

## Profil 3: the army veteran with health problems

This profile is very interesting as it provides information about all profile zones (professional, individual, etc..). Search profiler: Raphaël Richard, CVFM

This internet user profile is interesting for its great variety: the four zone of the search profile are filled with information.

1.

Personnal profile

Search of

cultural nature on march 4th about a music album "nights of fire" by Benise.

Daily

topics (housing, transportation, hygiene...)

On march 30th,

he gives a piece of evidence about his geographic location as he is looking for a Florida healthcar agency (« agency healthcare administration florida »).

It may also

been infered that one of his children attend courses at University of Georgia, from one of his last searches on may 27th, « Gasports.com », the web site of a sport organization inside Unversity of Georgia, delivering the latest competition results.

Private

networks (Family, friends, relationships...)

To visit his

mothe living in another stat, he looks for an airline ticket from a first company (www.american airlines.com) on march 13th, then from another « southwest airlines » on march 27th and then from « air canada » on april 27th.

He seeks to

get in touch with friend from an early life. To achieve that goal, he types in « email » and « email search ». This email search engine search is more likely to be connected to a friend than to a company: in this case, he would look for the company's website to get into touch with them.

On may

8th, because of the pressure of the cult of beauty in the USA, he conducts the first search for his wife on "breast augmentation" and then on "cosmetic surgeons in tallahassee" where he is likely to be living.

On may 20th,

may be for mothers day, he connects to « Bath and body works » website thourhg AOL search engine. But this kind of present seems to common, so he tries to set up a week end at « Grove park inn » on may 23th and then inquires about another place on may 26th (« wingate inn destin florida »).

Center

of interest

Empty

Exceptionnal

events (thefts, accidents)

Empty

Health

(illness, medical treatments, surgical operations...)

To keep in

shape, he looks to improve his weight lifting abilities on april 16th (« Free weights ») and for « Fitness training » on april 19th.

To train his

spirit, he looks for advices about HG Wells' novel, « The Outline of History » on april 20th.

But the most

striking fact is that he has recurring health problems: on march 4th, he launches a search on Nexium and then on "Relief from pain due to acid reflux disease or gastroesophageal reflux disease (GERD)". After « anal retensive » on march 6th, he tries to find Enzyte, a sexual enhancer on march 25th, then connects to a site dealing with impotence, "Mensfact .org", looks for information about nutrition supplements (« omega 3 », « hyaluronic acid », « prostate supplements », « multivitamins »), health cares for feet, « foot problems » on march 27th. On march 28th, he inquires about a store selling supplements located " 2965 woodside road à Woods" in California. On march 31st, he looks for information about « plantar ligaments ». On april 1st, the man searches for «phase 4 orthotics ». 4 days later, he connects to webMD.com, a medical portal. On april 5th, he seeks informaton about « saw pawmetto » effects, a treatment for prostate. The same day, the user think about stimulating hair growth. On april 22nd, may be because of a medical warning, he looks for a information about a molecule implied in high blood pression treatments, « tenormin ». On april 24th, search on "colchicine".

Citizen

data (residence, taxes...)

Empty

Acts

againts the law

Empty

Academic

background and professionnall training

Empty

Intimate

sphere (search for partners, online entertainment...)

Empty

Consumer

profile

It could be

inferred that his health problems are linked to a lack of activity, as he considers replacing his big old TV set with a flat screen TV on march 27th (« flat screen tv », then « sony flat screen ») and, at least, he concentrates on « lcd flat screen ». May be because prices or products don't meet his expectations, he waits another month and enters a supplier search « bestbuy.com » and « circuitcity.com », two electronics online

stores on may 7th. Still insatisfied, he uses generic exploratory keywords such as « flat screen tvs ») and, right after, a targeted search to online distributor « qvc.com » follows. The internet user is already a Dell customer (see his may 18th request for Dell customer service) ignores that Dell sells flat TV screens. On march 6th, search for Toyota car « fj cruiser ».

His location

in Florida is confirmed by a search about « legacy toyota of tallahassee » on may 11th. A few days later, he goes on inquiring about automobile with exploring online manufacturers brand universes (« nissan », then « saturn ») and about his next car insurance prices from an american insurer ("unitrindirect.com"). On saturday april 1st, he conducts other exploration searches such as « bicycle exercise training », followed by interest searches « adjustable height bicycle seats ») and goes on with other interest searches on April 2nd (« bicycle seats »). On april 5th, he realizes a brand oriented interest search (« surfa bikes »), then widens the search with « specialized bikes ».

A week later, new exploration searches reappear (« bicycle trainers », « bicycle clothing ») which eventually turn into an online shopping session integrating other product families (« military vests »).

Still looking for outdoor equipment, the shopper looks, on april 23th, for an exercise fitness apparel manufacturer (« rei sports »). On may 1st, he tries to buy « exercise tapes ». Five days later, « weight lifting benches » are his new center of interest. On may 8th, search on "Bowflex", a bodybuilding tool.

Our man then

enters the financial arena. On april 13th, he connects to the IRS web site (« irs.gov ») and then looks for investment structures (« investment bankers ») on april 25th.

Societal  
profile

On March 2nd, first search about a book dedicated to Islam by Ibn Warraq, « why I am no a muslim ».

Feeling

concerned by insecurity in the neighborhood, he looks for « kimber firearms ».

Following a TV

broadcast referring to the site that monitors extremist islamic groups, he looks for « jihad watch », on march 8th.

