

Understanding a Search Engine - Google: There is a whole lot more to the world of searching than Google, but Google is the definite leader in this field. It is a fantastic search engine and much more. Some people badmouth Google for various reasons but many times these are incorrect comments because they haven't really studied how Google works. If you do not have an account, go to <http://www.google.com> > Sign In > Create an account now.

Google Page Ranking.

Go to <http://infolab.stanford.edu/~backrub/google.html>. Don't read the entire paper but get a sense of this masterful creation from 1998. You should know the name of the two who created Google. Go to <http://www.google.com/competition/howgooglesearchworks.html>. Check out the video and read about PageRank. Next read about their philosophy: <http://www.google.com/about/company/tenthings.html>.

1. Write a paragraph about the importance showing up at the top of a Google search and the importance of not being able to buy page rank. How does Google keep companies from manipulating rankings (use the words algorithm, variables and terms in your answer and don't forget the screen capture).
 1. Google constantly revises its search algorithms. They are constantly targeted by companies whose entire business is to help other companies get listed higher in search rankings. This is called Search Engine Optimization and is a huge business. To be listed high in the rankings is a very valuable thing for businesses. With billions of searches a day, Google can direct a lot business to a company. By revising its algorithm and keeping it top secret Google can prevent companies from gaming it, and cheating using Search Engine Optimization techniques.

Google Facts about Google and Competition

Learning to Use Google's Advanced Search Features

2. Go to <http://www.google.com/help/features.html>. There are many great features to learn about here. Explain definitions and synonym search.
 1. The definitions search allows you to type "define:" before a word and Google will return the definition of the word from several different sources.

- The synonym search allows you to put a ~ in front of a word and Google will return synonyms of the word.

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Choosing Keywords

Synonym Search



If you want to search not only for your search term but also for its synonyms, place the tilde sign (~) immediately in front of your search term.

Example: ~fast food

Search

Dictionary Definitions



To see a definition for a word or phrase, simply type the word "define" then a space, then the word(s) you want defined. To see a list of different definitions from various online sources, you can type "define:" followed by a word or phrase. Note that the results will define the entire phrase.

Example: Define philosophy

Search

Spell Checker



Google's spell checking software automatically checks whether your query uses the most common spelling of a given word. If it thinks you're likely to generate better results with an alternative spelling, it will ask "Did you mean: (more common spelling)?" Click the suggested spelling to launch a Google search for that term.

Example: expolsion

Search

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- Go to <http://www.google.com/support/websearch/bin/answer.py?answer=134479>. Here you have some basic search tips. Explain capitalization and recommendations for term selection.
 - Capitalization in a search term will indicate a Boolean operator like AND or OR. These help to tell Google which words to pay attention to, or how to put keywords together in the search.
 - Term selection is key for a good search. It may take several searches to get the right results. It's a little bit of trial and error. You should keep it simple at first and include more words to narrow down the results. However, you shouldn't add unnecessary terms to the search as that might add confusion.

[Help home](#)

[How to](#)

- Tips for searching
- Basic search help**
- Reading level
- Site-specific searches
- Verbatim tool
- Google+ Direct Connect
- Operators and more search help
- Google Advanced Search
- Search tools and filters

Basic search help

- > [Take a tour of the search results page](#)
- > [Change your search preferences and options](#)
- > [Resolve a problem](#)

Tips for searching like a pro

Don't see what you're looking for in your search results? Here are some basic tips and tricks to help you find just what you want every time.

- Keep it simple!** Start by typing the name of a thing, place, or concept that you're looking for.

[puppy training tips]

[london dinner cruise]

[pasta recipe]
- Add relevant words** if you don't see what you want after doing a simple search.

