

## Issue Animals Hierarchy: Google Text

Source: [www.google.com](http://www.google.com)

Query: "climate change" and scrape top 100 results with "animal x"

Tools: <http://tools.issuecrawler.net/beta/scrapeGoogle/>

<http://tools.issuecrawler.net/beta/analyse/>

<http://tools.issuecrawler.net/beta/svgcloud/>

Date: 15/07/07

puffin pika sea turtle  
eagle cow whale crane  
dolphin polar bear frog  
walrus tiger elephant panda  
penguin orangutan  
marmot red fox

## Issue Animals Hierarchy: Google News Text

Source: news.google.com

Query: "climate change" + "animal x"

Tools: <http://tools.issuecrawler.net/beta/googleNews/>

<http://tools.issuecrawler.net/beta/svgcloud/>

Date: 15/07/07

puffin pika sea turtle

eagle COW whale crane

dolphin polar bear frog

walrus tiger elephant panda

penguin orangutan

marmot red fox

## Issue Animals Hierarchy: Technorati Text

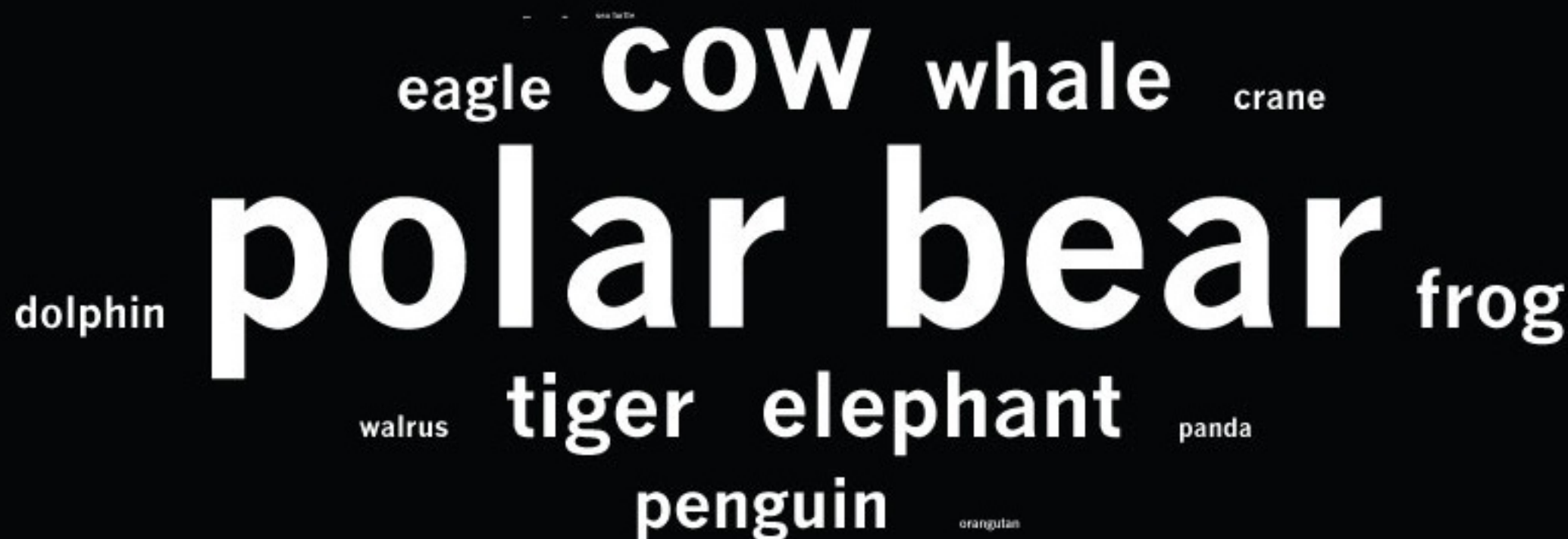
Source: search.technorati.com

Authority: any

Query: "climate change" + "animal x"

