

# **Internet**

**vyhledávací nástroje,  
neviditelný web**

# Osnova

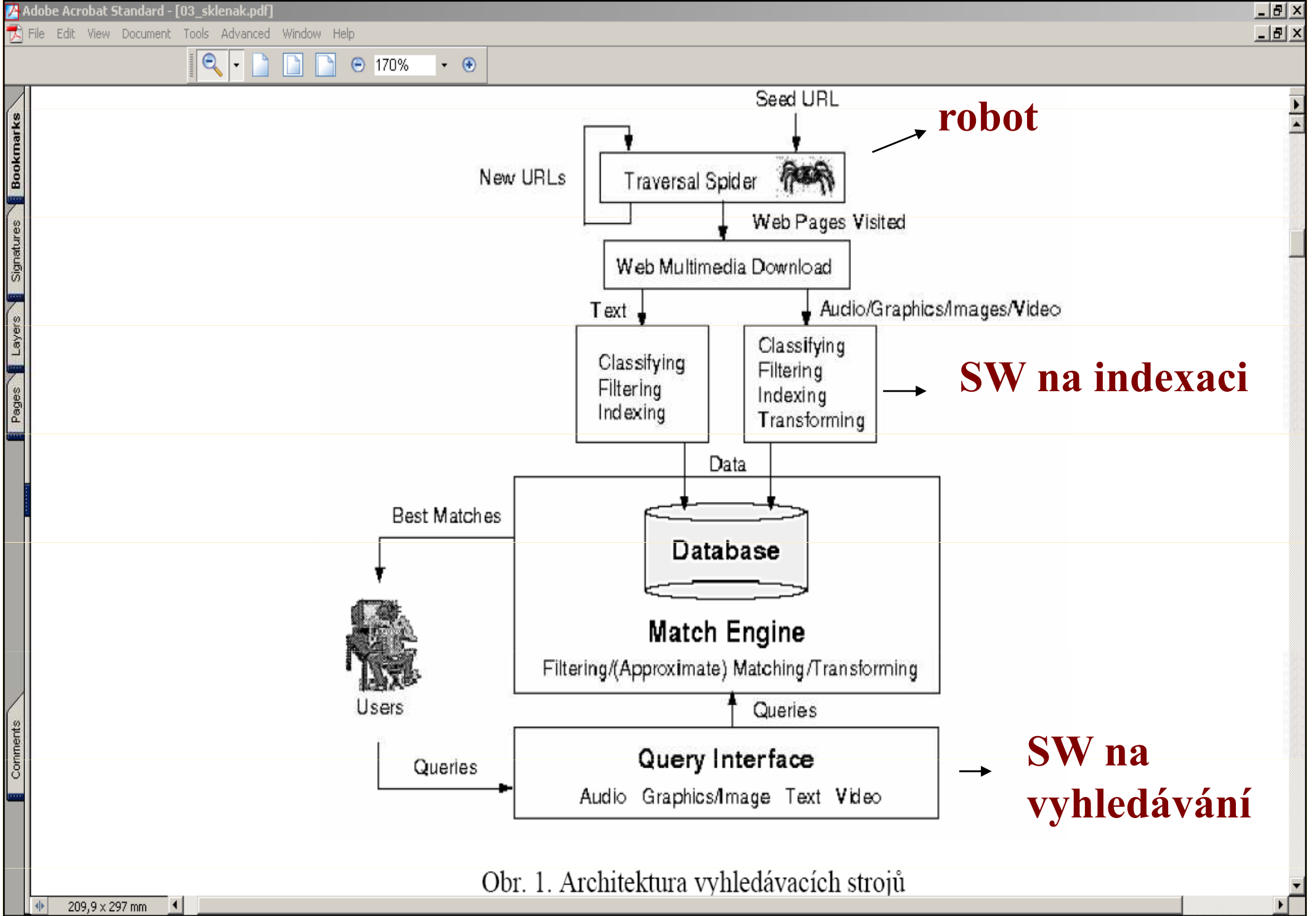
- **trendy**
- **vyhledávací stroje**
- **neviditelný web**

# 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 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/>
  - **SearchengineCollossus** - <http://www.searchenginecollossus.com/>
  - **SearchengineGuide**  
<http://www.searchengineguide.com/searchengines.html>



# 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
<b>Google</b> <a href="#">Review</a>	-, OR	and	Phrase	No (stems) word in phrase	intitle, inurl, link, site, more	Language, filetype, date, domain	Few, + searches	Relevance, site
<b>Yahoo!</b> <a href="#">Review</a>	AND, OR, NOT, ( ), -	and	Phrase	No word in phrase	intitle, inurl, link, site, more	Language, file type, date, domain	No	Relevance, site
<b>Ask</b> <a href="#">Review</a>	-, OR	and	Phrase	No	intitle, inurl, site	Language, site, date	Yes, + searches	Relevance, metasites
<b>Live Search</b> <a href="#">Review</a>	AND, OR, NOT, ( ), -	and	Phrase	No	intitle, link, site, loc, url	Language, site	Varies, + searches	Relevance,site, sliders
<b>Gigablast</b> <a href="#">Review</a>	AND, OR, AND NOT, ( ), +, -	and	Phrase	No	title, site, ip, more	Domain, type	Varies, + searches	Relevance
<b>Exalead</b> <a href="#">Review</a>	AND, OR, NOT, ( ), -	and	Phrase, NEAR	Yes and stems	intitle, inurl, link, site	Language, file type, date, domain	Varies, + searches	Relevance, date
<b>WiseNut</b> <a href="#">Review</a>	- only	and	Phrase	No	No	Language	Yes, + searches	Relevance, site

