

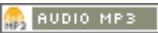
« [Connections #020 – 10,000 Contacts – Now What?](#)  
[Connections #022 – Running a Network of Virtual Assistants](#) »

## [Connections #021 – Spock – The People Search Engine](#)



**Jay Bhatti** is a very intelligent & highly-articulate 34-year old Wharton Business School MBA graduate and Entrepreneur. Based in San Francisco, Jay is co-founder of [Spock.com](#), a People Search Engine, which launched in Public Beta in August 2007.

For those that are curious, S.P.O.C.K. is an acronym for ‘Single Point of Contact by Keyword’ – and represents a new concept in Search – devoted exclusively to finding, indexing & profiling PEOPLE on the Internet, rather than just documents.

 Connections #021 - Spock - The People Search Engine [18:45m]: [Play Now](#) | [Play in Popup](#) | [Download](#)

One of the uniquely attractive aspects of Spock is that it combines Machine Search with Human Interaction to add, update & validate content, in a Wiki-like fashion. Good behavior is rewarded and bad behavior is penalized through an innovative concept: ‘Spock Power’. This is an element I predict will catch on and end up being widely adopted by Web 2.0 sites, Social Networks and other applications on the Internet.



### Like this PodCast?

Then share it with your network – or show your support by [writing a Review](#) on iTunes.

And don't be shy – [please leave a Comment](#). Your feedback & suggestions are greatly appreciated.

If you're a Blogger or Webmaster – you can download [Embed Code](#) that makes it easy to include this Episode of ‘Connections’ in your web page.

Thank you

**Stan Relihan**

Expert Executive Search: [www.expertsearch.com.au](http://www.expertsearch.com.au)



This entry was posted on Sunday, February 10th, 2008 at 6:00 pm and is filed under [Business](#), [General](#), [Internet](#), [Podcast](#), [Search](#), [Stan Relihan](#), [Web 2.0](#). You can follow any responses to this entry through the [RSS 2.0](#) feed. You can [leave a response](#), or [trackback](#) from your own site.

### 22 Responses to “Connections #021 – Spock – The People Search Engine”

1. [Yoshua Daely](#) Says:  
[February 10th, 2008 at 10:41 pm](#)

Hi Stan,

Friendly speaking, its really interesting and great interview. I will promote and share with other Spock members this

news.

Regards,

Yoshua  
Bali Island

2. *Louise M. Kidney* Says:  
[February 11th, 2008 at 4:15 am](#)

Hi Jay, When I first read about this beta software in the Victoria Times paper — (online) I knew I just had to go try it out. The name SPOCK caught my attention. Now, through The Connections Show I've learned what it's all about.

Hi Stan, Great podcast, again!!!! Keep them coming.

3. *Ehab Elagaty (linkedin.ehab4sap@gmail.com)* Says:  
[February 11th, 2008 at 1:29 pm](#)

Thanks Stan & Jay,  
It sure is very interesting, I am glad that I know now what SPOCK means.

I have signed up on it a while ago and never paid attention to the invitations I got from friend to connect on it. I was surprised myself when I just logged back in to look at the information there is about me there. It was kind of like doing a Google search on my name.

Ehab  
LinkedIn: <http://www.linkedin.com/in/sapnetwork>  
SPOCK: <http://www.spock.com/name/Ehab-Elagaty>

4. *Kenneth Udut* Says:  
[February 11th, 2008 at 11:29 pm](#)

You've been dugg!!

[http://digg.com/educational/Spock\\_The\\_People\\_Search\\_Engine](http://digg.com/educational/Spock_The_People_Search_Engine)

5. *Kenneth Udut* Says:  
[February 12th, 2008 at 2:25 am](#)

spock is a verb. It refers to the people search engine, <http://spock.com>

Usage: Spock me! – telling someone to look you up on spock.com

You've been spocked! – an imperative for someone to look up their spock profile because something has changed, usually positively, like a new picture, a new tag added, a new link, a new relationship.

Kenneth Udut can be spocked at <http://www.spock.com/Kenneth-Udut-zeelb1Ou> – to be spocked at means – this is the URL of that person's profile.

6. *Mike Cadogan* Says:  
[February 12th, 2008 at 11:42 am](#)

Once again another great podcast.

Stan Relihan manages again to ask the searching questions which help us to understand the principles behind, and reasons for social and professional networking tool.

This interview assists the listener to understand the principles behind SPOCK as a 'people search engine', the power of the engine, and the direction in which it is headed.

Thankyou Jay and Stan for an insightful peek behind the scenes of what will prove to be the ultimate knowledge

portal for 'people information' in the future.

Mike

7. *Christian Aspegren* Says:  
[February 13th, 2008 at 3:17 am](#)

You have managed to create a very useful podcast. I have as well received several invitations to Spock and I have not paid much attention to them. Now that I know what it is all about my curiosity has been awakened. I believe it is necessary for me to join and I will recommend this route to insight for many other contacts as well.

Christian

8. *Praveen* Says:  
[February 13th, 2008 at 8:35 pm](#)

Oh, great Acronym.....

Wish you best of luck.

