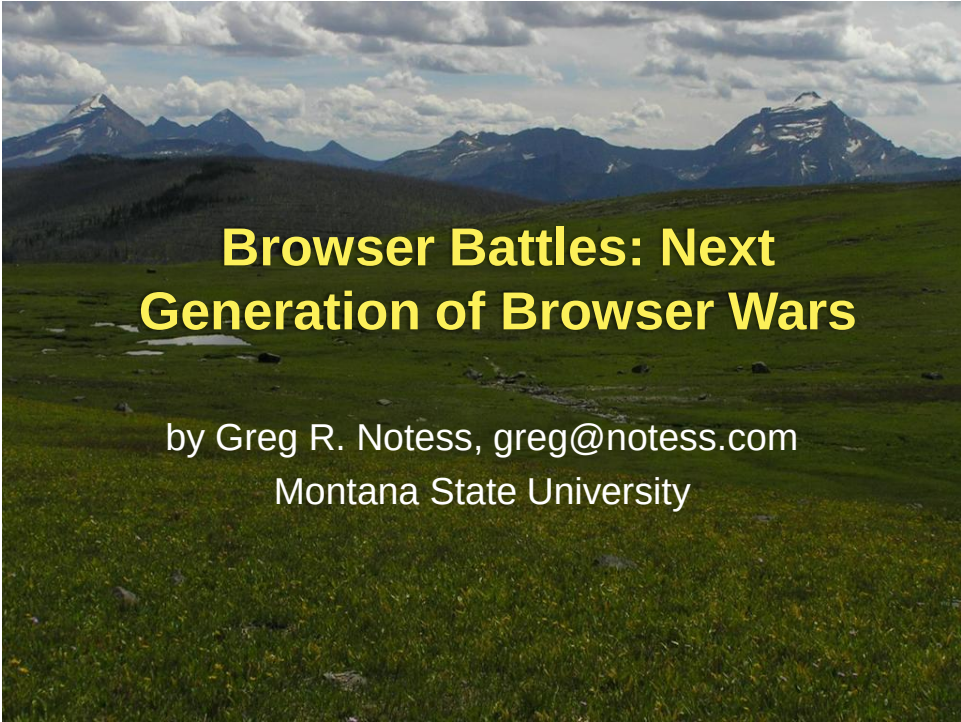
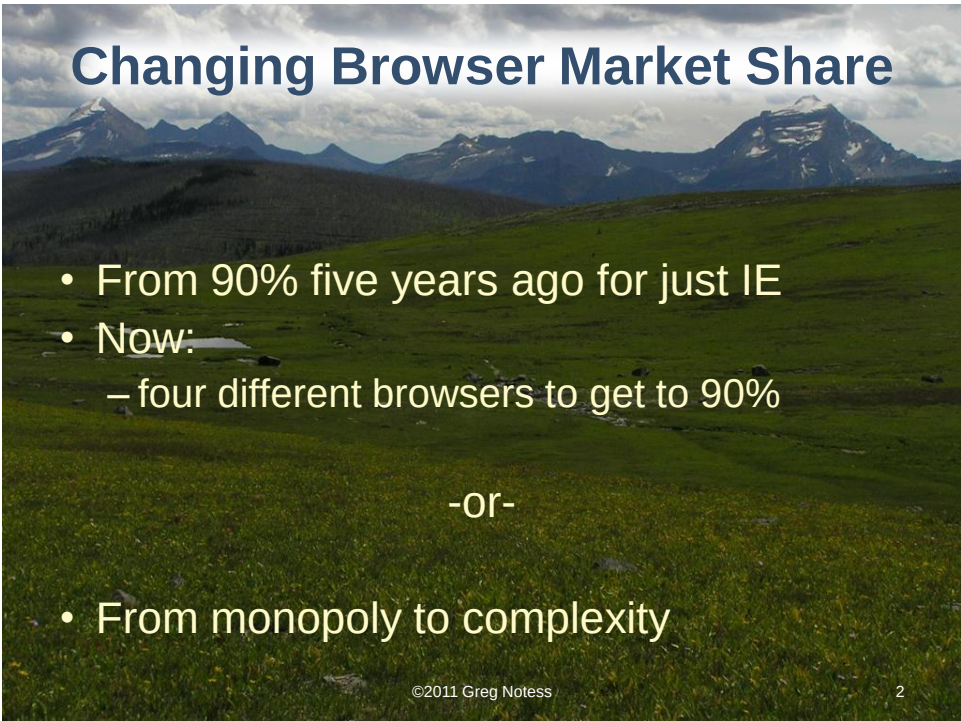