Search Engine	<a href="http://www.google.com">Google</a> <a href="http://www.google.com">www.google.com</a>	<a href="http://search.yahoo.com">Yahoo! Search</a> <a href="http://search.yahoo.com">search.yahoo.com</a>	<a href="http://www.ask.com">Ask.com</a> <a href="http://www.ask.com">www.ask.com</a>
Links to help	<a href="#">Google help</a>	<a href="#">Yahoo! help</a>	<a href="#">Ask.com help</a>
Size, type	HUGE. Size not disclosed in any way that allows comparison. Probably the biggest.	HUGE. Claims over 20 billion total "web objects."	LARGE. Claims to have 2 billion fully indexed, searchable pages.
Noteworthy features	Popularity ranking using <a href="#">PageRank™</a> emphasizes pages most heavily linked from other pages. Many additional databases including Book Search, Scholar (journal articles), Blog Search, Patents, Images, etc.	<a href="#">Shortcuts</a> give quick access to dictionary, synonyms, patents, traffic, stocks, encyclopedia, and more.	Subject-Specific Popularity™ ranking. Suggests broader and narrower terms. <a href="#">AskEraser</a> privacy option.
Boolean logic ( <a href="#">what's this?</a> )	Partial. AND assumed between words. Capitalize OR. ( ) accepted but not required. In <a href="#">Advanced Search</a> , partial Boolean available in boxes.	Accepts AND, OR, NOT or AND NOT. <i>Must be capitalized.</i> ( ) accepted but not required.	Partial. AND assumed between words. Capitalize OR. - excludes. No ( ) or <a href="#">nesting</a> .
+Requires/ -Excludes ( <a href="#">what's this?</a> )	- excludes + will allow you to retrieve " <a href="#">stop words</a> " (e.g., +in)	- excludes + will allow you to search common words: "+in truth"	- excludes + will allow you to retrieve " <a href="#">stop words</a> " (e.g., +in)
Sub-Searching ( <a href="#">what's this?</a> )	The search box at the top of the results page shows your current search. Modify this (e.g., add more terms at the end.)	The search box at the top of the results page shows your current search. Modify this (e.g., add more terms at the end.)	The search box at the top of the results page shows your current search. Modify this (e.g., add more terms at the end.)
Results Ranking ( <a href="#">what's this?</a> )	Based on page popularity measured in links to it from other pages: high rank if a lot of other pages link to it. <a href="#">Fuzzy AND</a> also invoked. Matching and ranking based on "cached" version of pages that may not be the most recent version.	Automatic <a href="#">Fuzzy AND</a> .	Based on Subject-Specific Popularity™, links to a page by related pages.
Field limiting ( <a href="#">what's this?</a> )	link: site: intitle: inurl: Offers <a href="#">U.S.Gov't Search</a> and other <a href="#">special searches</a> . <a href="#">Patent search</a> .	link: site: intitle: inurl: url: hostname: ( <a href="#">Explanation of these distinctions.</a> )	intitle: inurl: site: last:[time period] ( <a href="#">Details</a> )
Truncation, Stemming ( <a href="#">what's this?</a> )	No truncation. Stems some words. Search variant endings and synonyms separately, separating with OR (capitalized): <i>airline OR airlines</i>	Neither. Search with OR as in Google.	Neither. Search with OR as in Google.
Language	Yes. Major Romanized and non-Romanized languages in <a href="#">Advanced Search</a> .	Yes. Major Romanized and non-Romanized languages.	Yes. Major Romanized languages. Use <a href="#">Advanced Search</a> to limit.
Translation	Yes, in <a href="#">Translate this page</a> link following some pages. To and sometimes from English and major European languages and Chinese, Japanese, Korean. Uses its own translation software with user feedback.	Yes.	No.

## Žebříček vyhledavačů

- **USA, UK**

- **Google**
- **Yahoo**
- **MSN**
- **Ask**

- **Německo**

- **Acoon.de**
- **Altavista**
- **Fireball.de**

- **Švýcarsko**

- **Abacho**
- **Altavista**
- **Bluewin**

### ČR

<http://www.lupa.cz/clanky/seznam-stagnuje-google-posiluje/>

# ihelpyou - Small Business Center BETA

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or (740) 244-9313  
Talk to Doug Heil!

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- SERVICES & PRODUCTS
- CLIENT AREA
- CONTACT

## ihelpyou Home

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- SEO Forums
- Free SEO Consultation
- Marketing Articles
- Weekly Newsletter
- ihelpyou Blog
- Frequently Asked Questions

### Services and Products

#### Start Your Business

- 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!

