Power Searching

Tips and Tricks for more thorough and efficient Internet searching

Thanks to Dan Russell & Tasha Bergson-Michelson & the Google Search Education Team
YOU CAME TO MY SCHOOL AND DID A PRESENTATION ON RESEARCH.

YOU WERE IN THE BACK ROW. ON THE LEFT.

IT WAS PRETTY DARK...

YOUR HANDHELD VIDEO GAME LIT UP YOUR FACE LIKE A SPOTLIGHT.

ANYWAY, TURNS OUT I NEED SOME HELP AFTER ALL.

GREAT, I’LL GO BACK THERE EVENTUALLY.

HERE’S A SUGGESTION: NEXT TIME, PAY ATTENTION.
Search from various reliable databases

(more work here)

specific results
Search from an easy “one stop shop”

*Google*

(more work here)

huge range of results =

more evaluation
Getting information off the Internet is like taking a drink from a fire hydrant.

Mitchell Kapor
This session’s goal:

make your “one stop shop” search more effective
A little thinking first...
WHAT are you searching for?
Rule #1

Search for your perfect answer NOT your question
If this is your question:

- Which hotel would give me the best access to snorkeling?
- What has been the trend in visits to provincial parks in Alberta over the last 10 years?

Predict of the best type of answer:

- A map or picture
WHAT are you searching for?

Rule #2

• Use **qualifying words** to help

- tables
- opinions
- statistics
- history
- how to
- infographics
YEAH! I'M GONNA GET STUFF DONE TODAY!!

NOPE.

Internet
WHAT are you searching for?

Rule #3

Use clues from search results for next steps
Use **search results** to figure out what this thing is “formally” called...
I DON'T THINK THIS IS THE LATEST INFORMATION.
“ " ” Operator

- Why? Searches for cluster of words together
- Example: [“parrot fish”] or [“whale shark”]
- Operator

- Why? Ignore stuff you don’t want

- Example: [mullet -hairstyle], or [austin -powers], or [salsa recipe -tomatoes]
site: Operator

• Why? Search within a specific website
  • Example: [virus site:wired.com]

• Why? Search from a KIND of website
  • Example: [overseas schools site:gov]
  • Example: [california redwoods site:edu]
filetype: Operator

- Why? Search for a certain kind of file
- Example: [pancreas filetype:jpg]
- Example: [geometry navigation filetype:pdf]
whois keyword

- Why? Find out who a website is registered to (check authority)
- The tree octopus? [http://zapatopi.net/treeoctopus/](http://zapatopi.net/treeoctopus/)
- Example: [whois zapatopi.net], and choose from one of the first results
Combine Operators

- Why? Eliminate the clutter and master your search ninja skills
- Example: [curiosity]
- Example: [curiosity site:edu]
- Example: [curiosity site:edu filetype:kml]
Find a paper about the Boxed Jellyfish:

- search for boxed jellyfish as one concept
- better if it’s *academic* (how would you make sure it’s academic?)
- better if it’s from someplace that would be familiar with the boxed jellyfish (where they are from?)
- what kind of item online would likely be a “paper”?
WHERE are you searching?

Where would you find (or begin to find) your perfect result?

- Google Books
- Yahoo! images
- Internet Movie Database
- Wolfram Alpha
- Youtube
- Google Scholar
Use the Options!

Why? Helps you get to what you actually need

- **Time**
- **Type** of source (e.g. news, maps, books, magazines)
- **Language** (original language for perspective)
http://share.nanjing-school.com/library/power-searching