
What's New in Search: Techniques and Technologies

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Topics to be covered

- A brief look at what Google has been doing over the last year
- Alternatives to Google
- RSS and Blogs
- Desktop Search
- New techniques to try out

Google

- New services
 - Google Mail
 - Google Print
 - Google Scholar
 - Google Suggests
 - Google Local and Maps (only US, Canada and UK)
 - My Search History
 - Web Accelerator
 - Google Desktop Search
- Look in labs.google.com for new and beta services

Why try alternatives?

- Different or unique search features
- Different coverage
- Different way of sorting results
- Compare some of the major search engines using Thumbshots Ranking
 - ranking.thumbshots.com
 - shows overlap in first hundred results from
 - Google, Yahoo, MSN, Teoma, Wisenut, AltaVista, AlltheWeb
 - amount of overlap varies depending on the search strategy

THUMBSHOTs by Smartdevil RANKING

Search: versus

Highlight Site: (optional eg. mysite.com) This service requires IE5+

Due to high traffic, results may not appear. Please try again later.
Support Thumbshots Ranking by [donating or sponsoring](#) on Thumbshots.org.



High Ranking Poor Ranking

Google (gin vodka sales)	Yahoo (gin vodka sales)
Overlapping Links: 14 (14 %)	Overlapping Links: 14 (15 %)
Unique Links: 86 (86 %)	Unique Links: 78 (85 %)
Total Links: 100	Total Links: 92

"This is very cool!" -- Chris Sherman, [SearchEngineWatch](#) & [SearchWise](#)

Yahoo!

- search.yahoo.com
- Launched at the beginning of 2004
- ? billion pages
- Search features very similar to Google
- Key features
 - full Boolean search
 - RSS/XML filetype search
 - News alerts available as RSS feed
 - searches first 500K of a page (Google only 100K)

MSN

- www.msn.com
- Launched in autumn 2004
- 5 billion pages
- "Search Builder" = advanced search options
- No filetype search option in advanced search
- News alerts available as RSS (supplied by Moreover)

Exalead

- www.exalead.com
- 1 billion pages
- Supports wild cards
- Full Boolean search
- NEAR command
- Phonetic search, approximate spelling, pattern matching

RSS and blogs

XML

RSS

- What is RSS?
- A way of delivering headlines and stories, newsletters, alerts
- Stands for Really Simple Syndication, or Rich Site Summary, or RDF Site Summary
- More information at www.rba.co.uk/rss/rss.htm
- Need a program to read the feeds
 - web based e.g. bloglines.com
 - desktop program e.g. FeedReader, FeedDemon

 New feed
  Update
  Search
  Mark read
  Next unread
  Exit

- IT (6)
 - Mozilla Dot Org
 - The Register
 - Latest updates from Computing.co.uk
 - VNU Business Publications recent updates
 - silicon.com - Telecoms (1)
 - silicon.com - Broadband & ISPs
 - silicon.com - Government & Law
 - silicon.com (1)
 - ZDNet UK News
 - RSS Compendium Blog (4)
- Information Services (6)
 - Phil Bradley's Blog (3)
 - Moreover - Online content news
 - Moreover - Online information news
 - Moreover - Online portals news
 - Moreover - Online search engines news
 - CILIP - Chartered Institute of Library and Information P
 - LLRX.com
 - ResearchBuzz
 - Librarians' Index to the Internet
 - Tales from the Terminal Room
 - Karen Blakeman's Blog (3)**
 - Dialog Corporate News
 - Google Blog
 - Latest updates from iwr.co.uk
- General News
- Energy
- Available feeds

Date	Headline
08:09 12.05.	RBA Training Courses, Workshops & Presentations
13:13 10.05.	RSS Mix - Mix any number of RSS feeds into one uniqu...
13:18 07.05.	UW E-Business Institute Benchmark Study of Desktop ...
13:16 04.05.	Tales from the Terminal Room, April 2005 - Issue No. 61
10:08 01.05.	Using Bloglines (or How to keep up with dozens of blogs every...
09:00 01.05.	HM Revenue & Customs: Home Page
07:59 20.04.	Google Local
10:35 17.04.	BugMeNot.com
09:42 07.04.	YaGoooogle
11:30 05.04.	Gigablast Related Pages
10:38 05.04.	ProcessLibrary.com - The online resource for process informati...
09:48 05.04.	Google News Sources
07:18 03.04.	BananaSlug

Karen Blakeman's Blog

News and views on search tools and Internet resourcs for business information. A updates to the RBA Information Services web site.

TUESDAY, MAY 10, 2005

RSS Mix - Mix any number of RSS feeds into one unique new feed

[RSS Mix - Mix any number of RSS feeds into one unique new feed](#): "Mix any number of RSS feeds into one unique new

RSS and blogs

XML

RSS

- Many news services now offer RSS feeds
 - Yahoo News
 - MSN News
 - Newstrove.com, Moreover.com and FeedDirect
 - look for the RSS or XML logo
- Blogs
 - online journal or diary
 - can range from superficial irrelevances to extreme erudition
 - try and find blogs by industry "gurus"
 - can be used as collaborative tools

RSS and blogs

XML

RSS

- Searching for RSS feeds and blogs
 - Yahoo Advanced Search, RSS/XML file format
 - syndic8.com
 - bloglines.com
 - blogdex.net
 - blogdigger.com
 - daypop.com
 - technorati.com
 - feedster.com
 - blogpulse.com

Pulling it all together

- Meta search tools to cover more than one search tool at once e.g. Ixquick, Vivissimo
- Turboscout.com

Feedster™

SEARCH | LINKS | BLOGS | JOBS | FEEDFINDER | MYFEEDSTER | MORE...

climate change Search

Sort by: Relevance Date [Advanced Search](#)

- + Subscribe to Search
- + Get Search by Email
- + Explain Search
- + Online Help

Search :: Find the latest information on the web 44,180 results / Page 1 of 2,946 XML ?

