

Letter to the Editor

Quality search content: A reality with next Generation Browsers

Sir,

Internet became destiny to get information or to transact a business need. Most of the works including the recent articles of Declan Butler¹ and Kevin Yager² demands for quality search content from the Web. The Interactions in the Internet are performed through a web browser. A moderate user is browsing through at the most 30 to 40 links out of the total delivery set from a search engine.

In the early 90's the browsers were textual and no graphical presentation was available. Subsequently browsers could also display the graphic content. Some browsers can view the content in the style and font of the user but with limited operability. However these browsers do not inherit any intelligence in the technological front to use as an *expert system*. In addition we left the search engines to grow with the technology for quality search content. On the other hand, we complicated the web content using the same technology. This may lead to result; best rarely did poorly, and the worst rarely did well, but any other result was possible (Salganik et.al).

Active research is *on* for search engines to address the abundance through the technological development for quality delivery. Some search engines look at the country, language, browser technical details (version, compatibility) etc, before delivery. However the missing parameters are the user characteristics.

Search engines now need to concentrate to address personalized searches by collecting more information of the user habits, archive search information, style of search, location, educational and other background before the delivery of the content. In order to satisfy a particular user, the search engines need to generate a database of the user characteristics (country, level of understanding the technology, his previous searches, the applications he/she may use after the search, utility of the information and the information life cycle),

so that it can improve the quality content. More categorization of these characteristics will help the delivery with good relevance.

At present the browsers do not discriminate the user with any of the characteristics for content delivery. These additional features if inherited in the browser will form a good interactive interface between the World Wide Web and the user in coming times.

Therefore the browser development should have a direction of technical integration with the user characteristics and this constant updating of the information by learning process with the user, will improve the relevance of the result set. The more one browses, the browser will learn more from the user. Next Generation browsers are to reach the user with intelligence to address issues related the content filtering, address blocking, user friendliness, various levels of understanding and data mining tools so that the search engines can facilitate more to the user requirements. In such contexts, the browser will act as a self-reviewed catalyst to accelerate the delivery of quality content.

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2. Kevin Yager, Wiki ware could harness the Internet for science, *Nature* 440, pp278; 2006
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