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# Using a Search Engine

Google; Bing; DuckDuckGo

## What *is* a search engine?

A search engine is an online application that is capable of searching the internet for relevant web pages, videos, images, music, PDFs, or other online content.

A number of the most popular—some of which you've likely heard of— include:

- Google
- Microsoft Bing
- Yahoo! Search
- Yandex
- Ask
- DuckDuckGo

## The art of “GoogleFu.”

Searching for answers or information online can be a bit of an art… some have taken to referring to this as “GoogleFu.”

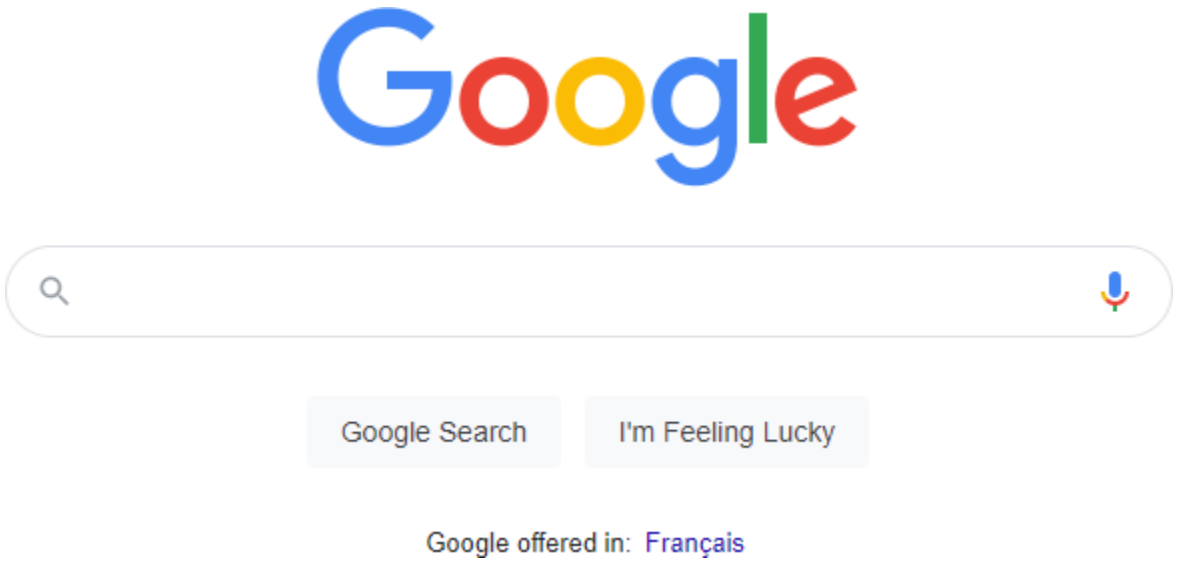
## Google Search.

Google takes up over 90% of the world search engine market share at present, it is the world's go-to for daily searching! It is tried, true, and has been battle-tested time and time again over the past 20+ years.

It is one of the most mature, and certainly the most successful, of all the search engines in the world.

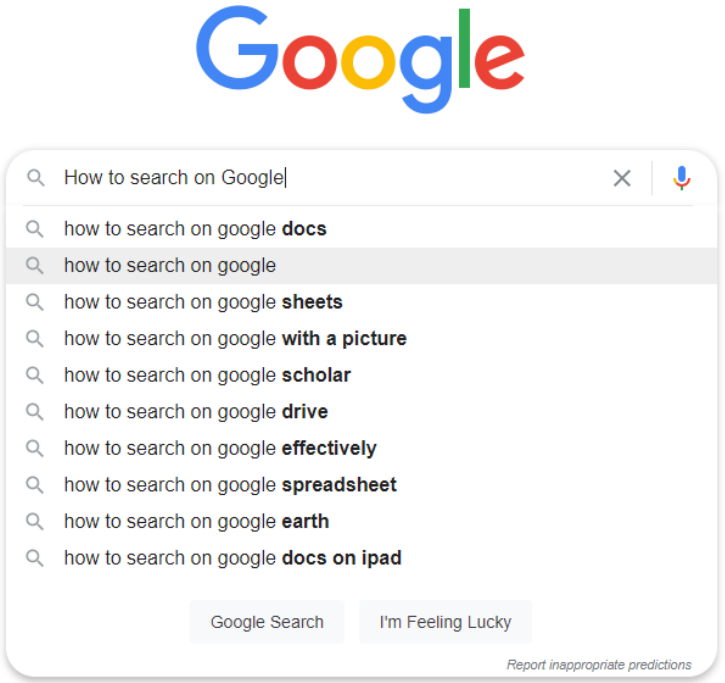
## Entering a search query.

