

Working the Web

3.

Internet Searching



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Upper School Information Literacy Instruction

What is the Internet Hiding from Us?

- Algorithms **look at our** searches. Email, facebook, Google etc.
- These algorithms **study** what we search & click on!
- Then **they decide** what we want to know!

Who's Watching?



Google™

amazon.com®



Gmail™
by Google

The Washington Post

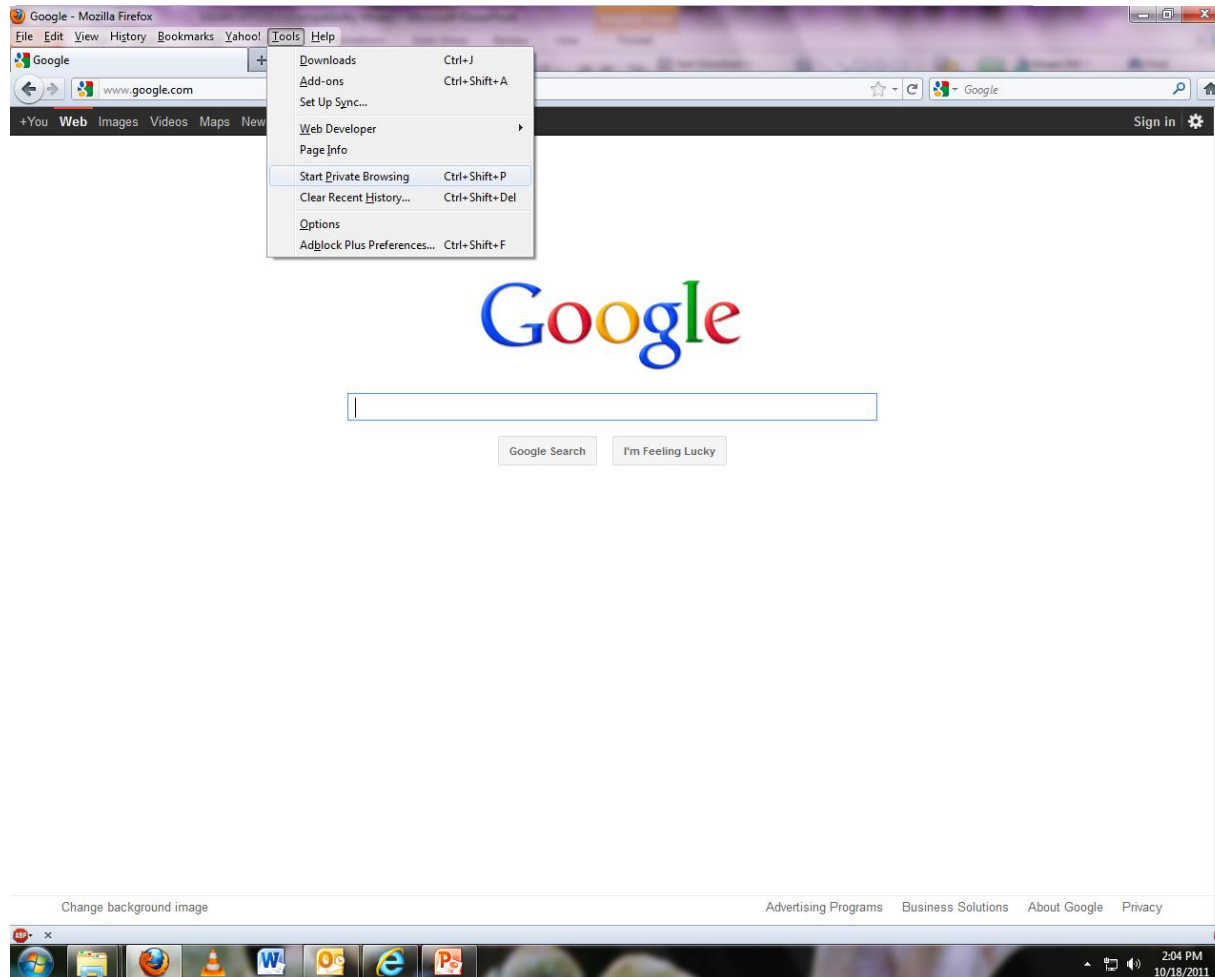
On the Media interview with
Eli Pariser author of
Filter Bubble, May 20, 2011



Searching

- Is this OK if you're looking for boots?!?!?!?
- Is this OK if you're looking for information?!?!?
- If this is happening, how can I get the information I want?

