

Internet

**vyhledávací nástroje,
neviditelný web**

Osnova

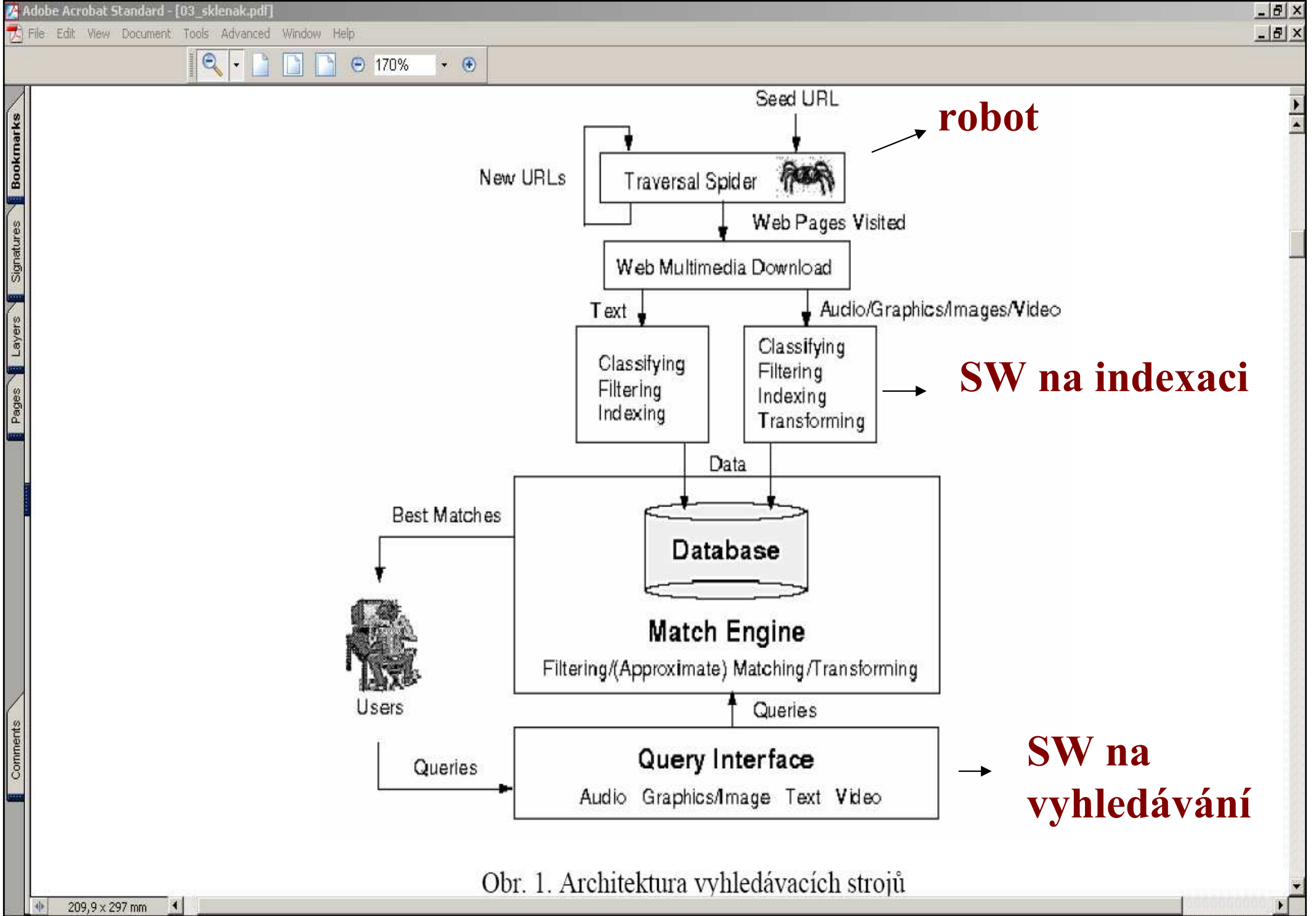
- **vyhledávací stroje**
 - Další vyhledávací stroje kromě Googlu
 - Metarešeršní systémy
- **neviditelný web**

Vyhledávací nástroje

Dříve (před Googlem) bylo důležité zjistit o vyhledávacím nástroji:

- jaké způsoby vyhledávání umožňuje
- jakou část, službu Internetu prohledává (www, ftp...)
- jakým způsobem zpracovává (indexuje) www stránky
- rozsah, velikost databáze vyhledávacího stroje -

žádný vyhledávací nástroj neumí prohledávat celý Internet!



Obr. 1. Architektura vyhledávacích strojů

Vyhledávací nástroje jak fungují

1. Sběr dat (roboti, crawlers)

- robot průběžně prochází internet většinou na principu sledování odkazu (může odhalit pouze takovou stránku, na kterou vede odkaz), struktury dokumentu, náhodného nebo souběžného získávání dokumentů
- ruční přidání (přidej odkaz, add a link, submit site, add site) <http://www.google.com/addurl/?continue=/addurl>
<http://jyxo.cz/d/submit>

Vyhledávací nástroje jak fungují

2. Indexace - zpracování do vlastní databáze

- výpočet váhy slov z určité www v relaci s URL (sledování názvu, popisu, kw, nadpisy 1.úrovně příp. další, URL, odkaz z jiných stránek, čistý text)
- **zpracování meta tagu description na určité stránce**
- popis obsahu stránky
např.: `<meta name="description" content="Popis tvorby a publikování WWW stránek pro začátečníky i odborníky">`.
- **zpracování meta tagu klíčová slova na určité stránce (některé vyhledávače zcela ignorují)**
např.: `<meta name="keywords" content="profesionální design,úprava textu,úprava obrázků,reklama,tvorba www">`.

Vyhledávací nástroje jak fungují

3. Vyhledávání a řazení výsledků

- Řazení podle vztahu mezi dotazem a dokumentem (míra relevance, blízkost slov)
 - prolinkovaný text v tagu title, systém dále vypíše obsah meta tagu description, nebo prvních několik slov ze začátku stránky, nebo kusy textu kolem hledaného výrazu
- Řazení podle postavení dokumentu v hypertextové struktuře webu (page rank (PR)=řazení dle relevance, věrohodnosti na principu počtu odkazů na určitou stránku (čím více odkazů na stránku, tím je PR vyšší), odkazy ze stránek s vyšším PR mají větší váhu

Kde brát informace o existenci vyhledavačů?

- **SearchengineWatch** - <http://searchenginewatch.com>
- **SearchengineShowDown** - <http://searchengineshowdown.com/>
 - **Srovnání funkcí** <http://www.infopeople.org/search/chart.html>
 - **Žebříčky**
<http://searchenginewatch.com/showPage.html?page=2156221>
- **Katalogy, rozcestníky vyhledavačů**
 - **Hotsheet** – <http://www.hotsheet.com/>
 - **Beaucoup** - <http://www.beaucoup.com/>
 - **SearchengineColossus** - <http://www.searchenginecolossus.com/>

Search Engine Showdown

The Users' Guide
to Web Searching

[Home](#) [Chart](#) [Reviews](#) [Search](#) [Problems with Page?](#)

Search Engine Features Chart

Last updated Sep. 17, 2006.
by Greg R. Notess

* See also [Search Engines by Search Features](#).