Browser Battles: Next Generation of Browser Wars

by Greg R. Notess, greg@notess.com
Montana State University



Changing Browser Market Share

- From 90% five years ago for just IE
- Now:
 - four different browsers to get to 90%

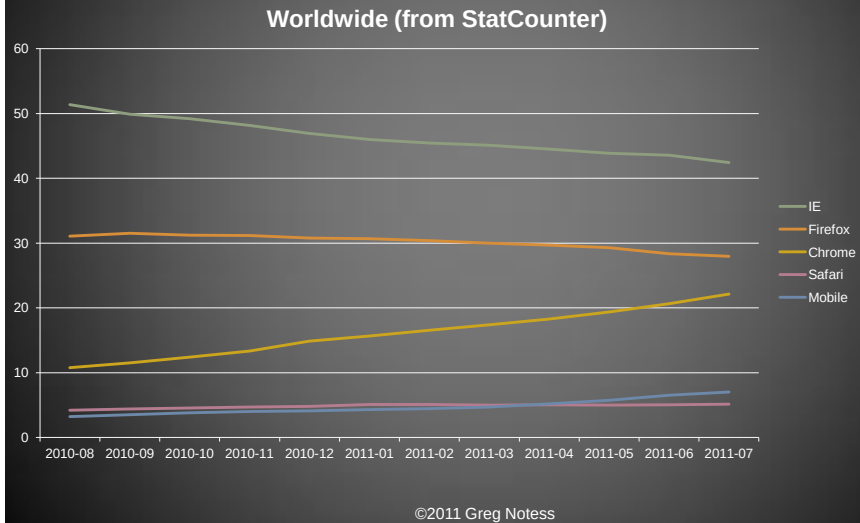
-or-

- From monopoly to complexity

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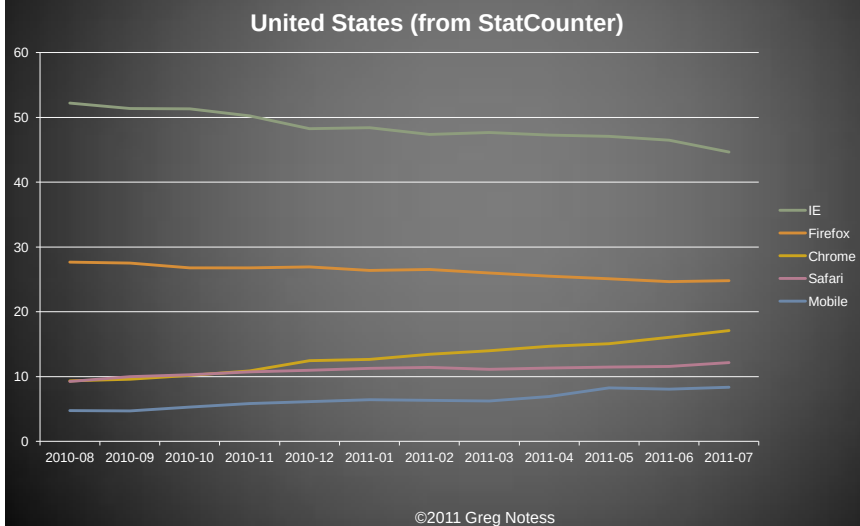
2

Browser Marketplace (World)



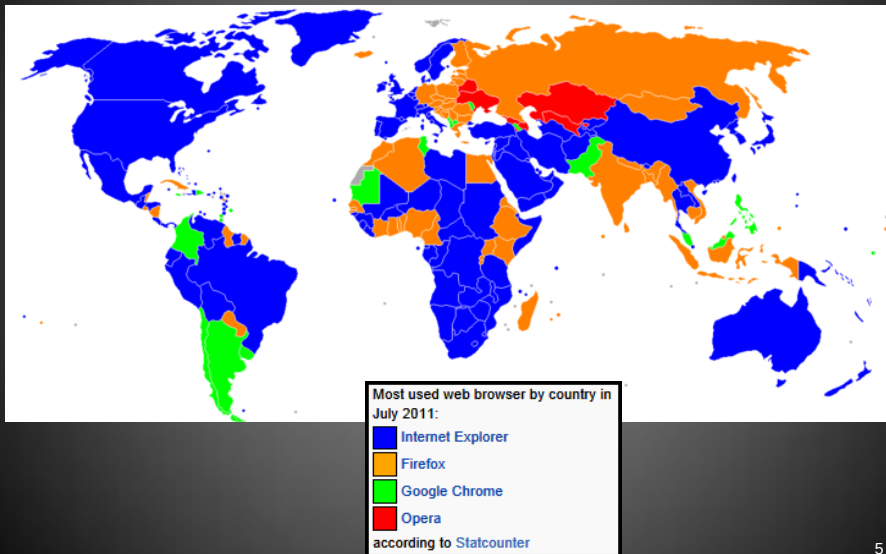
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Browsers: United States



4

Global Variance



5

Why Use More than One?

