


**EXTREME
SEARCHING:
HOW TO AVOID
EXTREME
FRUSTRATION
AND BIRD
WALKS**

presented by
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ONLINE SUPPORT PAGE
<http://kathyschrock.net/extreme/>



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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
- The future of search
- The Invisible Web



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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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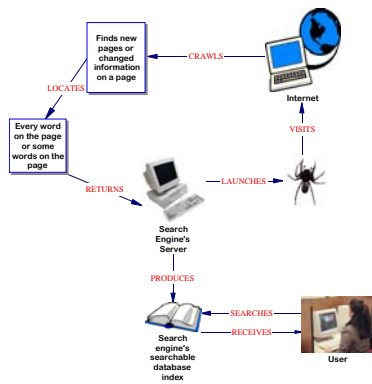
HOW DO THE SEARCH ENGINES DIFFER?

- Different databases are searched
- The degree of detail collected differs
- The level of sophistication of the “robot” varies
- Relevancy rankings differ



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How does a search engine work?



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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

metaCrawler®
SEARCH THE SEARCH ENGINES®

Web Search **Yellow Pages** White Pages

Web Pages Images Audio Multimedia News Shopping [Advanced Search Preferences Tools & Tips](#)

Exact Phrase

MetaSpy®
Ever wonder what the rest of the world is searching for?

POPULAR SEARCHES

- Maps
- A Treasure Trove
- Da Vinci Code
- Singles
- Spam Blockers
- Tax Help

OTHER RESOURCES

- MetaCrawler / Oz2Net Mail
- Maps
- Weather
- Monoscope
- Public Records
- Classifieds

Help with tsunami relief efforts.

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METACRAWLER

metaCrawler®
SEARCH THE SEARCH ENGINES®

Advanced Search **Preferences** [Search Help](#)

Use the following options to do a search with advanced capabilities.

Please note: These settings will be applied to this search only. You will have to set your preferences again for your next search. To set default characteristics for all future searches, use the [Preferences](#). Search results will only be returned by partners who are compatible with the features you select.

Quick Search

Qualify Your Search

Search Options

All of these words

The exact phrase

Any of these words

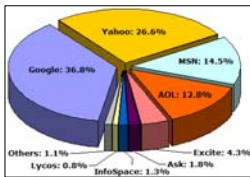
None of these words

Use Boolean Terms

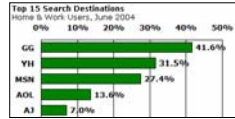
Use words **and**, **or**, **not** to search for your keyword(s) in a more advanced manner. [Get more information on Boolean searches](#)

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THE MOST POPULAR SEARCH TOOLS



Media Matrix



NielsenNet

Name	Domain	Share
Google	www.google.com	15.2%
Yahoo! Search	search.yahoo.com	10.0%
MSN Search	search.msn.com	7.2%
Google Image Search	images.google.com	1.4%
Ask Search	www.askbrevia.com	1.1%
Excite	www.excite.com	1.1%

Hitwise

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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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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 reference question.

Don't make it extremely narrow, but do not make it too broad. For example:

"Where would I find research dealing with the use of Palm OS handheld computers in the classroom?"



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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
handheld classroom research	Palm Sony computer PDA student grant hand held hand-held	PocketPC WindowsCE

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ADVANCED SEARCH PAGE

- Most comprehensive search engines have an advanced search page
- May or may not allow Boolean
- May be fill-in-the-blank



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ALTAVISTA ADVANCED SEARCH

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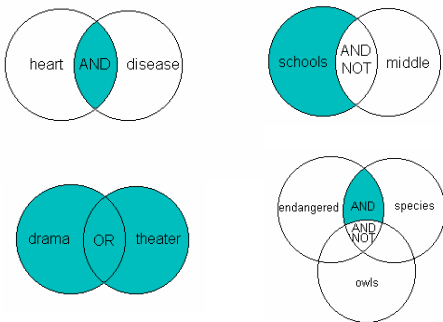
BASIC BOOLEAN

AND results must contain all words joined by AND (**heart AND disease**) = **Fewer hits**

OR results must contain at least one of the words (**drama OR theater**) = **More hits**

