



February, 1999

**In This Issue**

- Resources To-Click
- Yet Another Acronym - EIP
- Evaluating Web Content
- Company Sleuth
- Slicing the Data Smog
- Other News

[PDF Version](#)

**Resources To-Click**

It was a busy month at the web farm. All the references in the WF book have been loaded into a database, from which we have started to dynamically generate content. See the [Bookstore](#) and [Resource](#) pages. More to come as we refine our script code.

**Yet Another Acronym**

Do you know what **EIP** means? No? Well, you are so last season (as my daughter would say)! **InfoWorld** coined this acronym for **Enterprise Information Portal** in a recent [article](#). It implies the merging of disparate data sources across the enterprise into "an organized, personalized, secure, and searchable" web interface. In other words, EIP is like "My Yahoo!" for your company. Several vendors have claimed this new area. Watch [Viador](#) (formerly InfoSpace), [Information Advantage](#) , and [Plumtree Software](#).

EIP is an important component for a web farming system; however, current products are only dealing with internal data--content from operational systems. Where is the external input?

**Evaluating Web Content**

How does one evaluate the validity of web content? That question has become crucial in our *data smog* era. A thoughtful [checklist](#) was given in the recent issue (online version only) of Inc Magazine. The message is: Reader beware! Know **why** this content was created and published on the Web.

- Who is the author, owner, and sponsor of the site? Are they recognized as an expert in this area? Do they give a mailing address, telephone, and email address?
- To whom is the domain name registered? Is it a personal, CPO, etc.

**Company Sleuth**

**Company Sleuth** by Infonautics is the latest service for farming the Web. It's free! Read impressions of our guest columnist--Risa Heywood. [more ▶](#)

**Slicing the Data Smog**

The January [issue](#) of **Inc Magazine** has several excellent articles on the info-avalanche bearing down on corporations.



One article is an extract from **David Shenk's** book *Data Smog*. His main point is that our information environment has become polluted. Information was "rare and precious like gold." More information was always better, until now! A new era has dawned in which information is so plentiful and so distorted that the basic rules have changed. "Just as fat has replaced starvation as this nation's number one dietary concern, information overload has replaced information scarcity as an important new emotional, social, and political problem."

So, what does *data smog* mean for web farmers? The old paradigm of 'gather-filter-index' is no longer valid. We must be more systematic in identifying key content creators and building links directly between this content and our business processes.

**Other News**

Also in the January issue of **Inc Magazine**, the article discusses the secret KM weapon of Highsmith Inc. -- their librarian. [more ▶](#)

The **Search Engine Watch** is an excellent resource for understanding

registered? In general, ORG sites would be more credible than COM sites (present company excluded!).

- What is the stated purpose? To educate? If so, why? To persuade you? To sell you something? To collect information about you? A personal soapbox?
- What is the intended audience? Is this clearly stated?
- How is the site supported financially? Through ad banners, subscriptions, usage fee, or other?
- Is the content factual or based upon opinions? Can you tell the difference? Are any biases noted? Are sources identified and verifiable?
- Is the content current? When was this specific page last updated?
- Is the content grammatically correct? What is the level of quality in the writing? Is the style for content readability or for attracting attention.

Browse the Additional Resources list at the end. Several articles are excellent.

and monitoring the major search services. Danny Sullivan revised his tutorial series on **search techniques**. It is a MUST for web farmers. [more ▶](#)

For searching, try the **Recommended Search Tools** of the Librarians' Index to the Internet. Note the [usage guide](#) to search engines. [more ▶](#)

PCDocs/Fulcrum announced its **Enterprise Table of Contents (ETOC)** whose content analyzer classifies information into a customized hierarchy. [more ▶](#)

**AltaVista** is going public! As part of the acquisition of Digital by Compaq, AltaVista can pursue its services and products independently. [more ▶](#)

Check out the **IBM Clever Project** at Almaden. Using [Kleinberg's](#) Hypertext-Induced Topic Search, the goal is to retrieve a small set of the most relevant documents. [more ▶](#)

Interested in knowledge management? Subscribe to the weekly **NewsLinks** from KM World. [more ▶](#)

---

[Home](#) · [New](#) · [Introduction](#) · [Mission](#) · [Services](#) · [Discussions](#) · [Contact](#) · [Contents](#)

---



Copyright ©1998-99 Bolder Technology, Inc. dba WebFarming.com.  
All rights reserved worldwide. Revised 1999-02-09 11:26 AM  
Site Design by [A Net Presence, Inc.](#)