- Stay Flexible
- Get to Know What Your Users See
- Different Search Results
 - One Logged In, One Not
- Ad Block on One
- See All Content

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Desktop Browsers

- Internet Explorer 9
- Mozilla Firefox 7
- Google Chrome 14
- Apple Safari 5.1
- Opera 11.5

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Mobile/Tablet/eReaders Browsers

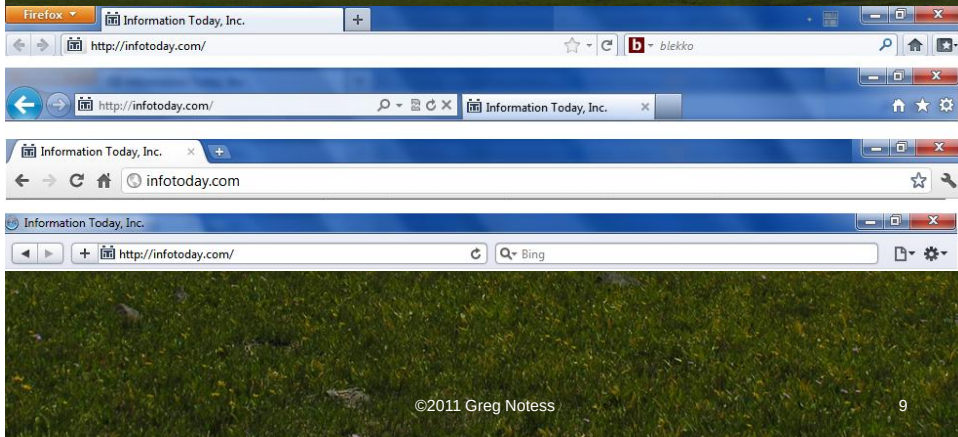
- Preinstalled:
 - Android Browser
 - BlackBerry Browser
 - Internet Explorer Mobile
 - Kindle Basic Web
 - Nokia
 - Safari
- App Stores:
 - Dolphin (Android)
 - Firefox for Mobile
 - Opera Mini
 - Opera Mobile

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Trends

- Larger Window Space



Internet Explorer 9

- One Box:
 - Search box & URL box combined
- Other buttons on right
- Compatibility View
- Developer Tools
- Pin Sites to Windows Taskbar



Firefox 4,5,6,7

- New, Rapid Update



Chrome

- Fast Reputation
- Optimizes Google Services
- Pin Tabs
- Frequent Updates
- Sync with Google Account

Chromium-Based: RockMelt



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Safari

- Mac & i-* Focus, but PC too
- Safari Reader
 - Identifies “articles”
 - Display in an ad-free pop-up shadow box

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Navigation

- Back / Forward Arrows: All Upper Left
 - Click and Hold for Session History
- Full History
 - Ctrl H
 - Options to Clear
- IE9 / Firefox / Chrome
 - Setting to delete history on exit
 - Or CTRL+SHIFT+DEL to partial delete

