

# Search Engine Information

The best

12/14/2010

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## *BEST search engine:*

Biggest, fresh, many unique pages  
over **3 billion fully indexed web documents**  
Popularity ranking  
Highly intuitive & effective default search  
**AND implied between words - ALL your words**  
tries to find your words as “**phrasest ogether**”  
Advanced search options usually adequate  
**capital OR for Boolean:** bottled water OR tap  
**- excludes:** water -bottled -tap  
sufficient limiting:  
**require search terms in Title, Text, URL**  
**10 word maximum on a search**

# Choices after Google

## Meta-Search Engines

- **Sample a selection of general search engines and directories**
- **Clusty “clusters” subjects in top search results**
- **Reaches Google, Inktomi, and FAST (3 huge search engines)**

[Clusty.com](http://Clusty.com)

## Search Engine with Linguistic Analysis: ASK

- **Suggests search terms**
- **Suggests “expert” pages**

[ASK](http://ASK)

## ADVANCED

- **Other huge general Web search engines:**
  - Alltheweb, altavista and others



# Always get a second opinion

- Statistics say no search engine has it all:
- Only about 60% of pages in Google are also in other search engines
- Only 50% of pages in any search engine database are also found in all others
- Use a meta-search engine or another large search engine





# Basic search strategy for Search Engines & Meta-Searchers

- **Start with one or two words or phrases**
  - **add as needed to focus results**
- **Be as specific as you can**
  - **search on distinctive words and phrases in “ ”**
  - **Library and “dowling” College**
  - **scan your question for words you can make into phrases using quotes**
  - **What are the origins of the “Internet” ?**



# More advanced Research Techniques

- **Use OR to allow for equivalent terms**  
“stem cell” OR “stem cells” research OR methodology
- **Limit to a site**
  - finds your search terms only within a site.  
example in [www.educationworld.com](http://www.educationworld.com)
- **Click “advanced search”**



# Directories

- [Yahoo!](#)

**Has a website directory organized by subjects.**

- [About.com](#) – a collection of specialized **directories**
  - search by subject
- In routine searching:
  - **If the site calls itself a *directory* or *database*, you can search on it**



# Class Activity

- 1) Choose a teaching lesson to be presented in a PowerPoint format for this class.
- 2) Find FIVE useful websites as a teaching resources for your lesson
  - Use several search engines 1 ) GOOGLE  
2) ASK AND 3) CLUSTY



# Google for Educators

- <http://edutraining.googleapps.com/>
- **Google Apps includes Gmail (webmail services), Google Calendar (shared calendaring), Google Docs (online document, spreadsheet, presentation, form creation and sharing), Google Video (secure and private video sharing – 10GB free) and Google Sites (team website creation with videos, images, gadgets and documents integration)**

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- <http://www.slideshare.net/>
  - **Teachertube.com**