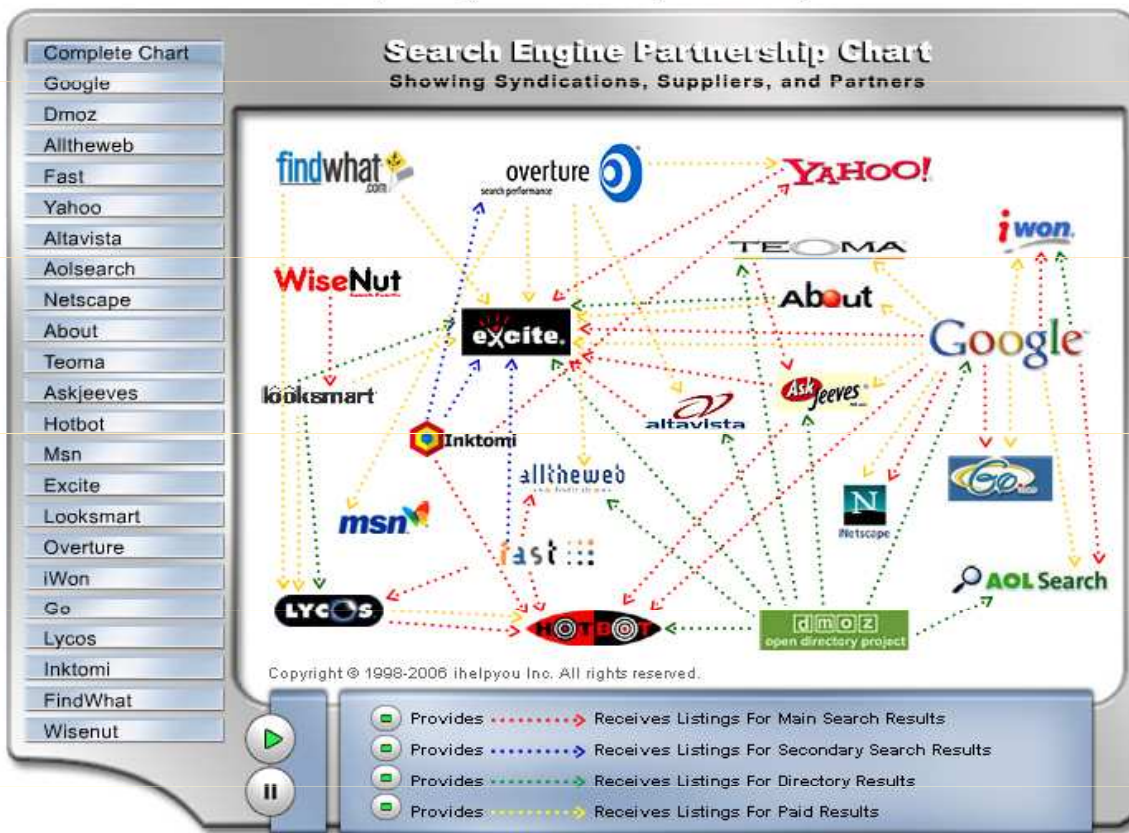


Chart Designed and Developed by www.ihelpyou.com

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 vyhledavač**

# Google

## **Pokročilé vyhledávání**

**<http://www.google.com/support/bin/static.py?page=searchguides.html&ctx=advanced&hl=en>**

**Vyhledávací funkce <http://www.google.cz/intl/cs/help/features.html>**

## **Google Scholar (x Scirus)**

**<http://scholar.google.cz/intl/en/scholar/help.html>**

## **České knihovny a Google Scholar**

**<http://www.multidata.cz/produkty/sfx/vyzkousejte-si/knihovny-google-scholar>**

# Google – pokročilé vyhledávání

- **2 a více pojmů defaultně spojuje operátorem AND** (vyhledá stránky, kde figurují všechna zadaná hesla)
- **Star Wars Episode +I - „I“** musí být ve vyhledaných stránkách obsaženo (patří mezi takzvaná „stop slova“)
- **“léčivé rostliny”** - najde přesnou frázi
- **cembalo OR virginal** - najde stránky s minimálně jedním termínem
- **Klaus -Santa** označení „Santa“ nesmí být ve vyhledaných stránkách obsaženo
- **„\* ze Žerotína“** – hvězdička nahradí libovolné slovo
- **~copyright** - hledá uvedený termín včetně synonymních výrazů, např. i intellectual property. (Zatím lze použít pouze pro slovní zásobu v angličtině).

# Google – pokročilé vyhledávání

**Způsob zápisu příkaz:** *vyhledej (mezera) další termín*

operátory=příkazy, které se dají využít pro vyhledávání v Googlu  
<http://www.google.cz/help/operators.html>

- **filetype:pdf "digitální knihovny,,** - omezení jen na určitý formát dokumentu (PDF, XLS, DOC, PHP...)
- **intitle:CPU Athlon** - najde „CPU“ v názvu stránky a „Athlon“ kdekoli
- **allintitle:idnes galerie** - najde „idnes“ a „galerie“ v názvu stránky (současně)
- **link:www.lupa.cz** - najde stránky obsahující odkaz na stránky uvedeného zdroje
- **allinanchor:Oslo** - najde stránky obsahující „Oslo“ v odkazu
- **related:http://www.zaskolou.cz** - najde tématicky podobné stránky k uvedené adrese
- **site:www.micr.cz „elektronický podpis“** – na uvedené www prohledá zdroje na téma elektronický podpis
- **inurl:knihovna** – najde uvedené slovo v URL adrese
- **define:manuscript** – najde definici pojmu
- **info:www.muni.cz** – vypíše informací o stránce (cache, odkazy na uvedenou stránku)



# 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

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

**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](http://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](http://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](http://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](http://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](http://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](http://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

SPONSOR RESULTS

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

Add [Babel Fish Translation](#) to your site.

Tip: You can now translate framed pages.



### Global Services

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- [World Travel](#)
- [Language School](#)
- [Cellular Phones](#)
- [Learn Spanish](#)
- [Study Abroad](#)