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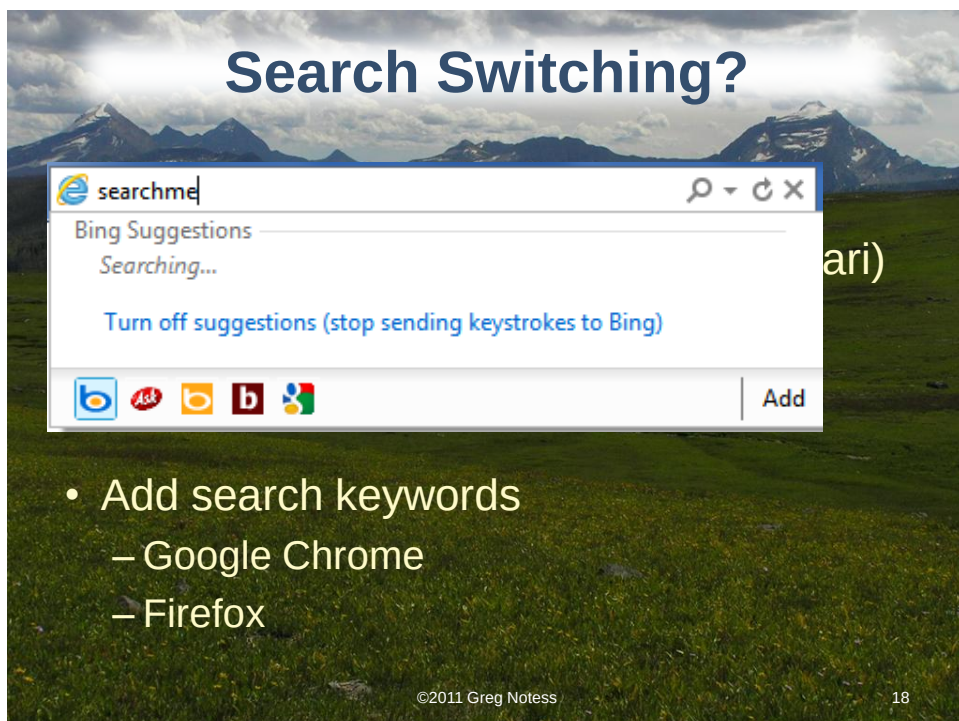
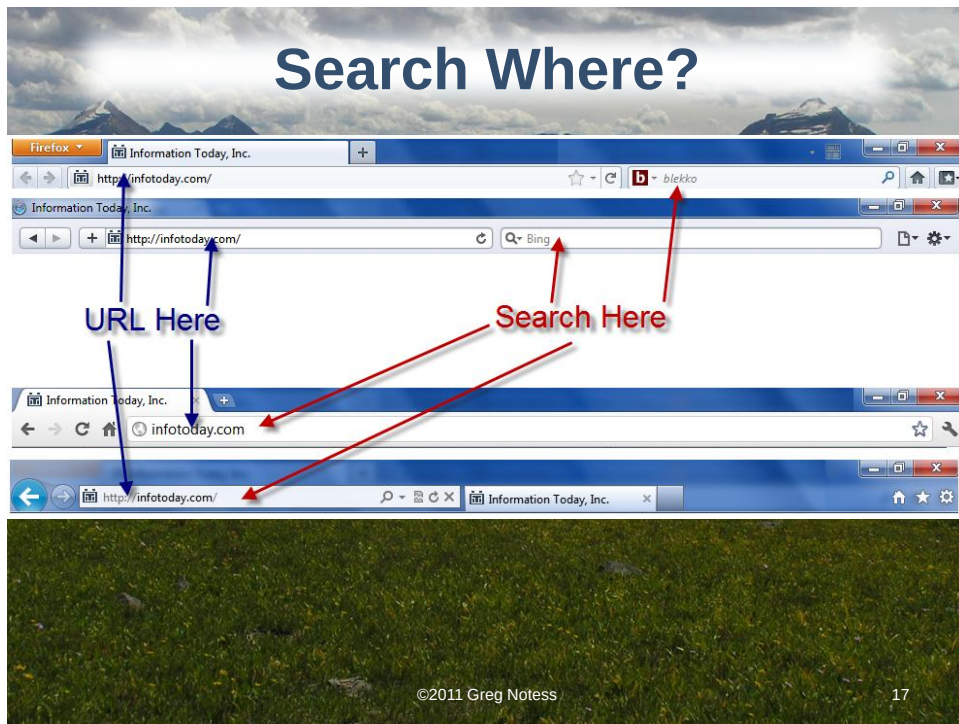
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Tool & Option Access