Tools: <http://tools.issuecrawler.net/beta/svgcloud/>

Date: 17/07/07

A word cloud of animal names on a black background. The words are in white, sans-serif font. The size of each word represents its frequency. 'polar bear' is the largest word, followed by 'cow', 'tiger', and 'elephant'. Other words include 'eagle', 'whale', 'crane', 'dolphin', 'frog', 'walrus', 'panda', and 'penguin'.

eagle COW whale crane  
dolphins polar bear frog  
walrus tiger elephant panda  
penguin orangutan

# Issue Animals Hierarchy: Technorati Text

Source: [search.technorati.com](http://search.technorati.com)

Authority: a lot

Query: "climate change" + "animal x"

Tools: <http://tools.issuecrawler.net/beta/svgcloud/>

Date: 17/07/07



## Issue Animals Hierarchy: Technorati Text

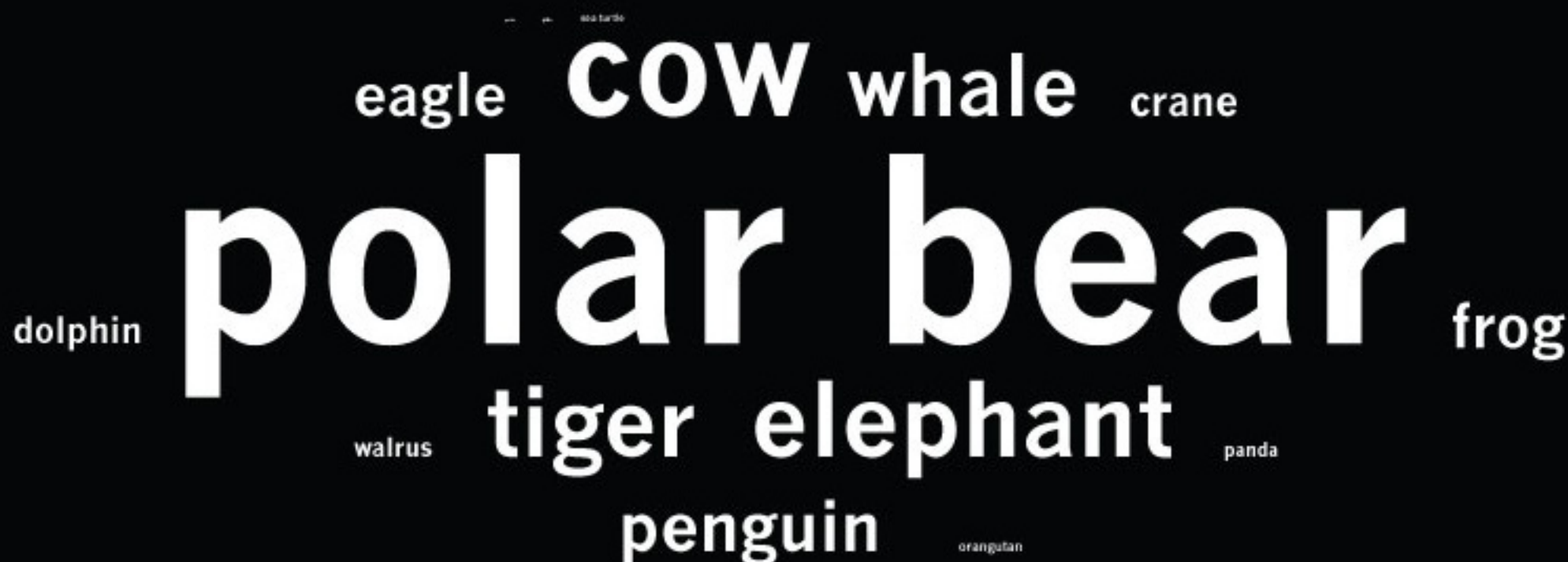
Source: search.technorati.com

Authority: some

Query: "climate change" + "animal x"