* Search engines grouped by [size](#); all words link to more detailed [reviews](#).

SEARCH ENGINES	BOOLEAN	DEFAULT	PROXIMITY	TRUNCATION	FIELDS	LIMITS	STOP	SORTING
Google Review	-, OR	and	Phrase	No (stems) word in phrase	intitle, inurl, link, site, more	Language, filetype, date, domain	Few, + searches	Relevance, site
Yahoo! Review	AND, OR, NOT, (), -	and	Phrase	No word in phrase	intitle, inurl, link, site, more	Language, file type, date, domain	No	Relevance, site
Ask Review	-, OR	and	Phrase	No	intitle, inurl, site	Language, site, date	Yes, + searches	Relevance, metasites
Live Search Review	AND, OR, NOT, (), -	and	Phrase	No	intitle, link, site, loc, url	Language, site	Varies, + searches	Relevance,site, sliders
Gigablast Review	AND, OR, AND NOT, (), +, -	and	Phrase	No	title, site, ip, more	Domain, type	Varies, + searches	Relevance
Exalead Review	AND, OR, NOT, (), -	and	Phrase, NEAR	Yes and stems	intitle, inurl, link, site	Language, file type, date, domain	Varies, + searches	Relevance, date
WiseNut Review	- only	and	Phrase	No	No	Language	Yes, + searches	Relevance, site

Review of Google

Last updated Oct. 10, 2006.
by Greg R. [Notess](#)

Contents

[Top](#)
[Databases](#)
[Strengths](#)
[Weaknesses](#)

Features:

[Default](#)
[Boolean](#)
[Proximity](#)
[Truncation](#)
[Case](#)
[Fields](#)
[Limits](#)
[Stop Words](#)
[Sorting](#)
[Display](#)

News Postings

[Go Search](#)
[Documentation](#)

[More Reviews](#)
[Close Contents](#)

Google has become for many the pre-eminent Web search engine. In Feb. 1999 it moved from Alpha test version to Beta and officially launched Sept. 21, 1999.

Since that time it has made its mark with its relevance ranking based on link analysis, cached pages, and aggressive growth. Since its beta release, it has had phrase searching and the - for NOT, but it did not add an OR operation until Oct. 2000. In Dec. 2000, it added title searching. In June 2000 it announced a database of over 560 million pages, which grew to over 600 million by the end of 2000 and then 1.5 billion in Dec. 2001. The 2+ billion reported on their home page as of April 2002 includes [indexed pages](#), [unindexed URLs](#), and [other file formats](#). By Nov. 2002, they moved their claim up to 3 billion, and in Feb. 2004 it went to 4 billion. While no official claim is given, 20+ billion is once current estimate. *Use the [table of contents](#) on the left to navigate this review.*

For More on Google

[See News & Blog Posts](#)

[Google Database Components](#) 3/02

[Google's Unindexed URLs](#) 3/02

[Boolean Searching on Google](#) 11/00

[Excite vs. Google: Contradictory Directions](#) 6/00

Databases:

- **Web:** Indexed Web pages (also includes [URLs that it has not fully indexed](#)) and additional file types in the Web database include PDF, .ps, .doc, .xls, .txt, .ppt, .rtf, .asp, .wpd, and more. See [Google Database Components](#) for more details.
- **Ads:** Paid advertisements usually shown on the right side (or top) under a "Sponsored Links" heading
- **Images:** Picture database
- **Groups:** Usenet news database
- **News:** Past 30 days of Web-based news sites
- **Book Search:** Full text books with only limited viewing of in-copyright books
- **Google Scholar:** Academic papers, articles, reports, and citations
- **Directory:** A version of the [Open Directory](#) with entries ranked in Google's PageRank order
- **Froogle:** Shopping and product search
- **Catalog Search:** Scanned product catalogs

Google also has many other [databases and services](#). Above their regular Web results, hits may be displayed from these other databases in what Google calls [OneBox results](#). In addition it offers several [specialized](#) subsets: a [government database](#) of the .gov and .mil sites; [University](#) searches; a [Linux search](#); an [Apple/Macintosh search](#); and a [Microsoft search](#).

The Google database is used by AOL and several other sites. Yahoo! dropped Google in [Feb. 2004](#) in favor of its own database, after it had switching from [Inktomi](#) to Google in July 2000 and then reaffirmed and more closely integrated Google results in [Oct. 2002](#).

Strengths:

- * **Size** and scope: It is one of the largest, and includes PDF, DOC, PS, and many other file types
- * Relevance based on sites' linkages and authority
- * Cached archive of Web pages as they looked when they were indexed
- * Additional databases: Google Groups, News, Directory, Books, Scholar, etc. (see above).

Weaknesses:

- See also the [Google Inconsistencies Page](#)
- * Limited search features: no nesting, no truncation, does not support full Boolean
 - * Link searches must be exact and are incomplete
 - * Only indexes first 101 KB of a Web page and about 120 KB of PDFs
 - * May search for [plural/singular](#), [synonyms](#), and [grammatical variants](#) without telling you
 - * Not as comprehensive as legend has it

Default Operation:

Multiple search terms are processed as an AND operation by default. Phrase matches are ranked higher

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- Business Naming
- Logo Design
- Business Stationery

Take Your Business Online

- Order Website Templates
- Custom Site Design Packages
- RFQ Custom Design Quote

Promote Your Business

- Ethical SEO Services
- Doug's List of SEO Firms
- Brochure Design
- Flash Presentation Design
- More Design Services

Manage Your Business

- Custom Software Development

Search Engine Chart

See below how you can get this search engine chart for your website!