Financial risk of climate change debated [MyFeedster](#) [Get by Mail](#)
 Taipei Times Online May 12 2005 7:13AM GMT
 From [Moreover - Climate change news](#) - 9 words - Published 1 hour ago - [Cached](#) - [Similar](#) - [XML](#)

DNV Certification Establishes Canadian Office for Climate Change Services [MyFeedster](#) [Get by Mail](#)
 DNV Certification was the first Accredited Operational Entity to the United Nations Framework Convention on **Climate Change** (UNFCCC) under the Clean Development Mechanism (CDM) (March 2004) and is also an accredited GHG verifier to the Chicago **Climate**...
 From [PR Web - Top 30 News Stories](#) - 86 words - Published 3 hours ago - [Cached](#) - [Similar](#) - [XML](#)

UK 'yet to support climate funds' [MyFeedster](#) [Get by Mail](#)
 Britain has not yet contributed to two United Nations funds which are intended to help countries adapt to **climate change**, a think tank says.
 From [BBC News | UK | UK Edition](#) - 24 words - Published 7 hours ago - [Cached](#) - [Similar](#) - [XML](#)

Computer Programmer appears in a New Yorker story [MyFeedster](#) [Get by Mail](#)
 The May 9, 2005 New Yorker magazine contains the final installment of Elizabeth Kolbert's series of articles on **climate change**. The series started off with interesting accounts of scientists at work and people living in the Far North. It...
 From [CC Blog: Venture Capital](#) - 339 words - Published 8 hours ago - [Cached](#) - [Similar](#) - [XML](#)

『思考的最佳季节』 [MyFeedster](#) [Get by Mail](#)
 引号『思考的最佳季节』 如果你像大多数人一样，你的智力随着季节而改变。你很可能在春天比在一年中的任何其他时间都更敏锐。一位著名的科学家，Ellsworth...
 From [远近闻名的王一鼎的展...](#) - 386 words - Published 8 hours ago - [Cached](#) - [Similar](#) - [XML](#)

Landscaping and Gardening: Can You Change Your Climate? [MyFeedster](#) [Get by Mail](#)
 More food for thought on how to modify those elements of your local **climate** that just might not sit well with you. Perhaps you need to modify a strong wind or increase your humidity. Taking some of the following steps with your landscaping should help...



Feed Icons
How Do I Get a Photo? To add your own icon or photo next to search results from your feed, just [claim your feed](#) and upload one. [Understanding Feed Icons](#)

Pulling it all together

- Meta search tools to cover more than one search tool at once e.g. Ixquick, Vivissimo
- Turboscout.com
- Turbo10.com
 - build your own meta-search tool

Edit My Collection - Blogs (Step 2 of 2) Turbo 10

My Collection

- blogarama.com
- blogdigger.com
- blogfox.de
- bloggeria.com
- bloglines.com
- blogpulse.com
- feedster.com
- technorati.com

[Step 1. Select Engines.]



Find

begriffsportal.de	BegriffsPortal.de
beta.search.msn.com	beta.search.msn.com
bff-online.de	bff-online.de
bigbook.com	bigbook.com
bigyellow.com	bigyellow.com
bileta.ac.uk	bileta.ac.uk
bioinfo.com	http://www.bioinfo.com/cgi/AAB.1
bizjournals.com	bizjournals.com
blm.gov	BLM - Search
blogarama.com	Blogarama - The Blog Directory -

[Deep Net™ Engine not listed? Click here to [Add a Search Engine](#). More info? [click here](#)]

[Step 2. Enter a Title for the Collection.]

[Step 3. Enter your Email address. [Not sure?](#)]

<< BackSave ChangesDelete Collection

Desktop Search

- Searches documents, emails, IM, web pages stored on your PC
 - can search both file title and content
- Can combine local PC search with web search
- Indexes documents and folders on your PC
- Useful for tracking down "lost" files but....
- **Not** a substitute for structured, well organised document management

Examples

Blinkx - www.blinkx.com

Ask Jeeves - sp.ask.com/docs/desktop/

Google Desktop - desktop.google.com

MSN - www.msn.com

Copernic Desktop - www.copernic.com

Yahoo desktop - desktop.yahoo.com

Three useful references

- UW E-Business Institute "Benchmark Study of Desktop Search Tools" - www.uwebi.org
 - free of charge
- Desktop Search Handbook - an Office Watch guide - shop.office-watch.com/dsh/
 - US\$ 14.95, e-book, updates are free
- Desktop Detectives, Davey Winder, Information World Review, May 2005, Issue 213, pp.19-21

Which desktop search?

Karen's choice

1. Yahoo
2. Copernic
3. MSN
4. Google
5. Ask Jeeves
6. Blinkx

UWEBI's choice

1. Copernic
2. Yahoo
4. MSN
5. Google
6. Ask Jeeves
11. Blinkx

New techniques to try out

- Try something different for a change e.g.
 - Yahoo?
 - Exalead for phonetic search, approximate spelling, pattern matching, wild cards, NEAR
 - Turboscout for quick access to a wide range of resources
 - create your own meta search tool with Turbo10.com
- Try out RSS for news, current awareness and alerts
- Look for blogs written by "gurus" for authoritative, up to date news on a subject, set up your own
- **Think before you Google!!**

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