

Googling to the Max – Exercises

#1 How Google “Thinks” in Default Mode – Crafting Basic Searches

- ❖ AND automatically implied between terms
all your terms are somewhere:
in text of page
in pages that link to a result page
in other pages on the same site

Search Example 1: What Google matches

1. Search Google for the keywords: **google page rank**
2. Click **Cached** on any of the top three results
3. What is the explanation of the matching of your terms with these pages?

- ❖ STEMS some words
 - finds word with various endings – search for **kite flying** and get matches on **kite, kites, kiting** and **fly, flying, flies**
 - turn off with **+** or use of quotation marks: **+kite +flying** or **“kite flying”**
- ❖ IGNORES common words
turn off with **+** or quotation marks just as in stemming
- ❖ RANKING FAVORS pages with search words in PHRASES, CLOSE TOGETHER, and IN THE ORDER TYPED

Search Example 2: Word order and word choice

Compare tops results for these searches

grass snake	Mostly about a kind of snake.
snake grass	Many about type of grass not snake
snake in the grass	Most pages contain this expression. Stop words ignored.
snake +in +the grass	Eliminates pages not containing in and the
“snake in the grass”	Most precise search. Exact phrase must appear.

- ❖ OR searching requires capitalization – Keep OR searches simple

can be used between single words and phrases enclosed by quotes:
“New Zealand” OR “Ivory Coast” holiday package

#2 Exploiting Google's Fuzzy Search Options

- ❖ PUNCTUATION THAT IS NOT IGNORED
 - Understands apostrophes
 - Hyphen: **e-mail** retrieves **e-mail** and **email**
 - Asterisk: Whole word wild card, allows one or more unspecified words
- ❖ SYNONYM SEARCHES –Use a tilde (~)
Google will think of words with similar meanings:
 - ~**inexpensive** matches "inexpensive," "cheap," "affordable," and "low cost"
 - ~**run** matches "run," "runner's," "running," as well as "marathon"
- ❖ SIMILAR PAGES in results pages or by typing **related:[URL]** in the search box
 - Google will think of pages like the one you choose by links to and from selected pages along with importance.
 - Use to evaluate the page by the links in and out, find comparable pages, or to broaden a search.

Search Example 3: Fuzziness

1. Find pages about: The one child law of People's Republic of China.
one-child law people's OR peoples "republic of china"
2. Search a name allowing varying intervening words.
"Francis * Coppola"
3. Find a tutorial, guide or search tips for Google.
google ~guide
4. Find similar pages in focus to <http://www.mcw.edu>
related:www.mcw.edu

- ❖ NUMBER RANGE allowed in searches (..without spaces)
Follow search terms with beginning and ending numbers, separated by 2 periods.
Can be used as less than or greater than.

Search Example 4: Numbers

1. Search for recumbent bicycles in the price range \$250 to \$1000
recumbent bicycle \$250..\$1000
2. Find pages mentioning Babe Ruth between 1921 and 1935
"babe ruth" 1921..1935

#3 Setting Limits Using Advanced Search

- ❖ Require search terms to occur in specific parts of web pages

intitle: Words must occur in title field of page
site: Limit to a site or domain (common domains: com, biz, edu, gov)
inurl: Require terms to occur in the URL (web address)

- ❖ Limit to type of document or file extension.

Google has searches for many file types including (doc, xls, wpd, ppt and more)
Use “**View as HTML**” link in results list to see the document without the application to avoid viruses or worms.

- ❖ Searching for dates is imprecise and difficult. Stay away from limiting by date.
- ❖ Google Advanced Search allows for all these search options.

Search Example 5: Limits

1. What is Google's privacy policy?
google privacy policy
2. Search for armchairs available at Ikea.
armchairs
3. Find PowerPoint presentations from universities in the US about the impact of China and its one-child policy.
china one-child policy
4. Find fact sheets and reports about the death-rate for malignant mesothelioma in the US. Use the Advanced Search to limit to “xls” or “pds” file format
death-rate malignant mesothelioma “united states”

#4 Google Tools and Shortcuts

- ❖ DEFINITIONS, THESAURUS, ENCYCLOPEDIA **define:your word**
search and click your word in statistics bar to access resources through Answers.com
- ❖ TRANSLATIONS
Click Translate the page after a page in a foreign language
Paste a URL or a piece of text at http://www.google.com/language_tools

Search Example 6: Defining & Translating

1. Definitions:
define:wiki
define:pancreatitis
2. Locate dictionary definitions and thesaurus terms using the link in the blue statistics bar after you search:
scholarship
internet
3. Go to Google Advanced Search -www.google.com/advanced_search
Limit to PAGES IN FRENCH and search:
jacques chirac avec george bush
Click Translate this page (appears with most pages in languages not in your search interface)