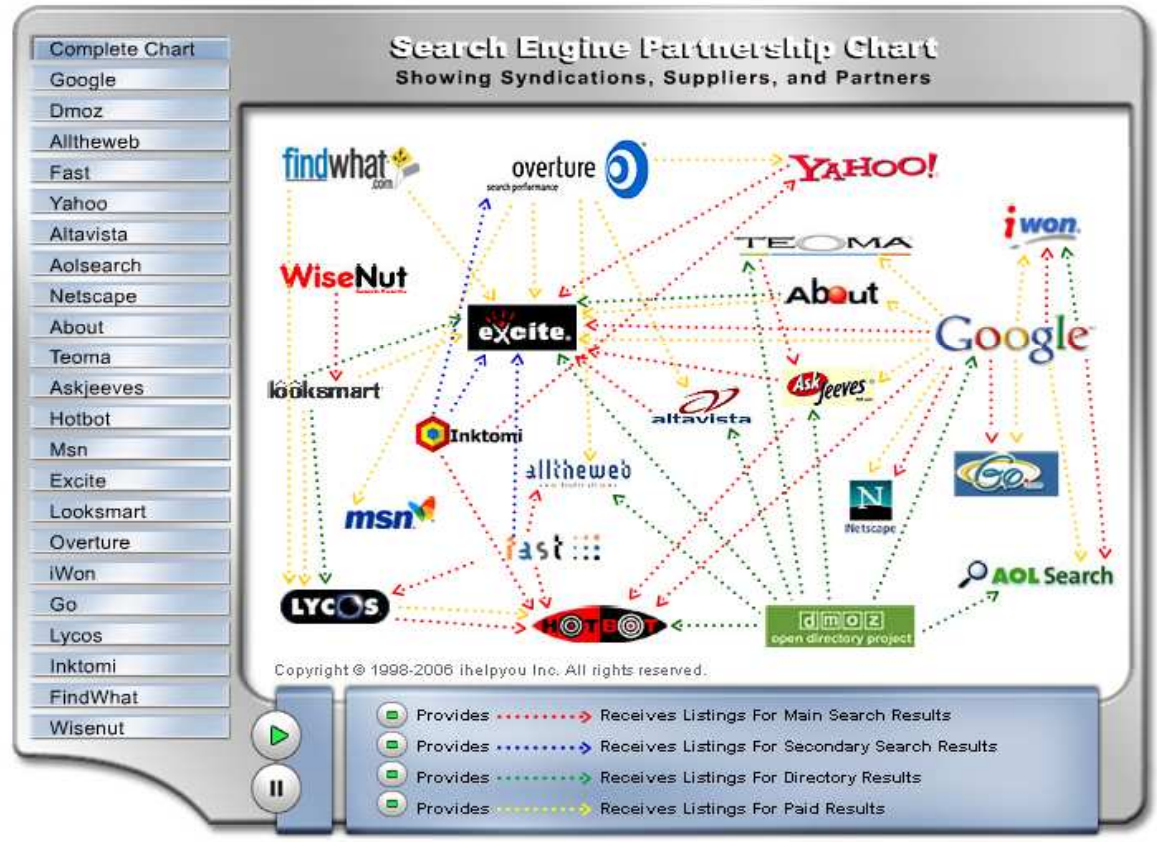


Chart Designed and Developed by www.ihelpyou.com

Click here to get this search engine chart for your website.

http://www.ihelpyou.com/search-engine-chart.html

**Chování uživatelů při vyhledávání v EIZ
www vyhledávače x databáze
Search Engine User Behavior Study, 2006**

- **Přes 2000 amerických respondentů (uživatelů internetu)**
- **Jen 10% respondentů prohlíží více jak 3 strany výsledků vyhledávání 62 % prohlíží pouze první stranu**
- **82% uživatelů při neúspěšném vyhledávání přeformuluje dotaz (více klíčových slov) a použije ten stejný vyhledávač**

Další vyhledávače

Yahoo - nejstarší web. adresář, od r. 2004 má vlastní fulltextový vyhledávač, vyhledávání obrázků

Ask Jeeves - koupil Teomu a používá k vyhledávání jeho technologie, zajímavé Expand Search, Narrow your search, Related name

Alltheweb - koupil ho Yahoo, možnosti pokročilého vyhledávání

<http://www.alltheweb.com/advanced?advanced=1&>

Altavista -překladač Babel fish translation

Exalead - operátor OPT např.: cow OPT mad vyhledá www stránky, kde figuruje slovo cow a nejlépe i ty, kde figuruje slovo mad (změkčená funkce AND), zajímavá vizualizace

– Add shortcut – nastavení často používaných, výchozích www



Search

[Advanced Options](#)

Web Search: Nicole Kidman Film Starring As Grace

Results 1-10 of 13,700

Web Results

Related Names

[Nicole Kidman](#) [Weight](#)[Dogville review - movie review of the Lars von Trier film starring...](#)

Starring: Nicole Kidman, Paul Bettany, Patricia Clarkson, Jeremy Davies Running Time ... The **film** paints the portrait ... by the natives, **Grace**...

www.plume-noire.com/movies/reviews/dogville.html | [Cached](#) | [Save](#)

[The Others review](#)

Starring: Nicole Kidman, Fionnula ... The **film** is set on Jersey Island, on the eve of the end of the second world war. **Grace (Nicole Kidman)**,...

www.plume-noire.com/movies/reviews/theothers.html | [Cached](#) | [Save](#)

[More Results from www.plume-noire.com](#)

[The others - "Grace KIDMAN" - dooyoo.it](#)

Grace KIDMAN. Valutazione Opinione: Molto utile Pregi: **Nicole Kidman** Difetti: momenti di calo ... innamorato possiamo passare al **film**: thriller...

www.dooyoo.it/review/435563.html | [Save](#)

[The Others Movie Review by Anthony Leong from MediaCircus.net](#)

A movie review of The Others, an Alejandro Amenabar **film starring Nicole Kidman**, Fionnula Flanagan, Alakina Mann, and James Bentley.

www.mediacircus.net/others.html | [Cached](#) | [Save](#)

[Moulin Rouge Movie Review by Anthony Leong from MediaCircus.net](#)

A movie review of Moulin Rouge, a Baz Luhrmann **film starring Nicole Kidman** and Ewan McGregor.

www.mediacircus.net/moulinrouge.html | [Cached](#) | [Save](#)

[More Results from www.mediacircus.net](#)

[About.com Search - Find it now!](#)

Search the power of About's network of topics...

dramaticmovies.about.com/cs/dogville | [Cached](#) | [Save](#)

[The Independent \(London, England\) : Film: Grace under pressure; NEW...](#)

The Independent (London, England) : **Film: Grace** under pressure; NEW RELEASES: Dogville (15) Lars Von Trier (177 mins) iiiii8; **STARRING Nicole Kidman**,...



Options Go to... Help

hyperact

hyperact

hyperactivity

attention... hyperactivity disor...

hyperactive

hyperactive thyroid

deficit hyperactivity disorder

hyperactivity disorder

hyperactive children

hyperactivity in children

attention ... hyperactive disor...

Refine Search

Tell a Friend Feedback Set as Homepage

Results 1 - 10 of about 4,370,000 for hyperactivity

(About this page)

SPONSOR RESULTS

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Hyperactivity

www.adhdhelp.net Register now to receive your free interactive ADHD CD-ROM.

Hyperactivity

www.biof.com Hyperactivity reduction - play attention feedback system-attention,...

Hyperactivity - Wikipedia, the free encyclopedia

... Hyperactivity can be described as a state in which a person is abnormally easily excitable and ... Nonetheless, when hyperactivity starts to become serious and harmful to the person ... en.wikipedia.org/wiki/Hyperactivity

Attention Deficit Hyperactivity Disorder

Attention Deficit Hyperactivity Disorder Attention Deficit Hyperactivity Disorder This full text version of the publication by the National Institute of Mental Health is devoted to Attention Deficit Hyperactivity Disorder. Chapters of the ... www.nimh.nih.gov/publicat/adhd.cfm

MedlinePlus Medical Encyclopedia: Hyperactivity

Medical Encyclopedia. Hyperactivity. Contents of this page: Illustrations. Activity - increased; Hyperkinetic behavior. Hyperactivity is a state of too much muscle activity. ... See also attention deficit hyperactivity disorder (ADHD ... www.nlm.nih.gov/medlineplus/ency/article/003256.htm

Children and Adults with Attention Deficit/Hyperactivity Disorder (CHADD)

Children and Adults with Attention Deficit/Hyperactivity Disorder (CHADD) Children and Adults with Attention Deficit/Hyperactivity Disorder (CHADD) CHADD is "the national non-profit organization representing children and adults with attention-... www.chadd.org

