SEARCH TECHNIQUES: WEB BASED SEARCH

L. No.	Title of the Lesson	Skills	Activity
18 B	Search Techniques: Web Based Search	Information literacy, Knowledge and Ability to find Sources, Simplicity, Patience, Organisation, ICT skills, and Decision Making	Planning, Searching retrieval tools, Applying Boolean Logic, Evaluating and making available Information

Summary

Web search means searching for information on the web. A search allows us to look for contents created by various tools within a website. The most productive way to conduct a search on the Internet is through a search engine.

Web searching is a software programme that searches a database and gathers and reports information that contains or is related to specific terms. It is also referred to as a website whose primary function is to provide a search engine for gathering and reporting information available on the internet or a portion of the internet.

A search engine is a software system that is designed to carry out web searches. They search the World Wide Web in a systematic way for particular information. The information retrieved is usually a mix of web pages, images and other type of files. Some search engines also mine data available in databases or open directories.

There are a number of search engines available and some of them are very familiar to most of us. The top web search engines are Google, Bing and Yahoo.

In this lesson, you will learn various aspects of searching information on web.

Principal Points

➢ Internet has become the largest repository of information in the world. It stores all kinds of information in digital form.

➢ There are three main purposes of searching information on internet, namely (a) Navigational Search, (b) Informational Search, and (c) Transactional Search.

➢ Searching information on internet is both an art and a science.

➢ Simple search technique is a mechanism of finding information on internet for beginners in which one selects a search engine and enters a simple query and searches the information.

➢ Advanced search technique is a mechanism where one can use operators and other parameters provided by the search engines to get precise results.

➢ Boolean Logic uses 'AND', 'OR', 'NOT' as operators to express the concepts to be searched in terms of string to be understood by the search engines.

➢ There are a number of search engines on internet. One can select the search engine as per the requirements of the search.

➢ For getting better results, search engines have categorized information resources in different categories as Map, Images, Books, Articles, etc.

➢ Information resources are available on internet in languages other than the English language also. Therefore, the search engines are available in Indian languages also like Tamil, Malayalam, Bengali, etc.

Build your Understanding

In today's digitized world, search engines have become one of the most powerful tools on the internet and an essential part of our daily lives. By consolidating and organizing the wealth of information available online, search engines help billions of online users find the content they need at a rapid pace.

In the last couple of years, almost 30 % of the *global web traffic* was generated via online search usage, showing the vital role these platforms play in directing and navigating users flows to different websites.

What's

1. Google is without any doubt the most popular search engine, with over 70% of the market share. But this popularity makes it the most challenging search engine.
2. Search engines are classified into three categories based on how it works:
   a. Crawler based search engines
   b. Human powered directories
   c. Hybrid search engines
3. To use a search engine, one must enter at least a keyword in to the search box. Usually an on-screen button must be clicked on to submit the search. The search engine looks for matches between the keywork(s) entered and its database of websites and words.

did YOU know?

The first internet search engines were before the debut of the Web in December 1990. These were – Who is user search (1982), the Knowbot Information Service multi-network user search (1989) and the first known search engine that searched content files, namely, FTP files was Archie (September 1990).

WebCrawler was created and launched in April 1994. It was the first search engine that was powered by web crawler. It is the oldest search engine that is still active.

Safari is a web browser supported and developed by Apple, while Google Chrome is web browser supported by Google under parent company Alphabet.

Google has an index with more than 3 billion websites. If this index is printed, we will get a 130 miles high stack of paper. Google searches through all these websites in less than half a second. The original name of Google was Backrub.

Whatever search engine we decide to use in order to gain information, the information we receive will be selected from the highest quality websites listed on the search engine.

Extend your Horizon

Visit a search engine like www.google.com or www.yahoo.com or any other search engine. Search for the web address of the following organisations:

a. University Grants Commission
b. Council of Scientific and Industrial Research
c. UNESCO

Evaluate Yourself

1. Enumerate the three types of web search.
2. Distinguish between simple search technique and advanced search technique.
3. Elaborate the purpose of 'AND', 'NOT' and 'OR' Boolean operators.
4. What do you understand by search engines in vernacular language?
5. Highlight the various steps of effective search on internet.