# 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

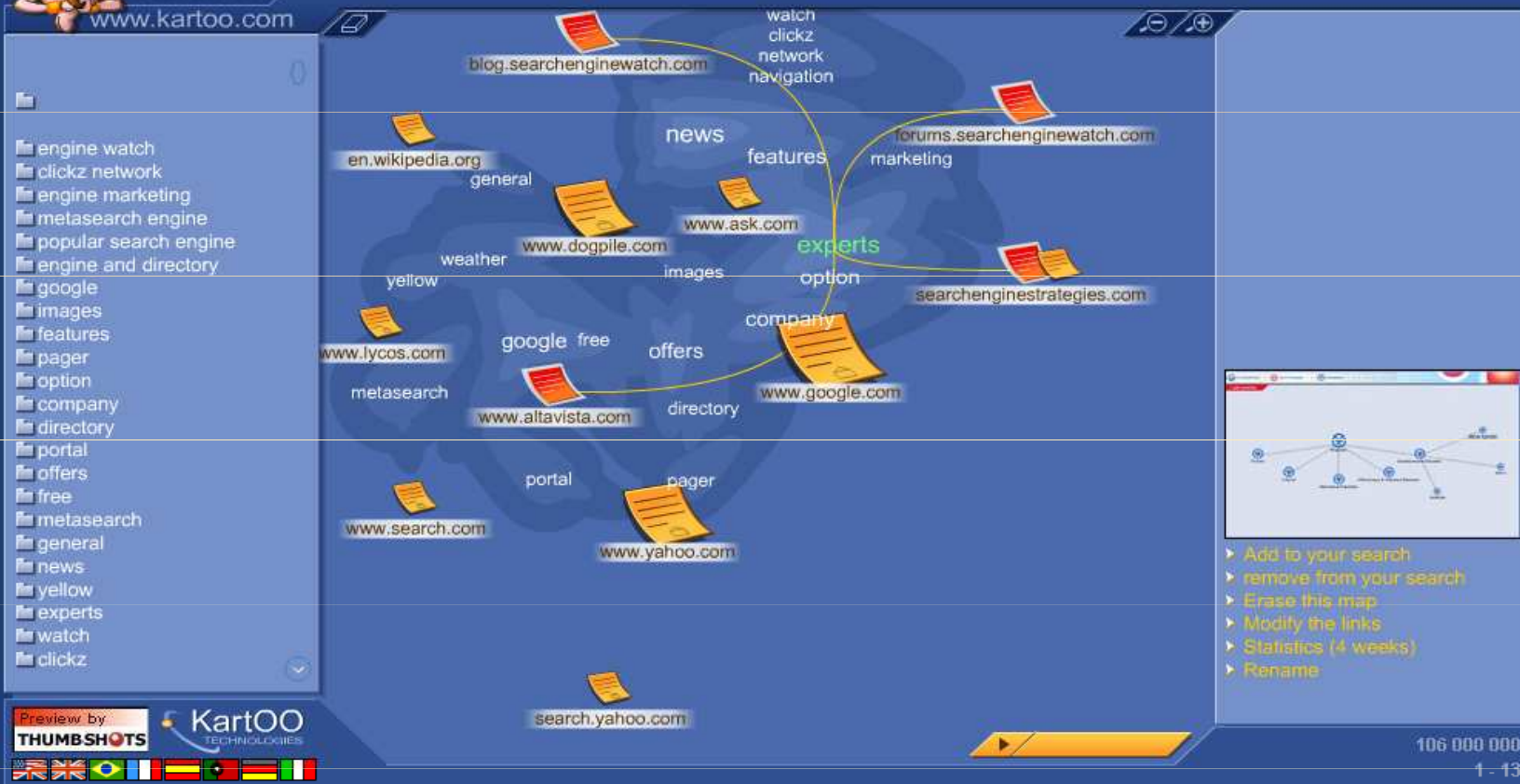
- **Pracují s jinými vyhledávacími nástroji**
- **jedním příkazem se prohledává velké množství Internetu - dotaz je předáván k vyhodnocení rešeršním systémům (Googlu, Altavistě...)**
- **Vhodné pro vyhledávání, kde nám záleží na kvantitě, možnosti vyhledávání jsou omezené**

# Metavyhledávače

- **Vivísimo** <http://www.vivisimo.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:    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](http://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](http://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](http://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](http://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](http://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](http://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

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

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

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[uk.encarta.msn.com/encnet/refpages/searchdetail.aspx?q=John+XII&pg=7&grp=med](http://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](http://mx.encarta.msn.com/related_761573010_2.4.113/John_Kennedy_Toole.html) [Cached page](#)

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### 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 ...

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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.

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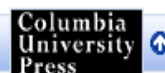
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**public relations**, activities and policies used to create public interest in a person, idea, product, institution, or business establishment. By its nature, public relations is devoted to serving particular interests by presenting them to the public 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

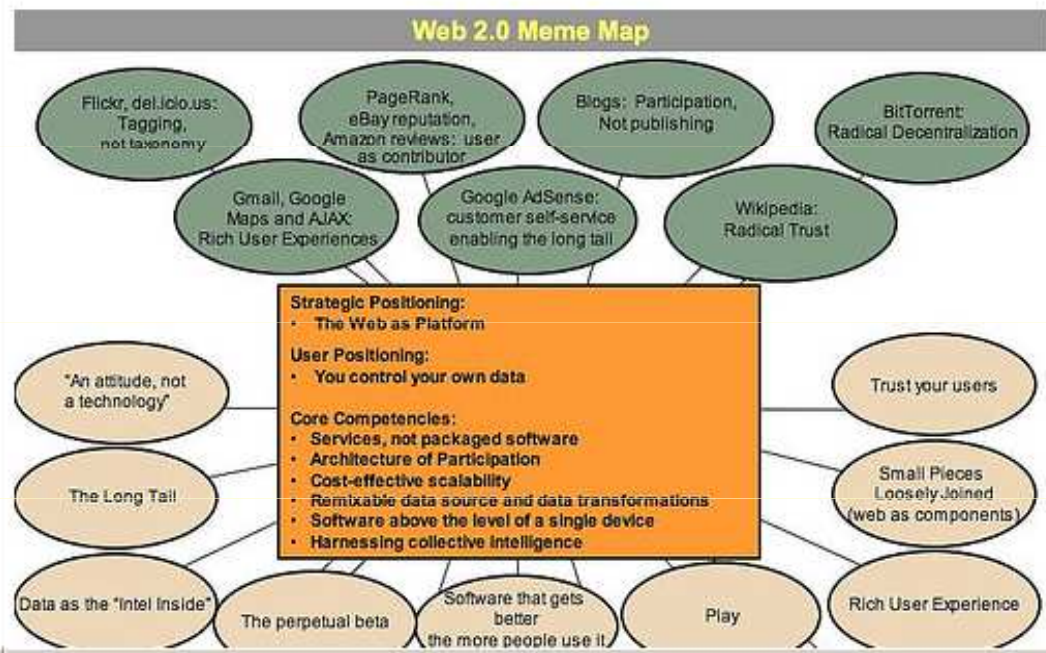
- buzzword? - reflexe změn
- Decentralizované služby, kooperace, agregace zdrojů (kdo vlastní data-klíčová hodnota?) – mashup nadstavby (GoogleMaps)
- Folksonomie x taxonomie – aktivní účast uživatelů na kategorizaci, slovním popisu (tagging) stránek  
[\(http://del.icio.us/tag/\)](http://del.icio.us/tag/)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