First try: [puppy]

More precise: [puppy training]

Even more precise: [dalmatian puppy training class]

Related

- [Enable cookies](#)
Customize your experience > Search settings
- [Make Google my homepage](#)
Customize your experience
- [Cached link](#)
Explore Google search
- [Settings](#)
Google Search app > Settings
- [Instant Previews](#)
Explore Google search

- Go to <http://www.google.com/support/websearch/bin/answer.py?answer=136861>. Explain site search, phrase searching exclude, wildcards, the plus sign, the OR operator, and the AND operator. Look at the advanced search page (http://www.google.com/advanced_search). Have you used this or the other operators? Go to <http://www.google.com/support/websearch/bin/answer.py?hl=en&answer=35890> and read through the summary of the advanced search.
 - To search within a particular site you can use "Site:" before your search terms and it will only search within that site as opposed to the whole web.

- To exclude a word or phrase from your search use a hyphen to denote a minus sign and Google will return results that do not include that term, but do include your other terms.
- Using an * you can indicate a wild card and Google will fill in the blank with the results.
- The plus sign will search for Google Plus pages with your search term, or they can be used after a term like in looking for information about a blood type like AB+.
- The OR operator will tell Google that it should search for one of the search terms but not all.
- AND will do the opposite of OR and tell Google that it must find all search terms and not just one of them.
- I have used operators quite a bit. I frequently use quotation marks to indicate that I'm looking for an exact search.

The screenshot shows the Google 'Inside Search' page. The main heading is 'Operators and more search help'. Below this, there is a table with two columns: 'Search for an exact word or phrase' and 'Exclude a word'. The first row explains how to use quotes for exact matches, with an example: ["Imagine all the people"]. The second row explains how to use a dash to exclude terms, with an example: [jaguar speed -car] or [pandas -site:wikipedia.org].

| Search for an exact word or phrase | Exclude a word |
|--|--|
| <p>Use quotes to search for an exact word or set of words. This option is handy when searching for song lyrics or a line from literature.</p> <p>["Imagine all the people"]</p> <p>Tip: Only use this if you're looking for a very precise word or phrase, because otherwise you could be excluding helpful results by mistake.</p> | <p>Add a dash (-) before a word or site to exclude all results that include that word. This is especially useful for synonyms like Jaguar the car brand and jaguar the animal.</p> <p>[jaguar speed -car] or [pandas -site:wikipedia.org]</p> <p>Tip: You can also exclude results based on other operators, like</p> |

- Files types that Google searches: http://www.google.com/help/faq_filetypes.html. What are they and why is this useful?
- Google can index and therefore search many different file types. This is useful when you're looking for a PowerPoint presentation on a topic, or a PDF of a report or document.

The screenshot shows the Google 'Frequently Asked Questions - File Types' page. The page lists several questions and answers regarding file types that Google can index. The questions include: 'What file types can Google index?', 'What are the benefits to searching non-HTML file types?', 'How do I access these non-HTML file types using Google?', 'What if I don't have the application in which the file of a certain type was created?', 'What about viruses spread within these type of files?', 'Will Google be adding other file types in the future?', 'How do I eliminate non-HTML files from my results?', and 'Why do some results come up as having an "Unrecognized" file type?'.

1. What file types can Google index?
Google can index the content of most types of pages and files. [See the most common file types.](#)

2. What are the benefits to searching non-HTML file types?
By adding these additional file formats to our search results, Google provides a wider view of the content available on the World Wide Web. In particular, there are many quality results available only in these formats, including Microsoft-published documents, investor presentations, and financial results.

3. What are the most popular non-HTML format files on the Web?
PDF formatted files are the most popular after HTML files. PostScript and Microsoft Word files are also fairly common. The other file types are relatively uncommon by comparison.