The man shows

again his interest for the military arena and militia universe on april 19th, successively looking for a magazine on arms, « gunsandammomag » and specialized sites (www.freindsoftheborderpatrol.com: for friends of the border patrol, a network for "citizens" who helps local authorities to fight illegal immigration (actually, a website broadcasting videos taken by surveillance cameras monitoring the border with Mexico).

His passions  
for arms sets up another search for hand weapons experts colonel  
« Jeff cooper ».

Professional  
profile  
In order to  
increase his professional value, he looks for « speed  
reading » courses on march4th.

why i am no a muslim  
02/03/06 20:49

nights of fire  
04/03/06 18:27

nexium  
04/03/06 19:01

speed reading  
04/03/06 20:44

speed reading  
04/03/06 20:44

kimber firearms  
05/03/06 13:18

fj cruiser  
06/03/06 11:03

nexium  
06/03/06 11:10

nexium  
06/03/06 11:21

anal retentive  
06/03/06 13:40

jihad watch  
08/03/06 11:12

www.frontpage.org  
08/03/06 11:47

drudge  
13/03/06 13:10

www.american airlines.com  
13/03/06 20:34

e mail  
15/03/06 10:37

email search  
15/03/06 10:55

dr. adrian denese  
18/03/06 16:24

fj cruiser  
18/03/06 22:14

zyrtec  
19/03/06 10:38

yahoo maps  
22/03/06 13:36

pilates  
23/03/06 15:02

enzyte  
25/03/06 13:38

omega 3  
25/03/06 14:49

hyaluronic acid  
25/03/06 15:06

prostate supplements  
25/03/06 15:32

multivitamins  
25/03/06 16:54

southwest airlines  
27/03/06 11:16

foot problems  
27/03/06 12:21

flat screen tv  
27/03/06 13:15

sony flat screen  
27/03/06 13:28

lcd flat tvs  
27/03/06 13:38

good guys  
27/03/06 16:36

ww.mensfacts.com  
27/03/06 20:57

www.mensfacts.com  
27/03/06 20:57

www.globslgisyresurx.com  
28/03/06 11:13

2965 woodside road woodside ca  
28/03/06 23:59

agency for health care administration florida  
30/03/06 16:40

plantar ligaments  
31/03/06 13:43

bicycle exercise training  
01/04/06 16:50

adjustable height bicycle seats  
01/04/06 18:35

adjustable height bicycle seats  
01/04/06 18:35

adjustable height bicycle seats  
01/04/06 18:54

phase 4 orthotics  
01/04/06 19:05

bicycle seats  
02/04/06 13:48

webmd

04/04/06 10:42

fj cruiser  
04/04/06 14:39

luciferians  
05/04/06 12:01

beta sitoserol  
05/04/06 13:29

saw pawmetto  
05/04/06 13:37

beta sitoserol  
05/04/06 13:38

surfa bikes  
05/04/06 14:53

specialized bikes  
05/04/06 14:54

yahoo maps  
12/04/06 14:28

bicycle trainers  
13/04/06 13:41

bicycle clothing  
13/04/06 13:51

military vests  
13/04/06 14:50

irs.gov  
13/04/06 14:59

free weights  
16/04/06 03:51

free weights  
16/04/06 04:01

gunsandammomag  
19/04/06 13:56

www.freindsoftheborderpatrol.com  
19/04/06 15:13

omwww.freinds of theborderpatrol.com  
19/04/06 15:15

fitness training  
19/04/06 15:22

the outline of history  
20/04/06 15:05

jeff cooper  
22/04/06 02:38

tenormin  
22/04/06 23:38

rei sports  
23/04/06 13:22

colchicine  
24/04/06 03:26

indocine  
24/04/06 13:26

investment bankers  
25/04/06 04:10

attbusiness.net  
25/04/06 10:49

enzyte  
26/04/06 13:26

enzyte  
26/04/06 13:26

air canada  
27/04/06 00:02

exercise tapes  
01/05/06 13:24

bicycle accessories  
02/05/06 02:54

trump institute  
02/05/06 14:58



www.bounceeverywhere.com  
05/05/06 13:15

weight lifting  
06/05/06 18:39

weight lifting benches  
06/05/06 18:42

bestbuy.com  
07/05/06 13:36

www.circuit city  
07/05/06 15:04

flat screen tvs  
07/05/06 20:31

qvc.com  
07/05/06 20:38

circuit city  
07/05/06 20:50

qvc.com  
07/05/06 22:00

breast augmentation  
08/05/06 09:33

cosmetic surgeons in tallahassee  
08/05/06 09:49

cosmetic surgeons in tallahassee  
08/05/06 09:49

bowflex  
08/05/06 22:00

legacy toyota of tallahassee  
11/05/06 13:05

google.com  
16/05/06 14:41

microsoft explorer  
18/05/06 04:22

dell customer service  
18/05/06 14:30

dell customer service  
18/05/06 14:32

nissan  
19/05/06 06:51

saturn  
19/05/06 07:13

unitrindirect.com  
19/05/06 10:40

bath and body works  
20/05/06 13:59

grove park inn  
23/05/06 10:34

symantec  
26/05/06 13:48

norton anti virus  
26/05/06 13:57

wingate inn destin florida  
26/05/06 15:50

www.gasports.com  
27/05/06 12:36

www.yahoo.com  
27/05/06 12:39

verizon mobile  
31/05/06 22:59