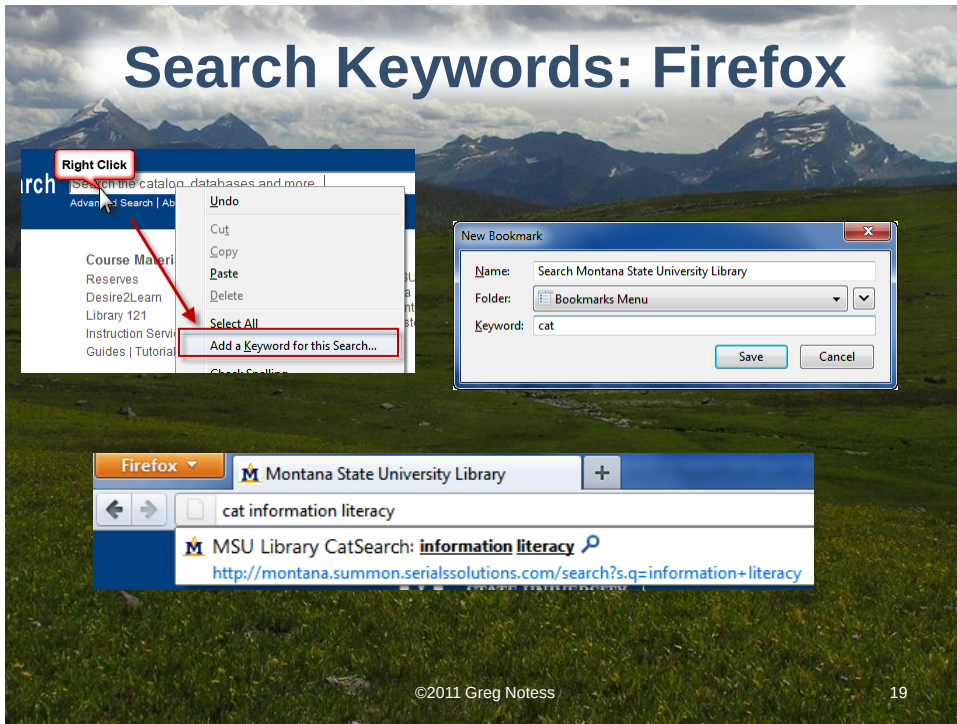
- Alt Key (FF, IE, Safari)
- Wrench (Chrome), Gear (IE, Safari)
- Branding Drop-Down (FF)
- Right Click Toolbars & Re-Display

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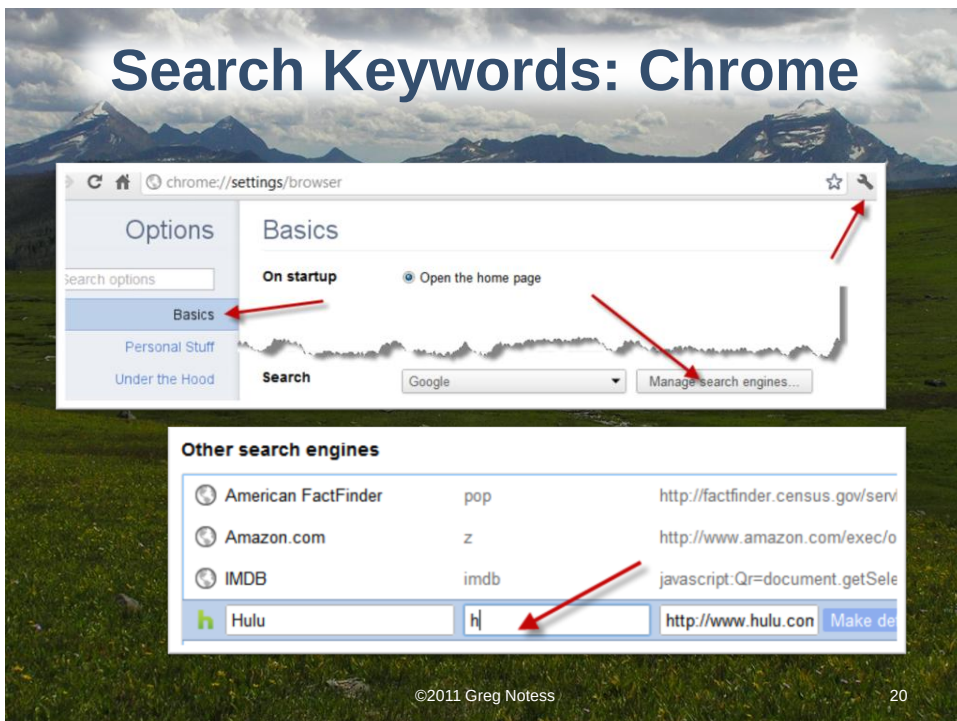
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Search Keywords: Firefox



Search Keywords: Chrome



Search Toolbar Politics

- Google Abandons Toolbar for Firefox
- Google Related Toolbar
 - ONLY on IE 7+ or Chrome 11+
 - www.google.com/related/



