

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 professionnal 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 seach 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 refering 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 milicia universe on april 19th, successively looking for a magazine on arms, « gunsandammomag » and specialized sites (www.freindsofthebordepatrol.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