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**CHAPTER  
7**

**SEARCHING SERVICES ON THE  
WEB**



## SEARCHING SERVICES ON THE WEB

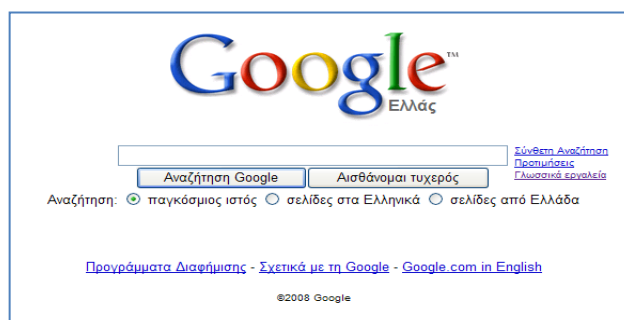
- The **World Wide Web (www)** includes a vast number of **web pages** growing rapidly everyday.
- Each user is able to **upload** his own web pages controlling his own **web site**, without needing some kind of approval from any authority first.
- The searching of information inside world wide web is simplified by special **Searching Services**.

### SEARCHING CATEGORIES

#### WEB DIRECTORIES

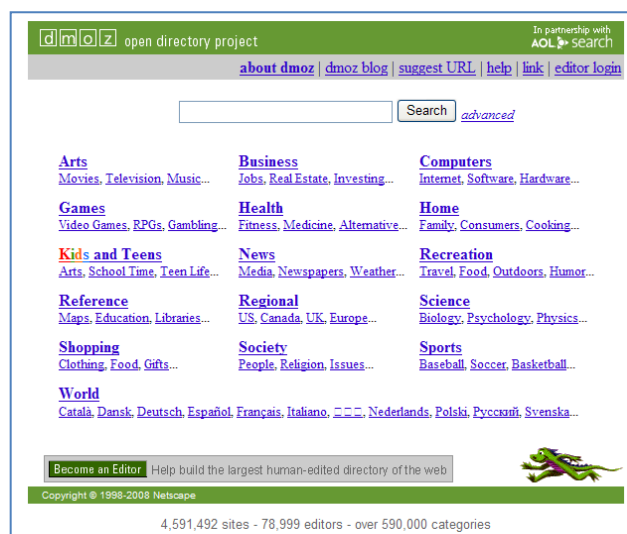


#### SEARCH ENGINES



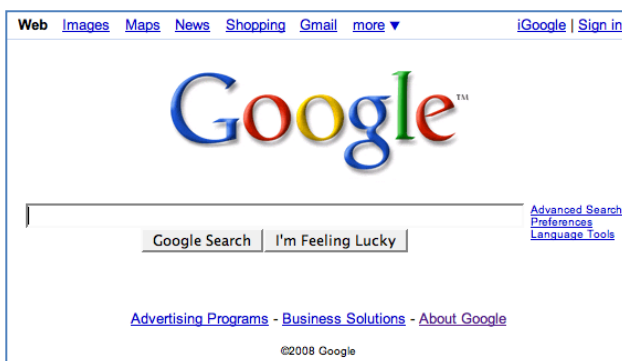
#### WEB DIRECTORIES

- A web directory is a directory on the World Wide Web. It specializes in linking to other web sites and categorizing those links.
- A web directory is not a search engine and does not display lists of web pages based on **keywords**; instead, it lists web sites by category and subcategory.
- The links of a directory are organized in **topics**, according to their contents.
- Common categories of links in a web directory cover topics such as: Education, Health, Business, News, Science, Sports, Computers etc.
- Each topic in a directory is also organized in **subcategories** to simplify a more detailed searching e.g. the Health topic may include a variety of sub-topics such as Medical advices, Hospitals, First Aid, Medicine, Children's health etc.
- The free directories of the web is a useful service when a user seeks **general information** for a special topic, while for more **special information** the service of Search Engines seems to be more direct and efficient.
- There are many free directory sites on the Web : **yahoo** ([www.yahoo.com](http://www.yahoo.com)), **dmoz** ([www.dmoz.org](http://www.dmoz.org)), **virtual library** ([vlib.org](http://vlib.org)), **hotsheet** ([www.hotsheet.com](http://www.hotsheet.com)), **Greek Directories** ([www.apn.gr](http://www.apn.gr)), [directory.way.gr](http://directory.way.gr), [www.webdirectory.gr](http://www.webdirectory.gr), [www.hellasdirectory.com](http://www.hellasdirectory.com)) etc.
- Most web directory entries are also not found by web crawlers but by humans.



## SEARCH ENGINES

- A web search engine is designed to search for information on the World Wide Web (the first search engine on the history was **Archie** in 1990).
- The search results are generally presented in a line of results often referred to as **search engine results pages** (SERPs).
- The searching method is based to specific **keywords** or **phrases** that best describe the topic we are looking for.
- There are many search engines on the Internet: [www.google.com](http://www.google.com), [www.altavista.com](http://www.altavista.com), [www.lycos.com](http://www.lycos.com), [www.yahoo.com](http://www.yahoo.com), [www.excite.com](http://www.excite.com), [www.infoseek.com](http://www.infoseek.com) etc.
- The search based on certain keywords gives back as a result a huge number of web pages as a list of hyperlinks that contain the keywords used.
- Each time we use a search engine we should choose the appropriate keywords so our search to be faster and more efficient.
- Many search engines provide an **Advanced Search** service so the user to be able to customize his searching criteria avoiding any unnecessary and useless webpage results.
- Finally, some search engines provide users with additional services such as **language tools** in order to overpass their language restrictions by making automatic translations in a vast number of languages.



| Search engine | Market share in May 2011 | Market share in December 2010 |
|---------------|--------------------------|-------------------------------|
| Google        | 82.80%                   | 84.65%                        |
| Yahoo!        | 6.42%                    | 6.69%                         |
| Baidu         | 4.89%                    | 3.39%                         |
| Bing          | 3.91%                    | 3.29%                         |
| Yandex        | 1.7%                     | 1.3%                          |
| Ask           | 0.52%                    | 0.56%                         |
| AOL           | 0.3%                     | 0.42%                         |

## THE RELIABILITY OF WEB PAGES

- In contrast to books and encyclopedias that their contents are usually controlled and evaluated, all the information found on the Internet may often be unrealistic and misleading.
- When visiting a web page a user should check out carefully some of its features:
  - ▶ the **last update**
  - ▶ the **owner** of it
  - ▶ the **purpose (object)** of its existence
  - ▶ the **design** and the layout
  - ▶ any possible **syntactic** or **spelling errors**
  - ▶ the number and the variety of **hyperlinks**
  - ▶ the **coverage** and the **relevance** of the theme should be presented