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Moving Away from Home

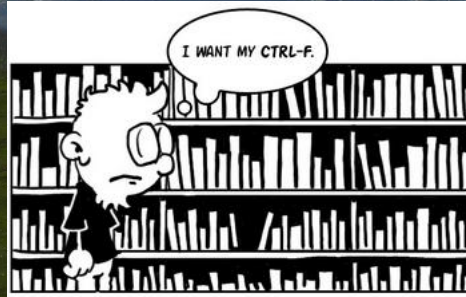
- Home button moved, diminished
 - Harder to find
- Not necessarily default on start-up
- Instead:
 - Recently Closed
 - Last Session
 - Top/Most Visited Sites

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Common Features Remain

- Find on Page
 - Ctrl + , , 0
- Zoom In/Out
 - Ctrl + , - , 0
- Display URL
 - Mouse over link
- View Source?
 - Right click and view source –or–
 - Ctrl U in Firefox/Chrome



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Mobile/Tablet/eReader

- Navigation Varies
- Search Options More Limited
- Default Browser
 - Now Always the Expected
- Browsers on Unusual Devices
 - E.g. Kindle Browser

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iPad 2 Browser “Safari”

- New iOS 5 (last week) adds Tabs

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The screenshot shows the iPad 2 browser interface with the WebSearch University Fall 2011 website. The browser's address bar shows the URL www.websearchu.com/Fall2011/ and the Google search engine. The website header features the "websearch UNIVERSITY" logo with the tagline "POWER SEARCHING WITH THE PROS". The event dates are "October 3 - 4, 2011" at the "Washington Marriott • Washington, DC", with "Preconference Workshops: Sunday, October 2". A navigation bar includes links for HOME, PROGRAM, SPEAKERS, REGISTRATION, SPONSORS, and TRAVEL. The main content area has a large red arrow pointing to the text "POWER SEARCHING WITH THE Pros" and the tagline "the conference you've been searching for". Below this, there are three columns of text: "Take your search skills to the next level!" with a paragraph about the value of Google and the importance of search skills; "WebSearch University Faculty" listing Mary Ellen Bates, Ann Cullen, Peggy Garvin, Laura Gordon-Murnane, Ran Hock, and Alison Ince; and "Media Sponsors" listing EContent, InformationToday, ONLINE, and SEARCHER.

12:08 PM 31% iPad

WebSearch University Fall 2011

[View: Past Events](#) | [Information Today, Inc.](#) | [More Information Today, Inc. Events](#)

websearch
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October 3 - 4, 2011
Washington Marriott • Washington, DC
Preconference Workshops: Sunday, October 2

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HOME PROGRAM SPEAKERS REGISTRATION SPONSORS TRAVEL

POWER SEARCHING
WITH THE Pros
the conference you've been searching for

Take your search skills to the next level!

Today's difficult economy requires info pros to keep on top of technological tweaks and resource changes. To distinguish themselves from the casual searcher, info pros need to deliver relevant results in a timely and professional manner. They must recognize high quality sources. WebSearch University teaches researchers how to maximize the value of Google, efficiently use other major search engines, discover targeted search engines, and cost-effectively deliver results. At WebSearch University, internet searchers improve their skills, add to their intelligence quotient, and refresh their search competencies.

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Mary Ellen Bates
Bates Information Services, Inc.

