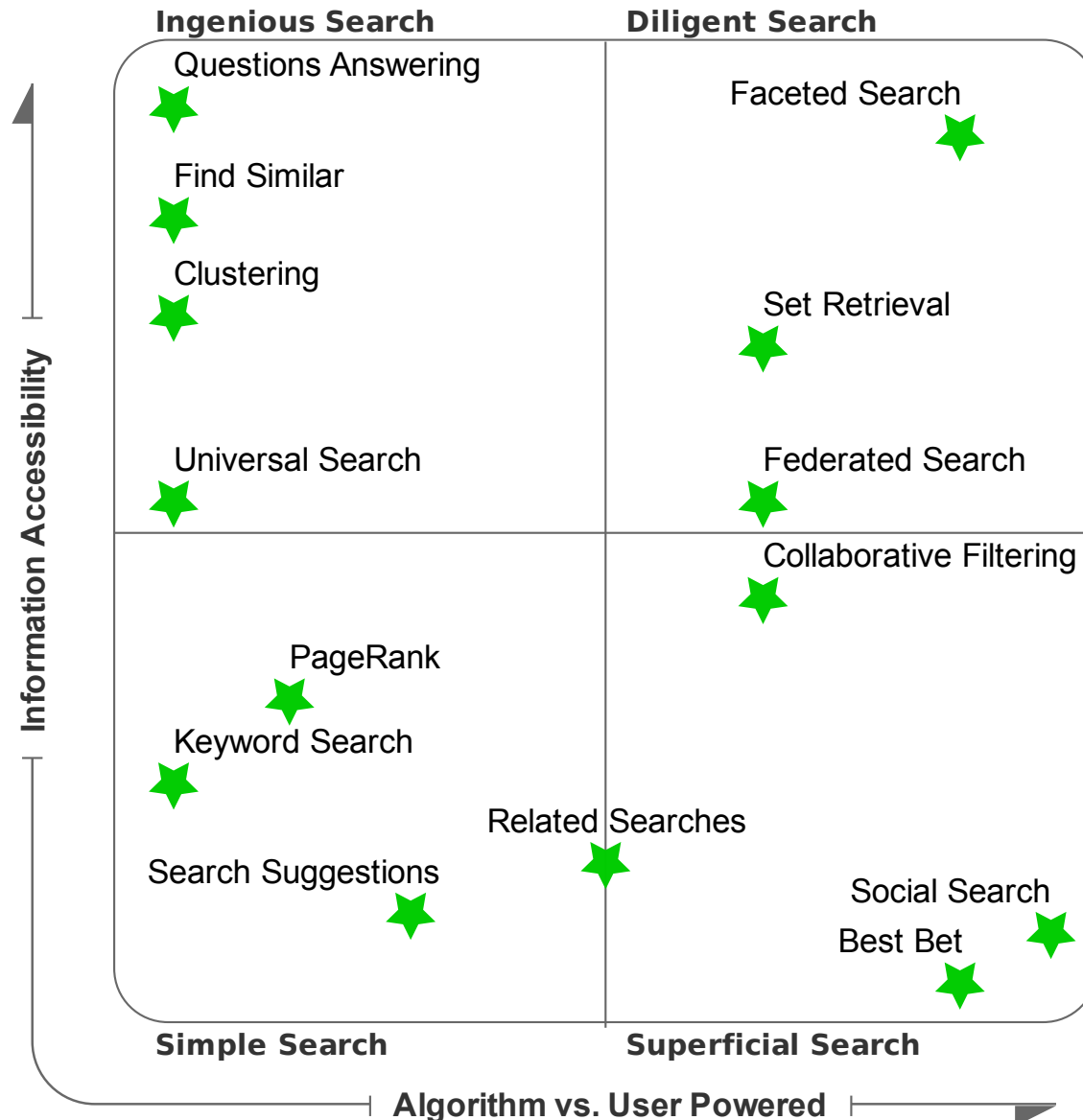


A Topology of Search Concepts

By Vegard Sandvold, May 2009.

Things On Top
Search User Experience
www.thingsontop.com - 42k



Ingenious Search

With a model-knows-best approach, ingenious search relies on sophisticated algorithms to determine user intent and content semantics. Clever algorithms can be said to be cost effective, but are comparably more difficult to implement and execute well.

Champions of ingenious search include Autonomy, Powerset, Grokker and Wolfram Alpha.

Diligent Search

The diligent approach to search favours human intellectual effort over clever algorithms. Given an initial result, users are asked to further disambiguate their queries in order to effectively explore the information space.

Champions of diligent search include Endeca, eBay, Freebase and Apache Solr.

Simple Search

When you know what you want, and you can express that need with a few keywords, the simple approach to search fits the bill. It's by no means trivial to create simple experiences, but the general information accessibility is quite low for these concepts.

Champions of simple search include Google, FAST/Microsoft, Exalead and Lucene.

Superficial Search

The superficial approach to search leverages user behavior to feel the pulse of communities, and to surface popular and current material. Superficial search are often very efficient when you don't need to dig deep into the information space.

Champions of superficial search include Amazon, Twitter, PostRank and Twingly.