Start by visiting a search engine website. We'll start with Google, but most will work as follows.



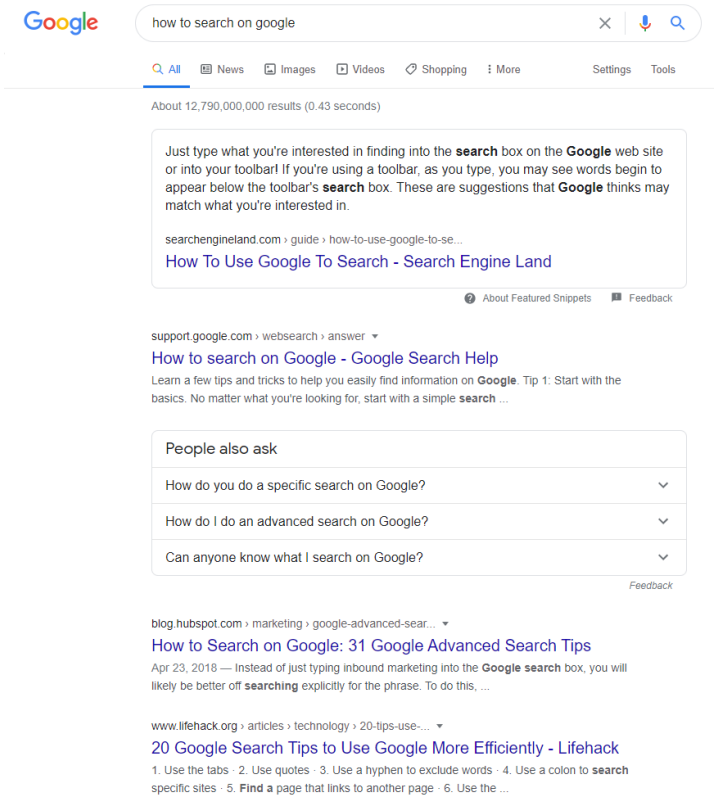
## Entering a search query.

When you begin entering a search term, suggestions may appear beneath. You can select one of them if they sound like what you're looking for.



