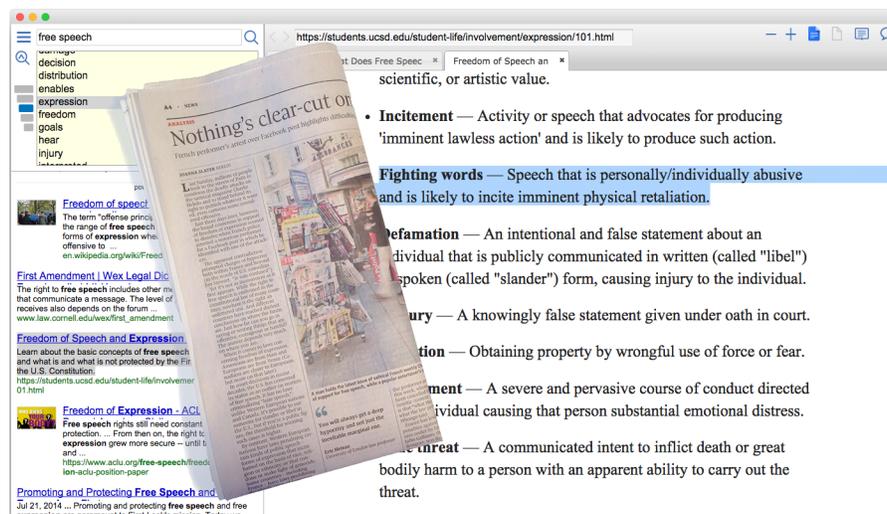


Below the Fold – Thought Triggers

ThoughtQ® App for Chrome

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Can you find what you do not know? There is a well-known phenomenon in the publishing world called “below the fold.” The fold comes from the fact that a broadsheet newspaper is folded twice, once to create left and right folds, and once more to create top and bottom folds. The expression refers to people only making cursory glances at the headlines and not digging deeper into the story “below the fold.”

The same concept applies to web design and search where a home page is designed to be read without scrolling, and the most popular and paid-placement websites are listed by algorithmic relevance on the first results page.

When you search, it is because you do not know some answer. Upon encountering a result page, how do you really know you have found the answer? What if what you think is the right answer is not quite it? After all, you did not know the answer in the first place. Upon finding something, are you sure you don't want to consider other possibilities?

A good editor guides their writers to write in two ways: keep the story short and sweet; and/or leave enough cliffhangers to entice the reader to explore deeper into the back pages of a paper or a magazine.

We created thoughtQ™ App for Chrome along the former line. It offers “thought triggers” in response to a keyword or phrase. These triggers are a list of topical words/phrases that others have used when writing about some topic. They can help you search the web more effectively, with less effort and time, while gaining greater knowledge. Each thought trigger is a cliffhanger to what you may discover.

Our first release of thoughtQ focuses on general world knowledge for educational use to help students locate relevant references for their projects and essays. Any of thoughtQ’s topic words/phrases are equally likely to be of interest. There is no ordering involved in the list (other than alphabetical) and you determine the words/phrases to explore. You can also control the degree of topical uniqueness of words, often reflected in the reading level. Common words tend to be for lower-level readers, while more unique words are for higher-level readers.

Consider a search query “acid rain” which may be the subject of your child’s essay. Some immediately recognizable topical words are listed, such as fish, sulfur, fossil fuel and carbon dioxide. But there are surprises – “Scandinavia.” Scandinavia?

So what about Scandinavia? It turns out that it was in Scandinavia where the problems of acid rain were first observed in the 1950s. Without encountering the right material, mentions of Scandinavia would go unnoticed, or if noticed, be deemed irrelevant. Such examples are everywhere. A colleague recently discovered the connection between ice cream and Missouri. It turns out that the first ice cream cone appeared at the St. Louis World’s Fair in 1904. Such discovery is accidental.

When searching for something, there is obviously a target of search. But when something accidental occurs, do you treat the accident as a waste of time? Do you find yourself frustrated because you feel that you are veering off course? Remember, not knowing what you don’t know is the driving force. When you have found something beyond your expectation, well, congratulations! You’ve discovered something!

With thoughtQ there is no single best answer offered. Rather, it functions like a road sign that points. When you find yourself driving to the west end of the city but you should be at the east end for a meeting, you need road signs to help make adjustments. Here, it is an approach to help you gain knowledge. With the use of online search engines, finding relationships may take a great deal of reading to discern. One may be lost in the clutter of text, graphics, and advertisements. ThoughtQ offers a guided discovery of information. Your further reading into a subject becomes a more meaningful experience!