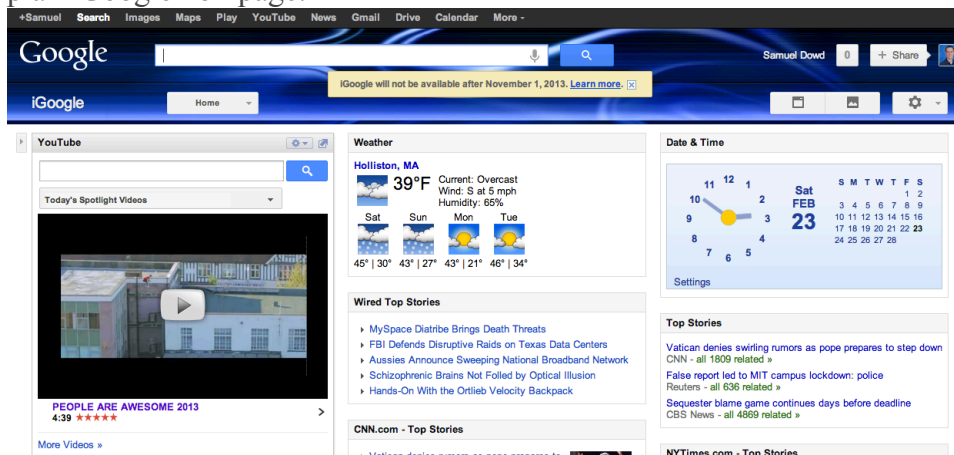
4. How do I access these non-HTML file types using Google?
Simply search for what you wish to find and these files will appear in the search results if they are relevant. The file format is usually indicated with blue text in brackets (e.g., [PDF]) in front of the page's title. The name of file format will also appear just below the title (e.g., "PDF/Adobe Portable Document Format"). This information lets you know that a viewer for the program in which the file was created is needed to display the file. If you want to search only for particular file types, you can access the Advanced Search page, which has a drop-down menu that allows you to restrict your search to the most common file types. Or, you can type "filetype:doc" as part of your search query. This will restrict your results to files ending in ".doc" (or ".xls", ".ppt", etc.), and show you only files created with the corresponding program.

- www.google.com/help/faq_filetypes.html#what Which file of a certain type was created?

6. Search Google with `info:www.yourschool.k12.us` (or whatever your school's address is). **No space after colon.** Explain what you find. Answer will include works like "cache," "link to" and "from the site." If you don't see these be sure you don't leave a space after the colon.
 1. The results for this search show a link to HBS' home page. It also shows other options like being able to look at a cached page, or a frozen moment in time of the site when Google last crawled it. I can also look for sites that link to www.hbs.edu, or sites that are linked from www.hbs.edu. I can also find www.hbs.edu on other pages, and a list of pages within the www.hbs.edu domain.

Customization and New Features of Google

7. What is iGoogle? Here's the direct link: <http://www.google.com/ig>. You may have to logout if you are logged into a school Google account as the school may have some features turned off.
 1. iGoogle is a soon to be defunct feature that Google offers. Some people prefer the blank homepage that Google.com offers because of its simplicity. But Google developed iGoogle for users who wanted to customize their homepage with widgets like weather, news, sports, stocks, etc. It provides a customizable web page for people to use instead of the plain Google homepage.

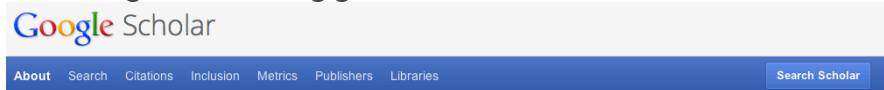


2. Search "new products google." You should see additional search tools in the left side of the screen. Change the time range that is searched (e.g. Past hour, Past week, Custom range). Click to see "Show search tools." Check out the "Reading level" option. Google has trimmed down it's publically viewed experimental items (no more Google Labs with Wonder Wheel, Timeline, or Buzz ... L).<http://www.google.com/about/> Check out Doodles and Initiatives.
 1. I always love looking at Google's new products and innovations. Labs are still alive and well within products like Gmail and Calendar, but because many of their Labs don't actually reach primetime, they don't generally reveal them early any more. My favorite division of Google is Google.org. It's the non-profit arm of Google and it's where they showcase initiatives in which they have used their vast and powerful technological resources for good. It's amazing what they have been able to accomplish in many areas.



