



Following last month's comparison of Google and Wolfram Alpha, Steve Iatropoulos from Microsoft wrote reminding us about Bing, Microsoft's new search engine ([www.bing.com](http://www.bing.com)). Microsoft calls Bing a *decision engine* (see [www.decisionengine.com](http://www.decisionengine.com) for the MS tour) that is capable of returning more user friendly and validated results - presumably than Google, although they don't say that.

How does it compare? Make your own test - visit the [Black Dog comparison site](#) and run your searches side by side through both Google and Bing simultaneously. The most obvious visible differences on the Bing search screen are 'instant excerpts' - roll overs that let you see the contents of a link without clicking on it -and a sidebar detailing related searches (similar to Google's *Show options...* button).

PS Why did they call it Bing? Is this the electronic equivalent of the old cash register *ching* as money pours into the MS advertising accounts? The [Encarta definition of Bing](#) says it is an old Scottish noun meaning "a heap, or pile of something". Steve! - tell me it ain't so.

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