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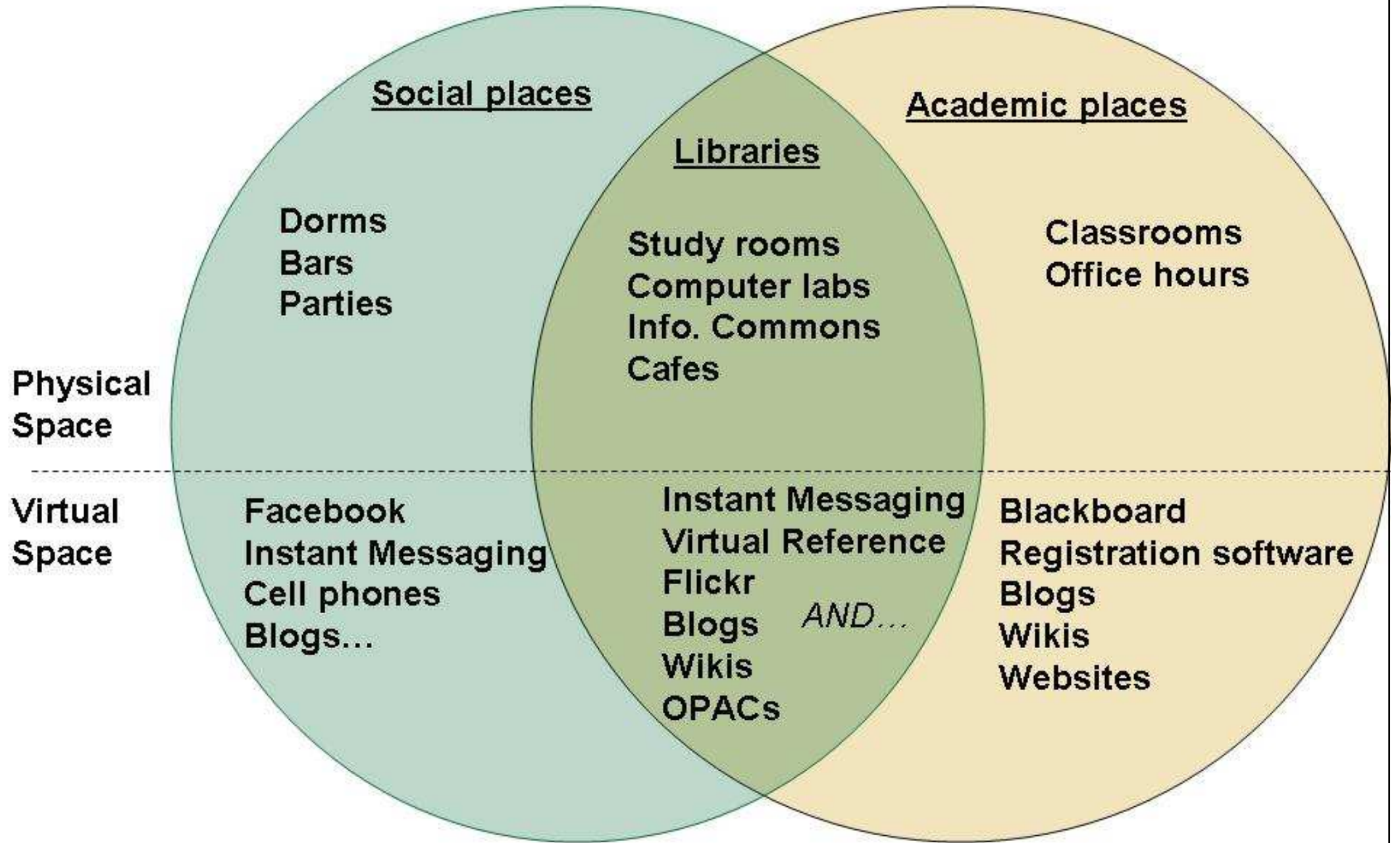
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Schools only teach us confusion, class position, indifference, emotional and intellectual dependency, conditional self-esteem, and surveillance, says John Taylor Gatto.

- [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 wi

- [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](#)

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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

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The absurdity of government-run schools

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testing

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

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

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- **Search 2.0, (3.0 univerzální vyhledávání, 4.0 využití sociálních sítí uživatelů internetu)**
  - Enterprise Search Platform – vše na jedné obrazovce (dotaz, záznamy, vizualizace, souvislosti)
  - del.icio.us, Flickr, [Quintura](#), [KWMap](#), MySpace, FaceBook, YouTube...
  - **Top vyhledávače 2.0** <http://oedb.org/library/features/top-25-web20-search-engines>
  - Whonu <http://www.whonu.com/>
  - Wikia Search <http://search.wikia.com/>
  - Rollyo <http://rollyo.com/> (personalizace)

# 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?)
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  - 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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#### Kabinet knihovnictví FF MU v Brně

Arna Nováka 1, Brno 602 00 bud. C/01028 tel: 5 4949 3392

#### 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](#)
- [Moderní Brno](#)

##### 04.11.2005: (P. Skyrik)

Do Rozcestníku (menu) byl přidán nový odkaz **Diplomové práce**. Jedná se bibliografickou databázi obhájovaných 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_kadlec.doc)

[http://www.phil.muni.cz/vik/data/dusova/tema\\_Lorenz.doc](http://www.phil.muni.cz/vik/data/dusova/tema_Lorenz.doc)

[http://www.phil.muni.cz/vik/data/dusova/tema\\_Presova.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](mailto:skurik@phil.muni.cz)

#### Languages



#### Search



#### Poslední soubory

- [Obhajene DP VIK...](#)
- [pokyny.rtf](#)
- [Romdialekty](#)
- [Režeršní a stud...](#)
- [titulní list.rtf](#)
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#### Information





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elearning

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Ignore all

Add to dictionary

 Stránky pouze česky

 Výsledky 1 - 10 z asi 13 700 000 pro **elearning**. (0,23 sekund)

## Web

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[www.dream-catchers-inc.com](http://www.dream-catchers-inc.com)
[elearningeuropa.info](#)

Reviews, articles, and resources devoted to e-learning from a European perspective.

