**Linear Search**:

* Iterates through each element in the list to find the target.
* Time complexity: O(n).

**Binary Search**:

* Requires the list to be sorted.
* Divides the search interval in half repeatedly to find the target.
* Time complexity: O(log n).

**Time Complexity**:

* **Linear Search**: O(n) - Searches each element in the worst case.
* **Binary Search**: O(log n) - Halves the search space each time, efficient for large, sorted datasets.

**When to Use**:

* **Linear Search**: Useful for small datasets, as it does not require pre-sorting.
* **Binary Search**: Optimal for large, sorted datasets due to its logarithmic time complexity.