formed in Los Angeles, California in the early 1970s. With five number-one singles and four number-one albums, ...  
[http://en.wikipedia.org/wiki/The\\_Eagles](http://en.wikipedia.org/wiki/The_Eagles)  
more like this [with](#) or [without](#) keywords

3 - high rank: 198 - keyword rank: 3  
[Eagle - Wikipedia, the free encyclopedia](#)  
Eagles are large birds of prey which inhabit mainly the Old World, with only two species (the Bald Eagle and Golden Eagle) found in North America north of ...  
<http://en.wikipedia.org/wiki/Eagle>  
more like this [with](#) or [without](#) keywords

4 - high rank: 199 - keyword rank: 4  
[L&M's Eagles Fastlane--Eagles News Since 1996](#)  
The Fastlane is the most extensive Eagles fan community on the Internet. Daily updates keep you abreast of tours and news. We've got thousands of photos and ...  
<http://www.eaglefans.com/>  
more like this [with](#) or [without](#) keywords

5 - high rank: 200 - keyword rank: 5  
[American Bald Eagle Information](#)  
In-depth bald eagle information, photos, general facts sheet, viewing directory, status of bald eagle, screen savers, greeting cards, and stories as well as ...  
<http://www.baldeagleinfo.com/>  
more like this [with](#) or [without](#) keywords

6 - high rank: 201 - keyword rank: 6  
[American Bald Eagle Facts and Information](#)  
Tennessee group dedicated to the preservation and protection of the Bald Eagle.<http://www.eagles.org/>  
more like this [with](#) or [without](#) keywords

7 - high rank: 202 - keyword rank: 7  
[Fraternal Order of Eagles International Website](#)  
Fraternal Order of Eagles International Website - FOE - Home of the Grand Aerie, Grand Auxiliary and Eagles in over 1700 cities across the United States and ...



<http://www.foe.com/>

more like this [with](#) or [without](#) keywords

8 - high rank: 203 - keyword rank: 8

[NATURE: Eagles](#)

Read the story of an eagle that was long believed to have vanished from the planet. Find more eagle facts, both in print and on the Web. ...

<http://www.pbs.org/wnet/nature/eagles/>

more like this [with](#) or [without](#) keywords

9 - high rank: 204 - keyword rank: 9

[Philadelphia Eagles News, Scores, Schedule, Stats - Yahoo! Sports](#)

Comprehensive and up-to-date Philadelphia Eagles news, scores, schedule, stats and roster.

<http://sports.yahoo.com/nfl/teams/phi>

more like this [with](#) or [without](#) keywords

10 - high rank: 205 - keyword rank: 10

[Philadelphia Eagles](#)

Eagles news via the Philadelphia Inquirer and Daily News.

<http://www.philly.com/philly/sports/eagles/>

more like this [with](#) or [without](#) keywords

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**Note:** When a simple keyword search was performed for the keyword “**Eagles**” the top page of results contained hits related to many different topics such as:

- The Philadelphia Eagles: (see hits #9 & 10 on page 17)
- The eagle bird of prey: (see hits #3, 5, 7, & 8 on pages 16 & 17)
- The 70’s rock band called the Eagles: (see hits #1, 2, & 4 on page 16)

**Needlebot’s User Profiles** (personalized search tool) can be used to disambiguate the keyword “**Eagles**” by selecting the appropriate User Profile that reflects the user’s current interests. (See pages 18-19 for results when the “**Music Fan**” profile is selected).



# Disambiguated Results using Needlebot's User Profiles Tool (User Profile: Music fan)

## **Example 5a: User seeks URL's related to the Eagles rock band**

Needlebot's User Profiles deliver personalized search results that reflect the user's current interests. Hence, when the Music Fan profile is selected, the search term Eagles is disambiguated to display only those URL's related to the 70's rock band at the top of the search results list

Database: **Internet Subset**

Keywords Searched: **Eagles**

Selected User Profile: **Music Fan**

1 - high rank: 197 - keyword rank: 2

[Eagles - Wikipedia, the free encyclopedia](#)

The Eagles are an American rock band that was formed in Los Angeles, California in the early 1970s. With five number-one singles and four number-one albums, ...

[http://en.wikipedia.org/wiki/The\\_Eagles](http://en.wikipedia.org/wiki/The_Eagles)

more like this [with](#) or [without](#) keywords [add to profile Music Fan](#)

2 - high rank: 8 - keyword rank: 134

[Eagles Discography and Songs at CD Universe](#)

Low prices on Eagles discography of music at CD Universe, with top rated service, Eagles songs, discography, biography, cover art pictures, sound samples, ...