Hyperactivity - WrongDiagnosis.com

Conditions causing symptom Hyperactivity including possible medical causes of Hyperactivity, diseases, disorders, and related signs or symptoms. ... The cause of Hyperactivity may be more easily identified if other symptoms exist ... below are some combinations of symptoms associated with Hyperactivity, as listed in our database ... www.wrongdiagnosis.com/sym/hyperactivity.htm

Hyperactive Pet

... These behaviors may last for several hours & are often thought of. as Hyperactivity by many owners ... REINFORCEMENT. Sometimes, owners reinforce the dog's hyperactivity. As an example ... www.moordair.com/jnckc/hyperactive_pet.html

Hyperactivity - Wikipedia, the free encyclopedia

Hyperactivity. From Wikipedia, the free encyclopedia. "Hyperactive" redirects here. For other uses, see Hyperactive (disambiguation). Hyperactivity can be described as a state in which a person is abnormally easily excitable and exuberant. ... Nonetheless, when hyperactivity starts to become serious and harmful to the person ...

Treat Hyperactivity Naturally Focus ADHD natural remedy for all ages. Guaranteed positive results. www.nativeremedies.com

See your message here...

ivity.html



Home > Tools > Babel Fish Translation

Babel Fish Translation

[Help](#)

Translate a block of text

Select from and to languages

Translate

Translate a Web page

m/debbie/literacies/information/5locate/adviceengine.html

English to German

Translate

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Tip: You can now translate framed pages.



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NoodleTools

NoodleTeach - Teaching Intelligently

Informationen Bildungsgrad: Suchstrategien

Wählen Sie die beste Suchfor Your Information Notwendigkeit

[Drucker-freundliche Version \(pdf\)](#)

Notwendigkeit zusätzliche Suchideen? Versuch [NoodleQuest](#) (wechselwirkende Version)

Ich benötige Hilfe, mein Thema zu definieren...

Ich benötige ein Thema

[Clusty](#) Geistesblitzthemaideen mit Resultat Blöcken

[Sozialausgaben](#) Grasen Sie heiße Themen und pro/con Verbindungen

[Google Verzeichnis](#) Suchen Sie diesen vorbehaltlichen Baum, der durch Google Resultate erhöht wird

Ich muß den **Bereich** meines Themas verstehen

[Intute](#) Forschen Sie angemerkte akademische Aufstellungsorte nach

[INFOMINE](#) Grasen Sie angemerkte Forschung und pädagogischen die Aufstellungsorte, die durch Zweitreihe robot-vorgewählte Resultate erhöht werden

Ich muß die **alternativen** oder in **Verbindung** stehenden Themen nachforschen

[Grokker](#) Erforschen Sie ein Netz Ihres Themas und Abschnitte (Yahoo Resultate)

[Clusty](#) Legen Sie begrabene Aufstellungsorte frei, indem Sie einen in Verbindung stehenden Block wählen

[Ask.com](#) Wählen Sie Expand Ihre Suche Vor.

Ich muß mein Thema **verfeinern und verengen**

[Ask.com](#) Wählen Sie Narrow Ihre Suche Vor.

[Clusty](#) Bohren Sie unten in einen Block von Resultaten

Metavyhledávače

- **Pracují s jinými vyhledávacími nástroji**
- **jedním příkazem se prohledává velké množství Internetu - dotaz je předáván k vyhodnocení rešeršním systémům (Googlu, Altavistě...)**
- **Vhodné pro vyhledávání, kde nám záleží na kvantitě, možnosti vyhledávání jsou omezené**

Metavyhledávače

- **Vivísimo** <http://www.vivísimo.com>
 - Další produkt vivísima Clusty
- **Jux 2** - <http://www.jux2.com>
 - Ask Jeeves, Google, MSN, Yahoo
 - Překrývání výsledků z jednotlivých vyhledávačů <http://www.jux2.com/stats.php>
- **Intelways** <http://www.intelways.com/>
- **Kartoo** <http://www.kartoo.com/>



search engine experts

- engine watch
- clickz network
- engine marketing
- metasearch engine
- popular search engine
- engine and directory
- google
- images
- features
- pager
- option
- company
- directory
- portal
- offers
- free
- metasearch
- general
- news
- yellow
- experts
- watch
- clickz



- > Add to your search
- > remove from your search
- > Erase this map
- > Modify the links
- > Statistics (4 weeks)
- > Rename

Preview by THUMB SHOTS KartOO TECHNOLOGIES

106 000 000
1 - 13



social engineering

Search

[advanced preferences](#)

clusters sources sites

All Results (216)

- + Security (66)
- + Sciences (42)
- + Hacker (18)
- + Hacking (12)
- + Definition (10)
- + Attack (13)
- + Password (10)
- + Phishing (7)
- + Economic (6)
- + Policing, Sid Meier (5)

[more](#) | [all clusters](#)

find in clusters:

Find

Font size: [A](#) [A](#) [A](#) [A](#)Top 215 results of at least 12,840,000 retrieved for the query **social engineering** ([details](#))[Downloadable Papers](#)



Sponsored Results

Established site features papers on on many topics - www.1millionpapers.com

Search Results

1. [Social engineering](#)  




Social engineering has several meanings: [Social engineering \(political science\)](#) [Social engineering \(computer security\)](#)
en.wikipedia.org/wiki/Social_engineering - [cache] - Wikipedia, MSN, Ask

2. [Social engineering \(computer security\)](#)  

In the field of [computer security](#), **social engineering** is the practice of obtaining confidential information by manipulation of legitimate users. A social engineer will commonly use the telephone or [Internet](#) to trick people into revealing sensitive information or getting them to do something that is against typical policies. By this method, social engineers [exploit](#) the natural tendency of a person to trust his or her word, rather than exploiting computer security holes. It is generally agreed upon that "users are the weak link" in security and this principle is what makes social engineering possible.
[en.wikipedia.org/wiki/Social_engineering_\(computer_security\)](http://en.wikipedia.org/wiki/Social_engineering_(computer_security)) - [cache] - Wikipedia, MSN

3. [Social Engineering 101 - Forum for Social Engineering and Social ...](#)   

Discussion forum about the insecurity of humans known as **social engineering**.
www.socialengineering101.com - [cache] - MSN, Open Directory, Ask

4. [What is social engineering? - a definition from Whatis.com](#)   

In security, **social engineering** is a broad term used to describe a non-technical aspect of In computer security, **social engineering** is a term that describes a non-technical kind of intrusion ...
searchsecurity.techtarget.com/sDefinition/0,,sid14_gci531120,00.html - [cache] - MSN, Ask

5. [Social engineering reloaded](#)   

The purpose of this article is to go beyond the basics and explore how **social engineering**, employed **Social engineering reloaded**. Sarah Granger 2006-03-14. The purpose of this article is to go ...
www.securityfocus.com/infocus/1860 - [cache] - MSN, Wisenut

6. [J!NX - Hacker Wear - Social Engineering T-Shirt](#)   

t-shirt t-shirts tshirt tshirts threads Geeks Nerds Gamers Computers Hackers clothes clothing hat ... **Social Engineering** refers to the process of actually hacking people instead of machines.
www.jinx.com/scripts/details.asp?affid=-1&productID=122 - [cache] - MSN, Wisenut

7. [Social Engineering Fundamentals, Part I: Hacker Tactics](#)   

Social engineering is the technique of circumventing technological security measures by manipulating ... A True Story One morning a few years back, a group of

Další vyhledavače – zajímavosti

- **SOOPLE** <http://www.soople.com>
 - Přívětivější rozhraní pro googlovské vychytávky ve vyhled. – typy soubory, odkazy, definice, překlady
- **MSN – Encarta** <http://www.msn.com>
- **Slovníkové vyhledávání**

Encarta Results

Page 1 of 108 results containing **Toole, John** (0.81 seconds)

» Answer: **John Toole:**

Toole, John Kennedy (1937-1969), American novelist, best known for his first novel, A Confederacy of Dunces (1980), a skillful and humorous...