Private Searching



>Tools

>Start Private
Browsing
OR
Ctrl+Shift+P

Private Searching

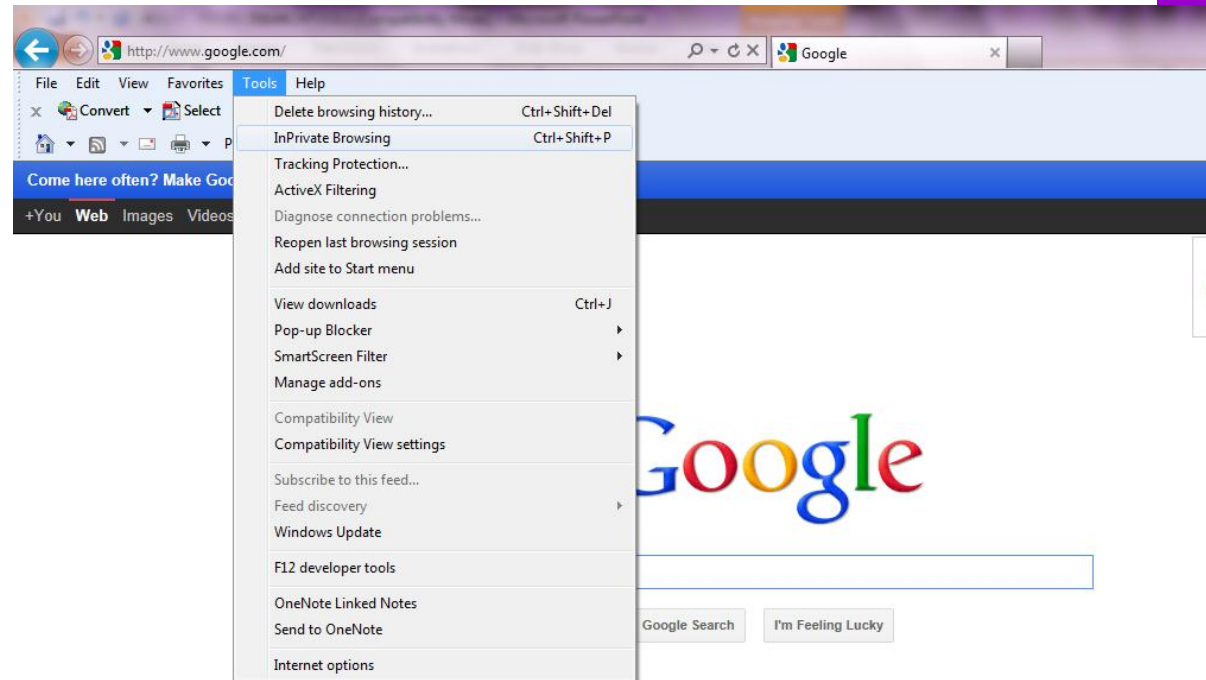


>Tools

>InPrivate
Browsing

OR

Ctrl+Shift+P



Lots of Ways to Search

| New! Search Engines | Meta & Clustering Search Engines |
|--|---|
| Alta Vista | Dogpile |
| Google | KwMap - Keywords expanded |
| • Interactive Google Search Options Poster | Video Searching - ClipBlast |
| | Cloud Searching - Quintura |
| HotBot | Search.com |
| Mamma | MetaCrawler |
| Ask.com | All the Web - Clustering Engine |
| | Ixquick |
| Viewzi - Visual Search Engine | Zapmeta.com |
| Cuil - Visual Search Engine | |
| WiseNut - suggests alternate keywords! | |
| Popular Directories | |
| Yahoo | Lycos |
| Internet Public Library | Info Please |
| About.com | InfoMine - scholarly resources |

Reframing Google's Search Options: The Poster, by Joyce Kasman Valenza

Glogster
poster yours



Scholarly articles, theses, books, court opinions, more



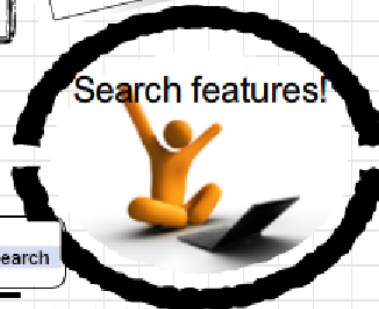
Use this page as a guide to Google's search tools beyond that first little box!



