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BRADLEY, Phil. *Expert Internet Searching*. **4**[th] **Edition. London: Facet Publishing. 2013.**
272 pages. ISBN-13 978 1 85604 605 3. £49.95

Formerly published as the Advanced Internet Searcher's Handbook, the new edition of Phil Bradley's book purports to demonstrate that "it's not all on Google" and rightly so. Renaming the book from *Advanced Internet Searcher* opens up the possibility for potential readers to think they can become "experts" in Internet searching. Although many would think that his book is aimed towards fellow information professionals, and indeed it would be a useful tool for such folk as myself, it could also be a bit of an eye opener for students, researchers and the general public should they choose to read it. The structure of the book, with clear chapter headings for each type of search engine or strategy, enables the reader to dip in or out of it and use it as a quick reference book as they go along.

One theme throughout the book is that such is the pace of change in the world of the Internet and World Wide Web that it is practically impossible to keep up with it all. Bradley looks at all of the well-known (and not so well-known) search engines and even gives Google a whole chapter to itself ('The Google Experience', chapter 3). However, it is without doubt, the other "stuff" that most readers will find useful and surprising to learn. For example, most information professionals are aware that the average search engine only looks at a tiny proportion of what is available on the web. What I found particularly surprising is the demise of the "hidden web" search engines potentially making it trickier for your average searcher to locate information without using the usual route through the "front door". Though the book was only published in 2013, I found that quite a few search engines had ceased to operate, for example, Complete Planet (hidden web) and Trooker (multi-media). This reinforces the fact that it is quite a difficult proposition, even for someone in the information profession, to keep up with the whole thing. There are also a number of other general search engines mentioned in this book which no longer operate.

Phil Bradley provides some useful insight into the different strategies and tools that are on offer for searchers, although in all likelihood probably not employed by the majority of those using search engines on a daily basis. From my own perspective, when advising students on how to find better quality information on the Internet, I have been regularly greeted with surprise when I tell them that you can limit your search results by site domain type, file type, and date.

For those of us who "just use Google", there is a wealth of information about doing more detailed searches within the engine to find discussions, patents, blogs and so on. Using Google Trends and Zeitgeist allows us to see what people have historically searched for. These tools could be invaluable to researchers and ultimately future historians, should Google choose to keep them of course. The history of Google changing or removing functions and services without much notice or consultation with its customers is also mentioned in the book.

Although Google is accepted as being the main player, Bradley does point out its weaknesses and reminds us that we do still have a choice of where to look for our information. Other search engines do get a mention along with their own strengths

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and weaknesses, for example Bing which offers many of the same functions as Google. The relatively new feature of "personalisation" of search results presents a sometimes welcome but also worrying aspect of what we find.

What is a particularly useful feature of this book for the average information professional or researcher is the categorisation of different types of search engines, for example similarity, multi-media and visual search engines. When dealing with user enquiries, having the ability to recommend different modes and formats for searching is invaluable. This book introduces many of these resources as a reminder that one site doesn't fit all and that there are alternatives available which may find just what we want.

The impact of the involvement of people in creating and contributing to the content on the web is clear. There is recognition of social media's effect on society and the library and information profession resulting in a whole new sphere of content to view. From an academic information literacy perspective, social media is being used more in research and is regularly the topic of library research skills workshops and teaching. In this edition, Bradley introduces a number of search engines which focus on social media platforms such as Facebook and Twitter. From a public perspective, guidance on how to find people with expertise on the web is also important, particularly for those in the majority of the population who do not have access to expensive online resources. A number of options are suggested for this along with how to try and limit the amount of personal data held about you on the web, should you wish to do so.

Overall, a very wide range of resources, tools, tips and strategies are introduced to the reader in this book. In fact more than enough to enable you to find what you want on the web. It also encourages us to believe that online information literacy for all is attainable and free should we wish to educate ourselves in how to search, find and then evaluate these sources. That is of course if we, and our search engines, can all keep up with the pace of change in the online environment.

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