[Learn more about John Toole](#) · [Related Media](#) · [Related Articles](#) · [Encarta Answers](#)

MSN Encarta - Search Results - John XII

... Page 7 of 12 **John Kennedy Toole John** Michael Bishop **John** Van Vleck **John** Philip Sousa **John** James Audubon **John** O'Hara **John** Greenleaf Whittier **John** Millington Synge **John** L. Sullivan **John** Le Carré **John** Boyd Orr ...

uk.encarta.msn.com/encnet/refpages/searchdetail.aspx?q=John+XII&pg=7&grp=med [Cached page](#)

T1msn Encarta - Artículos relacionados - Estados Unidos de América

... Lenguas aborígenes (Estados Unidos y Canadá) **John Kennedy Toole John Kennedy Toole** (1937-1969), novelista estadounidense. Nació en Nueva Orleans y estudió en las universidades de Tulane y Columbia ...

mx.encarta.msn.com/related_761573010_2.4.113/John_Kennedy_Toole.html [Cached page](#)

ninemsn Encarta - O'Toole, Peter

... Look Back in Anger (1957), **John** Tanner in Man and Superman (1958), and the title role in Hamlet (1958 ... How to cite this article: "O'**Toole**, Peter," Microsoft® Encarta® Online Encyclopedia 2005 <http://au...>

au.encarta.msn.com/encyclopedia_781528854/O'Toole_Peter.html [Cached page](#)

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uk.encarta.msn.com/encyclopedia_781528854/O'Toole_Peter.html [Cached page](#) 11/29/2005

MSN Encarta - Encyclopédie - Écrivains

... Tolkien, J. R. R. Toller, Ernst Tolstoï, Alexis Tolstoï, Léon Tomasi di Lampedusa, Giuseppe **Toole**, **John** Kennedy Topor, Roland Torga, Miguel Tortel, Jean Toulet, Paul-Jean Tourgueniev, Ivan Tourneur, Cyril ...

Public Relation

Online Guide to **Public Relation** Different types of **Public Relation**

Relation.BusinessCamber.com

Britannica



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public relations (PR)

Aspect of communications that involves promoting a desirable image for a person or group seeking public attention. It originated in the U.S. in the early 20th century with pioneers such as [Edward L. Bernays](#) and [Ivy Ledbetter Lee](#). Government agencies in Britain and the U.S. soon began hiring publicists to engineer support for their policies and programs, and the public-relations business boomed after World War II. Clients may include individuals such as politicians, performers, and authors, and groups such as business corporations, government agencies, charities, and religious bodies. The audience addressed may be as narrow as male alternative-music fans between the ages of 21 and 30 or as broad as the world at large. A publicist's functions include generating favourable publicity and knowing what kind of story is likely to be printed or broadcast. The task is complicated by the variety of existing media: besides newspapers, magazines, radio, and television, there are publications of professional associations, direct-mail lists, on-site promotional events, and so on. It consists largely of optimizing good news and forestalling bad news; if disaster strikes, the publicist must assess the situation, organize the client's response so as to minimize damage, and marshal and present information to the media.

For more information on [public relations \(PR\)](#), visit [Britannica.com](#).

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public relations, activities and policies used to create public interest in a person, idea, product, institution, or business establishment. By its nature, public relations is devoted to serving particular interests by presenting them to the public in the most favorable light. Thus, the goal of the public relations consultant is to create, through the organization of news and advertising, an advantageous image for his client, be it a business corporation, cultural

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Nové trendy - Web 2.0

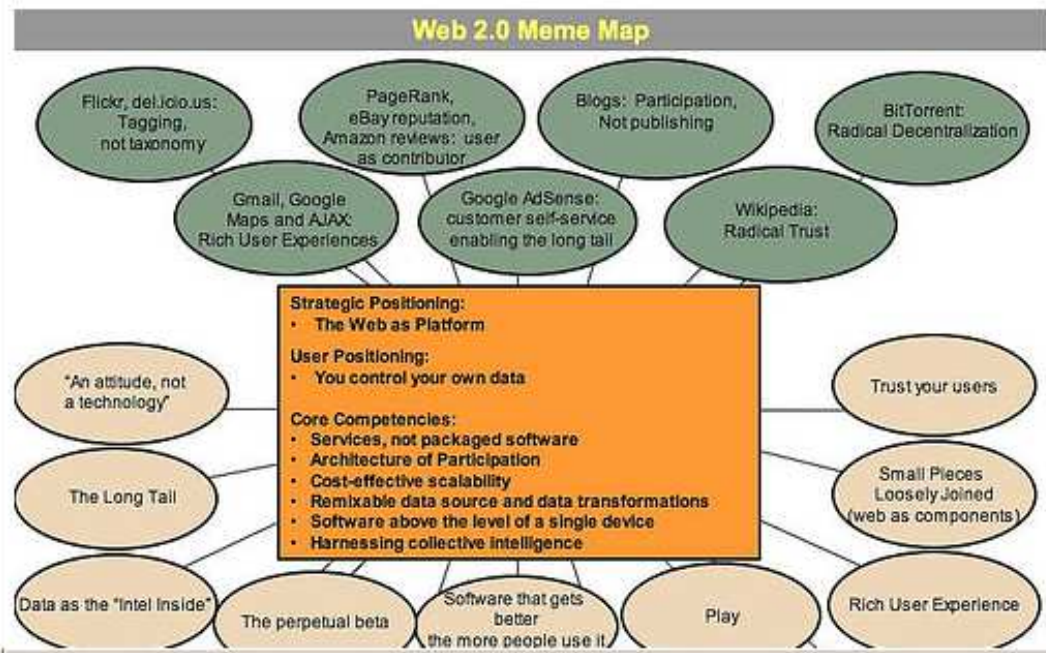
- buzzword? - reflexe změn
- Decentralizované služby, kooperace, agregace zdrojů (kdo vlastní data-klíčová hodnota?) – mashup nadstavby (GoogleMaps)
- Folksonomie x taxonomie– aktivní účast uživatelů na kategorizaci, slovním popisu (tagging) stránek
[\(http://del.icio.us/tag/\)](http://del.icio.us/tag/)
- Sociální vztahy, komunitní weby – blogy, wiki RSS
- del.icio.us, Flickr, [Quintura](#), [KWMap](#), MySpace, FaceBook, YouTube...

