

<b>1.</b>	<b>Introduction</b>	<b>1</b>
1.1	New Problems: Web-Based Phenomena	1
1.2	Old Problems: Offline Phenomena Reflected Online	3
1.3	History and Definition	5
1.4	Book Overview	6
<b>2.</b>	<b>Web Impact Assessment</b>	<b>9</b>
2.1	Web Impact Assessment Via Web Mentions	11
2.2	Bespoke Web Citation Indexes	14
2.3	Content Analysis	17
2.3.1	Category Choices	17
2.3.2	Sampling Methods	18
2.3.3	Example	19
2.3.4	Validity	20
2.4	URL Analysis of the Spread of Results	21
2.5	Web Impact Reports	23
2.6	Web Citation Analysis—An Information Science Application	24
2.7	Advanced Web Impact Studies	26
2.8	Summary	26
<b>3.</b>	<b>Link Analysis</b>	<b>27</b>
3.1	Background: Link Counts as a Type of Information	27
3.2	Types of Webometric Link Analysis	28
3.3	Link Impact Assessments	29
3.3.1	Interpreting the Results	31
3.3.2	Alternative Link Counting Methods	32
3.3.3	Case Study: Links to ZigZagMag.com	32
3.4	Content Analysis of Links	33
3.5	Link Relationship Mapping	35
3.5.1	Case Studies	38

3.6	Colink Relationship Mapping .....	41
3.7	Link Impact Reports .....	44
3.8	Large-Scale Link Analysis with Multiple Site Groups .....	44
3.9	Link Differences Between Sectors—An Information Science Application.....	45
3.10	Summary .....	46
<b>4.</b>	<b>Blog Searching.....</b>	<b>47</b>
4.1	Blog Search Engines.....	47
4.2	Date-Specific Searches .....	48
4.3	Trend Detection .....	49
4.4	Checking Trend Detection Results.....	52
4.5	Limitations of Blog Data.....	54
4.6	Advanced Blog Analysis Techniques .....	55
4.7	Summary .....	56
<b>5.</b>	<b>Automatic Search Engine Searches: LexiURL Searcher.....</b>	<b>57</b>
5.1	Introduction to LexiURL Searcher .....	58
5.2	LexiURL Searcher Web Impact Reports .....	58
5.2.1	Web Impact Reports—Classic Interface Example .....	61
5.3	LexiURL Searcher Link Impact Reports .....	64
5.3.1	Link Impact Reports—Classic Interface Example .....	64
5.4	LexiURL Searcher for Network Diagrams.....	65
5.4.1	Rearranging, Saving, and Printing Network Diagrams .....	65
5.4.2	Network Diagram—Classic Interface Example.....	67
5.4.3	Colink Network Diagrams .....	68
5.5	LexiURL Searcher Additional Features .....	69
<b>6.</b>	<b>Web Crawling: SocSciBot.....</b>	<b>71</b>
6.1	Web Crawlers .....	71
6.2	Overview of SocSciBot.....	73
6.3	Network Diagrams of Sets of Web Sites with SocSciBot.....	73
6.4	Other Uses for Web Crawls.....	78
<b>7.</b>	<b>Search Engines and Data Reliability .....</b>	<b>81</b>
7.1	Search Engine Architecture.....	81
7.1.1	Duplicate and Near-Duplicate Elimination .....	83
7.2	Comparing Different Search Engines .....	84
7.3	Research Into Search Engine Results .....	84
7.4	Modeling the Web's Link Structure .....	86

<b>8.</b>	<b>Tracking User Actions Online.....</b>	<b>89</b>
8.1	Single-Site Web Analytics and Log File Analysis.....	89
8.2	Multiple-Site Web Analytics.....	91
8.3	Search Engine Log File Analysis .....	91
<b>9.</b>	<b>Advanced Techniques.....</b>	<b>93</b>
9.1	Query Splitting.....	93
9.2	Virtual Memetics.....	95
9.3	Web Issue Analysis.....	96
9.4	Data Mining Social Network Sites.....	97
9.5	Social Network Analysis and Small Worlds .....	99
9.6	Folksonomy Tagging.....	100
9.7	API Programming and Mashups.....	100
<b>10.</b>	<b>Summary and Future Directions .....</b>	<b>103</b>
	<b>Glossary .....</b>	<b>105</b>
	<b>References .....</b>	<b>107</b>
	<b>Author Biography .....</b>	<b>115</b>