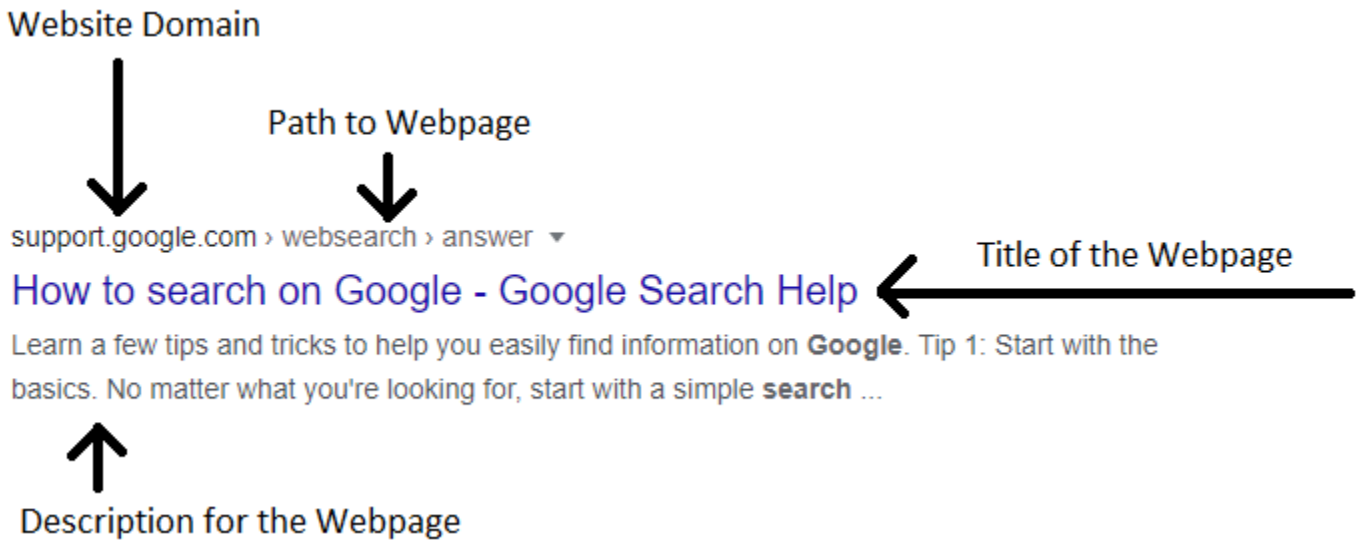
# Search results.

Once you've submitted your search, you'll receive a list of search results.



## Anatomy of a search result.

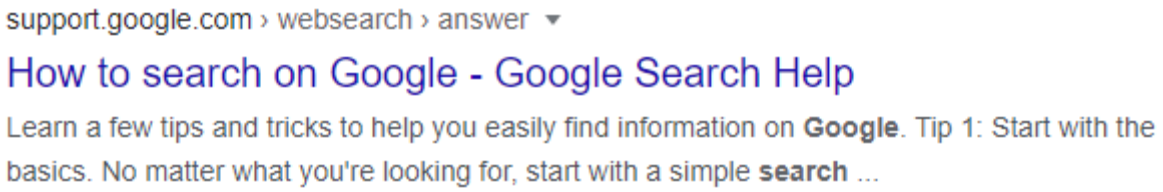
What makes up each search result? It can help to know what you're looking at!



## What to look for.

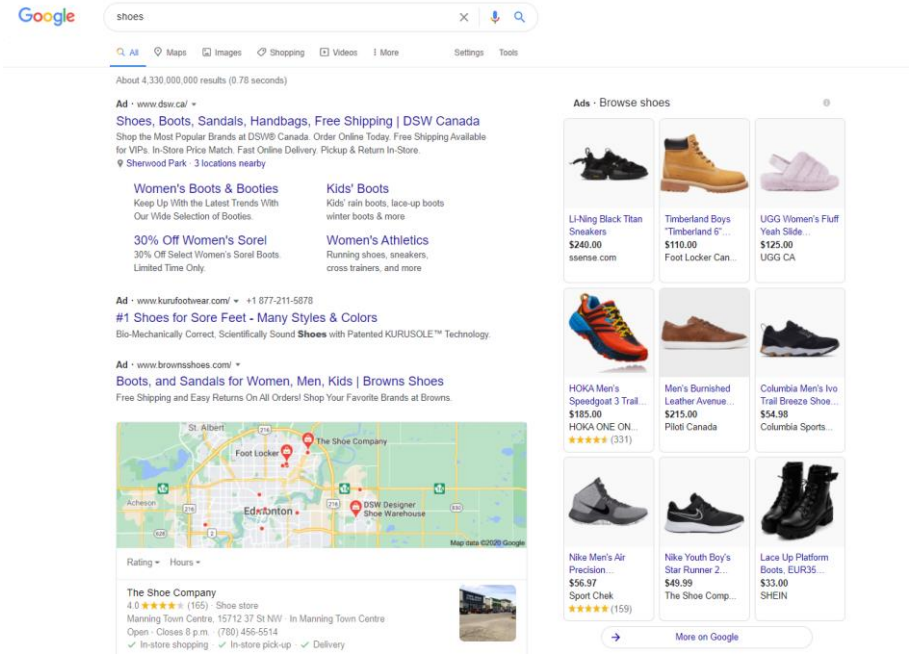
Keep a close eye out for results that have a familiar or trusted domain!