<http://www.cduniverse.com/search/xx/music/artist/Eagles/a/Eagles.htm>

more like this [with](#) or [without](#) keywords [add to profile Music Fan](#)

3 - high rank: 80 - keyword rank: 178

[Eagles Lyrics Guitar Tabs Bios Pics and More](#)

My Eagles page has images, midi, chat, forum, wav, lyrics, bio, guitar tabs, sound clips and links to other Eagles pages.

<http://www.mattsmusicpage.com/neagles.htm>

more like this [with](#) or [without](#) keywords [add to profile Music Fan](#)

4 - high rank: 217 - keyword rank: 34

[Eagles < Rock and Pop in the Yahoo! Directory](#)

Yahoo! reviewed these sites and found them related to Rock and Pop > Eagles.

[http://dir.yahoo.com/Entertainment/music/artists/by\\_genre/rock\\_and\\_pop/eagles/](http://dir.yahoo.com/Entertainment/music/artists/by_genre/rock_and_pop/eagles/)

more like this [with](#) or [without](#) keywords [add to profile Music Fan](#)

5 - high rank: 206 - keyword rank: 11

[The Eagles](#)

The Eagles chronicled America in the high-flying Seventies, a time of rapidly changing social mores leading up to what they called "life in the fast lane. ...

<http://www.rockhall.com/inductees/the-eagles>

more like this [with](#) or [without](#) keywords [add to profile Music Fan](#)

6 - high rank: 51 - keyword rank: 77

[The Rave/Eagles Club - Milwaukee, WI \[Milwaukee concerts, Internet ...](#)

Multiple venues in one entertainment complex, with up to 4 stages of live national entertainment can be seen in one night. Includes a calendar and contests.

<http://www.therave.com/>

more like this [with](#) or [without](#) keywords [add to profile Music Fan](#)

7 - high rank: 218 - keyword rank: 22

[VH1.com : The Eagles : Artist Main](#)



Get the complete artist information on The Eagles, including new videos, albums, song clips, ringtones, photo galleries, news, bios, message boards, ...

<http://www.vh1.com/artists/az/eagles/artist.jhtml>

more like this [with](#) or [without](#) keywords [add to profile Music Fan](#)

8 - high rank: 227 - keyword rank: 33

[Amazon.com: Eagles : The Very Best of: Music: Eagles](#)

[Amazon.com: Eagles : The Very Best of: Music: Eagles by Eagles](#)

<http://www.amazon.com/Eagles-Very-Best/dp/B0000CD5FR>

more like this [with](#) or [without](#) keywords [add to profile Music Fan](#)

9 - high rank: 123 - keyword rank: 115

[Rolling Stone : The Eagles](#)

[Rolling Stone gives you total The Eagles coverage including free music, videos, photos, music news and exclusive Rolling Stone articles.](#)

<http://www.rollingstone.com/artists/theeagles>

more like this [with](#) or [without](#) keywords [add to profile Music Fan](#)

10 - high rank: 186 - keyword rank: 57

[Eagles MP3 Downloads - Eagles Music Downloads - Eagles Music Videos](#)

[Eagles MP3 Downloads - MP3.com offers legal Eagles music downloads as well as all of your favorite Eagles music videos.](#)

<http://www.mp3.com/artist/eagles/summary/>

more like this [with](#) or [without](#) keywords [add to profile Music Fan](#)

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In the above example, **Needlebot's User Profiles** (personalized search tool) has successfully disambiguated the keyword "**Eagles**" by displaying the Eagles rock band URL's at the top of the revised search results list. Clearly, these URL's are more likely to be of interest to a user who has selected the "**Music Fan**" profile since these results will closely match the user's current interests.

If the user were to now select a different User Profile, e.g. "**Nature Lover**" profile, the results list would alter to reflect the change in the user's current interests and display documents related to birds of prey at the top of the results list when the same keyword "**Eagles**" is searched. (See pages 20-21).



# Disambiguated Results using Needlebot's User Profiles Tool (User Profile: Nature Lover)

## **Example 5b: User seeks URL's related to eagles (birds of prey)**

Needlebot's User Profiles deliver personalized search results that reflect the user's current interests. Hence, when the Nature Lover profile is selected, the search term Eagles is disambiguated to display only those URL's related to bird of prey at the top of the search results list

Database: **Internet Subset**

Keywords Searched: **Eagles**

Selected User Profile: **Nature Lover**

1 - high rank: 192 - keyword rank: 63

[Bald Eagles Soar Off Endangered Species List, But Will Act Be ...](#)

The eagle's recovery is a wildlife success story, but conservationists say animals that remain on the list may be less protected due to recent rulings that ...

