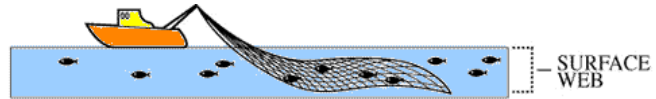


# Search Engine Smarts

**Q1:** what year did Google come into the search engine scene? 19\_\_



**Q2:** Define invisible or deep web:




---



---

See Lewandowski and Mayr's [Exploring the Academic Invisible Web](#) and Bergman's [The Deep Web: Surfacing Hidden Value](#)

**Q3:** Guess % of total searches done on each engine ("search share"):

Google \_\_\_\_\_  
 Yahoo! \_\_\_\_\_  
 MSN Search \_\_\_\_\_  
 Others \_\_\_\_\_  
 Total 100%



According to [Nielson/Netratings Nov. 2005](#) vs. [Mar. 2006](#)

**Q4:** Search engine overlap: Google or Yahoo! provide engines listed on right with primary search results. Draw a line to match.



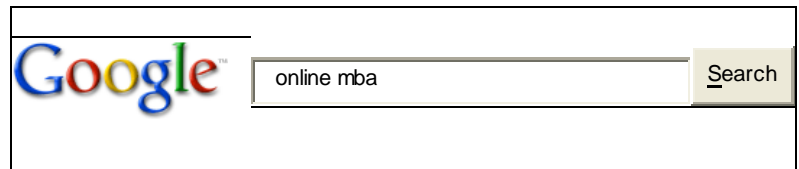
AOL Search  
 AlltheWeb  
 AltaVista  
 Netscape Search

See <http://www.bruceclay.com/searchenginereationshipchart.htm> for answers.

**Q5:** What % of web users are aware of the distinction between "paid" or "sponsored results" and unpaid results?

- a. 78
- b. 38
- c. 10

Source: [Search Engine Users: Internet searchers are confident, satisfied and trusting – but they are also unaware and naive](#). *Pew Internet & American Life Project*



Sponsored Links

[Online Technology MBA](#)  
 AACSB Accredited **MBA**. Ranked #9  
 for Brightest Career Prospects  
[www.wpi.edu](http://www.wpi.edu)