

EXTREME SEARCHING




eXtreme
searching:
how to avoid
eXtreme
frustration and
bird walks

presented by
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Overview


- Problems with searching
- Three main types of search tools
- The top search engines
- What to do before you start
- Advanced search strategies



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The Problems


- Too many hits for my query
- Can't find what I am looking for
- How do I choose words to get what I want?
- Which search tool should I use?
- How do I avoid "bird walks"?



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Three types of search tools


- Search engines
 - Google
 - AltaVista
- Meta-search engines
 - Metacrawler
 - Clusty
- Directories
 - LookSmart
 - Open Directory Project



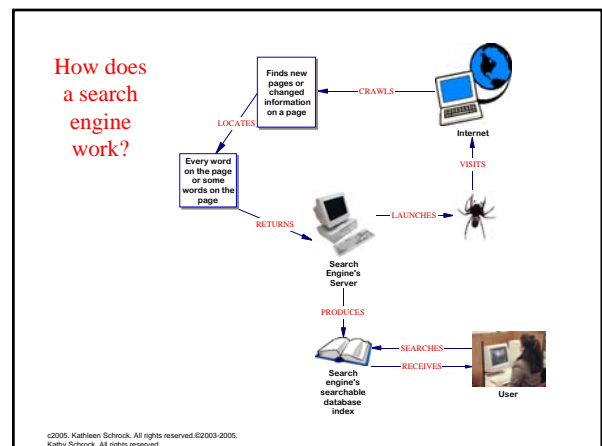
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What *is* a search engine?

- Software (robots, spiders, or crawlers) that indexes and catalogs the Internet into a database of keywords
- Active 24 hours per day
- Systematic approach to indexing sites
- Creates a database that *you* search



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What is a meta-search engine?

- Don't crawl the Web themselves to build listings
- Allow searches to be sent to several search engines/directories all at once
- Results are blended together onto one page



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Metacrawler

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What is a directory?

- Created by "expert" human beings
- Sites identified and classified
- Browseable and searchable

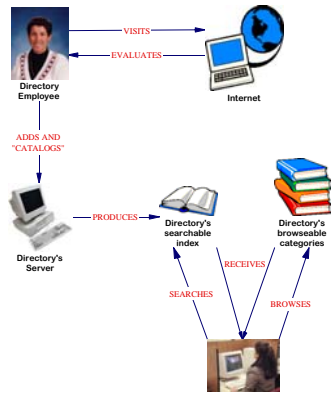


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Search.com Directory

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How does a directory work?



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Search engine or directory?

- Personal preference
- Knowledge base
- Directories allow the user to form the search, but may not use common terms
- Search engines allow the user to use common language, but may lead to lots of hits



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EXTREME SEARCHING

What to do before you start...

Taken from:
Bernie Dodge
"What to do before searching"
<http://webquest.sdsu.edu/searching/stepzero.html>



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Think about your topic

What is the question you're trying to answer?

Think about the...

- people
- terms
- organizations
- places
- objects, etc.

...that will most probably be on the Web page that will contain your answer



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First step...

Write down a question.

Don't make it extremely narrow, but do not make it too broad. For example:
"Where would I find the measurement scale for tornadoes?"



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Create a 3M list of search terms

- Must: surely appear
- Might: synonyms
- Mustn't: not interested

Must	Might	Mustn't



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3M list for my topic

Must	Might	Mustn't
Tornado Measure Scale	Twister Severe weather	Wizard of Oz

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Google Advanced Search

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Use Google to search any site

The screenshot shows the Google Advanced Search interface. It includes sections for 'Find results' with options for 'with all of the words', 'with the exact phrase', 'with at least one of the words', and 'without the words'. There are also filters for Language, File Format, Date, Occurrences, and Domain. A 'Page-Specific Search' section includes 'Similar' and 'Links' options. A 'Slide shows' button is highlighted with a red arrow.

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Strategies for Using Google

Taken from:
Bernie Dodge
"Four NETS for better searching"
<http://webquest.sdsu.edu/searching/fournets.htm>



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Start Narrow

The screenshot shows the Google Advanced Search interface. A red arrow points to the 'with all of the words' field, which is highlighted in red in the text below.

