Web Search: The Next Generation

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A Brief History of Search

• Phase 1 (early 1990’s)
  - Is there a page on the web that has the information I’m looking for?
  - Problem: web content availability

• Phase 2 (1995-2005)
  - There is a web page out there that has what I’m looking for
  - Problem: Find the most authoritative page
    • Needle in the haystack
A Brief History of Search

• Phase 3 (2005 onwards)
  - There are millions of pages on any conceivable topic
  - Problem: Organize and present them in a useful manner
    • Bottleneck is human cognition
Today’s Web Search is Linear

Top Ten of 6 million

• requires lots of query reformulation
• users have to learn how search works to be good at this
• for many searches, the “top ten” is a frustrating paradigm

Las Vegas Vacations & Tourism, Las Vegas
www.travelworm.com; Las Vegas Hotel and Vacation; Caesars, Bally's, Flamingo, Rio, Harrahs. ... travel.yahoo.com/ p-trave/guide-191501967-las_vegas

Rio de Janeiro Vacations & Tourism, Rio de Janeiro, RJ, Brazil vacations: Find the best Rio pictures, weather, airport information, travel advice and travel.yahoo.com/ p-trave/guide-191502065-rio_de_jan

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Results 2.0

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See results in:

All Results (7,368)
Hotels (1,200)
Kid-Friendly (49)
Museums (245)
Travel Guides (117)
User Reviews (256)
Travelogues (26)
Restaurants (2)
Travel Magazines (14)
Adventure Travel (6)

Kosmix travel

See all Kosmix search results

Hotels (81 results) What's This?

BRAZIL Vacation - RIO DE JANEIRO: Club Med - www.clubmed.com
Club-Med Practical information RIO DAS PEDRAS BRAZIL - RIO DE JANEIRO Just south of the glамc

Rio de Janeiro Hotel Orlа Hotel Rio de Janeiro Copacabana - www.orlahotel.com.br
Located at the Copacabana beach, just minutes away from weather, it offers advantages to busin booking are provided.

Rio de Janeiro Hotel Premier Copacabana Hotel Rio de Janeiro... - www.premium-
Just at a few blocks from the Copacabana beach, it counts with 110 suites featuring internet acce rooms for seminars and events.

View all 81 in Hotels

User Reviews (16 results) What's This?

Copacabana Beach - Rio de Janeiro - Reviews of Copacabana Beach... - www.trip
Copacabana Beach: Visit TripAdvisor, your source for the web's best unbiased reviews and articles Discount Hotels

IgloUgo: Rio de Janeiro Tourism, Rio de Janeiro Restaurants... - www.igougo.com
Read first-hand travel review and see vacation pictures of Rio de Janeiro and other places ... New View all 16 in User Reviews

Travel Guides (21 results) What's This?

Brazil travel guide - www.world66.com
Collaborative guide to Brazil with extensive sections on the history and economy of the country .. Belo horizonte

IgloUgo: Rio de Janeiro Tourism, Rio de Janeiro Restaurants... - www.igougo.com
Read first-hand travel review and see vacation pictures of Rio de Janeiro and other places ... New Rio de Janeiro Tourism, Rio de Janeiro Restaurants, Rio de Janeiro... - travelchab

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Search User Goals

- **Navigational searches (65%)**
  - Take me to the homepage of the company, institution, group, individual, or resource
    - “aloha airlines”, “kelly blue book”
  - More generally, searches that have one “correct” result (or a few interchangeable ones)
    - “kazaa lite”, “weather palo alto”

- **Informational searches (35%)**
  - Goal is to learn something about a topic
    - “weight loss”, “amsterdam”, “help quitting smoking”

Source: Rose and Levinson (2004)