NOT results will not contain word after the term NOT (**schools AND NOT middle**) = **Fewer hits**

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Advanced Web Search

Search with...
 this boolean expression (handheld OR hand-held OR hand held) AND computer AND classroom AND research AND Palm AND NOT PocketPC

Use logic with AND, OR, AND NOT, NEAR

Page with these words will be ranked highest

SEARCHED: 10 words 100 results 100% all languages English Search

AltaVista found 3,738 results

Hand Held Devices in the Classroom
 ... be used with a **Palm hand held** or as a separate device. To learn more about this technology in the classroom, check out the Geocaching ... Educator's **Palm (Handheld Learning)** - explores issues ...
www.educapes.com/tap/topic/78.htm - Related Pages

Classroom tech upgraded - 02/19/01
 ... ICT & Pedagogy (Hand Held Devices). Current research involves ... Pedagogy (Hand Held Devices). This resource page of **Palm Education** relates ... assigned a **Palm handheld computer** and keyboard ...
www.ednews.com/2001/schools/01/02/23/c09-190110.htm

FINA Online - Search
 ... ICT & Pedagogy (Hand Held Devices). Current research involves ... Pedagogy (Hand Held Devices). This resource page of **Palm Education** relates ... assigned a **Palm handheld computer** and keyboard ...
www.edna.edu.au/go/forward/schoolnews_es/ict/handheld

Shelburne Community School Information Technology PDA or Hand Held Devices Web Page
 ... Assistant (PDA) or Hand Held Device Dubble ... Read the article **Handheld Computer** as a Field Guide ... when using **handheld** computers in the classroom. For **Palm** grant information click ...
shelburne.k12.vt.us/SCS/TECH/thesource/pda.htm

PDA's for the Handicapped
 ... (PDA), **Handheld** computers ... thus can use a **handheld computer** such as a **Palm**. In our first track of research, we have ... Borodko Stack, "**Palm Pilot** Connects Get with Classroom," QUEST ...
www2.ccs.cmu.edu/edu/ajp/ajpproject/pdbased_twe/index.html

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GOOGLE ADVANCED SEARCH

Google Advanced Search

Find results with all of the words, with the exact phrase, with at least one of the words, without the words

Language: Return pages written in any language
 File Format: Only return results of the file format any format
 Date: Return web pages updated in the anytime
 Occurrences: Return results where my terms occur anywhere in the page
 Domain: Only return results from the site or domain e.g. google.com, org, .edu

SafeSearch: No filtering, Filter using SafeSearch

Page-Specific Search: Similar (Find pages similar to the page), Link (Find pages that link to the page)

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GOOGLE ADVANCED SEARCH

Find results with all of the words, with the exact phrase, with at least one of the words, without the words

AND
 OR
 NOT

PHRASE SEARCH

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GOOGLE ADVANCED SEARCH

Find results with all of the words, with the exact phrase, with at least one of the words, without the words

handheld computer classroom
 PocketPC

6,160 hits

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GOOGLE ADVANCED SEARCH

Find results with all of the words, with the exact phrase, with at least one of the words, without the words

handheld OR hand-held comput
 HTML
 hand held
 PocketPC

Examining the Potential of the Handheld...
 ... as one of these research hubs ... State University's **OSU American Classroom**, agreed to ...
www.osu.edu/center/empapers/Palm_Education_Pioneers.pdf - Similar pages

PEP - Palm Education Pioneer grants
 ... to give every student a low-cost and mobile computer ... are the key to technology innovations in the classroom ... who have a vision of how **handheld** computers can ...
www.palmgrants.net/com/pep/pep_report.pdf - Similar pages

www.palmgrants.net.com Palm Education Pioneers Program Round 1
 File Format: PDF (Adobe Acrobat) - View as HTML
 ... throughout the United States with a **handheld** computer for every ... contribution to the effective use of **handheld** computers for ... Round 1 Classroom Teacher Awards ...
www.palmgrants.net/com/PEP_R1_Report.pdf - Similar pages

