

What is Missing in Current Search Engine Services?

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We are in the world of information technology. People around the globe are using and generating vast amount of information each and every single moment. The search engine like Google, Bing, Yahoo etc are facilitating the people with their need of the information. These search giants are continuously pushing the limit so that they can provide better service to the people. But needs of the human are constantly curving from the very beginning of the human civilization and is still increasing in an exponential ways. So the modern search engines still fail to meet up many of the needs for the information. It is not only the fact that the search engines do not have the specific data, but also they have the lacking of how to represent the data in a meaningful way to its customer. In the following paragraphs we are going to discuss some of those limitations we have found so far in the current search engines.

Page Rank vs. Human Voting (Like or Tweet): Consider the search result visualization of the current search engines. All most all of them are showing the result in order of page rank decreasingly. That is the most cited page from all other pages of the World Wide Web. Is it actually satisfying our need all the time? A webpage is most cited does not necessarily imply that it is read by most of the users. So how can we know that a page is read or at least seen by the most of the people of the web? Here come the social networks like *facebook* or *twitter*.

People in the social networks often share or like some link or tweet about some web pages. There are other websites like *digg.com* where people can promote or vote for a webpage. So our suggestion is to incorporate both page rank and human voting. Modern search engines can collect those information (human vote) of a specific webpage and when displaying the result of a search query provide a glimpse of those information (i.e. how many times the pages is shared in social media, how many time is tweeted in *twitter*, or how many times it is get promoted in the *digg*). As a result, the user will get a complete idea of the current trend for that particular webpage besides they also get the belief that whether the webpage is giving the valid information or not.

Pushing message using search log history or localization: Search engine like Yahoo is pushing the news headlines or other things in their home page <https://www.yahoo.com/>. But most of the times many of the news are totally irrelevant to the users' need and creating confusion for the users where to start from. Suppose a user likes to know about sports like soccer, then it is highly probable that his/her search log will contain those keywords frequently. Mining those information with care and push those relevant information to the users will help both the user and the search engines. Search engine can also focus on the localization of the news and push message or news those are in proximity of the user.

What is new? Million numbers of websites are added in the web every second. And a webpage only gets viewer when it has substantial amount of page rank. So, most of the people remain ignorant of these new web pages. Since each search engine has dynamic crawler and find new pages in about every second, so they can add these as a new features, as a result people can get to know about those newly added web pages.

Timeline of search history!! If a search engine had timeline of search history (search query and web pages browsed by the user) like *facebook* it could help user. For example, user could review what he searched for yesterday, or two months ago or even two years ago. Since often users search for things and browse the web randomly and totally forget about it (i.e. search query or web pages) after a while, with the help of this kind of timeline he will get what he had looked for.

Search for context: Sometimes people search for things but they do not really know the actual context of the search topics. Suppose a term “A” appears in different web pages of different contexts like sports, economy, fruit etc. So search engine can group the web pages in different context and present the result to the users. Search engine can even suggest the possible set of contexts for the term “A”.