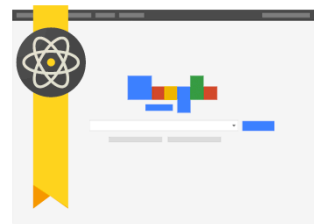
- 2.
9. Check out the following links: <http://scholar.google.com>, <http://scholar.google.com/intl/en/scholar/about.html>, <http://scholar.google.com/intl/en/scholar/libraries.html>. Write a paragraph on what you learned from these sites.

1. Google Scholar provides a one-stop search engine for searching scholarly journals, articles, and papers. If you have an account with an online library you can use Google (usually more simple and familiar than the library's search) to search for articles for your research. It is meant to put all resources at your fingertips, and provide a reliable search engine for finding good research sources.



Stand on the shoulders of giants.

Google Scholar provides a simple way to broadly search for scholarly literature. From one place, you can search across many disciplines and sources: articles, theses, books, abstracts and court opinions, from academic publishers, professional societies, online repositories, universities and other web sites. Google Scholar helps you find relevant work across the world of scholarly research.



2. Google: Safety, Languages and Search Directory – Google

10. Read about [SafeSearch](#), [Volunteer Translator Program](#) and [Directory Use](#). Write a paragraph on how this information can impact your classroom.
1. SafeSearch is very useful in a school environment because it allows you to limit inappropriate content from students. In fact, as part of Google Apps for education, admins can control Safe Search settings for its users and enforce its use. The volunteer translator program gave me an Error 502 when I tried to log in and sign up, so I wasn't able to explore it, but when I looked into it I was able to find out what it is. It would be great for a foreign language class to use it as a way of practicing translation in a practical and useful way.

Search Strategy:

11. Reread “A Basic Search Strategy: The 10 Steps” on pages 119 – 120 including Search Tips. Do Activity 6.1, 6.2 and 6.3 – Google, Yahoo! and ExaLead. Provide a screen capture for each demonstrating completion. Here is a thesaurus to help you locate synonyms <http://www.m-w.com>. After completing the activities, **simplify the 10 step approach** for your students or colleagues.

1. Activity 6.1

Google "Harvard Business School" AND "Online Education" EdX OR HBX

Web Images Maps Shopping More Search tools

About 90,500 results (0.42 seconds)

Nothing found in your Diigo library

Ads related to "Harvard Business School" AND "Online ..."

Harvard Business School - exed.hbs.edu
www.exed.hbs.edu/
Executive Education Program: Building Global Leaders. Apply Now.
Comprehensive Leadership Upcoming Programs
FAQs Advanced Management Program

Kaplan Business Degrees - Kaplan.edu
www.kaplan.edu/Online-Business-Degrees
Earn Your Business Degree Online. Learn More About Kaplan University

Kelley School Of Business - kelley.iu.edu
kelley.iu.edu/
Get Your IU MBA Quickly, With Online Courses. Start Today!

Coursera, edX, and MOOCs Are Changing the Online Education ...
www.technologyreview.com/.../the-most-important-education-...
Nov 2, 2012 – Online education isn't new—in the United States more than 700,000 ... the influential Harvard Business School professor who coined the term ...

UVA Darden Executive MBA
darden.virginia.edu/EMBA
Feb 28 Event in Boston, MA.
US & Global - While You Work

Cornell Queen's Exec MBA
www.johnson.cornell.edu/
Earn an Ivy League MBA near you.
On weekends for mid-career managers

ASU Business School
asuonline.asu.edu/
Accredited Business Degree Online
Degree 100% Online - Find Out More

Business Degrees
www.waldenu.edu/
From Walden University Online
Start Towards a Better Future!
297 people +1'd or follow Walden University

Bryant Business School
www.bryant.edu/business-school
Ranked #1 in Rhode Island

- 1.
 2. Activity 6.2

YAHOO! SEARCH Yahoo! Search Home Help

Advanced Web Search

You can use the options on this page to create a very specific search. Just fill in the fields you need for your current search. Yahoo! Search

Show results with

all of these words any part of the page

the exact phrase any part of the page

any of these words any part of the page

none of these words any part of the page

Tip: Use these options to look for an exact phrase or to exclude pages containing certain words. You can also limit your search to certain parts of pages.

