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Adam Matthew
Tinder Foundation
CILIP UPDATE
facet publishing
Developments in internet search

Phil Bradley

CILIP Conference 2015
Google dismantles its search engine
We've lost:

- The ~ synonym option
- Reading level
- Visted/not visited pages
- Advanced search is limited
- Difficult to reach .com version
Pressures on Google

- Facebook
- Pinterest
- Twitter
- Topsy
Google's search problems

- 'Right to be forgotten'
- Twitter is better at prediction
- Facebook is stealing Google's business
- Increasing competition from other engines
Political problems

- "Right to be forgotten"
- April 15th the European Commission wrote a "statement of objections"
- European parliament votes yes on 'Google breakup' motion
Social media problems

- Google+ has failed
- Facebook continues to improve search
- Increasing importance of people over websites
Google fightback

- Now on tap
- Photos
- Virtual reality cardboard
Search engine alternatives

- DuckDuckGo
- Yandex
- Facebook
- Social media search engines
DuckDuckGo

- Does not track your searches
- Smooth interface
- Neat disambiguation
- Bang (!) searches
Yandex

- Russian based
- Advanced search functionality
- Proximity search
- Nested logic
Facebook

- 'Walled garden'
- People's opinions
- News
- Video
Social Media Search engines

- Social Searcher
- Social Mention
- Topsy
- Icerocket
- Echosec
- Smashfuse
- etc. etc. etc.
Alternative resources

- Image based
- Similarity
- Category
- 'Interesting'
Image based

- Redz.com
- Spacetime 3D
- Yometa.com
- Cluuz.com
Similarity engines

- Similarpages.com
- Similarsitesearch.com
- TasteKid.com
Category based

- Carrot2
- Gigablast.com
- Izito.com
News engines

- Tenbyten.org
- News.google.com
- Newseum.org (today's front pages)
UK News

Infographics

- Elearninginfographics.com
- Infographicqs.com
Some fun ones

- Tellyads.com
- Vintageadbrowser.com
- Coverbrowser.com
Plenty of others!

- Re-ranking engines
- Factual data
- Hidden/deep/dark
- Image search engines
- Video
- Forums/newsgroups/Blogs
- People
Future Developments
Things to watch out for

- Google loses more functionality?
- Facebook continues to challenge traditional search
- Social media data mining
And more...

- Instant answers
- Social more prominent in traditional search
- More interaction with results
Mobile search

- Google's mobilogeddon
- Voice based local search
- Apple's approach to search
- Wearable technology
People, not sites

- Information overload
- Role of trusted people
- Websites will have less value
Embedded search

- The Internet of things
- Personalised advertising
- Answers without questions
Losses

- Yahoo Directory
- Silobreaker
- Blekko
- Infomine
- Complete Planet
Gains

- Wonder (people based search engine)
- Social Searcher
- Echosec (social media geolocation)
- Instya (instant answers)
And libraries?

- Community, not collection
- Trusted advice
- Continual development
THANK YOU!

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