[www.elearningeuropa.info/](http://www.elearningeuropa.info/) - 7k - [Archiv](#) - [Podobné stránky](#)
[EUROPA - Education and Training - eLearning - Designing tomorrow's ...](#)
**eLearning** - Designing tomorrow's education. ... The **eLearning** initiative of the European Commission seeks to mobilise the educational and cultural ...

[europa.eu.int/comm/education/programmes/elearning/index\\_en.html](http://europa.eu.int/comm/education/programmes/elearning/index_en.html) - 20k -

[Archiv](#) - [Podobné stránky](#)
[EUROPA - Education and Training - Redirection - Education and Training](#)

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[www.mpresent.cz](http://www.mpresent.cz)
[Firemní vzdělávání](#)

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 Řešení kurzů na intranet i internet  
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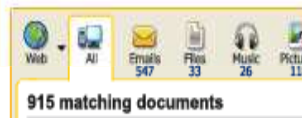
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### Key New Features



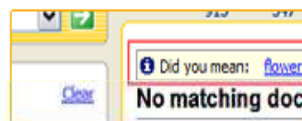
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Better usability with a lighter interface



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Get an overview of matching results from each category



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**\*Fast** – Easily search your entire hard drive in less than a second to pinpoint the right file, email, music or picture.

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*Yahoo! Desktop Search*  
PC Magazine Editor's Choice Award, January 11, 2005

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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>**

