

22C:002 Algorithms: From Euclid to the iPad

Homework 6 Due: 11-3, Th, in-class

Google is the dominant search engine in the market today. The feeling among people who work at other search engine companies (e.g., Microsoft's Bing or Yahoo! Search) is that Google continues to have such a big (and growing) market share because of peoples' habits. They claim that if only people tried their search engines they would find them as good as Google and maybe better in some specific ways.

This homework asks you to perform an experiment to try and understand this issue. Type a bunch of search queries in Google and in Bing and compare the quality of the results you get. Describe if one search engine out-performs the other on any specific type of queries. For example, did the page you were looking for show up in the top 10 for one search engine, but nowhere in the other. Are there any differences in the layout of the search results that make one search engine better than the other? Are there any differences in speed that were noticeable to you? If I promised to pay you a quarter a month for switching, would you switch from the search engine you are current using to another?