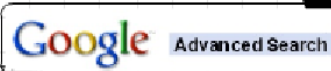
Maps and directions



Browse by topics and categories



Focus your search on the blogosphere



Organizes results chronologically—newspapers, magazines, blog posts, Wikipedia, more

Search by phrase, by filetype, domain, date, usage rights, eliminate noise words



Search public source code



Set up a search for automatic email alerts



Create and search engines that only search specified sites. Use custom searches created by others.



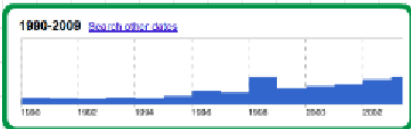
Set up a search for automatic email alerts

AFTER YOUR SEARCH

Click on MORE SEARCH TOOLS after your search for all these great tricks!

- › Any time
 - [Latest](#)
 - [Past 24 hours](#)
 - [Past week](#)
 - [Past year](#)
 - [Specific date range](#)

Web [Show options...](#)

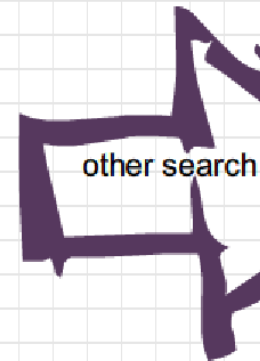


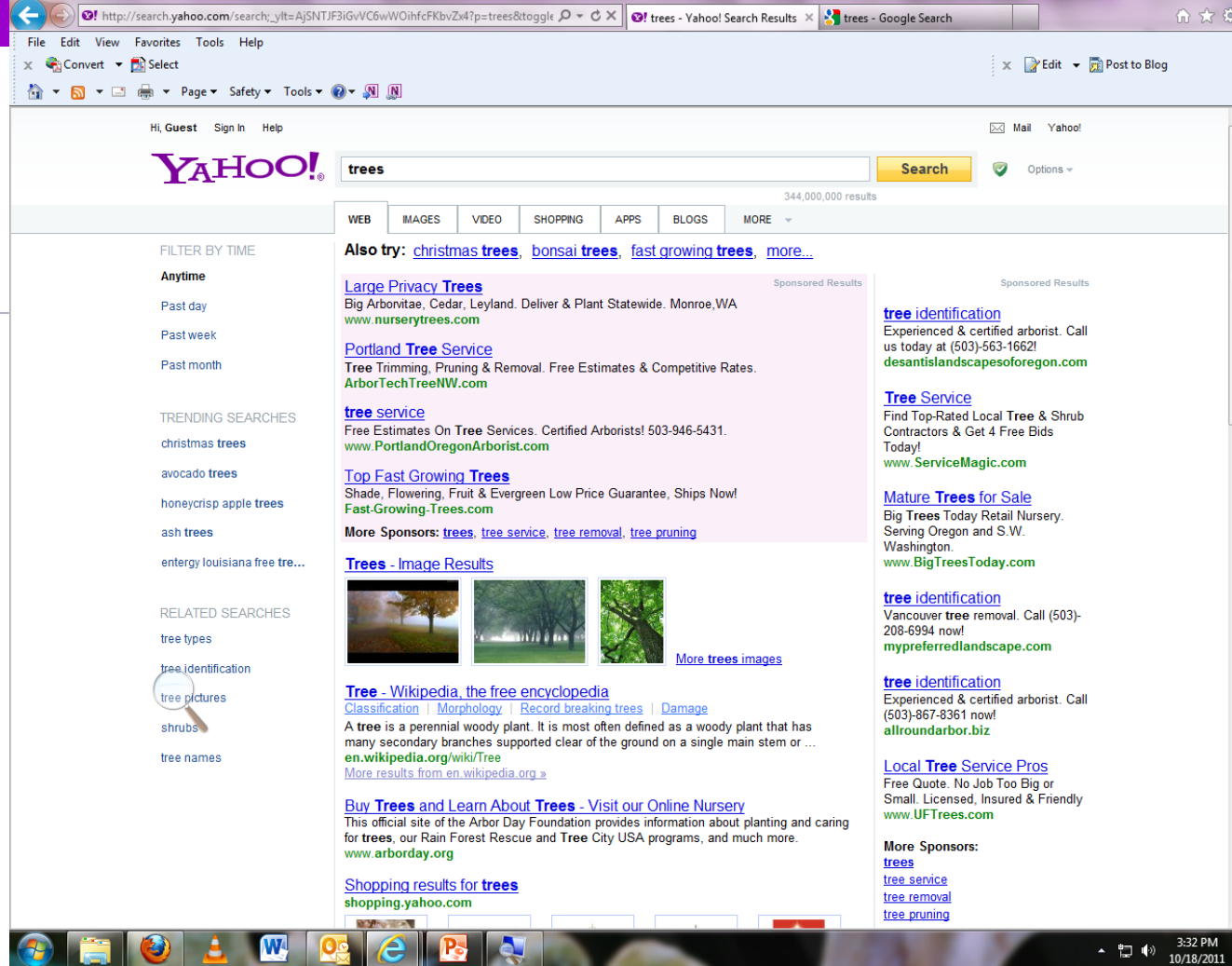
Timeline presents your search chronologically

