

IST 511 Exercise 2

Google Custom Search Engine (CSE)

(5pts) For this exercise you will build a Google Custom Search Engine (CSE) for a particular area of interest. To do this, you need to do the following:

You must define the particular area of interest. Explore and see if there is already a specialty search engine that covers this area of interest.

After building your Google CSE, you need to evaluate its performance by measuring its precision to five relevant queries of your choice. Then use the same five queries in Google and Bing and compare performance. If a specialty engine already exists, compare to that engine too.

Write a brief paper on how Google CSE works and provide a link to your CSE so it can be publicly accessed.

For your paper, describe why you chose your particular topic of interest, what particular urls or queries were used, and the performance results. The format should be the ACM paper format (no others will be accepted).

References:

<http://www.google.com/cse/> http://en.wikipedia.org/wiki/Google_Custom_Search