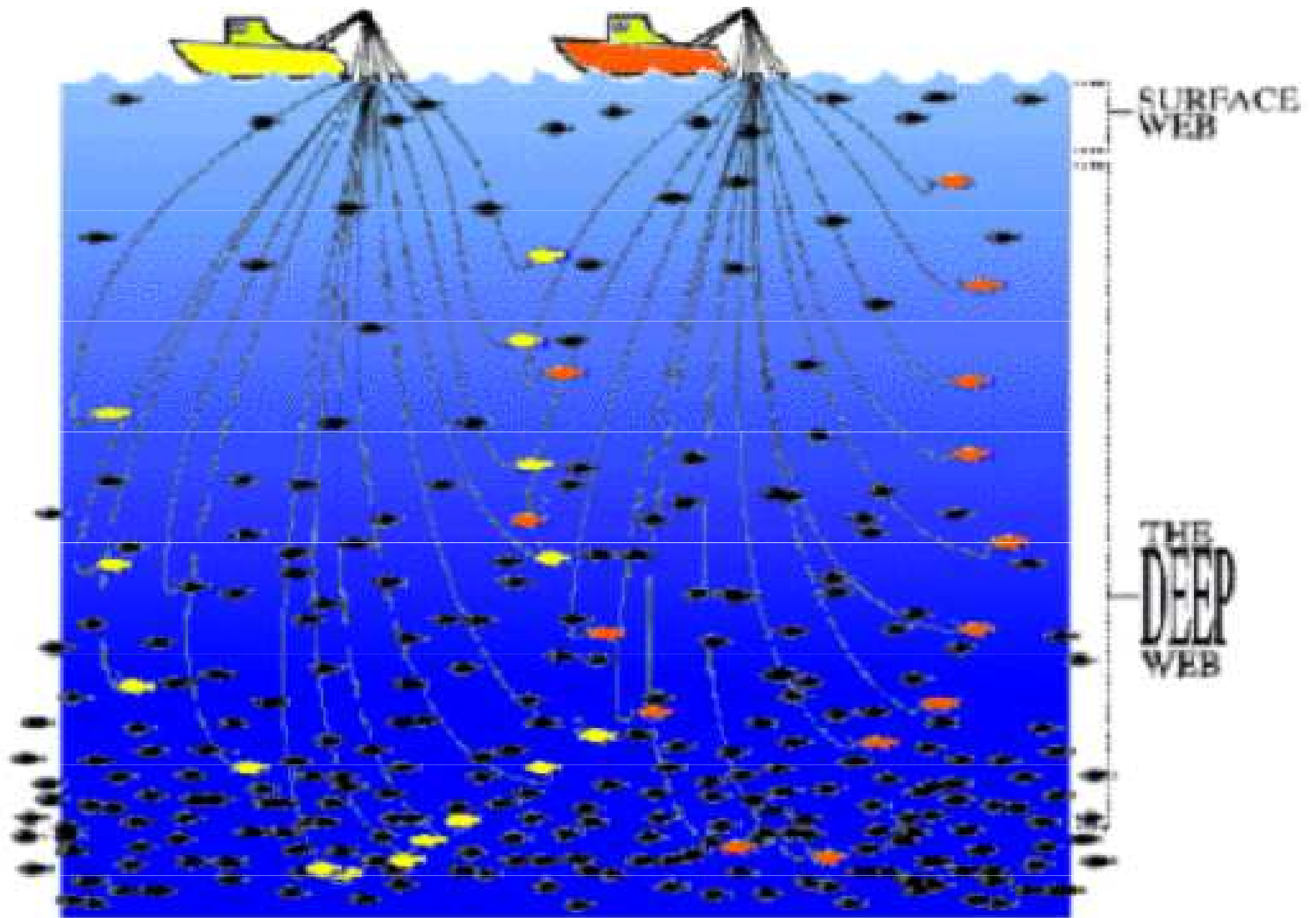


Figure 2. Harvesting the Deep and Surface Web with a Directed Query Engine

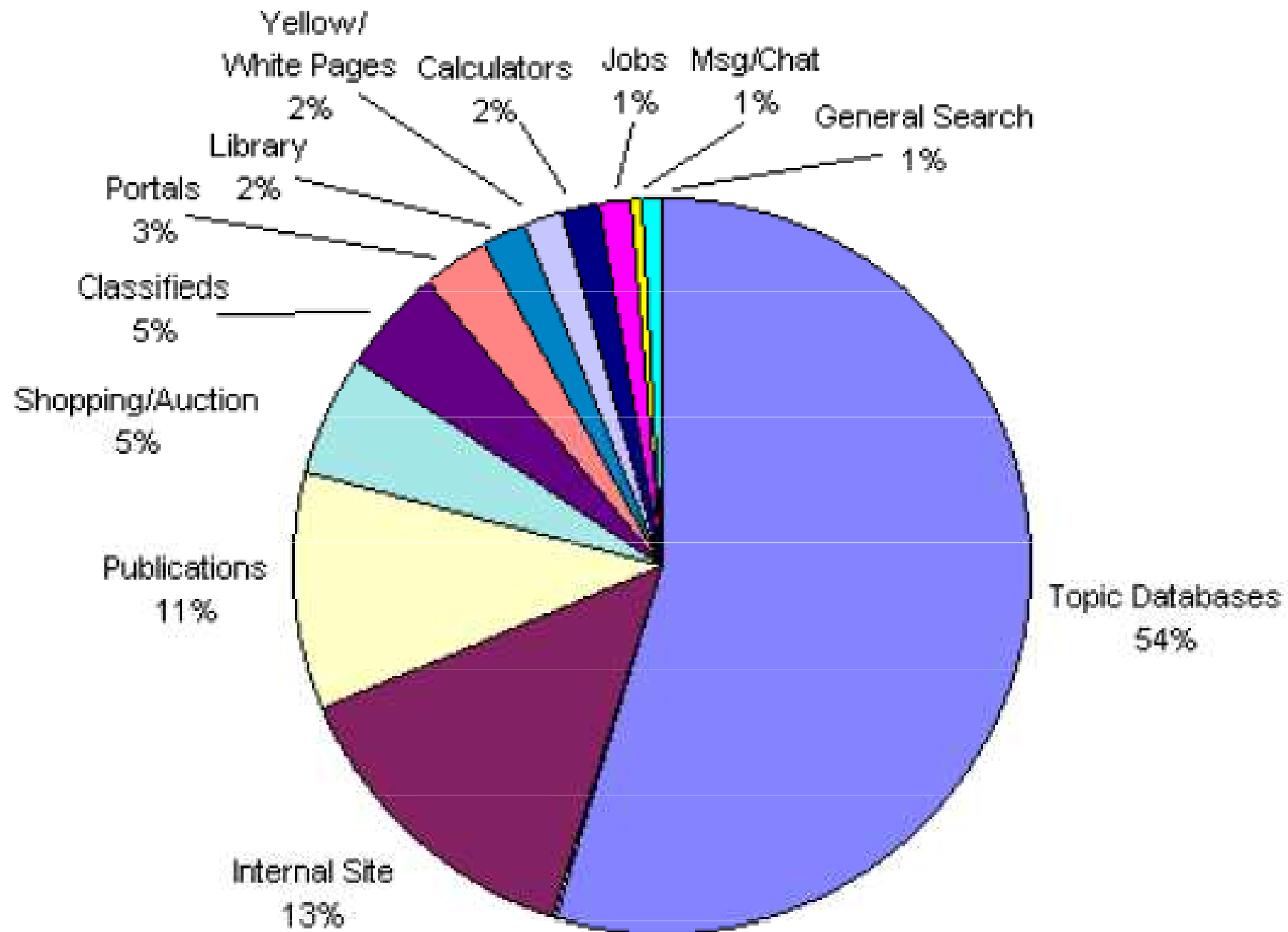


Figure 6. Distribution of Deep Web Sites by Content Type

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%
Government	3.9%
Health	5.5%
Humanities	13.5%
Law/Politics	3.9%
Lifestyles	4.0%
News, Media	12.2%
People, Companies	4.9%
Recreation, Sports	3.5%
References	4.5%
Science, Math	4.0%
Travel	3.4%
Shopping	3.2%

**Table 6. Distribution of Deep Sites by Subject Area**

# Neviditelný web

- **Problém - jak se dostat k primárním dok. na neviditelném webu?**
- **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
- **Invisible web**  
<http://www.invisible-web.net/>

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All Documents  All Documents Within [Folklore & Mythology](#) Tree

Related Databases 1-10 of 38

Visit and submit a query to any of the relevant databases below. (Our DQM searches multiple databases simultaneously, and more – [Click here](#))

1-10 [11-20](#) [21-30](#) [31-38](#) >>

1. [\\*Folktales, Fairy Tales, Tall Tales\\* AARON'S STORYBOOK \\*Myths, Legends, More\\*](#)

**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 ...

<http://www.aaronshelp.com/stories/>

**Relevance:** ■■■■ **Size:** 6k **Harvested:** Fri Mar 05 12:36:43 CST 2004

[Top of Page](#)

Kliknutím si prohlédnu uvedený odkaz

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/>

**Relevance:** ■■■■ **Size:** 20k **Harvested:** Fri Mar 05 11:49:10 CST 2004

[Top of Page](#)

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>

**Relevance:** ■■■■ **Size:** 18k **Harvested:** Fri Mar 05 12:35:29 CST 2004

[Top of Page](#)

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

**Summary:** Resources Audiobooks Authors Authorship Banned Books Best Sellers Book Arts Book Collecting Book Groups Book Reviews ... Bookbinding BOOKS--CONSERVATION Bookstores BOOKSTORES--CALIFORNIA Children's Literature Citing Sources Concordances Cookbook History Desktop Publishing Diaries Drama Electronic ... Books Fables Fairy Tales Feminism Fiction by Genre Folklore Full-text Works History of Books Illustrations Illustrators ... Book Numbers Jewish Yiddish Literature Jokes Humor Literary Criticism Literature War Literature by Place Manuscripts Mythology ...