<http://news.nationalgeographic.com/news/2007/06/070628-bald-eagles.html>

more like this [with](#) or [without](#) keywords [add to profile NATURE LOVER](#)

2 - high rank: 25 - keyword rank: 194

[Bald Eagle Viewing Directory](#)

When viewing eagles, please stay in your car, unless you're visiting a manned eagle observation deck. Your car acts as an excellent blind. ...

<http://www.baldeagleinfo.com/eagle/eagle1.html>

more like this [with](#) or [without](#) keywords [add to profile NATURE LOVER](#)

3 - high rank: 107 - keyword rank: 97

[Bald Eagles @ National Geographic Magazine](#)

Throughout the continent, half a million bald eagles may have soared. But settlers blamed them for killing livestock, so shooting began—and the proud birds' ...

<http://www.nationalgeographic.com/ngm/0207/feature2/>

more like this [with](#) or [without](#) keywords [add to profile NATURE LOVER](#)

4 - high rank: 213 - keyword rank: 18

[Eagles: Wildlife Notebook Series - Alaska Department of Fish and Game](#)

Eagle species description in the 'Alaska Wildlife Notebook Series' publication.

<http://www.adfg.state.ak.us/pubs/notebook/bird/eagles.php>

more like this [with](#) or [without](#) keywords [add to profile NATURE LOVER](#)

5 - high rank: 69 - keyword rank: 69

[Birds - Everything About Eagles](#)

Everything about eagles - Photos plus information about their habitat, nesting, behavior.

[http://birding.about.com/od/birdseagles/Birds\\_Everything\\_About\\_Eagles.htm](http://birding.about.com/od/birdseagles/Birds_Everything_About_Eagles.htm)

more like this [with](#) or [without](#) keywords [add to profile NATURE LOVER](#)

6 - high rank: 220 - keyword rank: 24

[Bald Eagle Facts and Information](#)

American Bald Eagle Facts and Information. Learn all about bald eagles, golden eagles & birds of prey, help USA's national symbol by supporting bald eagle ...

<http://www.eagles.org/moreabout.html>

more like this [with](#) or [without](#) keywords [add to profile NATURE LOVER](#)

7 - high rank: 22 - keyword rank: 188

[What Barbara's Camera Sees](#)



From late October through December, the Chilkat Bald Eagle Preserve, ... I went to Juneau to see the Mendenhall Glacier, but saw my first eagles there. ...

<http://www.barbarascamera.com/alaska.htm>

more like this [with](#) or [without](#) keywords [add to profile NATURE LOVER](#)

8 - high rank: 229 - keyword rank: 32

[Bald Eagle Printout- EnchantedLearning.com](#)

The bald eagle is a large, powerful bird with keen eyesight.

<http://www.enchantedlearning.com/subjects/birds/printouts/Eaglecoloring.shtml>

more like this [with](#) or [without](#) keywords [add to profile NATURE LOVER](#)

9 - high rank: 164 - keyword rank: 234

[Reelfoot Lake Eagles](#)

Information on Bald Eagles in the Reelfoot area of northwest Tennessee. Eagle watching, state park captive eagles, and photos.

<http://www.reelfoot.com/eagles.htm>

more like this [with](#) or [without](#) keywords [add to profile NATURE LOVER](#)

10 - high rank: 110 - keyword rank: 100

[Birds of Prey North-West Ireland, Eagles Flying, The Irish Raptor ...](#)

Birds of Prey North-West Ireland, Eagles Flying, The Irish Raptor Research Centre sanctuary for birds of prey and owls, Ballymote, Sligo.

<http://www.eaglesflying.com/>

more like this [with](#) or [without](#) keywords [add to profile NATURE LOVER](#)

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In the above example, **Needlebot's User Profiles** (personalized search tool) has successfully disambiguated the keyword "**Eagles**" by displaying the URL's related to birds of prey at the top of the revised search results list. Clearly, these URL's are more likely to be of interest to a user who has selected the "**Nature Lover**" profile since these results will closely match the user's current interests.

If the user were to now select a different User Profile, e.g. "**Sport Fan**" profile, the results list would alter to reflect the change in the user's current interests and display URL's related the Philadelphia Eagles (or other sports related sites) at the top of the results list when the same keyword "**Eagles**" is searched. (See pages 22-23).



# Disambiguated Results using Needlebot's User Profiles Tool (User Profile: Sports Fan)

## **Example 5c: User seeks URL's related to sports sites including Philadelphia Eagles**

Needlebot's User Profiles deliver personalized search results that reflect the user's current interests. Hence, when the Sport Fan profile is selected, the search term Eagles is disambiguated to display only those URL's related to sports sites including the Philadelphia Eagles at the top of the search results list

Database: **Internet Subset**

Keywords Searched: **Eagles**

Selected User Profile: **Sports Fan**

1 - high rank: 223 - keyword rank: 20

[Philadelphia Eagles Tickets : Eagles Football Tickets @ BuySellTix](#)

Buy and Sell Philadelphia Eagles tickets for all shows Online. Find Eagles ticket prices from BuySellTix.com.

