

LibraryCrunch

Service for the Next Generation Library: A Library 2.0 Perspective by Michael Casey

[« Ambient Findability: A Library of Congress Webcast | Main | A Look Inside The Entertainment Life Of 12-24 Year Olds »](#)

Surprising Search Patterns

Conventional wisdom says that search engines are a fundamentally unfair technology -- favoring the most popular sites and helping them to become even more popular. This assumption, captured in the term "Googlearchy," is now being challenged by researchers at Indiana University who have used real-life data to test it. Their results show that Web-surfing behavior isn't as influenced by search-engine rankings as was previously thought.

...

"I think the message here is that as soon as you become a slightly more sophisticated searcher, then you're breaking the spell of the Web."

(Albert-László Barabási, professor of physics at the University of Notre Dame.)

[Read the full article at Technology Review.](#)

Posted by Michael on August 18, 2006 06:41 AM | [Permalink](#)

→ Post a comment

(If you haven't left a comment here before, you may need to be approved by the site owner before your comment will appear. Until then, it won't appear on the entry. Thanks for waiting.)

Name:

Email Address:

URL:

☐ Remember personal info?

Comments: (you may use HTML tags for style)

Preview

Post