Web 1.0	Web 2.0
DoubleClick	--> Google AdSense
Ofoto	--> Flickr
Akamai	--> BitTorrent
mp3.com	--> Napster
Britannica Online	--> Wikipedia
personal websites	--> blogging
evite	--> upcoming.org and EVDB
domain name speculation	--> search engine optimization
page views	--> cost per click
screen scraping	--> web services
publishing	--> participation
content management systems	--> wikis
directories (taxonomy)	--> tagging ("folksonomy")
stickiness	--> syndication

The list went on and on. But what was it that made us identify one application or approach as "Web 1.0" and another as "Web 2.0"? (The question is particularly urgent because the Web 2.0 meme has become so widespread that companies are now pasting it on as a marketing buzzword, with no real understanding of just what it means. The question is particularly difficult because many of those buzzword-addicted startups are definitely *not* Web 2.0, while some of the applications we identified as Web 2.0, like Napster and BitTorrent, are not even properly web applications!) We began trying to tease out the principles that are demonstrated in one way or another by the success stories of web 1.0 and by the most interesting of the new applications.

1. The Web As Platform

Like many important concepts, Web 2.0 doesn't have a hard boundary, but rather, a gravitational core. You can visualize Web 2.0 as a set of principles and practices that tie together a veritable solar system of sites that demonstrate some or all of those principles, at a varying distance from that core.



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Nov '06

Schools only teach us confusion, class position, indifference, emotional and intellectual dependency, conditional self-esteem, and surveillance, says John Taylor Gatto.

- [sillygwailo](#)

Some form of free-market system in public schooling is the likeliest place to look for answers, a free market where family schools and small entrepreneurial schools and religious schools and crafts schools and farm schools exist in profusion to compete with

- [chrisyeh](#)

Overall, I've got some serious problems with this article.

- [stevekinney](#)

A long description by a schoolteacher about what he really teaches. And what US education is really about.

- [AMusingFool](#)

an heir to foucolt

- [phibre](#)

This perfectly illustrates what is wrong with the American school system...

- [burn_process](#)

Great essay on the shittiness of the school system.

- [xcaliginous](#)

The following is a brilliant essay by John Taylor Gatto entitled, "The Seven Lesson Schoolteacher" -- one of several such essays found in Gatto's book, "Dumbing Us Down."

- [pmcbride](#)

pichi academia naca

- [Absorto](#)

the seven lessons of schoolteaching: confusion, class position, indifference, emotional and intellectual dependency, conditional self-esteem, surveillance -- all of these things are prime training for permanent underclasses, people deprived forever of fin

- [jtacoma](#)

The absurdity of government-run schools

- [cbc776](#)

testing

- [kac574](#)

John Taylor Gatto - 1991 New York State Teacher of the Year

- [tobybot11](#)

The Seven-Lesson Schoolteacher by John Taylor Gatto - 1991 New York State Teacher of the Year

- [blake8086](#)

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Transplant Proc, Vol. 38, No. 8. (October 2006), pp. 2719-2721.
by [Rintala JM](#), [Savikko J](#), [Rintala SE](#), [von Willebrand E](#)
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Nové trendy ve vyhledávání

- **Současné vyhledávání zaměřeno na úplnost rešerše – důraz na kvantitu indexace www prostoru vyhledávacími nástroji ALE problém KVANTITY ztěžuje hledání KVALITY**
 - **metody dobývání znalostí web mining=klasifikace, shlukování predikce v nestrukturovaných textech x data mining dobývání znalostí z databází především strukturovaných informací typu tabulek (- web intelligence kombinace interakce lidského myšlení, umělé inteligence se sítěmi a technologiemi)**
 - **desktopy, toolbary - integrace vyhledávání na www s vyhledáváním v lokálních, souborech (doc, ppt, xls, pdf+další metadatové formáty), e-mailu ...**

Nové trendy ve vyhledávání

- Vize – sémantický web aneb na přímou otázku – přímou odpověď i komplexního charakteru (jaké je hlavní město ČR? Jaká je současná politická situace v ČR?)
 - Předpoklad – zachycení struktury dat, problém zejména textových dokumentů
 - značkovací jazyk **html** (dobrý pro zprostředkování inf. o vzhledu stránky) X **xml** (novými značkami umožňuje vymezit obsah pro pokročilé vyhledávací služby, specifikuje VÝZNAM tagů)
 - ontologie - nejvyspělejší forma metadat = člověku srozumitelné a zároveň strojově zpracovatelné, - definování rozsáhlých konceptů, tématických oblastí, termínů včetně vyjádření vztahů mezi termíny x tezauru přesnější, robustnější (škála vztahů pro vyjádření blízkost, nadtřída, podtřída - (projekt ontologie WordNet cca 100 tis. termínů)

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Aktuality

14.11.2005: (P. Skyrik)

V Brně bydlíme, pracujeme, studujeme, bavíme se. Takže určitě neuškodí si o něm občas něco přečíst :-)

- [Encyklopedie města Brna](#)
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04.11.2005: (P. Skyrik)

Do Rozcestníku (menu) byl přidán nový odkaz **Diplomové práce**. Jedná se bibliografickou databázi obhájených diplomových prací kabinetu knihovnictví.

24.10.2005: (Dusova)

Seznam aktuálních okruhů k diplomovým bakalářským pracím

Dr. Kadlece, PhDr. Lorence a Mgr. Presové najdete na níže uvedených adresách.

http://www.phil.muni.cz/vik/data/dusova/tema_kadlec.doc

http://www.phil.muni.cz/vik/data/dusova/tema_lorenz.doc

http://www.phil.muni.cz/vik/data/dusova/tema_presova.doc

18.10.2005: (P. Skyrik)

Pokud budete hledat me nebo Mgr. Jurmanovou Volemanovou, tak už nesedíme tam, kde jsme sedeli, ale sedíme tam, kde dříve seděla dr. Bocková. Stejně patro, kousek od kabinetu, první kancelář za dveřmi od schodiště.

12.10.2005: (P. Skyrik)

Ústřední knihovna Filozofické fakulty MU **hledá pomocníka** z řad studentů VIK. Jednalo by se o práci u referenčního pultu na patrech v době pondělí až čtvrtek 9 - 12 (13) hod.

