Do You Bing?
Posted by meggebrecht - 2009/06/10 21:13

After launching Bing June 1 -- two days early -- Microsoft saw its share of Internet searches jump from 9.1 percent to 11.1 percent last week, according to research firm comScore. Although natural curiosity probably accounted for a big chunk of the increase, users that like what they see could drive up those numbers further.

So what do you think? Does Microsoftâ€™s â€œdecision engineâ€• offer functionality that Google canâ€™t match? Or are you l impressed?

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Re:Do You Bing?
Posted by jimfinnan97 - 2009/06/11 08:01

Overall I am impressed. Bing and Decide as their marketing pitch goes offers functionality similar to google and then some slight enhancements. Their sponsored display listings driven by their pay per click keyword matching system appears nearly identical to google adwords. It would be interesting to compare their cost structures for this program.

When you mouse over a small circle to the right of a search result listing a small pop up window displays additional information about the site listing - this is pretty slick.

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Re:Do You Bing?
Posted by Bill Gerneglia - 2009/06/11 08:40

I have used it, and I conducted a simple test, as a golfer I struggle with an occasional slice so I queried the phrase "stop slicing" on both google and bing. The results were similar in that the 1st returned result for both systems was stopslicing.com. But for bing they second listed result was a 2nd level page from the same website, for google it was another listing.

We know that google is using latent semantic indexing techniques to build its search index. But the real question is which search engine's results is more relevant to my search. The answer will be subjective at best based on an individual's search and selection habits. Is is a better mouse trap? I do not know but at least MS has built a competing mouse trap.

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Re:Do You Bing?
Posted by KGB - 2009/06/11 13:30

Bing's image search is fairly impressive, in some ways it does seem to be an improvement over Google's.

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Re:Do You Bing?
Posted by meggebrecht - 2009/06/11 15:31

The user interface for Bing's image search is certainly well designed. And being able to preview a clip when doing a video search is useful.

But I'm not sure I see much difference in the results. Anyone beg to differ?

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Re:Do You Bing?
Posted by jrajani - 2009/06/11 20:22

I did a search on "mumbai terrorist attack". On bing, I was presented with videos of the event and search results which were all contextually available when I moused over them.

On Google, I was presented with search results, news and video, however, they didn't have the nice preview window for the content prior to clicking on the results.

In this unscientific test Bing came out on top as they gave me the preview functionality which saves me time in opening a new window to find out if the headline matches the contextual content for a topic of interest.

In the end it's going to take Microsoft a lot of marketing power to take market share away from Google as they have years of branding recognition going for them in this space.

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Re:Do You Bing?

Posted by Bill Wilson - 2009/06/12 08:01

Jay,

the real win here in terms of taking market share from google is the revenue from sponsored search results. It has been reported that the click through rate has jumped about 8% in the first week hat Bing has been promoted. If this trend continues then advertisers will increasingly look to spend more with Microsoft - especially if the clicks yield better conversion rates for sales.

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Re:Do You Bing?

Posted by Bill Gerneglia - 2009/06/12 08:57

Bing's new "decision engine" offers a valuable feature in its query- specific drill-down categories available on the top left of the results page. These categories may be enabling searchers to find more relevant results. An example of a simple yet effective change to standard search.

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Re:Do You Bing?

Posted by davidfcarr - 2009/06/12 13:31

The challenge is always to get people to break their established habits and try something new, even if the technology is better.

Of course, there was a time when Internet users were habituated to starting their day at Yahoo and searching through a manually compiled directory of websites ....

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Re:Do You Bing?

Posted by Mel Duvall - 2009/06/12 13:56

I was trying to locate a McKinsey & Company study which highlighted some of the concerns with cloud computing and did a search on Google and Bing with the phrase "McKinsey study and cloud computing concerns". The searches returned almost identical results, but Bing allowed me to quickly see a summary of the content of the pages by toggling over the button to the right. Bing won hands down on that test.

The problem, as David Carr notes, is overcoming habits or built-in advantages for Google, such as the large installed base of users who have the Google search tool built into their browsers.

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Re:Do You Bing?
Posted by epearlman - 2009/06/12 14:02

I agree that it's hard to get people to switch their habits. After all the first thing you say when someone asks a question and you don't know the answer is, "Let's Google it."
But I do like the design of the home page--it makes it easy to select how you want to do your search. I found it fun to pick a topic, such as calla lillies, and then search through the images they have of the flower.

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Re:Do You Bing?
Posted by latonm - 2009/06/12 16:00

My one criticism at this early juncture: Google provides far more access to newspaper and magazine articles than Bing.

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Re:Do You Bing?
Posted by MQuinn - 2009/06/12 16:31

I used Bing the day it launched, liked it, and promptly forgot to use it again until seeing this thread. It's definitely a matter of breaking the habit of going to Google for me.

I do like how clean the results are at Bing. For fun, I "binged" Google and got one result, Google's homepage. I then went and "googled" Google. I got more than 211,000,000 results. The first, of course, was Google's homepage. I preferred getting one result, though.

