From 2001 to 2006, Crystal worked on the Internet's problems. He also developed a search engine based on principles different from those used by today's giants.

Also in the preface to Language and the Internet, David Crystal explains how the shifting emphasis from technology to “people and purposes” contributes to making the Internet a linguistic revolution. In his book's purpose it “to find out about the role of language in the Internet and the effect of the Internet on language”. Author believes that creating new means of communication using computer systems will not lead to the degradation of the language but will, on the contrary, show how versatile communication on the Internet can be.