

# Substantive Composition of RFID according to the Web

**Research Question**\_Which issue language is significantly associated with RFID according to the top 100 Web pages returned by Google for the query, RFID?

**Findings**\_The issue language at the top of the Web (according to Google search results) is primarily industry-driven. Particular concerns expressed by progressive geeks (represented by the Chaos Communications Congress as well as the RFID Guardian firewall) and the non-governmental watchdogs (represented by the Electronic Frontier Foundation and the RFID implants) resonate less.

rfid tags (213) rfid technology (211) radio frequency identification (193)

epc (94) rfid readers (79) rfid chips (76) wal-mart (75) whitepaper (68)

rfid system (44) antique geekmeister (44) hard drives (44) usa (44) rfid applications (42) rfids (42) rfid news (41) wikipedia (40)

parent (40) uhf (39) rfid systems (38) rfid tag (37) rfid reader (37) rfid transponders (33) rfid solutions (33) energieverorgung (32) rfid (32) ibm (32)

liz mcintyre (31) eas (28) van bokkelen (28) iso 15693 (26) human services (24) service management (24) rights reserved (24) gps (24)

development channel (24) shift keying (24) diskussionsseite (24) iso 14443 (23) rfid tagging (23) asia (23) rfid transponder (23) internet (22) rfid vendors (22)

las vegas (22) privacy (22) smart labels (21) intellectual property assets (21) eff (21) chaos communication congress (20)

wan optimization (20) soa (20) passports (20) epc gen2 (20) dawning age (20) state department (20) privacy policy (20) rfid guardian (20) cnet (20) smartcards (20)

hd dvd (20) verichip corp (20) drug administration (20) rfid implants (20)

**Source**\_google.com

**Method**\_Scrape top 100 results from Google query of RFID, pass harvested text through the Issue Discovery tool, which seeks noun phrases and weights them according to specificity and frequency. Remove non-issue language. Visualize in an issue language cloud, where language is resized according to values.

**Query**\_RFID

**Tools**\_Google Scraper, Harvester, Issue Discovery Tool and Tag Cloud Generator

**Date**\_20 October 2007

**Product**\_of the Digital Methods Initiative, dmi.mediaudies.nl. **Analysis**\_by Marijn de Vries Hoogerwerff and Uschi Reiter. **Recalling RFID Icon**\_by Léon&Loes. **Design**\_by Anne Helmond.

CC BY:NC:SA