I also googled "bing" and the first result was Bing.com. It returned another 39.6 million results. Binging bing got me 5,670,000 results; No. 1 was Bing.com, followed by a newsfeed on Bing, Bing's Facebook page, a Microsoft page about Bing and the official homepage of Bing Crosby. Google didn't get around to the "White Christmas" crooner's site until No. 25.

What does all this prove? Well, not much. I must say that I appreciated the results Bing gave me. I like to think that I'm very Google savvy, so I don't get weighed down by some of the clutter it can return and pretty much always get what I set out looking for. But Bing offers up a worthy option and I'm going to make a conscious effort to use it more often during my everyday searches to really get a feel for it.

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Re:Do You Bing?
Posted by RedConn - 2009/06/12 17:00

The preview function is a clear plus. I also really like the bird's-eye view toggle in the map tool, although it is a bit addicting.

Essentially, Microsoft appears to have combined the best features of a lot of web sites--Google, YouTube, Mapquest, etc--into one search engine. I'm going to use it for the next week. I'll let you know how it goes.

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Re:Do You Bing?
Posted by RedConn - 2009/06/16 13:27

Interesting piece from the NY Post on how Bing is shaking things up over at Google. Title of story tells it all: "Fear Grips Google."

http://www.nypost.com/seven/06142009/business/fear_grips_google_174235.htm

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Re:Do You Bing?
Posted by meggebrecht - 2009/06/16 14:47

I'd love to be a fly on the wall at the Google campus.

But, of course, there's also this:

Early statistics show Bing increasing Microsoft's market share by two percentage points, to about 11 percent -- but that the gains largely didn't come from Google or Yahoo!

As people continue to note, it's tough to break users' Internet habits.

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Re:Do You Bing?
Posted by davidfcarr - 2009/06/16 16:00

Ah, so Bing is going to wipe out Ask and other runners up, is that it?

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Re:Do You Bing?
Posted by meggebrecht - 2009/06/16 17:15

Ask and AOL -- with 3.8% and 3.4% of the market in April, respectively, according to comScore -- do seem pretty vulnerable. Particularly AOL, which relies on Google technology.

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Re:Do You Bing?
Posted by jrajani - 2009/06/16 21:50

I don't recall seeing any ads from Google and competitors such as Ask, Yahoo, etc. I'm not surprised to see that Microsoft has increased their market share in the search space at 11%, however, they are going to have to do a lot more marketing if they want to claw any more share than a 3rd spot on the list after Yahoo.

I'd draw a parallel on what's going on with their Xbox 360 product, they took a year's lead over Sony by releasing their next gen system ahead of them and were able to hold on to the lead for a while. They should learn lessons from their competitor in this space and apply it to their search product and I bet they would see an increased voice in the search business.

Ultimately it's about getting the product and brand in front of consumers through the use of all of the marketing mediums at their disposal.

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Re:Do You Bing?
Posted by RedConn - 2009/06/19 08:20

Based on the new numbers I just saw, looks like Bing could put some smaller search-engine players out of business. And if I were Yahoo's management, I'd be worried. Bing now commands 13% of the search market, with Yahoo right around 20%.

One thing, though: I don't like the home page photographs on Bing. I want text on that screen, not an image. There's something confusing about it. Couldn't figure out a way to disable the feature, however.

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Re:Do You Bing?
Posted by JohnSane - 2009/06/22 10:42

Mr. Rajani,
I recall how Microsoft managed to use their marketing power to do just that with Lotus 123, WordPerfect, Borland, etc. Having used Bing, I find it interesting that they have worked to bring forward a usable search function so late in the game. Makes you wonder where it will go from this point?

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Re:Do You Bing?
Posted by RedConn - 2009/06/22 10:57

You also have to think that Microsoft will somehow leverage its dominance in operating systems, mainstream office applications (Word, Excel), and browsers to boost Bing. Not sure how. But just consider how much stuff on your desktop is from Microsoft. There's got to be a way to tie that in to Bing.

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Re:Do You Bing?
Posted by meggebrecht - 2009/06/22 14:48

I agree that Microsoft will try to use their OS and apps dominance to play up Bing.

But look at the Bing site. You have to work pretty hard to find any mention of Microsoft. The word "Microsoft" doesn't even appear, outside of the copyright info at the bottom. Bing's predecessor, Live Search, had the Windows icon front and center.

I think Microsoft is doing everything it can to give Bing a bit of distance from Redmond right now.

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Re:Do You Bing?
Posted by meggebrecht - 2009/06/26 14:35

A couple of new developments on the Bing front, in case you missed them.

A key employee defection:

blog.seattlepi.com/microsoft/archives/172367.asp

And a look-and-feel lawsuit:

www.wired.com/epicenter/2009/06/kayak-bing/

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Re:Do You Bing?
Posted by rbsarma - 2009/06/26 15:44

This is the first time I have looked at this engine. A quick browse gives me an idea the elements of behavior and semantics-awareness are well used across context based criteria. The challenge is how well they can bake this into their other product suite.