Tools: <http://tools.issuecrawler.net/beta/svgcloud/>

Date: 17/07/07





## Issue Animals Hierarchy: Technorati Text

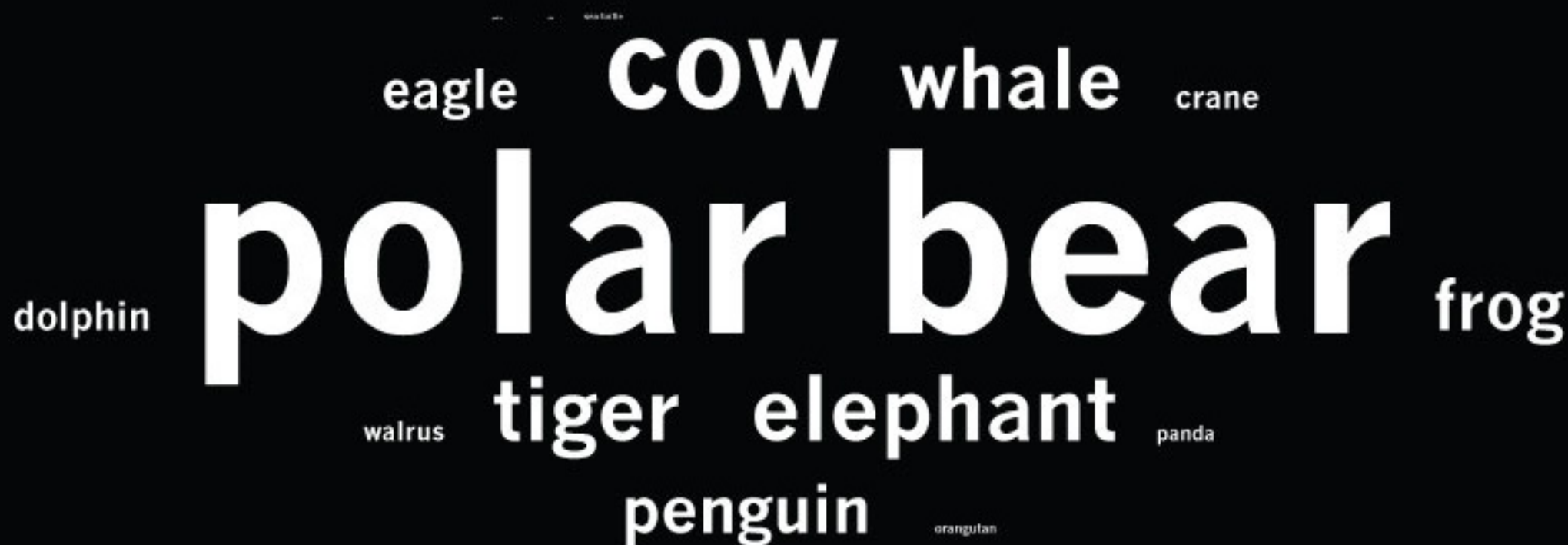
Source: [search.technorati.com](http://search.technorati.com)

Authority: a little

Query: "climate change" + "animal x"

Tools: <http://tools.issuecrawler.net/beta/svgcloud/>

Date: 17/07/07



# Issue Animals Hierarchy: Google Images

Source: images.google.com

Query: "climate change"

Method: count and scale similar animals by frequency of appearance

Results: all (1,420,000 images in 107,000,000 web results, 918 presented by images.google.com)

Date: 17/07/07



# Issue Animals Hierarchy: Google News Images

Source: news.google.com Image Version

Query: "climate change"

Method: count and scale similar animals by frequency of appearance

Results: all (3.095 images in 25,933 articles, 782 presented by news.google.com)

Date: 17/07/07





# Issue Animals Hierarchy: Technorati Images

Source: <http://www.technorati.com/photos/>

Query: "climate change"

Method: count and scale animals by frequency of appearance

Results: all (4,100 images)

Date of research: July 17, 2007

