

Re: JSH: Measuring post impact

Source: <http://sci.tech-archive.net/Archive/sci.math/2006-08/msg01611.html>

- *From:* jshsucks@xxxxxxxxxx
 - *Date:* 17 Aug 2006 22:13:13 -0700
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jstevh@xxxxxxxx wrote:

Years ago I was naive about how information travels around the world so I thought that if you put it out there people would find it. As I posted for years on newsgroups I imagined thousands of people worldwide were getting information I was certain they needed to know, and then I found ways to measure, and found, nope, they were not.

They weren't paying attention. I WAS mostly just known to a small community on the sci.math newsgroup. Ugh. How depressing.

Every means of measuring showed a limited number of readers and not the thousands that I'd envisioned.

So I shifted. That's why I mostly lost interest in worrying about particular posters—unless they showed up measurably as having an impact.

Yup, I do the equivalent of checking the polls to see what works. When something doesn't work, I shift. That shifting is continual.

I won't go into a lot of detail, of course, about how I can tell how well any of you do in negative replies against my research, but I will talk about what I've talked about before—Google search results, as well as other search engines, but mostly I use Google.

I can tell which posters have any impact at all from them, and the answer is, most of you have negligible impact in terms of which posts get picked up based on search engine results, and the people who do seem to have some, are usually people I don't remember, or never noticed their original postings.

The world is a fascinating place. It's not how you think.

Today my posts do probably get read by thousands of people worldwide—primarily through Google.

They do searches on prime numbers or other math topics and postings of

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mine come up in the search results and that is probably how the bulk of my postings get read by newbies, and then Google links to archives where people can go through more of them, and that's how a lot of others probably get picked up.

So I know who among you gets listened to, and who among you comes up with angles that resonate with others in the world, and who of you don't.

Do the searches yourselves. Short answer is, most of you have negligible impact.

And, oh yeah, when I'm really bored, I'll watch search results shift from day-to-day to give you people some idea about how many people are steadily tuning in, as you get an audience that may be bigger than you think.

I wonder how many people worldwide does it take to shift search results on a day to day basis? How many people clicking through and triggering algorithms to change what they pull up are necessary for that kind of impact?

So yeah, I measure much of what I do through search engines.

Do some searches on primes and probability now, and learn.

James Harris

I just did a google search on prime numbers. Not one mention of you in the first 3 pages.

I am also guessing by this post that you still haven't learned how modern search engine work. That really isn't surprising.

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