<http://lii.org/search/file/literature>

**Relevance:** ■■■■ **Size:** 9k **Harvested:** Fri Mar 05 11:41:51 CST 2004



How to Search the SurLaLune website.

Buy Fairy Tale Items and Support SurLaLune



Just a few of the t-shirts, journals, bags, etc. to choose

## News

November 5, 2006:

[Adding Portuguese Folk Tales by Consiglieri Pedroso.](#)

Have completed annotations to [King Thrushbeard](#), [The Elves and the Shoemaker](#), [The Emperor's New Clothes](#), [The Bremen Town Musicians](#), [Brave Little Tailor](#), [Girl Without Hands](#), [Bearskin](#), [Little Match Girl](#) and [Godfather Death](#).

# SurLaLune fairytales.com

*A portal to the realm of fairy tale and folklore studies featuring 45 annotated fairy tales, including their histories, similar tales across cultures, and over 1,400 illustrations. Discover over 1,500 folk & fairy tales from around the world here.*

## Introduction

[Introduction to Fairy Tale Studies](#)

[Frequently Asked Questions](#)

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## The Annotated Tales

*Includes the tales, their histories, similar tales from other cultures, bibliographies, and modern interpretations.*

[Baba Yaga \\*](#)

[Bearskin](#)

[Beauty and the Beast](#)

[Bluebeard](#)

[The Brave Little Tailor](#)

[The Bremen Town Musicians](#)

[Brother and Sister](#)

[Cinderella](#)

[Diamonds and Toads](#)

[Donkeyskin](#)

[East of the Sun and West of the Moon](#)

## Full Text Books

[Canadian Wonder Tales by Cyrus MacMillan](#)

[Cinderella: 345 Variants by Marian Roalfe Cox<sup>1</sup>](#)

[Czechoslovak Fairy Tales by Parker Fillmore](#)

[Dutch Fairy Tales For Young Folks by William E. Griffis](#)

[East O' the Sun and West O' the Moon by Gudrun Thorne-Thomsen](#)

[English Fairy Tales More English Fairy Tales](#)

[Celtic Fairy Tales More Celtic Fairy Tales](#)

[Indian Fairy Tales European Folk and Fairy Tales<sup>1</sup> by Joseph Jacobs](#)

[Facetious Nights of Straparola<sup>1</sup>](#)

[Fairy Tales: Their Origin and Meaning by John Thackray Bunce](#)

[The Fairy Tales of Madame D'Aulnoy<sup>1</sup>](#)

[Fairy Tales of Old Japan by William E. Griffis](#)

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**Turbo 10**  
Search the Deep Net

syndrom burn out

Turbo10 Collection [ Edit MyCollections ]

**Search**

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- [3] wikipedia
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- [2] sites gesundheit al...
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17. November 2005 [Burn Out Syndrom](#) und die Folgen ...  
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- [Burn-Out-Syndrom :: HiloPe.de :: Portal fÄr Rettu...](#)** [ [hiloPe.de](http://hiloPe.de) ]  
de Werbung [Burn- Out- Syndrom](#) von Catharina Schletz ...  
source [wisenut.com](http://wisenut.com)

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**Mey, J.L.**, *Journal of Pragmatics*, Nov 2006  
Editorial Focus-on issue: Intercultural pragmatics and **sociolinguistics** The present issue of the Journal of Pragmatics focuses...pragmatics studies the use of language in the users, while **sociolinguistics** focuses on the linguistic aspects of the social use. What...  
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Jul 1997  
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Introduction The preceding chapter attempted to answer the question of whether or not BSAE constitutes...  
[http://www.und.ac.za/und/ling/archive/wade\_ch5.html]  
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6. [Sociolinguistics bibliographies](#) [77K]  
Sep 1999  
**Sociolinguistics** bibliographies Composition/Sociology and Anthropology 244, "**Sociolinguistics**" Rebecca Moore Howard Spring 1997 E-mail: bhoward...Only movement in the U.S. 6. Men's speech 7. The **sociolinguistics** of bilingual education 8. Spanish-English language...  
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Ling. 4389/5311 **Sociolinguistics** of Society Spring 2002 Professor...complementary to LING 5310 (Micro **Sociolinguistics**), which looks at social variation...relation of the material to **sociolinguistics**, offering your critical observations...  
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John Paolillo, Dec 2004  
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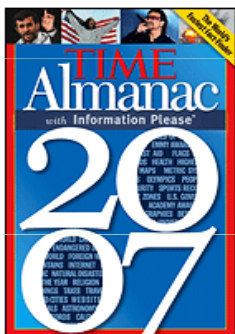
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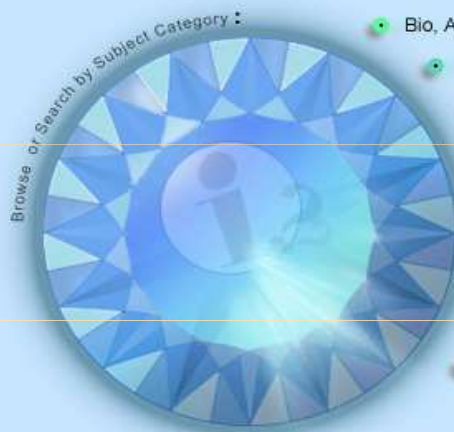


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