<http://www.buyselltix.com/nfl/eagles.php>

more like this [with](#) or [without](#) keywords [add to profile Sport Fan](#)

2 - high rank: 188 - keyword rank: 60

[Philadelphia Eagles Tickets - Eagles Football, Lincoln Financial Field](#)

Buy Philadelphia Eagles tickets at RazorGator your connection to Hard-To-Get Philadelphia Eagles football tickets.

<http://www.razorgator.com/tickets/sports/football/nfl/philadelphia-eagles-tickets/>

more like this [with](#) or [without](#) keywords [add to profile Sport Fan](#)

3 - high rank: 232 - keyword rank: 40

[Philadelphia Eagles Tickets, 2007 Philadelphia Eagles Schedule ...](#)

The widest selection of Philadelphia Eagles Tickets - GOTickets is your source for premium Sports Tickets, featuring NO hidden fees or service charges.

[http://www.gotickets.com/sports/nfl/nfc/philadelphia\\_eagles.php](http://www.gotickets.com/sports/nfl/nfc/philadelphia_eagles.php)

more like this [with](#) or [without](#) keywords [add to profile Sport Fan](#)

4 - high rank: 159 - keyword rank: 153

[SportingNews.com - Your expert source for MLB Baseball, NFL ...](#)

Post-draft analysis: The Eagles know Donovan McNabb won't last forever, so they drafted his ... This does not mean the Eagles will push McNabb out the door; ...

<http://www.sportingnews.com/nfl/teams/eagles/>

more like this [with](#) or [without](#) keywords [add to profile Sport Fan](#)

5 - high rank: 163 - keyword rank: 208

[Eagles Endzone](#)

Multimedia rich website with Philadelphia Eagles video, audio, compilations, weekly pre game packs, weekly wrap ups, pictures and much more.

<http://www.eaglesendzone.com/>

more like this [with](#) or [without](#) keywords [add to profile Sport Fan](#)

6 - high rank: 204 - keyword rank: 9

[Philadelphia Eagles News, Scores, Schedule, Stats - Yahoo! Sports](#)

Comprehensive and up-to-date Philadelphia Eagles news, scores, schedule, stats and roster.

<http://sports.yahoo.com/nfl/teams/phi>

more like this [with](#) or [without](#) keywords [add to profile Sport Fan](#)

7 - high rank: 73 - keyword rank: 88

[Posts from the Eagles Category at Sports Blog - The FanHouse](#)

Posts from the Eagles Category at Sports Blog - The FanHouse.



<http://sports.aol.com/fanhouse/category/eagles/>

more like this [with](#) or [without](#) keywords [add to profile Sport Fan](#)

8 - high rank: 128 - keyword rank: 121

[Philadelphia Eagles Tickets - Buy Eagles Tickets - Philadelphia ...](#)

Philadelphia Eagles Ticket Broker. Find great prices and seating locations for Eagles tickets at Lincoln Financial Field. Secure online order processing.

[http://www.greatseats.com/football/philadelphia\\_eagles/](http://www.greatseats.com/football/philadelphia_eagles/)

more like this [with](#) or [without](#) keywords [add to profile Sport Fan](#)

9 - high rank: 70 - keyword rank: 83

[Eagles Soccer Club](#)

The eagles soccer club is based in columbus ohio with both boys & girls teams totaling over 30 teams from U8-U18. Eagles SC is in the moss league and a ...

<http://www.eaglessoccer.org/>

more like this [with](#) or [without](#) keywords [add to profile Sport Fan](#)

10 - high rank: 209 - keyword rank: 15

[phillyburbs.com | Philadelphia Eagles](#)

Over three days of spring practice that generally don't mean much, there was a most reassuring message for Eagles fans coming out the team's mini-camp last ...

<http://www.phillyburbs.com/pb-dyn/section.cfm?id=99&tmpl=eagles>

more like this [with](#) or [without](#) keywords [add to profile Sport Fan](#)

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In the above example, **Needlebot's User Profiles** (personalized search tool) has successfully disambiguated the keyword "**Eagles**" by displaying the only sports related URL's at the top of the revised search results list. Clearly, these URL's are more likely to be of interest to a user who has selected the "**Sports Fan**" user Profile since these results will closely match the user's current interests.

The three previous examples, clearly demonstrate, how **Needlebot's User Profiles** can be used to disambiguate keywords and provide personalized search results to different users even when they enter *exactly the same keywords*.