I will come back for a detailed comments at a later stage once I have some time to navigate through its capability at large.

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Re:Do You Bing?

Posted by meggebrecht - 2009/10/06 09:28

Looks like Bing's momentum may have stalled a bit. Last week, StatCounter reported that Bingâ€™s share of U.S. search fell from 9.64 percent to 8.51 percent in August -- and its new search partner Yahoo saw a similar drop, from 10.5 percent to 9.4 percent. According to StatCounter, Googleâ€™s share rose from 77.83 percent in August to 80.08 percent last month.

StatCounterâ€™s global search market numbers werenâ€™t much better: Bing fell from 3.58 percent to 3.25 percent, and Yaho dropped from 4.84 percent to 4.37 percent. Google claimed 90.54 percent of the market. Meanwhile, Net Applications reported that Bingâ€™s global search share dropped from 3.52 percent to 3.39 percent in September, though it found a similar decline in Googleâ€™s numbers.

â€œThe trend has been downwards for Bing since mid-August,â€• said StatCounter CEO Aodhan Cullen. â€œThe wheels have fallen off but the underlying trend must be a little worrying for Microsoft.â€•

Weâ€™ll have a better idea how worried Microsoft should be when comScore and Nielsen release their September numbers.

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Re:Do You Bing?

Posted by jmottl - 2009/10/22 10:52

In reading the feedback on Microsoft's new browser Bing here, I have a new question: do most enterprises these days control internal browser use for either security or application integration reasons?

Is it even something that can be done given how savvy users are in getting around IT guidelines and mandates?

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Re:Do You Bing?

Posted by jrajani - 2009/10/22 10:54

I believe the policies depend on how many legacy applications there are in the enterprise and which browser works best for those. Some organizations are reluctant to change browser versions and control usage tightly to save themselves the cost of upgrading aging applications.

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Re:Do You Bing?

Posted by Bill Gerneglia - 2009/11/13 09:34

Looks like Microsoft is rolling out some enhancements to its Bing search engine, including some that rely on computational information delivered by Wolfram Alpha. This will mean that people can execute non typical search queries (of a more complex nature)and the search engine will be able to compute the answers. This is according to a blog post by Tracey Yao, program manager, and Pedro Silva, product manager at Microsoft.

I find it interesting how the search space continues to grow as search engines provide more functionality - especially in the ability to search non structured data like video, audio, and vector based graphical (like a CAD CAM file) file.

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Re:Do You Bing?

Posted by jrajani - 2009/11/13 09:41

The bing enhancements are definitely good news for academics and other researchers who maybe looking at Google alternatives for search. Another area that needs work is the ability to call up PDF files based on specific criteria. When I was doing my masters project such a facility would have been a boon to my work.

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Re:Do You Bing?
Posted by Bill Wilson - 2009/11/19 08:32

According to ComScore's qSearch, Microsoft's retaliation against Google search, Bing has gained significant market share - it now has close to 10% of US searches. That's a gain of two large points in five months.

This is a pretty big move and translates into big $$ for paid search advertising for MS. How high can they go?

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Re:Do You Bing?
Posted by storey58 - 2010/03/04 22:33

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i actually prefer the simplicity of google. I think microsoft were a bit too far behind with bing to be honest.

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Re:Do You Bing?
Posted by sediga - 2010/03/11 08:33

Well, Yahoo! is using Bing and that is certainly a great move on MS part to get traction. I do agree that google is way over used. We need alternatives, and hoping that Bing will do the trick. Competition is a good thing.

One thing that I would really like to see from either of the search vendors is the ability to do semantic search â€“ Do you folks have anything to share on that?

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Re:Do You Bing?
Posted by srw134 - 2010/03/13 00:02

While I do tend to use Google more than others, the others do offer different methods of searching the information and thus produce different results. This can be a good thing and is why I typically use these other engines.

-sean

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Re:Do You Bing?
Posted by petesim - 2010/09/16 07:53

According to a recent report released by Nielsen Company, Microsoftâ€™s search services, which includes Bing search, overtook Yahoo search in the United States as the No. 2 search engine during the month of August. Wow - no small accomplishment. Is Yahoo search a bit of a dinosaur?

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Re:Do You Bing?
Posted by srw134 - 2010/09/19 19:50

As far as I had heard Yahoo was using the Bing engine for the english sites in the U.S. and Canada. Has anyone one heard different?

-sean

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Re:Do You Bing?

Posted by ciony - 2010/09/21 21:31

Yahoo as a distinct search engine platform will essentially be extinct given the Yahoo/Bing deal; as a PPC customer of both Bing and Yahoo, very little has improved in terms of ease of doing business thus far.

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Re:Do You Bing?

Posted by sediga - 2010/09/23 14:31

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yeah, but being second is a far second.

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Re:Do You Bing?

Posted by srw134 - 2010/09/23 19:20

I always found the PPC and PPI engines to be a bit clumsy on Google, Yahoo and MS. Maybe someday I will care enough to learn a better way but for now I will stay out of the retail game.

-sean

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