

# 2.0 Search?

*"those new search engines that may stand the best chance to become the next Google all share one common element — the use of Web 2.0 technology that they hope will increase search result relevance."*

- free (often)
- increases transparency/access
- simpler than predecessors
- searches multiple datasets - "mashups"
- approaches a topic laterally
- \_\_\_\_\_
- \_\_\_\_\_
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If the invisible web is 500x the size of the Google-indexed universe how do we get to it?

- proprietary access
- surfacing
- ask
- "deep web" engines
- \_\_\_\_\_
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