Ann Cullen
Harvard Business School

Peggy Garvin
Garvin Consulting

Laura Gordon-Murnane
BNA

Ran Hock
Online Strategies

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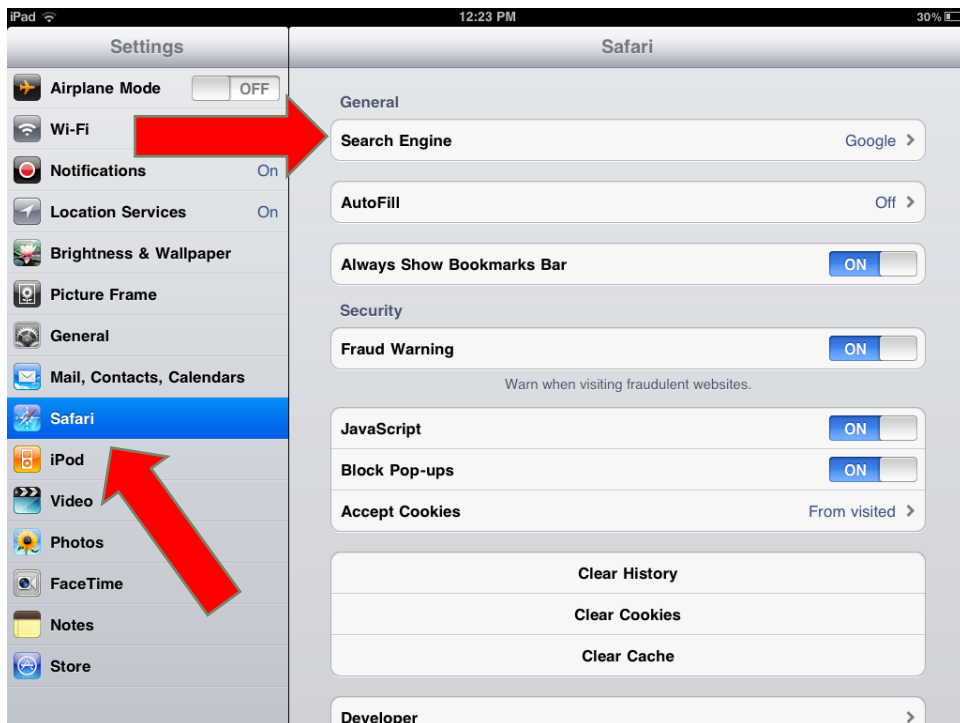
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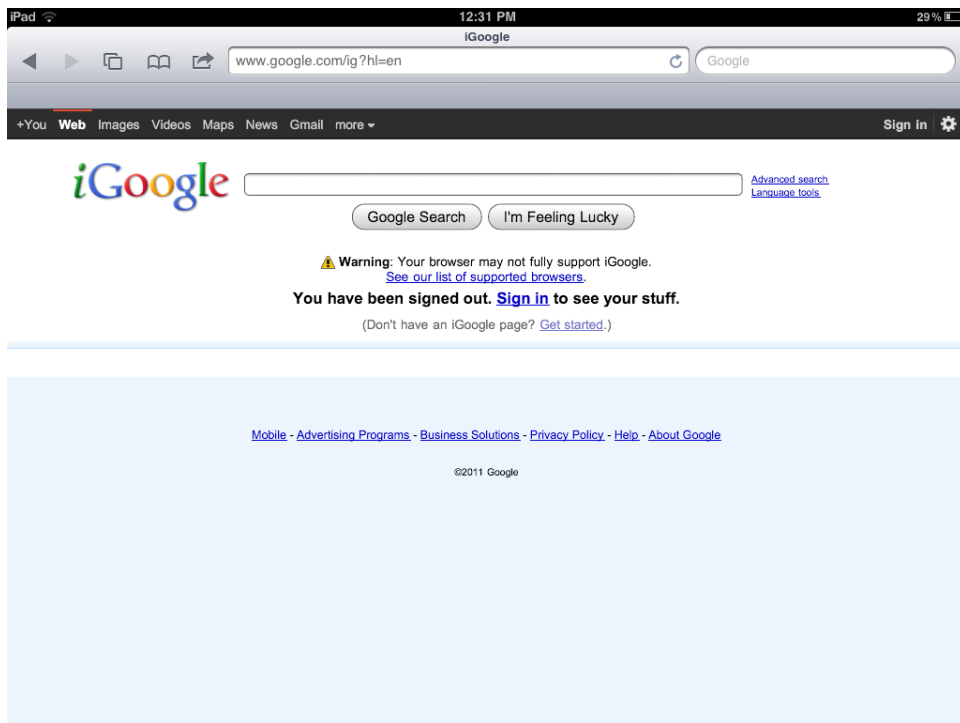
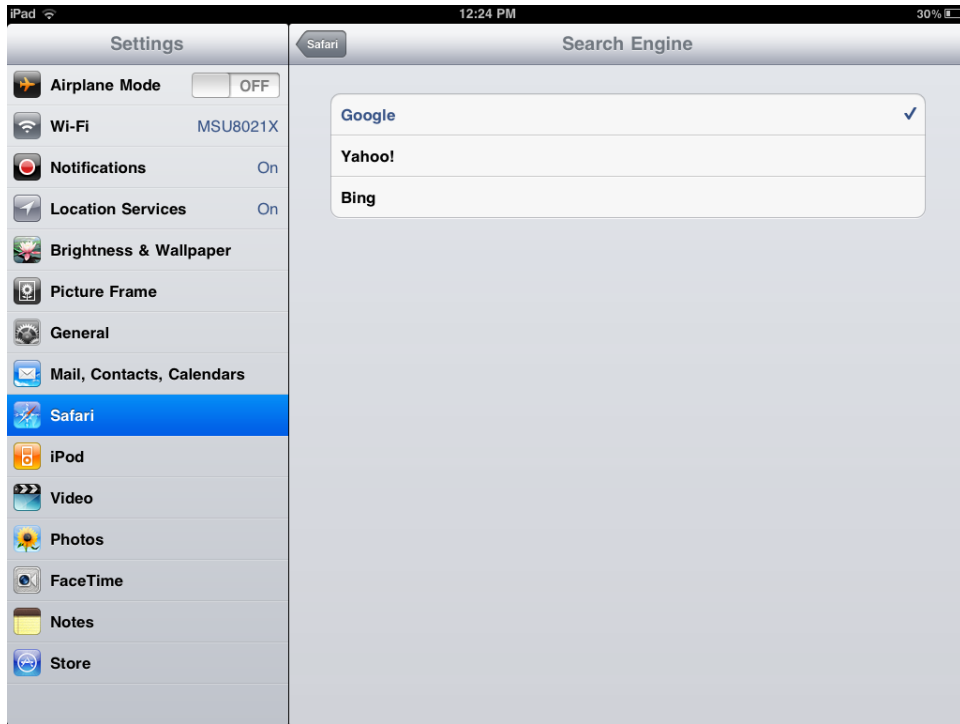
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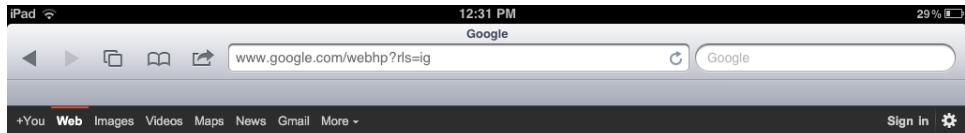
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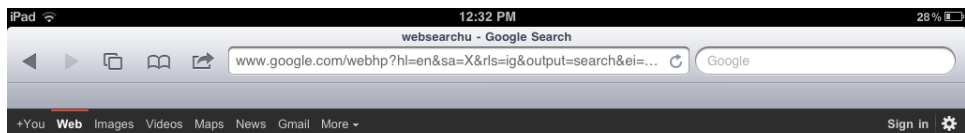