- › Standard results
 - [Images from the page](#)
 - [Fewer shopping sites](#)
 - [More shopping sites](#)
 - [Page previews](#)
 - [Translated search](#)

- › All results
 - [Images](#)
 - [Videos](#)
 - [News](#)
 - [Blogs](#)
 - [Updates](#)
 - [Books](#)
 - [Forums](#)
 - [Social](#)

by others.



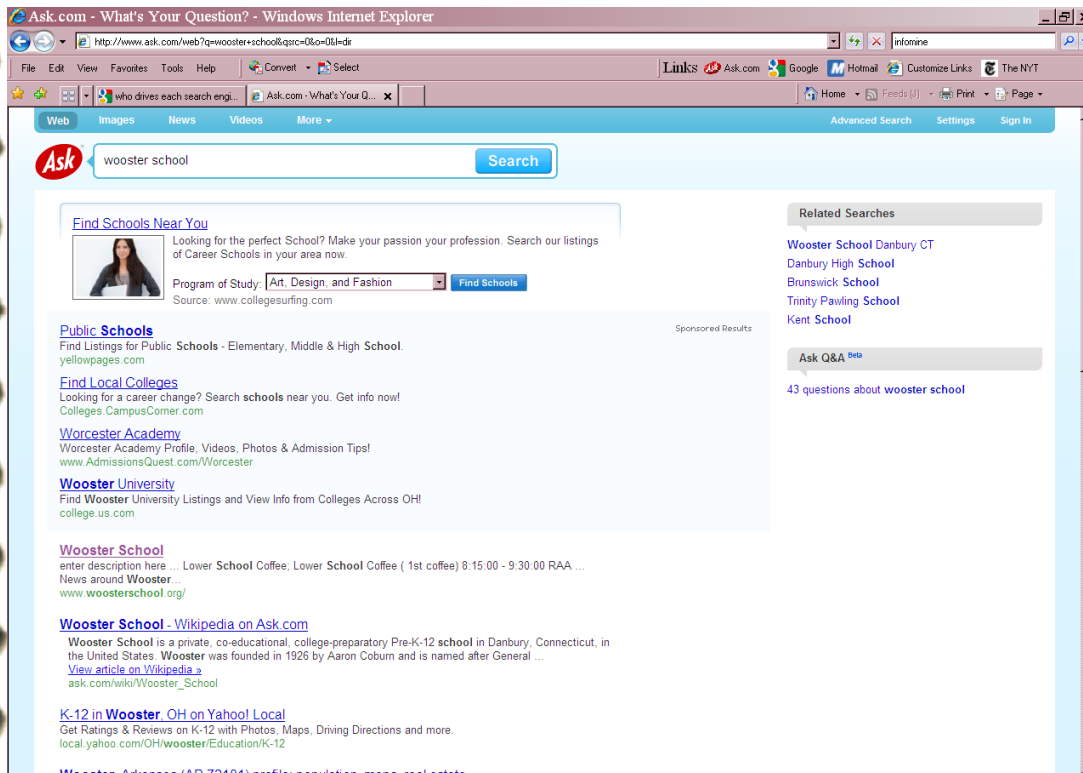


- Has **basic, directory, and advanced search** capabilities.

