

1. Exercise

To prepare until 10.04.2018.

Task 1.1

Search engines have become an important tool. However, users usually don't know about risks and alternatives. (Please keep this in mind when you consider the following questions!)

- a) Which search engine do you use? Why?
- b) How does your search process look like?
- c) Which types of search engines do exist? List three different solutions.¹ Which characteristics do they have?
- d) In your opinion, what are disadvantages of current search engines? What can be improved?
- e) Assume no search engines would exist. What would that mean for the Internet and your own surfing behavior?

Task 1.2

A lot of offers in the web analyse the individual surf behaviour of users or allow them to make some user-specific adaptations (personalization). Choose such a system (e.g., an online auction house or an online store), but *not a search engine* and take the following aspects into account:

- a) What is personalized?
- b) Which advantages and disadvantages does personalization have in respect to users and providers?
- c) How would the system look like without personalization? Which consequences would this have towards its use? Would its offer still make sense?
- d) Which kind of data could be collected without the user's knowledge? How can you protect yourself from this?

Task 1.3

Try search engines like <http://liveplasma.com> and <http://www.oskope.com/> ! What aspects do you like, what do you not like? In general, what could be an improvement concerning result visualization to users? (creative solutions are explicitly welcome!)

¹These search engines are supposed not only to differ in providers, but also in the type of retrieved data or their use and design.