Hand Held Devices in the Classroom
 ... information and resources for **hand-held** computers: **Palm** ... **Handheld** in the Classroom - **Palm Power** ... Leadership Model for **Handheld Computer Technology** - Educator's **Palm** ...
www.educapes.com/tap/topic/78.htm - 486 - Cached - Similar pages

most terms on the with all the words line with the variants of handheld added
 7,880 hits

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GOOGLE ADVANCED SEARCH

Find results with all of the words, with the exact phrase, with at least one of the words, without the words

research
 handheld computers in the clas
 PocketPC

used the phrase searching capability
 393 hits

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STRATEGIES FOR USING GOOGLE

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



START NARROW

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

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START NARROW

Think of words that might help you eliminate distracting pages and put those in the **WITHOUT THE WORDS** field

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START NARROW

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.

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PHRASE SEARCHING

- Helpful for finding names of places, people and books
- Useful if you remember a distinctive phrase
- Can see if work is "borrowed"
- Can stamp out "urban legends"



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GOOGLE ADVANCED SEARCH EXTRAS

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GOOGLE PAGE-SPECIFIC SEARCH

Page-Specific Search

Similar	Find pages similar to the page	<input type="text" value="e.g. www.google.com/help.html"/>	<input type="button" value="Search"/>
Links	Find pages that link to the page	<input type="text" value="e.g. www.google.com/help.html"/>	<input type="button" value="Search"/>

- 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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GOOGLE LINK TO THE PAGE SEARCH

Page-Specific Search

Similar	Find pages similar to the page	<input type="text" value="e.g. www.google.com/help.html"/>	<input type="button" value="Search"/>
Links	Find pages that link to the page	<input type="text" value="www.en.com/news/releases/11-11-01"/>	<input type="button" value="Search"/>

Research
SRI International SRI International's study of the effectiveness of handheld computers in schools shows handheld computers can increase learning in K-12 ...
[www.imageworks.com/Pages/ForTeachers/Research.html](#) - 10k - [Cached](#) - [Similar pages](#)

NEON - November 15, 2002
Issue # 83, November 15, 2002. Table of Contents. ...
[www.itrc.ucf.edu/neon/archives/115002.html](#) - 41k - [Cached](#) - [Similar pages](#)

Wireless, Handheld & Laptop Computers
Colorado Department of Education. Colorado Technology in PreK-12 Education. Wireless, Handheld & Laptop Computers in K-12 Classrooms. ...
[www.cde.state.co.us/cde/tech/wireless-laptops.htm](#) - 9k - [Cached](#) - [Similar pages](#)

Learning in Hand
What's New Go to Learning in Hand's Front Page 3/26/03, GoKnow/You may have noticed that the free educational Palm software at the ...
[www.mpsomaha.org/yellowj5handhelds/whatsnew.html](#) - 42k - [Cached](#) - [Similar pages](#)

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THINGS TO ASK YOURSELF

- Can I do wildcard searches with this search engine?
 - educat* to get education, educator, etc.
- Does capitalization make a difference?
- Does the order of names make a difference?



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BOOLEAN STOP WORDS

- Most web search engines will not search certain words: **a, an, the, is, or, www**
- Different search engines treat the information differently



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RELEVANCY RANKINGS

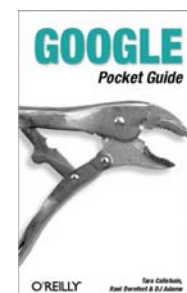
- Search term frequency
- Positioning of key words in the document
 - Appear in title tag
 - Appear near the top of the page
 - Appear in meta-tags
 - Appear in hyperlinks on the page
- “Link popularity”



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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

The screenshot shows a Google search for "define blog". The search bar contains "define blog" and the search button is labeled "Search". The results show "Web" results for "define blog" with approximately 3,550,000 results. A red circle highlights the first result, "Web definitions for Blog -- (weB LOG)", which includes a definition: "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'." Other results include "Get Blogger Knowledge", "From Blog Basics to Advanced Blogging - Plus Free Space To Blog!", "Set Up Your Blog for Free", "The Scope On Blogs & RSS", "From Sites To Free RSS Courses We Have A Blog Solution For You", "Set Up Your Blog for Free", "Make Big Money From Blogs", and "Create Your Own Free Blog Site @ BlogOnTheWeb.Com! EduBlog My Links...".