You may have favourite sources for information—consider including the names of these in your searches to get to your result faster if you already know where the info you're looking for should be.



## What to watch out for.

Any listing that starts with the word “Ad,” is a paid advertisement. This means a company is paying for you to see or potentially click on their link. If you scroll past ads, you’ll again be met with your standard results.



## Read about it.

Google offers an array of articles on how to search using their website. Never be afraid to read documentation.

There are some more advanced techniques that may also help in getting to what you're looking for!

## Increasing the specificity of your search.

Some of the most common additions you can make to your search to make your search more specific include:

- Wrap your search term in quotes, to look for only exact matches; example) “my search terms”
- Prepend a term with a hyphen to ensure results will ***not*** include that particular term; example) my search -terms

## Know your search engine.

Whichever search engine you end up working with, pay attention and check how you can use it to its maximum potential.

It can pay off to spend a bit of time with each, and see which yields the most appropriate results more often for you (or has the features that help you out most!)

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| Advanced | What you can do with it | Google this |
|---|---|---|
| **site:** | search only within a specific site | **site:**www.stanford.edu |
| **filetype:** | find a type of file: PDF, DOC, TXT ... | **filetype:**PDF |
| **define:** | find definitions for a word | **define:**audacity |
| **intitle:** | find words in the title of the webpage | **intitle:**inspirational |
| **..** | get ranges of numbers, dates, or prices | presidents 1800**..**1900 |
| word ***** word | find other combinations of words between words | creative ***** writing |
| **–**word | search for homer, but NOT simpson | homer **–**simpson |
| **"**word**"** | find exact words—no synonyms or plurals | **"**peace**" "**freedom**"** |
| **"**set of words**"** | search for exact set of words, quotes or phrases | **"**I have a dream**"** |

| Calculator | What you can do with it | Google this |
|---|---|---|
| **+ – * /** | add, subtract, multiply, divide | 12**+**68 |
| **% of** | percentage of a number | 12**% of** 68 |
| **cos( ) sin( )** | trigonometry: cos, sin, tan, arcsin ... | **cos(**68**)** |
| **km to miles** | convert units: temp (C to F), weight (kg to lbs) ... | 100 **km to miles** |

| Info | What you can do with it | Google this |
|---|---|---|
| **weather** | get weather for a region | **weather** honolulu |
| **movies** | find movies & theatres nearby (zip or city) | **movies** 94043 |
| **flight status** | get flight status with the airline & flight number | HA 124 |

**Bonus**

Find words on webpages, with this key combo:

(PC)




....enter your keywords

(Mac)




...enter your keywords

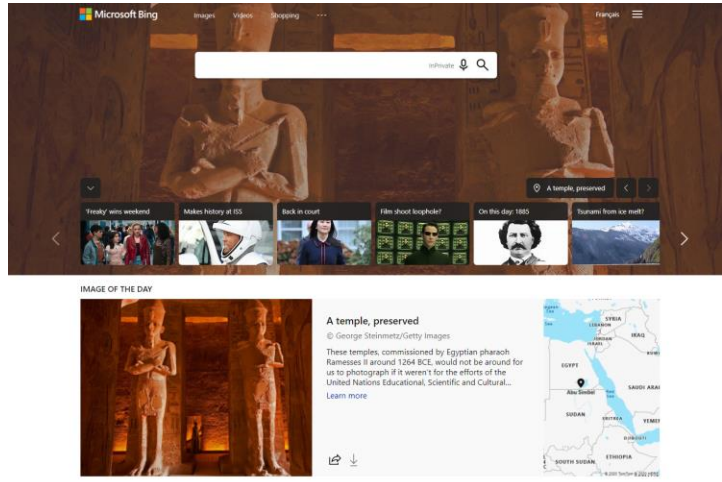
## Advanced searches.