Think of all the words that would always appear on the perfect page and put those in the **WITH ALL THE WORDS** field (MUST)

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Start Narrow

The screenshot shows the Google Advanced Search interface. A green arrow points to the 'without the words' field, which is highlighted in green in the text below.

Think of words that might help you eliminate distracting pages and put those in the **WITHOUT THE WORDS** field (MUST'N'T)

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Start Narrow

The screenshot shows the Google Advanced Search interface. A blue arrow points to the 'with at least one of the words' field, which is highlighted in blue in the text below.

If there's a term with synonyms, either of which might appear on the page you're after, put them in the **WITH AT LEAST ONE OF THE WORDS** field (MIGHT)

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Google Advanced Search Extras

The screenshot shows the Google Advanced Search interface. The 'File Format' dropdown menu is open, showing options like 'All formats', 'Adobe Acrobat PDF (.pdf)', 'Adobe Postscript (.ps)', 'Microsoft Word (.doc)', 'Microsoft Excel (.xls)', 'Microsoft PowerPoint (.ppt)', and 'Rich Text Format (.rtf)'. A red arrow points to the 'All formats' option.

www Slide 1
File Format: Microsoft Powerpoint 97 - [View as HTML](#)
... Information on **endangered animals** can be found ... Record all relevant information for your three **endangered animals** in note form on the ...
www.asia.nsw.edu.au/sts2504/papers/ferning1.ppt - [Similar pages](#)

www 6ids With HEART
File Format: Microsoft Powerpoint 97 - [View as HTML](#)
... **Endangered animals** are still living today but are in immediate danger of extinction. Threatened. A species that is likely to become endangered if it is ...
www.tscs.k12.in.us/leat/Animals%20Web%20Pages/Kids%20Web%20H.E.A.2.ppt

www www.ics.wisc.edu/courses/900_sec3_fall_04pptesa_intro_04.ppt
File Format: Microsoft Powerpoint 97 - [View as HTML](#)
... Wisconsin's Threatened and Endangered Animals. Kameron blue butterfly. Hine's emerald dragonfly. Bald Eagle American. Canada lynx. gray wolf ...

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Google Page-Specific Search

Page-Specific Search

Similar Find pages similar to the page

Links Find pages that link to the page

- Use to find pages with like vocabulary and links
- Use to find pages that link to a page you like.
- Use to “ego” surf

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Fun and Useful Stuff

Calishain, Tara, et.al.
Google Pocket Guide.
O'Reilly Press, 2003.



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Google Glossary

Web Results: 1 - 19 of about 3,550,000 for **define blog** (0.46 seconds)

Web definitions for **Blog -- [web LOG]**

A blog is basically a journal that is available on the web. The activity of updating a blog is "blogging" and someone who keeps a blog is a "blogger." Blogs are typically updated daily using software that allows people with little or no technical background to update and post on the blog. Postings on a blog are almost always arranged in chronological order and the most recent additions featured most prominently.

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Google Calculator

Web Results: 15.99 + 32.50 + 13.25 = 61.74

Search for documents containing the terms **15.99+32.50+13.25**

Web Results: 98.6 degrees Fahrenheit in degrees Celsius = 37 degrees Celsius

Search for documents containing the terms **98.6 degrees Fahrenheit in degrees Celsius**

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Google Image Search

- Archive of over 880 million images
- Everything from icon-sized images to portrait-sized pictures
- Start with advanced search page to choose options

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Google Image Search: School

Image Search Results for 'school'

school.jpg 612 x 478 pixels - 65k www.hobbs.k12.nc.us/school.html	school.gif 328 x 202 pixels - 3k www.bethelhigh.com/high7.htm	school.gif 150 x 210 pixels - 11k www.pdph.com/high/school.gif	school.gif 489 x 329 pixels - 43k www.cde.governor.state.tx.us/school.htm
school.jpg 246 x 210 pixels - 13k www.lee.edu/ksr/	school.jpg 400 x 200 pixels - 22k www.ccmathteam.com/contact.php	school.jpg 300 x 200 pixels - 15k www.gwinnet.org/parents/ak42vku11.htm	school.gif 485 x 415 pixels - 74k www.dreamproject.org/athletic.htm

