

1. Record Nr.	UNINA9910809105303321
Autore	Witten I. H (Ian H.)
Titolo	Web dragons : inside the myths of search engine technology // Ian H. Witten, Marco Gori, Teresa Numerico
Pubbl/distr/stampa	Amsterdam ; ; Boston, : Morgan Kaufmann, c2007
ISBN	1-280-75154-1 9786610751549 0-08-046909-4
Edizione	[1st edition]
Descrizione fisica	1 online resource (285 p.)
Collana	Morgan Kaufmann series in multimedia and information systems
Altri autori (Persone)	GoriMarco NumericoTeresa
Disciplina	025.04
Soggetti	Search engines World Wide Web Electronic information resource literacy
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 243-249) and indexes.
Nota di contenuto	Front cover; Web Dragons; Copyright page; CONTENTS; LIST OF FIGURES; LIST OF TABLES; PREFACE; ACKNOWLEDGMENTS; ABOUT THE AUTHORS; Chapter 1: SETTING THE SCENE; ACCORDING TO THE PHILOSOPHERS...; ENTER THE TECHNOLOGISTS; THE INFORMATION REVOLUTION; THE WORLD WIDE WEB; SO WHAT?; NOTES AND SOURCES; Chapter 2: LITERATURE AND THE WEB; THE CHANGING FACE OF LIBRARIES; METADATA; DIGITIZING OUR HERITAGE; SO WHAT?; NOTES AND SOURCES; Chapter 3: MEET THE WEB; BASIC CONCEPTS; WEB PAGES: DOCUMENTS AND BEYOND; METROLOGY AND SCALING; STRUCTURE OF THE WEB; SO WHAT?; NOTES AND SOURCES; Chapter 4: HOW TO SEARCH SEARCHING TEXTSEARCHING IN A WEB; DEVELOPMENTS IN WEB SEARCH; BIRTH OF THE DRAGONS; SO WHAT?; NOTES AND SOURCES; Chapter 5: THE WEB WARS; PRESERVING THE ECOSYSTEM; INCREASING VISIBILITY: TRICKS OF THE TRADE; BUSINESS, ETHICS, AND SPAM; THE ANTI-SPAM WAR; SO WHAT?; NOTES AND SOURCES; Chapter 6: WHO CONTROLS INFORMATION?; THE VIOLENCE OF THE ARCHIVE; WEB DEMOCRACY; PRIVACY AND CENSORSHIP; COPYRIGHT AND THE PUBLIC DOMAIN; THE

BUSINESS OF SEARCH; SO WHAT?; NOTES AND SOURCES; Chapter 7: THE DRAGONS EVOLVE; THE ADVENTURE OF SEARCH; PERSONALIZATION IN PRACTICE; COMMUNITIES; PRIVATE SUBNETWORKS
THE USER AS LIBRARIAN YOUR COMPUTER AND THE WEB; SO WHAT?; NOTES AND SOURCES; REFERENCES; INDEX

Sommario/riassunto

In the eye-blink that has elapsed since the turn of the millennium, the lives of those of us who work with information have been utterly transformed. Pretty well all we need to know is on the web; if not today, then tomorrow. It's where we learn and play, shop and do business, keep up with old friends and meet new ones. What makes it possible for us to find the stuff we need to know? Search engines. Search engines-"web dragons"-are the portals through which we access society's treasure trove of information. How do they stack up against librarians, the gatekeepers over centuries past? Wh
