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Nota di contenuto	ch. 1. New perspectives on Web search engine research / Dirk Lewandowski -- ch. 2. The many ways of searching the Web together : a comparison of social search engines / Manuel Burghardt, Markus Heckner, Christian Wolff -- ch. 3. Local Web search examined / Dirk Ahlers -- ch. 4. The computational analysis of Web search statistics in the intelligent framework supporting decision making / Wieslaw Pietruszkiewicz -- ch. 5. Evaluating Web retrieval effectiveness / Ben Carterette, Evangelos Kanoulas, Emine Yilmaz -- ch. 6. Diversity-aware search : new possibilities and challenges for Web search / Kerstin Denecke -- ch. 7. Personalised search engine evaluation : methodologies and metrics / Kin Fun Li, Yali Wang, Wei Yu -- ch. 8. Search engines and rank correlation / Massimo Melucci -- ch. 9. Beyond search : a technology probe investigation / Erin M. Bryant, Richard Harper, Philip Gosset -- ch. 10. How search engine users evaluate and select Web search results : the impact of the search engine interface on credibility assessments / Yvonne Kammerer, Peter

Sommario/riassunto

Web Search Engine Research, edited by Dirk Lewandowski, provides an understanding of Web search engines from the unique perspective of Library and Information Science. The book explores a range of topics including retrieval effectiveness, user satisfaction, the evaluation of search interfaces, the impact of search on society, reliability of search results, query log analysis, user guidance in the search process, and the influence of search engine optimization (SEO) on results quality. While research in computer science has mainly focused on technical aspects of search engines, LIS research is centred on users behaviour when using search engines and how this interaction can be evaluated. LIS research provides a unique perspective in intermediating between the technical aspects, user aspects and their impact on their role in knowledge acquisition. This book is directly relevant to researchers and practitioners in library and information science, computer science, including Web researchers.