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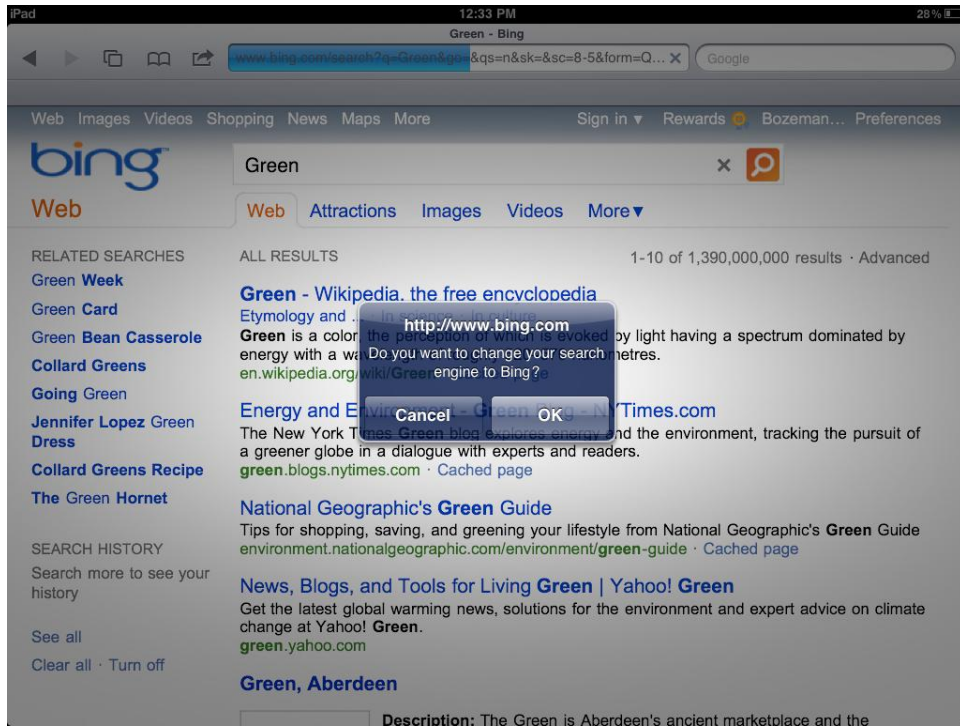
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Android Browser

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