

## Chapter 8

# Web Resources on Medical Tourism: A Webometric Study

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### **ABSTRACT**

*Webometric research has fallen into two main categories, namely link analysis and search engine evaluation. Search engines are also used to collect data for link analysis. A set of measurements is proposed for evaluating web search engine performance. Some measurements are adapted from the concepts of recall and precision, which are commonly used in evaluating traditional information retrieval systems. Others are newly developed to evaluate search engine stability, which is unique to web information retrieval systems. Overlapping of search results, annual growth of search results on each search engines, variation of results on search using synonyms are also used to evaluate the relative efficiency of search engines. In this study, the investigator attempts to conduct a webometric study on the topic medical tourism in Kerala using six search engines; these include three general search engines, namely Bing, Google, and Lycos, and three metasearch engines, namely Dogpile, ixquick, and WebCrawler.*

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## **INTRODUCTION**

Today, in this technological era, internet is the information superhighway. It is an international network of computer networks. It is a global computer network providing a variety of information and communication facilities consisting of interconnected networks using standardised communication protocols. Users from any part of the world can connect or access information irrespective of time and place. Internet is a worldwide network which gives access to an over whelming amount of data and electronic information. It is a world's wonder network with information on any subject in the universe and provides access to a number of information sources and services.

Internet technology is the most useful economically viable in the era of present communication system. It is a vast collection of large and small interconnected networks extending all the ways across the world. Internet research is a practice of using internet especially the World Wide Web, for research, being internet is widely and readily accessible to hundreds of millions of people in many parts of the world and provide instant information. Internet research includes personal research on a particular topic and research about internet.

World Wide Web is one of the most popular internet services. It is referred to as WWW, W3 or simply the WEB. According to Tim Berners-Lee, one of the web's chief architects from CERN, the World Wide Web is the "universe of network of accessible information, an embodiment of human knowledge which has a body of software, a set of protocols and conventions and used hypertext and multimedia techniques to make the web easy for anyone to roam, browse and contribute to". It is a collection of web sites and contains linked documents having text image sound and video. One can retrieve documents, view images, animation, listen to sound files, speak and hear voice and view programs from it. We can access, share and exchange information through it. World Wide Web is the life blood of internet body. It can be regarded as a network of web pages. These pages are the entities of information on the web. The web offers a wealth of information such as consumer resources, education, job hunting, travel, cooking, current research, Government data, statistics, entertainment, games and sports, health, online communications, news and current events at our fingertips. But the web is not organized in any way and it is constantly changing and evolving, sites are being added, removed, updated, and revised on a constant and unpredictable basis. So the web is called dynamic in nature. The hypertext documents, formatted and annotated with the Hyper Text Mark up Language, making up the web are called web pages and the multiple web pages with a common theme and published within a common domain name is called a web site. In short World Wide Web is the information store of the internet with a collection of websites and network of web pages.

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