Své žádosti pošlete nejpozději do pondělí 17.10. na adresu dr. Škuřilové skurik@phil.muni.cz

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Web

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Nástroje pro firemní e-learning Řešení kurzů na intranet i internet www.cca.cz

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Neviditelný web

- **Studie Bright Planet z r. 2001-
Bergman, Michael K. The Deep Web:
Surfacing Hidden Value**

<http://www.brightplanet.com/technology/deepweb.asp>

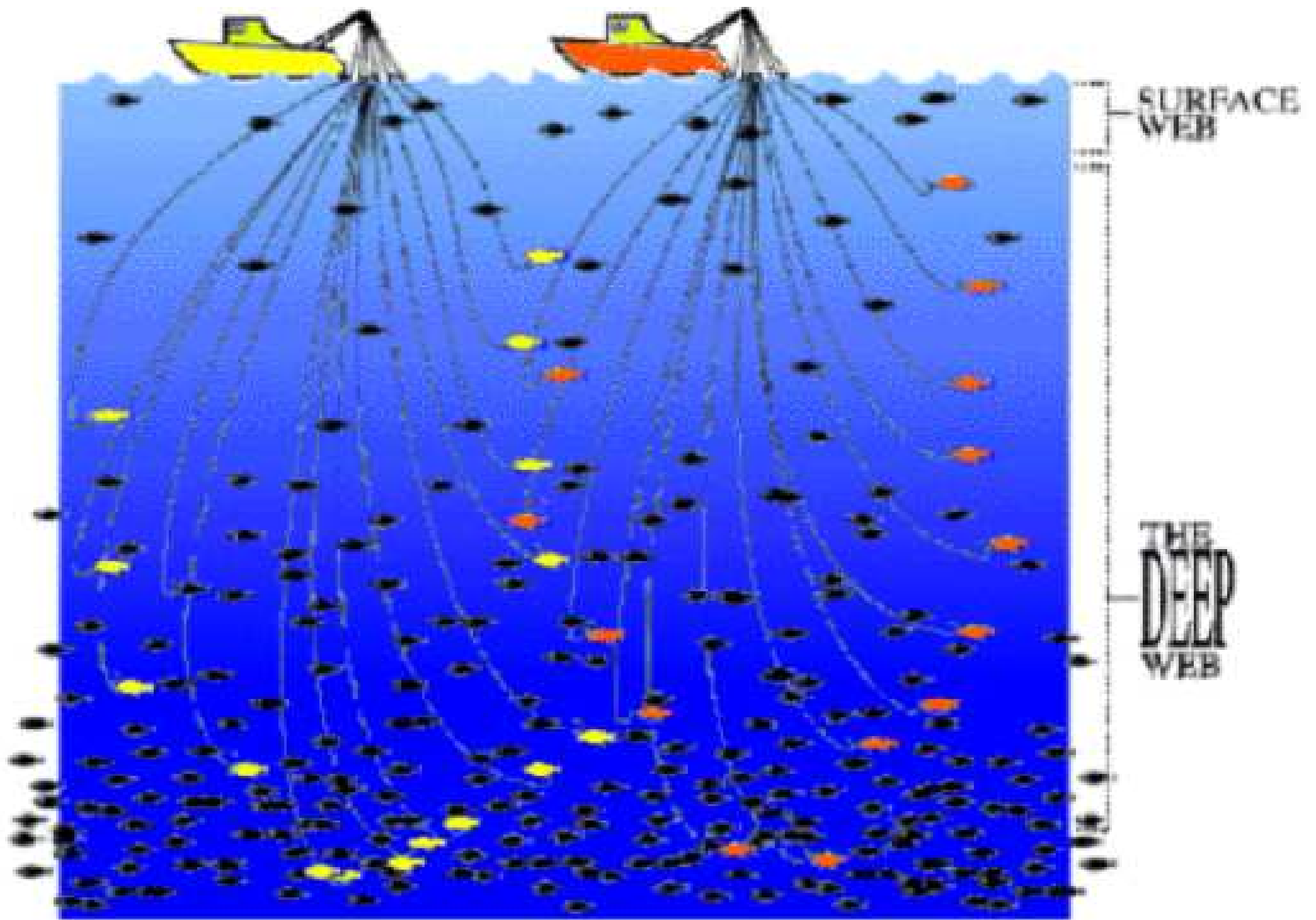


Figure 2. Harvesting the Deep and Surface Web with a Directed Query Engine

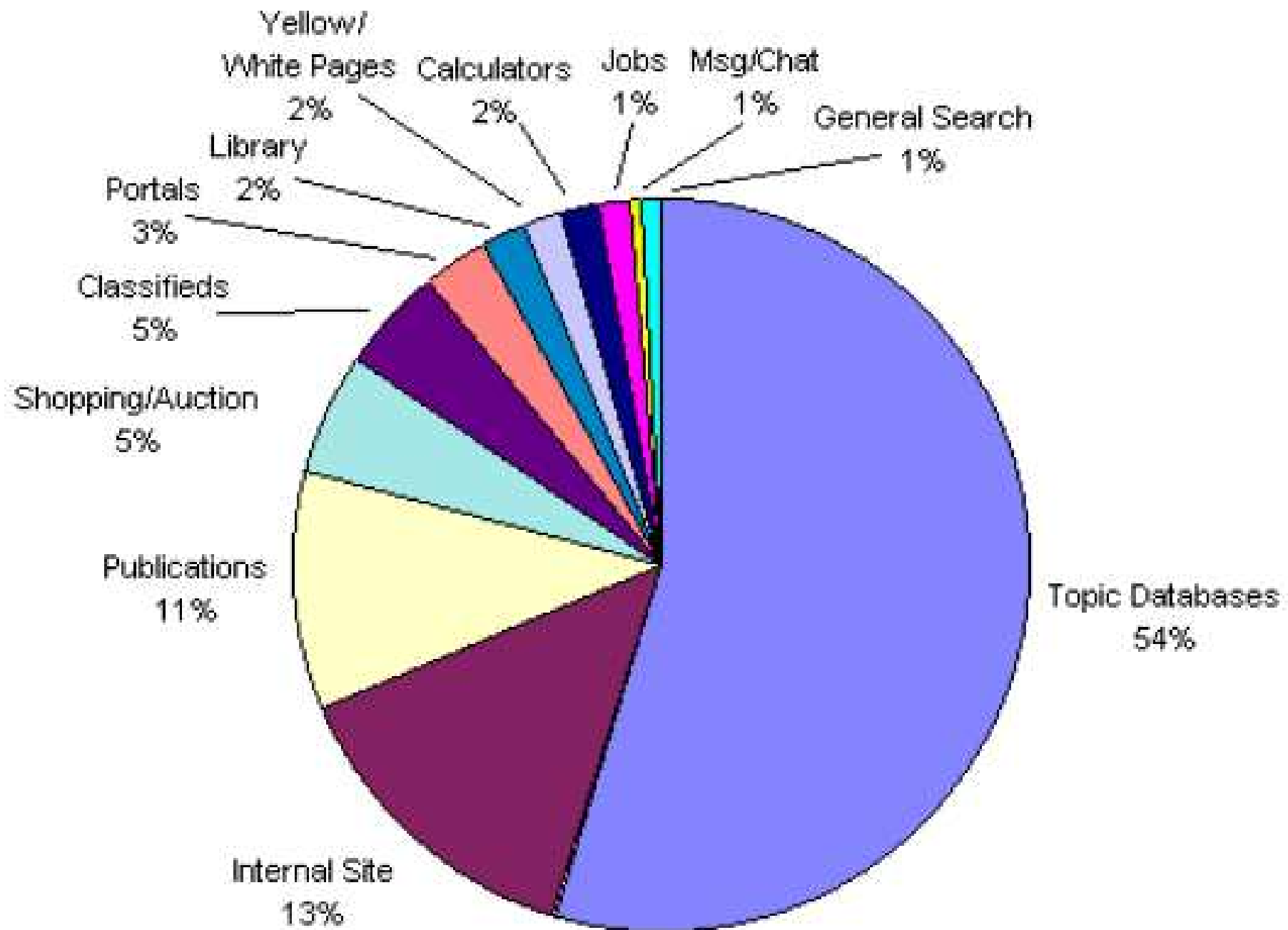


Figure 6. Distribution of Deep Web Sites by Content Type

Deep Web Coverage	
Agriculture	2.7%
Arts	6.6%
Business	5.9%
Computing/Web	6.9%
Education	4.3%
Employment	4.1%
Engineering	3.1%
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Travel	3.4%
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Table 6. Distribution of Deep Sites by Subject Area

