Book review

WEB SEARCH ENGINE RESEARCH
Dirk Lewandowski
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Search engines in the web are the only tools to explore the content in the web for most of the users. Increasingly, users rely on search engines and in most cases the retrieval depends solely on the performance of search engines. Hence newer research is being poured in to the web search mechanism. Thus, this book on web search engine research is a significant tool to activate the thrust areas of research in the web world.

Authored as well as edited by Dirk Lewandowski, this book has three parts. The first part deals with the emerging areas of web searching followed by the parts on Beyond traditional search engine evaluation and New perspectives on search engines. Prior to these two parts, there is an outline chapter on New perspectives on web search engine research by the author Dirk. Dirk has given not merely an outline of the book in the opening chapter, but enabled the reader to gain an understanding of the current research in this thrust area.

Social web is proved to be a perfect collaborating platform to network the unlimited number of users in the last few years. In the chapter on 'The Many Ways of Searching the Web Together: A Comparison of Social Search Engines', the authors Manuel Burghardt, Markus Heckner and Christian Wolff have described the social web in the modern context with the discussion on social web characteristics. In the next chapter on 'Local Web Search Examined, Dirk Ahler has given the architecture of the search process before imitating a comprehensive discussion on location based search. He has illustrated the Google approach in describing the map search. The chapter on 'The Computational Analysis of Web Search Statistics in the Intelligent Framework Supporting Decision Making' has outlined the generation of web data based on the intelligent framework.

In the second part in the first chapter on 'Evaluation Web Retrieval Effectiveness' the authors Ben Carterette, Evangelos Kanouals and Emine Yilmaz have elaborated the traditional as well as refined techniques of IR evaluation. The future research on web is challenging as quoted by Denecke on the chapter on 'Diversity-Aware Search: New Possibilities and Challenges for Web Search.' Further evaluation in terms of search engines is offered by Kin Fun Li, Yali Wang and Wei Yu in the chapter on 'Personalised Search Engine Evaluation: Methodologies and Metrics. A useful comparison on search engines in terms of ranks is provided by Massimo Melucci.

In the third part on "*New Perspectives on web searching*" the book has three chapters on technology aspects of search, evaluation of search engine results and conceptual as well as nomenclature related discussion on search. This is somewhat surprise to note that the editor has pushed a discussion on the concept to the final part rather than the first part!

However, this book is an incremental addition on web information retrieval system. The editor has compiled a good number of required chapters and solicited contributions on modern areas of web world.

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