- ❖ CALCULATOR and CONVERSIONS - parentheses accepted to sequence and clarify expressions
 - Mathematical functions (+, -, *, /, % of, nth root of, sqrt(nn), ^ for exponentiation)
Advanced math (Trig: sin, cos, tan, sec, csc, cot, etc.; Inverse trig: arcsin, arcos, arctan, etc.; Hyperbolic trig: sinh, cosh, tanh, etc.; Logarithms; Exponential functions; Factorials; and more)
 - Many mathematical constants (pi, imaginary numbers, and more)
 - Units of measure and conversions
 - MASS: kilograms or kg, grams or g, grains, pounds or lbs, carats, stones, tons, tonnes, etc.
 - LENGTH: meters or m, miles, feet, inches, Angstroms, cubits, furlongs, etc.
 - VOLUME: gallons, liters or l, bushels, teaspoons, pints, drops, etc.
 - AREA: square miles, square kilometers, acres, hectares, etc.
 - TIME: day, seconds or s, years, centuries, sidereal years, fortnights, etc.
 - ELECTRICITY: volts, amps, ohms, henrys, etc.
 - ENERGY: Calories, British thermal units or BTU, joules, ergs, foot-pounds, etc.
 - POWER: watt, kilowatts, horsepower or hp, etc.
 - INFORMATION: bits, bytes, kbytes, etc. .
 - QUANTITY: dozen, baker's dozen, percent, gross, great gross, score, etc.
 - NUMBERING SYSTEMS: decimal, hexadecimal or hex, binary, roman numerals, etc.
 - QUICK FACTS: currency in countries, population, biographies

Search Example 7: Calculating

1. How many square feet in 2.5 hectares? **2.5 hectares in square feet**
2. The mass of an electron? **mass of an electron**
3. How many bits in a 2.5 gigabytes? **2.5 gigabytes in bits**
4. What is the currency in Uganda? **currency in uganda**

- ❖ SHORTCUTS to many other kinds of public information is available in Google

Area codes (U.S.), defined by maps - type **3 digit code**

Airport conditions - type **airport code** or **city** and the word **airport**

Flight tracking - type the word **airline** and the **flight number**

Maps - type an address

Stock info - type **one or more NYSE, AMEX, NASDAQ, or mutual fund codes**

White pages - type **rphonebook: name address**

Yellow pages - type **bphonebook: name address**

Zip codes - type a **zip code**

Movies - type **movies: city, st** or **movies: zip code**

- ❖ STANDARD NUMBER LOOKUPS

Parcel tracking for UPS, FedEx, USPS - type **the number**

US patent lookup - type the word patent and **the number**

UPC product identification - type **the code**

VIN vehicle info, history - type **the number**

Search Example 8: Shortcuts

1. What part of the U.S. is in the zip code 87455? **87455**
2. Are there currently any delays at Mitchell Airport in Milwaukee?
milwaukee airport or **mke airport**
3. What's playing in Milwaukee? **movies: milwaukee, wi**

All the Rest

- ❖ Google Scholar – Database of scholarly journal articles and books.
- ❖ Images - One of the largest images database - 1.3+ billion (Yahoo Images boasts 1.5 billion)
- ❖ Google Co-Op - Allows experts selected by Google to create a list of sites about a particular topic and users to subscribe to these lists. This is Google's first foray into social tagging.
- ❖ Blogger – Create a your own blog on Google's Blogger.
- ❖ Gmail – Google's free email service.
- ❖ Google Toolbars (FREE) – highlight search terms, remember searches, search within site, block pop-ups and more.
For IE and Firefox: <http://toolbar.google.com>
For other Mozilla browsers: <http://googlebar.mozdev.org>
- ❖ News -4,500 news feeds, 30 days of news
- ❖ Google Video - open online video marketplace where you can search for, watch and buy an ever-growing collection of TV shows, movies, music videos, documentaries, personal productions and more
- ❖ Shopping Databases
Froogle - shopping sites from Google web page database + merchant-supplied machine-readable catalogs
- ❖ Google Local - Google web pages and maps for
- ❖ Maps
maps.google.com
Draggable images, satellite view, local (yellow pages), driving directions
- ❖ Personalized Home Page – Requires registration
- ❖ Google Earth
Quickly zoom from space down to street level and combine imagery, 3D geography, maps, and business data to get the total picture in seconds. Requires software download
- ❖ More in Google Labs (labs.google.com)