Cheers

Praveen Pandey

India, Pune

+91 98232 96501

9. *Srinivas* Says:  
[February 13th, 2008 at 8:51 pm](#)

Hi Stan,

Interesting. Now, when I want to find people and also discover what they're up to on the Internet, I'm going to go to S P O C K first!

Srinivas

10. *Glen McFarlane* Says:  
[February 14th, 2008 at 8:03 am](#)

G'day Stan

See, that's why I love your show so much. Within 20 minutes, I know everything I need to know about the topic.

I joined Spock last year and did the profile thing, thinking it was another Social Network like LinkedIn, etc.

Now I know what it really is – and I'm putting in effort in line with with Jay and his team are really looking to achieve.

Thanks again

Glen McFarlane

11. *Paul van Oppen* Says:  
[February 14th, 2008 at 10:48 am](#)

Stan,

Great link! I enjoyed the interview with Jay. At the same time I took a stab at spock.com and am somewhat amazed. At first sight it feels like a lot of fun and I will explore further to see where it can provide value for me. In any case, thanks for the heads-up.

I also felt that your interview with Jay was pleasant to listen to, very informative and of the right length.

Kind regards,

Paul

12. [resaldo](#) Says:  
[February 14th, 2008 at 2:38 pm](#)

Hello Stan,

Thanks for information update. Now I know the acronym of SPOCK (Single Point Of Contact by Keypoint). Well, its a nice interview with Jay. It actually simplify people search with a digested information. More power to Spock... God Bless Us All....

Resaldo  
Philippines

13. [Akesb Bhatnagar](#) Says:  
[February 14th, 2008 at 2:41 pm](#)

Dear Stan,

I totally agree with Glen's earlier comment; The interview was Precise & highly Informative.

Thank you,  
Akesb Bhatnagar.

14. [Abhishek Chamaria](#) Says:  
[February 14th, 2008 at 4:11 pm](#)

Hi Stan,

I have been using Spock for over a month now and its part of our standard hiring process to run the candidates name through spock. If I get multiple people, adding the company name or his/her school/ college's name as a keyword helps me zero in on the candidate. I must say that I am happy with the decrease in "Googling"+checking linkedin, Facebook, Orkut etc that I need to do. To me Spock has been a way of getting my basic background checks done faster and more conveniently.

Regards,  
Abhishek Chamaria  
Head Operation & HR, Brainwave  
url: <http://www.brainwavelive.com>

15. [Terri Devlin](#) Says:  
[February 15th, 2008 at 4:49 am](#)

Hi Stan,

Thanks so much for letting me know about the Spock podcast. I enjoyed hearing about Spock and tried it out immediately. The interview was informative and interesting. Keep up the great work!

Terri

16. [George Maciver](#) Says:  
[February 16th, 2008 at 5:12 am](#)

Ah, so that's what SPOCK's all about. I must admit, I WAS wondering. Great interview!

17. [Michael Pickering](#) Says:  
[February 19th, 2008 at 2:07 am](#)

Hi Stan,

Another great popcast. I had signed up for Spock a while ago but had not used it since. After your interview with Jay, I checked again and feel this is going to be a good tool to use. Looking forward to the next show.

Regards  
Michael Pickering

18. *Caryl Alfaro* Says:  
[February 19th, 2008 at 6:51 am](#)

Hi Stan:

Thanks for the clarification, Jay — Spock is a Search Engine (with Wikipedia tools) for People – NOT a Social Network– a very clear distinction.

Spock Power!!!–the Vulcans would be pleased:)

Stan, another great show and speaker....

Keep up the good work.

Caryl

19. *Bruce Tracy* Says:  
[February 22nd, 2008 at 3:44 am](#)

Excellent show...

Really cleared up for me why I need Spock (sorry, I was never a Trekkie – just a Techie) and I can play your podcasts while I'm working.

Can't poke around the website while I work, though.

Thanks.  
Bruce Tracy  
Technical Professionals, Inc.  
<http://www.technicalprofessionalsinc.com>

Great Jobs....Smart Recruiters

20. *Kathie Thomas, A Clayton's Secretary* Says:  
[February 22nd, 2008 at 3:22 pm](#)

Like many others I was thinking 'here's another network' and I really don't have time to keep inviting people to join one, then another, then another, so kept LinkedIn as my main business network and decline most other invitations, including ones for Spock.

However, Stan suggested I should revisit it and after listening to this podcast I realise now that it is quite a different tool and have been building up my profile and adding to what others had already created on my behalf.

Thanks for sharing how it works here.

Kathie M. Thomas, A Clayton's Secretary  
<http://www.vadirectory.net>

21. *Ronald Wopereis* Says:  
[June 24th, 2008 at 7:11 am](#)

great podcast once again Stan !  
website above is my spock profile  
best regards, and keep them podcasts coming  
Ron

22. *Fashion for women* Says:  
[February 24th, 2009 at 3:19 pm](#)

A great post, pleasure to read this.

## Leave a Reply

Name (required)

Mail (will not be published) (required)

Website

---

---

TPN :: The Connections Show is proudly powered by [WordPress](#)  
[Entries \(RSS\)](#) and [Comments \(RSS\)](#). A production of [The Podcast Network Pty Ltd](#)

*Podcast Powered by [podPress \(v8.8\)](#)*