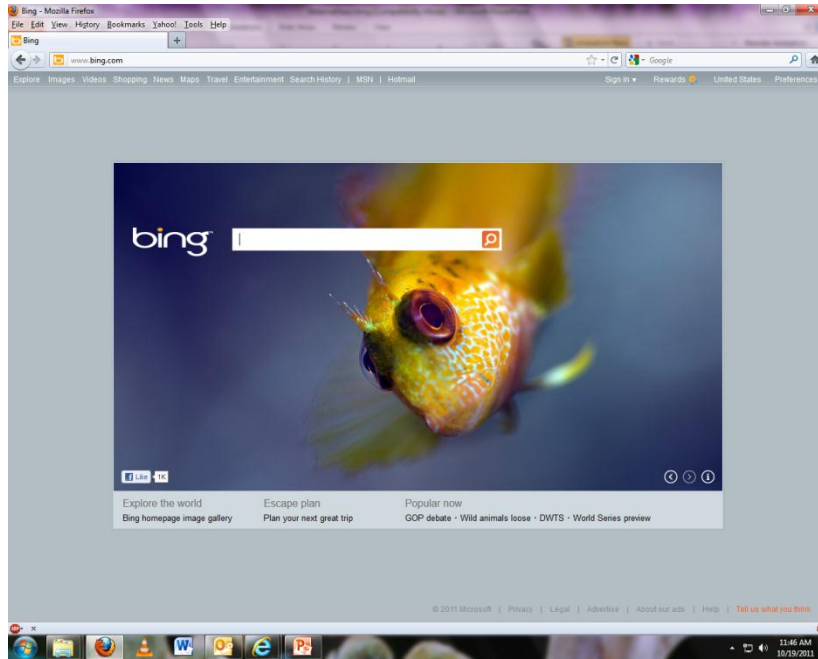
- Hit appear based on **relevancy!**

In other words, the number of times your Keyword(s) appear on the site.

- Ask natural language questions as well as keyword searches.
- **Plus:** Images, News, Video. Natural language questions, not Boolean searches.
- Right sidebar offers links to related search results and search history.
- Provides links to image, news and video searches.
- Offers AskEraser, a search privacy feature.



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- Full text of web pages and other documents on the web. Type up to 150 characters, including spaces, in the search box.
- For dates, type the name of the month instead of the calendar number.
- Left panel, suggests related searches and shows search history.
- Translates similar to Google.
- Use [Instant Answers](#) for easy field searching.

Meta/Cluster Search Engines

Use them to find “a needle in a haystack.”

- ❑ Several web search tools are searched at the same time.
- ❑ The results are clustered together

- Searches Google, Yahoo, Ask, and Bing, at the same time.
- Includes “Sponsored” listings.
- Suggests related searches.



More Meta

Ixquick

ixquick.com Searches Ask, All the Web, Yahoo, MSN Live, Exalead, Gigablast, EntireWeb, Open Directory, Wikipedia, and others. Customizable.

ZapMeta

zapmeta.com Searches Yahoo, Bing, Cuil, Gigablast, Altavista, Entireweb, among others.

Tips from the Librarian

- Try different search engines!
 - Implications – different Web search engines index different Websites

More Tips

- ❑ **Keep an eye on the page's URL Address. It can help you judge the reliability of the information provider.**
-

[Middle Ages - Wikipedia, the free encyclopedia](#)

The *Middle Ages* is a period of European history from the 5th century to the 15th century. The period followed the fall of the Western Roman Empire in 476, ...

[High Middle Ages](#) - [Early Middle Ages](#) - [Late Middle Ages](#) - [Science en.wikipedia.org/wiki/Middle_Ages](#) - [Cached](#) - [Similar](#)

[Medieval Times Dinner & Tournament](#)

Step back in time with epic battles, jousting tournaments, royal feasts, knights and romance at any of our nine North American castles.

[www.medievaltimes.com/](#) - [Cached](#) - [Similar](#)

[Middle Ages - Medieval Resources](#)

Information about life in the *Middle Ages* and important people of the *middle ages*.

[www.themiddleages.net/](#) - [Cached](#) - [Similar](#)

[Enter the Middle Ages](#)

Museum site with an e-tour of facets of Medieval life relating to Knights, Merchants, the Church and Peasants.

[www.mnsu.edu/emuseum/history/middleages/](#) - [Cached](#) - [Similar](#)

[Exhibits Collection -- The Middle Ages](#)

This interactive exhibit, part of the Exhibits Collection, focuses on life in the *Middle Ages*. The exhibit explores various aspects of the *Middle Ages* life- ...

[www.learner.org/interactives/middleages/](#) - [Cached](#)

Here Come Some More Tips?

