

## DESENVOLVENDO PROGRAMAS E SERVIÇOS INTERNET E WWW NA ÁREA DE INFORMAÇÃO PARA NEGÓCIOS: workshop

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Realizou-se no dia 17 de novembro de 1997 workshop de treinamento para o Desenvolvimento de Programas e Serviços Internet e WWW na área de Informação para Negócios no Laboratório de Informática do programa de pós-graduação em Biblioteconomia da PUC de Campinas. A professora responsável é presidente da *Kovacs Consulting - Internet & World Wide Web Training & Consulting*, editora-chefe do *The Directory of Scholarly and Professional Electronic Conferences* e do *Electronic Journal on Virtual Culture*. Autora de *The Cybrarian's Guide to Developing Successful Internet Programs and Services* e *The Internet Trainer's Guide*, recebeu em 1992 o prêmio *Apple Corporation Library's Internet Citizen* e a primeira a receber em 1996 o prêmio *Young Leadership Award* da *University of Illinois Graduate School of Library and Information Science*.

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(1) Presidente da Kovacs Consulting.

USING THE INTERNET FOR BUSINESS: GETTING TO WORK  
FOR THE UNIVERSIDADE CATOLICA DE CAMPINAS

ACTIVITY 1 - USING WEB SEARCH TOOLS TO FIND VENDORS,  
COMPETITORS AND CLIENTS.

OVERVIEW OF THIS ACTIVITY:

This activity involves the use and evaluation of some international search engines with directories with links to business information

**Hint:** Try Dr Richard J. Smith's "Web Search Cheat Sheet" at:  
*<http://www.colosys.net/search>*

**Hint:** Remember to page down the screen using your scrollbar to see the results of your search. Many of the search engines will display your results below advertisements and other kinds of system messages.

**Hint:** Look for coordination between your search topic and the kind of advertisements you get on each search engine.

**See Also:** "Choose the best engine for your purpose"

*<http://www.nueva.pvt.k12.ca.us/~debbie/library/research/adviceengine.html>*

and: "Advanced Searching: Tricks of the Trade"

*<http://www.onlineinc.com/onlinemag/May01/zorn5.html>*

**STEP 1.** Here is a list of eight popular U.S. Web search engines with their URL's. Using your Web browser, you will connect to each site and look for:

1. The box where your search is typed.
2. The button to press to begin your search.
3. The directions for searching.

Yahoo	<a href="http://yahoo.com">http://yahoo.com</a>
Alta Vista	<a href="http://altavista.digital.com">http://altavista.digital.com</a>
Excite	<a href="http://www.excite.com">http://www.excite.com</a>
HotBot	<a href="http://www.hotbot.com">http://www.hotbot.com</a>
Infoseek	<a href="http://guide.infoseek.com">http://guide.infoseek.com</a>
Magellan	<a href="http://www.mchinley.com">http://www.mchinley.com</a>
Webcrawler	<a href="http://webcrawler.com">http://webcrawler.com</a>
Lycos	<a href="http://www.lycos.com">http://www.lycos.com</a>

**STEP 2.** Using your Web browser, connect to each Web search engine site and type in the search: "ethanol and brazil" or use a search of your own...just use the same search in each search engine. Look for:

1. The number of results you get.
2. Of the first 10 results, which seem relevant to your search?
3. How many of the first 10 results are Internet training (or other kinds if you did your own search) company pages? How many are offering Web Based Internet training?
4. How many of the first 10 results are just advertisements or college course listings?

**OTHER THINGS TO TRY:**

1. SEARCH.COM--<http://www.search.com>

A Web search engine that will search several other Web search engines at once.

Metacrawler--*metacrawler.cs.washington.edu:8080*

A Web search engine that will also search several other search engines at once.

#### Brazilian Search Engines and Directories

BRAZILIS Index	<a href="http://www.brazilis.com.br/">http://www.brazilis.com.br/</a>
Cade?	<a href="http://www.cabe.com.br/">http://www.cabe.com.br/</a>
GuiaWEB	<a href="http://www.guiaweb.com/">http://www.guiaweb.com/</a>
Surf - sistema de busca da internet Brasil e America Latina	<a href="http://www.surf.com.br/">http://www.surf.com.br/</a>
Web Central Brasil	<a href="http://www.magics.com/bus/brazil/brasil.htm">http://www.magics.com/bus/brazil/brasil.htm</a>
Webra	<a href="http://www.webra.com.br/">http://www.webra.com.br/</a>

### ACTIVITY 2 - PRACTICAL RESEARCH PRACTICE: BUSINESS OVERVIEW OF THIS ACTIVITY:

#### OVERVIEW OF THIS ACTIVITY:

The goal of this activity is to give you hands-on experience with practical use of the Internet for research. There is an answer key at the end of each set of questions, but it is meant only to give you an idea of how you might have answered the question and a general idea of the answers.

1. The market research department of your company needs industry analysis on the top products and companies in the information technology and computer industries. They need to know what are the top products and companies, price performance considerations statistics and other details. Ordinarily you'd use a commercial

database but today the databases are all busy. Where can you find some good information on industry market research?

2. My boss need the latest stock quotes for USX-Kobe steel. Are they listed on the New York Stock Exchange? Nasdaq? I need a quick reliable source of stock quotations, that I can get to without leaving my desk. I don't want to have to pay for them and I don't want to have to scabble through a lot of details or screens?

Where can I find stock quotations and news in one easy place on the Internet?

3. Find the tables of contents of the most recent issues of the Economist, The Wall Street Journal and Inc.. Are any full-text articles available? Is their a charge for access? What other Business journals are on the Internet?
4. I work for a company that exports agricultural machinery and I'd like to know if Brazil would be a good country to market in. Could you get me figures that tell me if Brazil has a substantial farming industry and if U. S. trade with Brazil is increasing or decreasing, and by what percent. Also, a list of their principle imports would be nice.
5. Of Netscape and Microsoft, which company spent a higher percentage of its operation expenses on research and development during the 4th quarter of 1996?

Find the SEC Edgar database and then search it.

6. A multi-million dollar food-processing company wants to advertise its newest cereal during the United State's most popular television program. Where can they find the current most popular television programs listed?
7. You work in a small public library and have business patrons who need market research reports. Your library can't afford the high cost of most published market research. What kinds of sources can you find on the Internet?

**ANSWERS:**

- Search any Web search engine on the terms "industry and "anslysis or statistics" You'll md among others: Industry Links and Sites <http://andromeda.tradewave.com> At&T Business Information <http://bnet.att.com>
- Yahoo and Lycos both have very nice stock quotations and news services.  
<http://quote.yahoo.com> and <http://www.lycos.com/stockfind.html>
- Simplest way is to just use Yahoo's directory to find Business, Magazines.
- There are two way of finding this. Start by searching for Brazil and (exports or farming).  
You might also use the International Trade Administrations site: <http://www.ita.doc.gov>
- The free original government site is <http://www.sec.gov> You'll find others that are just samples of commercial versions.
- In the United States television popularity ratings for use to set advertising rates are determined by the Nielsen group - <http://www.nielson.com/home>. There are several sites which also rate television programs.  
Search any search engine with the "market research" and (statistics or reports). Gartner Group <http://lgartner.com> Find/SVP <http://findsvp.com> Dataquest <http://www.dataquest.com>