Many of the features in the cheat sheet are available in other search engines as well, keep them in mind as you continue training your “GoogleFu” skills!

## Microsoft Bing.

Microsoft Bing has fewer documented features than Google and DuckDuckGo—but what it may lack in search features it may make up for in its news and information feeds as well as its gorgeous daily background imagery.

To boot, it is backed by Microsoft and remains one of the world's leading search engines.




Microsoft Bing

## DuckDuckGo.

DuckDuckGo boasts enhanced privacy, in that it claims it will not profile users to deliver personalized results or sell user information.

In contrast, some other search engines do enhance the user experience with personalized / suggested results based on previous searches—at the cost of privacy.

DuckDuckGo

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# CheatSheet for DuckDuckGo

## Everyday use

| | |
|---|---|
| Calculate no. of days between dates | e.g: days between 01/31/2013 01/31/2014 |
| Conversions | e.g: 100usd in eur |
| Calculate time interval | e.g: 1am to 4:30pm |
| Temperature Conversion | e.g: 6 fahrenheit in celsius |
| Food Conversions | e.g: calories in 2 eggs |
| Find new coupons | e.g: samsung coupon |
| Formulas | e.g: volume of a sphere |
| Find Google+ users | e.g: google+ techglimpse |
| Detect Language | e.g: detect language こんにちは |
| Pronounce Words | e.g: pronounce wow |
| Find latest tweets of a user | e.g: @techglimpse |
| Get Flight Information | e.g: AA 102 |
| Find flash version | e.g: flash version |

## Cyptography

| | |
|---|---|
| Generate a random password | e.g: password 15 strong |
| Generate QR code for website | e.g: qrcode http://techglimpse.com |
| Find HASH function Type | e.g: hash 624d420035fc9471f6e16766b7132dd6bb34ea62 |
| Convert Roman, Arabic Numerals | e.g: roman numeral MCCCXXXVII |
| Get Plain text or hash of input MD5 or SHA word | e.g: leakdb 21232f297a57a5a743894a0e4a801fc3<br>e.g md5 word, sha word |

## Web Design

| | |
|---|---|
| Display ASCII table | e.g: ascii table |
| Display Color codes | e.g: color codes |
| Display HTML chars | e.g: html chars |
| URL escape codes | e.g: url escape |
| Find HEX color combinations | e.g: #368798, color(12,120,15) |
| HSL & HEX Information | e.g: hsl 194 0.53 0.79 |
| Generate HEX codes in RGB | e.g: rgb 173 216 230 |

## Geeks / Techies

| | |
|---|---|
| Calculate freq. of characters in text | e.g: frequency of all characters in sample |
| Expand short URLs | e.g: expand http://bit.ly/a |
| Check status of website | e.g: is techglimpse.com up? |
| Convert ASCII,hex,numbers | e.g: foo in binary |
| Data rate conversions | e.g: 6GB/700KB/s in min |
| Find your IP address | e.g: ip address |
| Find service running on port | e.g: port 23 |
| Identify Browser details | e.g: useragent |
| Decode HTML entities | e.g: ! |
| Count no. of characters | e.g: chars test |

DuckDuckGo

## System Administration

| | |
|---|---|
| Convert unix epoch time | e.g: 12343435 time |
| Display Private n/w info | e.g: private network |
| Display Public DNS info | e.g: public dns |
| IP address Lookup | e.g: 64.207.122.151 |
| Translate Crontab | e.g: crontab 0 0 * * * /bin/sh |
| Find WHOIS Data | e.g: whois duckduckgo.com |
| Regular expressions | e.g: regexp /(.*)/ ddg |
| Current time in epoch | e.g: epoch |
| Textual info of unix permission | e.g: chmod 755 |

