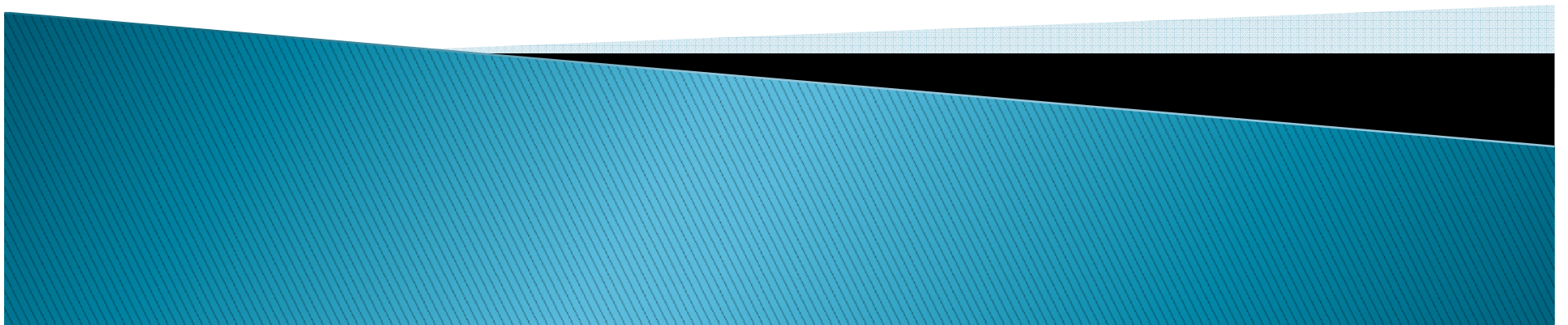


ARTH 100 – Idea and Image

Using the Web
November 2009

Nancy Alzo – Crumb Library



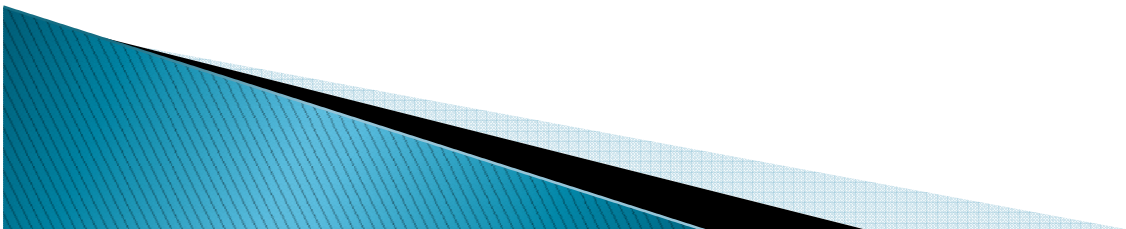
Is it the Internet or the World Wide Web?

- ▶ Actually, these are two DIFFERENT things.
- ▶ The Internet is a “network of networks”
 - Computers and cables that move “packets” of information around the world
- ▶ The World Wide Web (“www” or “the Web”) is an imaginary space of different types of information linked together
- ▶ The Internet provides the communication for the Web
 - The Web could not exist without the Internet but without the Web the Internet would be less useful and interesting



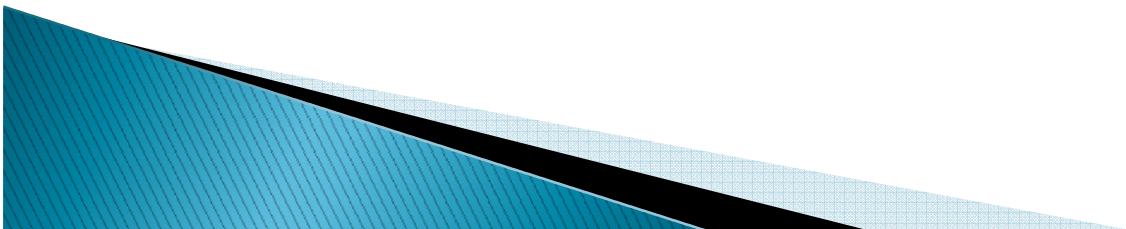
Web Sites

- ▶ A collection of related documents or pages connected using hypertext links.
 - Links may also connect to other web sites
- ▶ Web sites occupy unique locations on the Internet – the “address” of a web page is a Uniform Resource Locator – URL
- ▶ To effectively retrieve and display web pages, you use a Web Browser



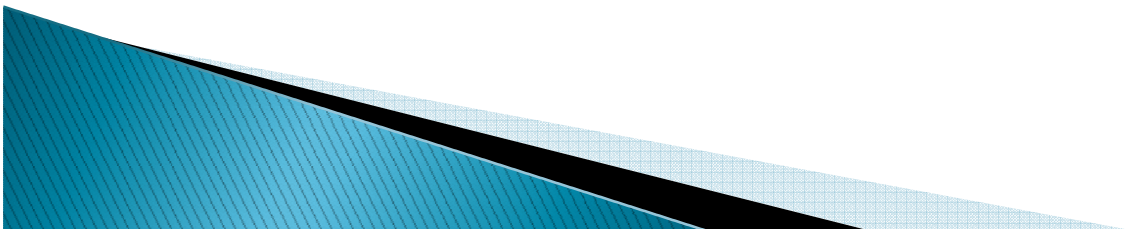
Indexes and Search Engines for the Web

- ▶ As the volume of information published as web pages and web sites grew tools for locating information were developed
 - Indexes/directories – about.com, Yahoo, LII (Librarians' Index to the Internet)
 - Search Engines – Google, Live Search (now Bing) are examples



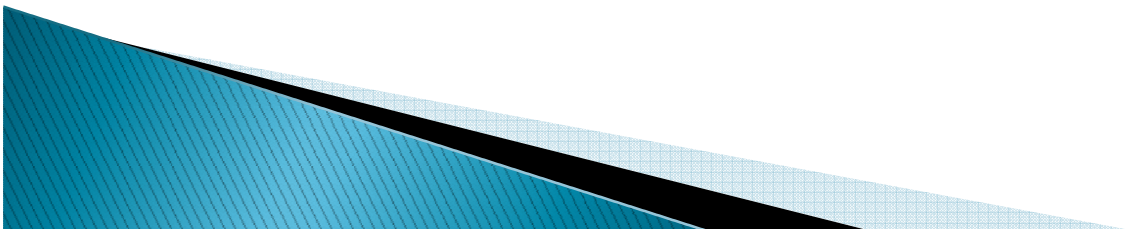
How do Search Engines Work?

- ▶ Search engines like Google and Yahoo “crawl” through web pages to create indexes or databases
- ▶ When a search is posed, the search engine looks through their index to find results that match the search
- ▶ Results are returned based on the search engine’s internal rules and algorithms for relevancy
- ▶ No search engine searches every document available on the Web at point of search



GoogleSearch Engine

- ▶ Opened for business in 1998
 - 10,000 searches per day
- ▶ Market share in October – 65%
 - Estimates for 2008 were 2 billion searches per day



Evaluating Web Sites

- ▶ Who is the “author”?
 - Is the author apparent?
 - Do they have “authority” to provide the information?
- ▶ Is the site well “written”?
 - Organized, logical, easy-to-read
- ▶ Is the information current? Up-to-date?
 - When was the site last updated?
 - Are links to outside resources active?
- ▶ Can you verify the information?
 - Is the information presented consistent with other information you find?
 - Can you verify the accuracy of statistics and other common knowledge?