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- **Na úrovni vstupních bodů, bran OK (HP katalogu, databázová centra)**
- **Neviditelný web mění strategie vyhledávacích strojů**

Neviditelný web - vstupní brány

- **SCIRUS** <http://www.scirus.com/srsapp/>
 - Přes 200 mil.vědeckých www
 - **Specifický vyhledávací nástroj pro odborné informace (záměrná filtrace nevědeckých obsahů, hluboká indexace www, vědeckých databází)**
 - Náměty na vyhledávání
<http://www.scirus.com/srsapp/tips/>

Vyhledávače neviditelného webu

- **Complete Planet** – katalog prohledatelných databází
<http://aip.completeplanet.com>
 - Registruje přes 40 000 zdrojů, obsažených v 7000 kategoriích strukturovaného hesláře
- **Direct Search** – přímé vyhledávání, tématicky dělený rozcestník k prohledatelným databázím
<http://www.freepint.com/gary/direct.htm>

Vyhledávače neviditelného webu

- **TURBO 10** <http://turbo10.com/>
 - Zajímavá vizualizace, clustrování zdrojů podle kategorií, vládní, univerzitní, obchodní online zdroje, databáze
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Summary: **Fairy Tales**, Tall **Tales** AARON'S STORYBOOK Myths, Legends, More Aaron's Storybook Folktales, **Fairy Tales**, Tall ... Here are folktales, **fairy tales**, tall **tales**, myths, legends, classic **tales**, sacred stories, and original stories ... stories have been published in top children's magazines like Cricket and Australia's School Magazine, ... while some are from Aaron's picture books Stories in each genre are listed from ... **fairy tales**, tall **tales**, trickster **tales**, and animal **tales**. Legends Stories that might be true. Classic ... epic heroes, fantasy, and the supernatural. Sacred Stories **Tales** from scriptures of world religions. Original Stories ...

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2. [The SurLaLune Fairy Tales Site: Table of Contents](#)

Summary: **Fairy Tales** Site: Table of Contents Goose Girl by Jesse Wilcox Smith The SURLALUNE **Fairy** ... out **Fairy** Tale Illustrations Art Prints. Don't miss **Fairy** Tale Bargain Books. Cannon Movie **Tales**: ... realm of **fairy** tale and folklore studies featuring 27 annotated **fairy tales**, including their histories, similar ... **Fairy** Tale Studies Frequently Asked Questions **Fairy** Tale Bookstore Site Map Part 2 The Annotated ...: Appendix Current **Fairy** Tale Discussion at EZBOARD **Fairy** Tale Discussion Archives Grimm **Tales** Made Gay ... Illustrators Site **Fairy** Tale Illustration Art Prints for Sale 1998-2004 by Heidi Anne Heiner, SURLALUNE **Fairy** ...

<http://www.surlalunefairytales.com/>

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3. [STUFF.to Experience: Fairy Tales: A Tribute to Tori Amos](#)

Summary: Experience: **Fairy Tales**: A Tribute to Tori Amos STUFF.TO Experience Life is full of ... Tori Amos Lyrics **Fairy Tales**: A Tribute to Tori Amos Don't forget to visit the ... forums useful. **Fairy** WOW! Here we go again. **Fairy Tales** gets yet another redesign. ... of my website. **Fairy Tales** was started back in the days like around 93 or ... sites that provide up-to-date content. **Fairy Tales** was fun when it started, but seems lost in ... Jason's Blog **Fairy Tales**: Tori Amos **Fairy Tales**: Homepage Tori Forum Tori Biography TORIHELP...

<http://www.stuff.to/taindex.php>

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4. [lii.org: Literature & Books](#)

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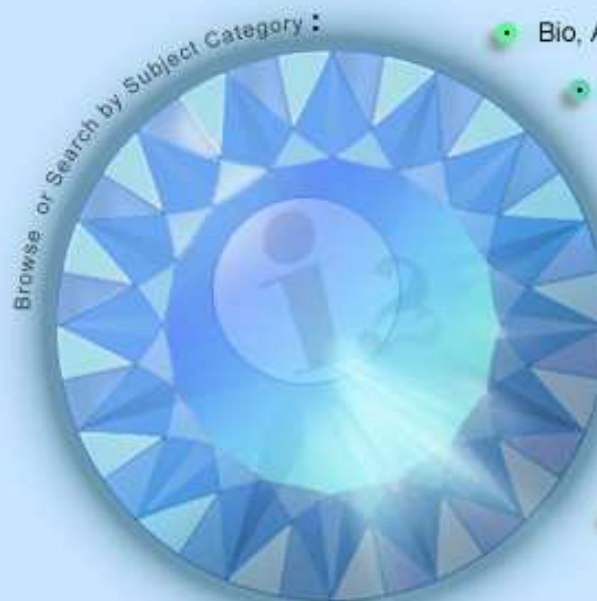


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Critical sociolinguistics in the adult English for Speakers of Other Languages classroom

[Radical Teacher](#), [Winter, 2003](#) by [Erik Jacobson](#)

For the last ten years I have taught English to adult immigrants in a variety of community based settings. My students' educational backgrounds have ranged from little or no formal schooling to postgraduate work. Those students with limited formal education often come to class with negative self-images, and at times suggest that they don't know anything of value. This essay aims to highlight ways that teachers can counter this perception, by helping students to see their sociolinguistic knowledge of their native language as an important tool in the learning of English. Rather than waiting for full fluency in English before introducing a critical analysis of language and class relations in the United States, a critical sociolinguistic stance can promote students' acquisition of English while helping them articulate their sometimes unspoken class critiques. While I believe that this approach can work with any immigrant group, this essay will focus on my work in the Haitian community, and on several key aspects of Haitian sociolinguistics.

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Most adult immigrants who enroll in classes to learn English do so for the same reason--a shared recognition that limited English skills will prevent them from getting a better job. They believe that if they have any hope of escaping piece work in factories or hourly wages as housekeepers, they must improve their ability to speak English. As with generations of immigrants before them, their dreams of "making it" in the United States are directly tied to their level of English. When I ask new students what kind of work they do, many of them say, "Ahh, my English is no good," even before they tell me where they are working. In doing so, students display a sharp sociolinguistic awareness that language use will play a role in any judgments made about their work and social class status.

Unfortunately, most ESOL (English for Speakers of Other Languages) classes and textbooks seem to be lacking this sort of sociolinguistic awareness. There is no discussion in ESOL textbooks of how language use is affected by power relations between speakers, or by salient social characteristics (such as gender, age or level of education). This creates a dangerous situation where language is presented context free. For example, here is an explanation of the imperative from a widely used textbook: "Imperative sentences ask someone to do something in a very direct way. Keep in mind