## Fun & Others

| | |
|---|---|
| Mirror texts | e.g: mirror techglimpse |
| Fetch recent meme | e.g: xkcd |
| I'm feeling lucky | e.g: add slash front to query |
| !Bangs | https://duckduckgo.com/bang.html |

References
https://duckduckgo.com/goodies
http://thenextweb.com

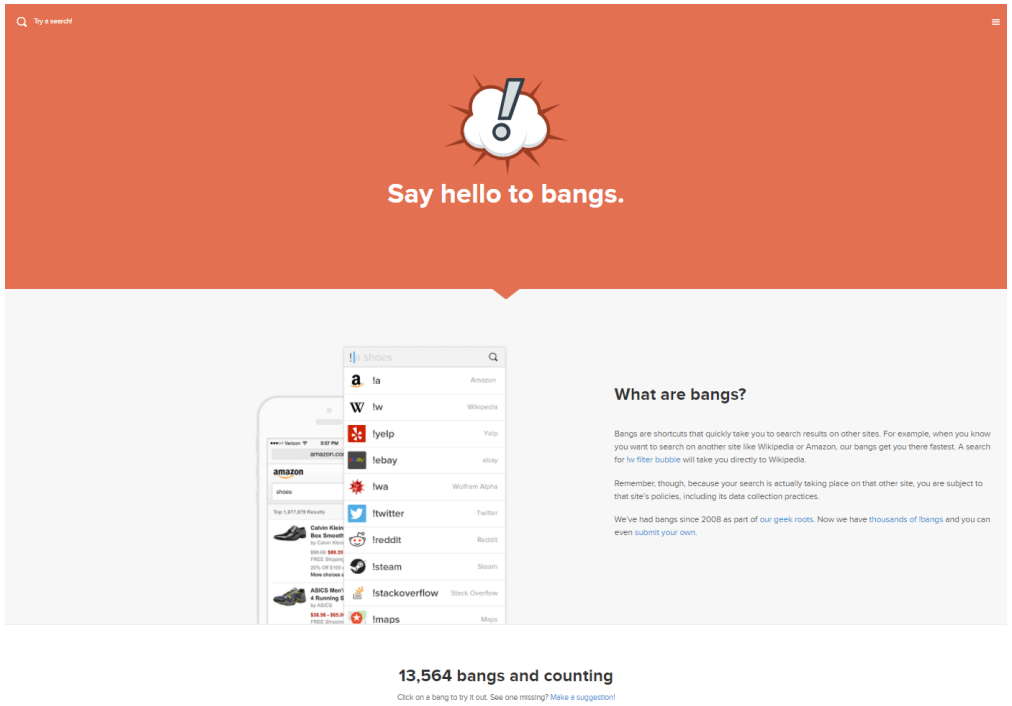
How to use these tricks
1. Go to http://duckduckgo.com
2. Type any of the above command in search box

TECHGLIMPSE
@techglimpse

DuckDuckGo is a search engine that does not track you and, has more instant answers and less spam/clutter. This is only part of Goodies present in DuckDuckGo.

# DuckDuckGo bangs.

DuckDuckGo features shortcuts that will help you get to specific results at an instant. They call these bangs, and you can read more about them here.



## General tips.

- Keep an eye out for sites you trust, or official websites from an organization related to what you're looking for
- Avoid common words or the use of punctuation—get straight to the point (avoid "the," "and," etc.)
- Use specific terms to narrow the number of results
- If you can't find what you're looking for, don't be afraid to change up your terms or even try an alternative search engine

# Recommended Reading

Looking for an extremely verbose listing of the most powerful features available in Google (and many other search engines)? Explore the following:

- Spencer, S. (July 2011). *Google Power Search*. O'Reilly Media, Inc.

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