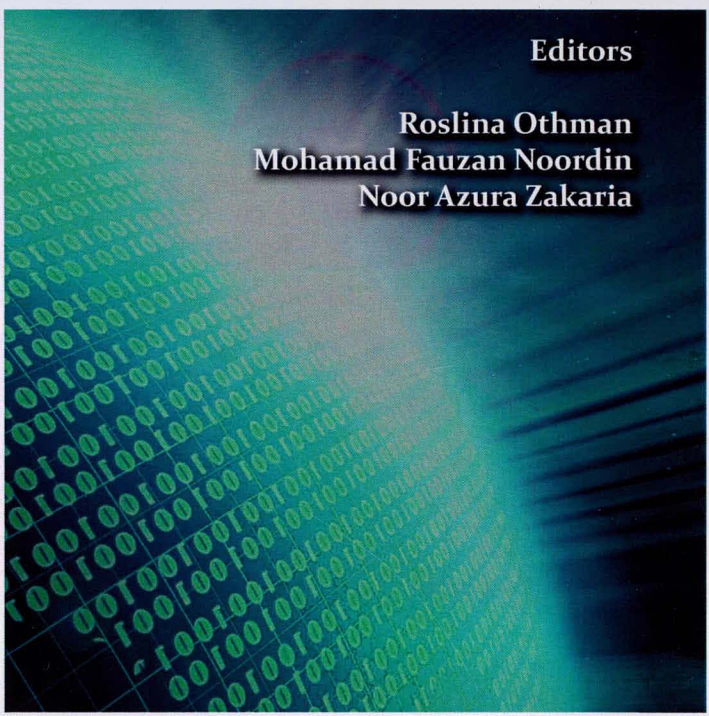
CASES IN KNOWLEDGE MANAGEMENT & INFORMATION RETRIEVAL



Editors

Roslina Othman
Mohamad Fauzan Noordin
Noor Azura Zakaria

IIUM Press
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

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CASE 15: SEARCH ENGINE

Roslina Othman and Mohamad Fauzan Noordin

Abstract

This chapter explores on the features of search engine. Google has been the most popular search engine due to its powerful search ability and linkages with blogs and forum posts. Recently Google introduced Caffeine indexing system a way to offer fresher search results in an instant. The indexing features of Caffeine include indexing items as obtained from the crawling, aiming for novelty search, and focuses on small portion instead of the entire web index. However, the search results are still ranked by PageRank criteria. Caffeine posed challenges to search engine optimization.

15.1 Google

Today, we're announcing the completion of a new web indexing system called Caffeine. Caffeine provides 50 percent fresher results for web searches than our last index, and it's the largest collection of web content we've offered. Whether it's a news story, a blog or a forum post, you can now find links to relevant content much sooner after it is published than was possible ever before.

Some background for those of you who don't build search engines for a living like us: when you search Google, you're not searching the live web. Instead you're searching Google's index of the web which, like the list in the back of a book, helps you pinpoint exactly the information you need.

So why did we build a new search indexing system? Content on the web is blossoming. It's growing not just in size and numbers but with the advent of video, images, news and real-time updates, the average webpage are richer and more complex. In addition, people's expectations for search are higher than they used to be. Searchers want to find the latest relevant content and publishers expect to be found the instant they publish.