Site/Domain

☒ Any domain

☐ Only .com domains ☐ Only .edu domains

☐ Only .gov domains ☐ Only .org domains

☐ only search in this domain/site:

Tip: You can search for results in a specific website (e.g. yahoo.com) or top-level domains (e.g. .com, .org, .gov).

File Format

Only find results that are:

SafeSearch Filter

Applies when I'm signed in:

☐ Strict: filter out adult web, video and image search results - SafeSearch On

☒ Moderate: filter out adult video and image search results only - SafeSearch On

☐ Off: do not filter web results (results may include adult content) - SafeSearch Off

- 1.
 - 2.
 3. Activity 6.3

- 1.
 - 2.
 - 3.
 1. (www.exalead.com is no longer a search engine, so I used www.bing.com instead.

WEB IMAGES VIDEOS MAPS NEWS MORE

bing "Online Education" "Harvard Business School" EdX

10,200 RESULTS

Nothing found in your Diigo library

MIT and Harvard announce edX | Harvard Gazette
news.harvard.edu/gazette/story/2012/05/mit-and-harvard-announce-edx ... the Harvard Business School, and the Harvard Medical School. ... Harvard and MIT are joining forces to launch edX, an open-source, online education platform.

Educating Harvard, MIT — and the world | Harvard Gazette
news.harvard.edu > National & World Affairs > Education ... EdX, a new online education platform, ... such as Harvard Extension School distance education offerings and the Harvard Business School Executive Education ...

Distance Education | Harvard Distance Learning Courses
www.extension.harvard.edu/distance-education ... With more than 150 distance education video classes to choose from, you can study at Harvard from anywhere. Check out our distance learning course options today.

MIT and Harvard announce edX - MIT News Office
web.mit.edu/newsoffice/2012/mit-harvard-edx-announcement-050212.html ... EdX: The Future of Online Education is Now ... Harvard Business School and Harvard Medical School. ...

Harvard Business School
www.hbs.edu ... Includes information about MBA, PhD, and continuing education programs.

2. www.extension.harvard.edu/distance-education

RELATED SEARCHES
 Accredited Online MBA
 Top-Ranked Online MBA Programs
 Bios 162B Harvard Extension
 Harvard Business School Cambridge MA
 Harvard Business School Online MBA
 Harvard Business School Online Degree
 Harvard Business School Online Courses
 Harvard Business School Online Application

Meta-search Tools: Provide one screen capture for each question 12-14.

12. Go to <http://www.yippy.com/classic.asp> and click “More” in the top right corner and read about this site. Go back to the search page and search ‘webquest.’ Click on the three tabs clouds, sources and sites. Now go back to the search page and click on “Advanced” to see advanced search options.

1. I found Yippy to be pretty useful. I like the idea of the “clouds” they seem to work pretty well too. I also like the other tabs, especially where it breaks out the sites by domains. This would be particularly helpful for research. You could filter out all of the .coms and go straight to .edu, or .org sites. That being said, it didn’t exactly hold true to it’s statement about filtering out all of the spam from other search engines because it still presents you with ads at the top of the search results. I guess they have to make money somehow.

