

Web Science – Questions and tasks

1. Describe the function of spiders or web crawlers in a search engine.
2. What is the difference between the surface web and the deep web, which is larger?
3. Give an example of a web page ranking system. Describe how it works.
4. What is parallel web crawling?
5. Explain how data in a meta tag can be used by a search engine.
6. What is SERPS?
7. What is HITS?
8. Describe the main differences between white and black hat search engine optimisation. Give an example for both.
9. Why would you get different results if searching for the word 'cat' using Google and Bing?
10. Using three different search engines list the number of hits, time taken and quality of returns for the term "Hockerill".

