

Online Service Generates “Buzz” On The Latest Hot Topics

(NAPS)—An increasingly popular Internet service is showing consumers just who and what are popular on any given day.

The Yahoo! Buzz Index keeps track of the “buzz” generated about celebrities, music, toys, technology and other topics, providing a daily snapshot of subjects that show a dramatic increase in interest in a short period of time.

The service is a useful tool for Internet users, including:

- anyone interested in staying on top of pop culture;
- students, researchers and anyone looking for up-to-date research on national trends;
- new Internet users who want to know what the best, most interesting sites are;
- teachers wanting to keep up on the latest technology trends;
- people trying to come up with great gift ideas.

The Index works by ranking subjects according to their “buzz score.” A subject’s buzz score is the percentage of users searching for that subject on a given day, multiplied by a constant to make the number easier to read.

The service offers a great picture of the Web as a whole. Subjects are broken down into two lists:



The latest buzz: Now you can go online and find out what’s popular.

- **Buzz Movers**—Subjects with the greatest percentage increase in buzz score from one day to the next. Significant increases in buzz score do not necessarily indicate huge overall interest in a subject. For example, a subject that increases its buzz score from 4.0 to 12.0 would have a one-day buzz move of 200 percent.

- **Buzz Leaders**—Subjects with the greatest buzz score on a given day. These subjects are the most searched subjects on Yahoo! for that day. In the example above, the buzz score of 12.0 might qual-

ify that subject for inclusion on the list of buzz movers, but it might not make the day’s list of buzz leaders.

The Index editors’ goal is to list subjects that are interesting to the broadest possible audience. For this reason, company names, utilities, formats and general terms are filtered out. Terms related to adults-only content are also excluded. In some cases, the editors also exclude terms that they believe have been elevated by similarity to unrelated popular terms. For example, the movie *The Rock* might be excluded if the buzz was determined to be solely generated by interest in the wrestling star The Rock.

Categories include Overall, Television, Music, Sports and Movies. So far this year, Dragonballz and Britney Spears have consistently appeared as leaders in the buzz charts. The Yahoo! Buzz Index is published five days a week. All rankings are updated each day and reflect the traffic from two days earlier, as 24 hours are required to process data and verify results.

To learn more, visit the Web site at <http://buzz.yahoo.com>.