- ❑ To get just one kind of site, enter i.e.
 - **site:gov “energy statistics”**
- ❑ To get a specific file type, enter i.e.
 - **filetype:pdf money**

Resource Tips

- ❑ Search Tools Chart
 - ❑ Search Tools page
- Wooster School Library

The screenshot shows the 'Infopeople' website with the 'Best Search Tools Chart' page. The page features a navigation menu with 'Training', 'Resources', 'Search Tools', 'Web 2.0', 'Partnerships', and 'Calendar'. Below the navigation is a search bar and a 'GO' button. The main content area is titled 'Best Search Tools Chart' and includes a link to 'Adobe Acrobat PDF version - prints on 2 pages'. A table titled 'Selected Internet Search Engines' is displayed, with columns for 'Search Engine', 'Database', 'Boolean', 'Other search options', and 'Miscellaneous'.

| Search Engine | Database | Boolean | Other search options | Miscellaneous |
|---------------|--|--|--|---|
| Google | Full text of web pages, .pdf, .doc, .xls, .ps, .wpd, others (Huge, probably largest web search engine). | AND (<i>default</i>) OR (<i>capitalized</i>) - to remove words or phrases. + to include common words | * wildcard to replace word (s) (e.g., to * or * * *) no truncation. Quotes for phrase. Stems some words (+ to turn off). Fields: intitle; site; inurl; filetype; more . US Gov Srch Similar pages - finds related sites. | Spell checker. Cache - great for finding 404s 50+ languages. Translates to/from some European and 3 Asian languages and Arabic. International Searches ~ searches synonyms (~food) |

The screenshot shows the 'Wooster School - John D. Verdery Library' website. The page has a blue header with navigation links for 'Upper School', 'Middle School', 'Lower School', 'Search Tools', and 'Databases & Encyclopedias'. Below the header is a sidebar with various resource links like 'Find a Book - Search the Catalog', 'Teachers' Page', 'Parents' Page', 'Public Library Links', 'Research Pathfinders', 'Clipart Resources', 'Video & Audio Resources', 'Homework Resources', 'Bibliography Guidelines', 'Maps', 'Dictionaries', 'Quotations', 'Primary Source Links', 'Helping Hand Links', 'Book Buying Resources', 'Consumer Links', 'Telephone Tools', and 'Health Links'. The main content area is titled 'Search Tools' and 'Search Tools Chart', with a subtitle 'Information on how each search tool works!'. It features two columns of search engines: 'Search Engines' and 'Meta & Clustering Search Engines', each with a list of engine names.

| Search Engines | Meta & Clustering Search Engines |
|--|----------------------------------|
| Alta Vista | Vivismo - Clustering Engine |
| Google | Dogpile |
| HotBot | Search.com |
| Mamma | MetaCrawler |
| Ask.com | All the Web - Clustering Engine |
| WiseNut - suggests alternate keywords! | |
| Popular Directories | |
| Yahoo | Lycos |
| Internet Public Library | Info Please |
| ahoi.com | LinkSmart |

Remember!

- ❑ The best search method depends on your problem !

Jim Ross - CSUB Computer Literacy Instructor

- ❑ **So, Pick the Right Search Tool.**

Works Cited (my bibliography)

Basic Internet Searching accessed 7/22/00 ©1998 Greg R., Reference Librarian
><http://www.lib.montana.edu/~notess/li/basicsearch.html><

Basic Search Tool Chart. 2006 InfoPeople Project, Accessed 10 August 2006.>
www.infopeople.org/search/chart.html<

"The Filter Bubble - On The Media." *Home - On The Media*. WNYC, 20 May 2011. Web.
07 Oct. 2011. <<http://www.onthedia.org/2011/may/20/the-filter-bubble/>>.

LM_NET@LISTSERV.SYR.EDU. gary price
<gary@RESOURCESHELF.COM>Sent : Thursday, June 16, 2005 2:38 AM.
Subject : Re: [LM_NET] Search engine comparison

On The Net Internet Search Techniques and Strategies Online Inc. Greg R. Notess,
Reference Librarian
Montana State University; accessed 7/22/00,
><http://www.onlineinc.com/onlinemag/JulOL97/net7.html> <

Ross, J. Web Search Basics. The Garlic Press. Accessed 9 August 2006,
>http://www.scuba.edu/~jross/classes/GS390/Internet/WEB_SEARCHING/WebSearch.ppt <

Search Engine Showdown Page updated Jul. 12, 2000 accessed 7/22/00 >
<http://www.searchengineshowdown.com/> <

"Search Tools Chart | Infopeople." *Welcome! | Infopeople*. Web. 19 Oct. 2011.
<<http://infopeople.org/search/chart>>.

Spink, Amanda. Web Search and Web Search Overlap: What the Deal? Accessed 10 August
2006. >

A spiral-bound notebook with a light brown, textured cover. The spiral binding is on the left side. The text is centered on the cover.

The End

Thank you!