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Google News

- Mines over 4500 news sources
- Headlines are clustered by subject
- Continually updated

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Google News



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Google Directory

- Multi-subject directory
- Smaller than the search indices
 - 1.5 million pages vs. 3 billion
- Based on the Open Directory Project

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Google Directory



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Froogle

- Locates stores that sell the item you want to find
- Points you directly to the place where you can make a purchase

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Froogle Search



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Google Catalogs

- Search over 6600 print catalogs
- Scanned in PDF pages from catalogs
- Searchable by keyword

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Google Catalogs Search



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Google Groups

- Over 1 billion archived newsgroup messages
- Searchable by keyword
- Browseable by category and newsgroup
- Can create your own newsgroup

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Google Groups



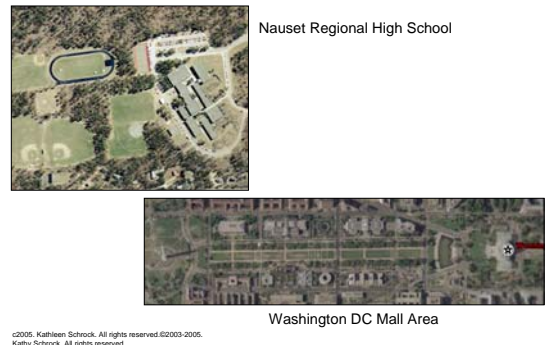
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Google Keyhole

- Satellite mapping program
- Features
 - In color
 - “Fly” from place to place
 - Can tilt the location to see terrain
 - Can zoom in and out on the location

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Google Keyhole Search



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Google Special Searches



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Other Neat Google Things

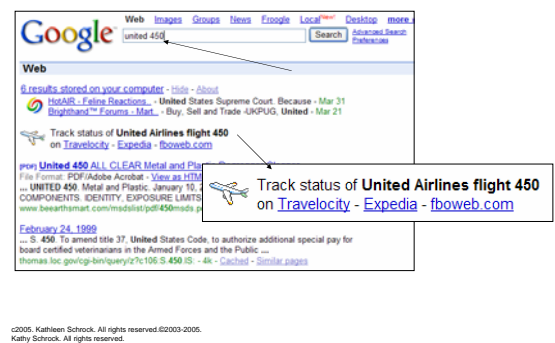
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Google "Hacks": Goo' Cookin'



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Check Flight Info



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Look for Businesses



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The Future of Search



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The Future of Search



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General Search Strategies

Taken from:
Joyce Valenza
"Expanding the searching toolkit"
Classroom Connect, December 2000/January 2001



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General searching tips 1

- Do some thinking before going online
- Choose the most unique terms you can
- Avoid common words unless in a phrase
- Use words that you want to see in results
- Type the most important words first
- Use at least 3 keywords



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General searching tips 2

- Constantly refine your search
- Examine the results, looking for better words
- Read the tips page of the search tool
- Start at the advanced search page
- Check your spelling



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Best Search for Your Info Need

Information need	Search strategy
I need a few good hits fast (e.g., organization homepage, popular sites for a topic)	Google - largest search results ranked by general popularity with "black spots" with reduced copy when site unavailable. Yahoo!Search - redesigned search tool and site
I need to compare results quickly before I investigate them further	Cyberbits metasearch. Quick. Free. Browse multiple pages within your results. Item on "Search snapshots" (not preferences) to generate thumbnail of sites
I have a brand academic subject and need pointers to quality sites	Librarian's Index to the Internet - "thinking person's Yahoo!" with weekly updates Infotrac - librarian selected directory with flexible search options
I need to search on reliable (e.g. books or health or legal) words (e.g. those in "There's a company in a phrase" (e.g., "Pittman at" or "to be or not to be")	Google - use quotes around phrases, or "word" file Google to teach Google's features

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Wrap-Up

- Think about what you want before you start
- Look in books to gather keywords
- Use the advanced search pages
- Visual search engines are a-comin'
- Choose the best info source for your need



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