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GOOGLE CALCULATOR

The screenshot shows the Google Calculator interface. The search bar contains the equation "15.99 + 32.50 + 13.25". The result is displayed as "15.99 + 32.50 + 13.25 = 61.74". Below the result, there is a search bar for documents containing the terms "15.99+32.50+13.25".

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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

The screenshot shows Google Image Search results for the term "school". The search bar contains "school" and the search button is labeled "Google Search". The results show a grid of images with thumbnails and descriptions. The first row includes: "school.jpg" (612 x 478 pixels), "school of" (326 x 252 pixels), "school of" (158 x 218 pixels), and "school of" (489 x 329 pixels). The second row includes: "school.jpg" (246 x 218 pixels), "school.jpg" (498 x 295 pixels), "school.jpg" (308 x 205 pixels), and "school.jpg" (485 x 415 pixels).

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GOOGLE GROUPS

- Archive of 20 years of Usenet
- Over 1 billion messages
- Browseable and searchable
- Helpful when determining authority
 - Groups main page: Kathy Schrock
 - Advanced page: author Kathy Schrock

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GOOGLE GROUPS SEARCH: KATHY SCHROCK

The screenshot shows Google Groups search results for the name "Kathy Schrock". The search bar contains "Kathy Schrock" and the search button is labeled "Google Search". The results show a list of groups related to Kathy Schrock. The first result is "Kathy Schrock's EXCELLENT guides for student evaluation of WWW To EdTech: Kathy Schrock has designed web evaluation tools for students at the elementary, middle and high school levels. I found...". Other results include "K12> Kathy Schrock's EXCELLENT WWW evaluation tools for...", "K12> April 17th Live Chat with Kathy Schrock!", and "net-happenings moderator <spackmann@classroom.com> Sent: Thursday, April 12, 2001...".

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GOOGLE GROUPS: AUTHOR SEARCH



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GOOGLE NEWS

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

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GOOGLE NEWS



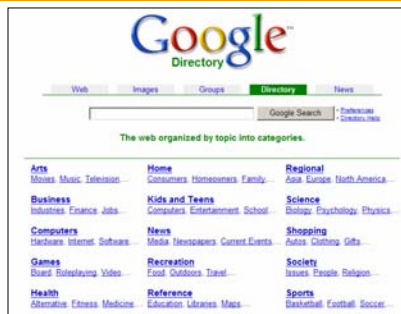
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GOOGLE DIRECTORY

- 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



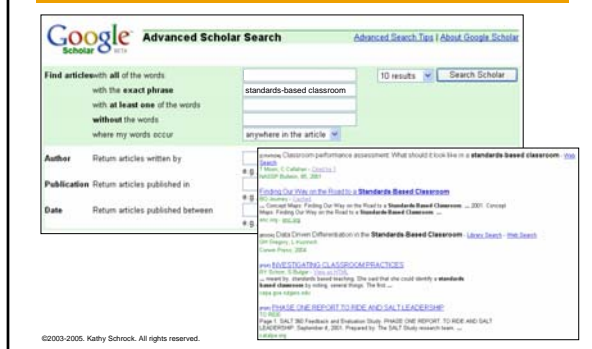
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GOOGLE SCHOLAR

- Search specifically for scholarly literature
- Information indexed from
 - Academic publishers
 - Professional societies
 - Preprint repositories and universities
 - Scholarly articles on the Web
- Searchable by author, title, keyword, etc.

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GOOGLE SCHOLAR SEARCH



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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

Apple Macintosh
www.google.com/mac
Search for Mac & Apple things

BSD
www.google.com/bsd
Search for the BSD operating system

Linux
www.google.com/linux
Search all Linux-friendly pages

Microsoft
www.google.com/microsoft.html
Search Microsoft-related pages

U.S. Government
www.google.com/gov/nciesam
Search all gov and mil sites

University Search
www.google.com/nciesam/universities.html
Narrow your search to a specific institution's website

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GOOGLE "HACKS": GOO' COOKIN'

Cookin' With Google

Cookin' With Google

Gimme a couple of ingredients:

Please tell me what kind of recipe you want: General

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GOOGLE "HACKS": GOOGLEFIGHT

Make a fight! Type 2 opposite keywords:

(Examples)

Michael Jordan versus Larry Bird
God versus Satan
Microsoft Explorer versus Netscape Navigator

Keyword #1 versus Keyword #2

Number of results on Google for the keywords palm and pocketpc:

<p>palm (9 420 000 results)</p>	versus	<p>pocketpc (1 480 000 results)</p>
--	--------	--

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MSN SEARCH TIP

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MSN SEARCH TIP

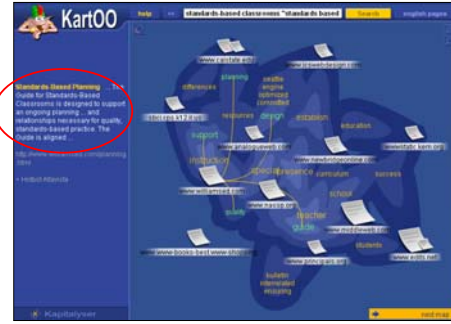
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THE FUTURE OF SEARCH



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THE FUTURE OF SEARCH



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THE INVISIBLE/DEEP WEB

- Not reached by the search engines
- Database information
- Dynamically-created information
- Directories of searchable databases



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COMPLETE PLANET



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COMPLETE PLANET



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COMPLETE PLANET - ADVANCED

The screenshot shows the CompletePlanet search interface. At the top, it says "Discover over 70,000+ searchable databases and specialty search engines." Below this, there are several search filters:

- Document Type:** A dropdown menu with "All of these words" selected.
- Document Title:** A dropdown menu with "All of these words" selected.
- Document Keyword:** A dropdown menu with "All of these words" selected.
- Document Description:** A dropdown menu with "All of these words" selected.
- and area last updated:** A section with radio buttons for "all" and "on or after January 01 1800" (selected), and a date range selector.
- and/or before:** A date range selector for "December 31 2004".
- and show:** A dropdown menu with "25 results" selected.

 At the bottom, there are "SEARCH" and "CLEAR" buttons.

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GEM

The screenshot shows the Gateway to Educational Materials (GEM) website. It features a search bar and several filters:

- Browse the Gateway by subject:** A list of subjects including arts, educational technology, foreign languages, health, language arts, mathematics, philosophy, physical education, religion, science, social studies, and vocational education.
- Browse the Gateway by type:** A list of document types such as Activity, Artifact, Best practice, Catalog record, Collection, Community, Course, Curriculum, Curriculum support, Data set, Educator's guide, Environment, Event, Form, Image set, Lesson plan, Literature, Primary source, Project, Realia, Reference, Research study, Secondary source, Serial, Service, Story, Study guide, Tool, and Web lesson.
- Browse the Gateway by level:** A list of education levels including all, K-12, and higher education.

 The main content area displays a "Welcome to GEM" message and a list of featured resources with titles and brief descriptions.

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GENERAL SEARCH STRATEGIES

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



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

The screenshot shows the NoodleTools website with the heading "Information Literacy: Search Strategies" and "Choose the Best Search for Your Information Need". It features a table with search tips:

Information need	Search strategy
I need a low quality hit list (e.g., representative homepage, popular sites for a topic)	Google - largest index ¹ results ranked by general popularity with "fast spots" ² with ranked copy when site searchable
I need to compare results quickly before I investigate them further	Yahoo!Search - redesigned search and index
I have a local academic subject and need pointers to quality sites	Library - meta-search Quick 'n' preview each page within your results, but on "Result Show this" (not preference) to preview thousands of sites
I need to search on unavailable (e.g. built-in) or ignored words (e.g. show v. There = compare) in a phrase (e.g. "Platinum 4" or "to be or not to be")	Advanced Search - advanced search with flexible search options
	Google - use quotes around phrases, or word
	Use Google to track Google's features

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WRAP-UP

- Search engines are a-changin'
- Visit *searchenginewatch.com*
- Boolean searching has been refined
- Visual search engines are a-comin'
- Invisible Web access via directories
- Choose the best info source for your need



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ONLINE SUPPORT PAGE

<http://kathyschrock.net/extreme/>

THE END



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