Mobile Search Register Privacy: ON | OFF ? Download Sign In More

web news images maps blogs wikipedia jobs more

webquest Search advanced preferences

Top 118 results of at least 37,300,000 retrieved for the query **webquest** (details)

Sponsored Results

Webquest
 Search for Webquest Find Great Results on Ask.com!
www.ask.com/Webquest

Scholastic® Lesson Plans - Save 25% on Annual Subscription.
 Rate. Huge Savings for Teachers!
www.Scholastic.com/LessonPlans

Download Webquest | Download-Now.wiseconvert.com
 Download Free pdf app Fast and Simple.
www.Download-Now.wiseconvert.com

Search Results

Coming to a New Land   
 This **webquest** will increase student understanding of Ellis Island and the immigrant experience in the U.S. The **webquest** is designed for fourth grade students.
p.boersma.tripod.com - [cache] - Additional Sources, Open Directory

WebQuest.Org: Home   
 WebQuest Main Page. ... Latest news: October 28, 2008: **WebQuest 101**. A series of short introductory

YIPPY MENU ©2011 Yippy, Inc. RESEARCH MODE: GO!

Main Menu Email Search Wii Search Shakespeare Ben Franklin Wikipedia News Your City Weather Games Radio Videos Favorites Change View Calculator MapQuest

13. Go to www.dogpile.com and search a topic for your classroom. Note the search engines searched and the sites found under which search engines (including ‘sponsored by’ finds). Dogpile previously did not identify sponsored links – now they do!

1. I didn’t really like dogpile. I did a search for “SharePoint Training” and it came up with 5 sponsored results before the actual results. I was only able

to see one non-sponsored result before I had to scroll down. I also didn't like the site design. It wasn't very clean, and the results all kind of blended together to me. Overall I wasn't pleased. I like the idea of aggregated search results, but in the end, they're all searching the same web, so it comes down to which one delivers most consistently for you, and for me that's Google.

14. Go to <http://www.thrall.org/proteusqueryevaluator.pl?userquery> and develop an expression to search for webquests relating to Framingham State. Once you've come up with an expression use it on the Lightswitch site <http://www.thrall.org/lightswitch/general.html>.
 1. I didn't like the Proteus evaluator. My search term was "webquests AND "Framingham State University"" and when I had the tool evaluate my search it alerted me that the word AND should not be used because it is too common. It didn't recognize it as a Boolean operator. Then, when I translated it to Boolean, it just presented me with exactly what I had originally typed. Despite it alerting me that there was an inefficient term in my query, I found great results on Google using LightSwitch.

Proteus Query Evaluator

Select a manner in which to evaluate your query by clicking one of the test buttons below. Note: Boolean evaluations are only effective when you provide two or more search terms.

2.

Summary

15. Reread pages 25- 27. Summarize search directories, search engines and meta-search tools for your students or colleagues. Include a table with the advantages and disadvantages of each tool in your own words for your students or colleagues. How would you teach this to your student (or colleagues)? Be sure to lead with your objective.

Next up is the invisible, hidden or deep web. We have only scratched the service with these tools!

Learning Objectives:

1. What are search directories, search engines, and meta-search tools?
2. How are they different? How are they similar?
3. How is each used?

Search directories are compiled lists of sites broken down by categories. They are usually browsed by clicking on parent categories and narrowing down using sub-categories. Most can also be searched for results as well.

Search engines are tools that crawl, or index, the world wide web and allow you to input key words or phrases that you're looking for to find matching sites. They search the entire web, not just specific sites, so they often cast a very wide net and return millions of results.

Meta-search tools are tools that compile results from several search engines and try to present the most relevant results by comparing them. They usually can't handle searches as complex as the one you would use with a search engine, but can sometimes provide more useful results because they aggregate from different search engines.

| | Directory Searches | Search Engines | Meta-Directory Search Tools |
|---------------|--|---|--|
| Examples | Yahoo! Directory, DMOZ | Google, Yahoo, Bing | LightSwitch, Dogpile |
| Advantages | Organized by category, compiled and sorted lists | Fast way to search the whole web, operators help to narrow your search query. | Searches several search engines to return the maximum possible results, can compare search results and show you the best ones from various search engines. |
| Disadvantages | Most directories require payment to be included, because they are compiled, they don't include all sites, and they are usually out of date | Often display sponsored advertisements before the search results, can be games by sites to increase their placement in results. | Often show sponsored results, and you aren't always able to use complex or extensive search queries. |