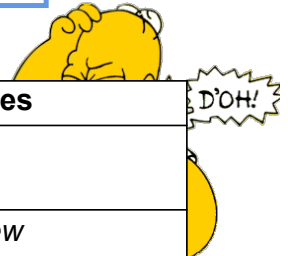


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## Keep It Simple

Google Search

I'm Feeling Lucky



	Function	Notes
<b>Use lower case letters.</b>	Google is not case sensitive.	
<b>Leave out punctuation.</b>	Google ignores <i>most</i> punctuation.	There are <i>a few</i> punctuation marks that act as modifiers for your search, so do be careful.
<b>No need to connect words with AND.</b>	Google ranks pages that contain <i>all</i> of your search terms near the top, so no need for AND.	While some search tools desire AND, Google does not.
<b>Enter search terms in their singular form.</b>	Google automatically searches for all forms of the words in your search terms.	



## Broad Searches

	Function	Notes	Example
<b>OR</b>	Connects search term words & retrieves words on both sides of OR.	Can be used between single words or phrases enclosed within quotes.	avian OR bird california OR oregon OR "pacific coast" "global warming" OR "greenhouse effect"
<b>~</b>	Use the ~ to have Google find words with similar meanings.	Does not work consistently for all words.	~bird returns avian ~food returns recipes, nutrition ~facts returns information, statistics...
<b>( )</b>	Enclose <i>concepts</i> in parentheses, with OR connecting similar words.	Google searches terms within parentheses before combining with search terms outside parentheses.	(flu OR influenza), (avian OR bird), (outbreak OR incidence OR case)



## Targeted Search

	Function	Notes	Example
<b>Add additional key words.</b>	More keywords create additional search results.		china (flu OR influenza), (avian OR bird), (outbreak OR incidence OR case)
" "	Put words inside " " to search those exact words in that exact order.	This type of search works well for names, titles, and terms that include multiple words.	<b>"stem cells"</b>
*	Asterisk fills in the blank when a word in a phrase is unknown.	Handy if you don't know a person's middle name or you have an incomplete phrase.	<b>if you mix poprocks with* you *</b> , <b>richard*nixon</b> returns richard milhouse nixon
..	Connect two numbers with .. to search a range.		<b>"taylor swift"</b> <b>2010..2014</b> returns sources mentioning TS between 2010 & 2014, digital camera ..\$300 4.5..5 megapixels OR (mp) returns cameras priced below \$300 with resolutions between 4.5 & 5 mps
<b>intitle:</b>	Finds words in the title of a web page.	Search terms follow <b>intitle:</b> & no space between intitle and colon.	<b>intitle:china</b>
<b>define:</b>	Quick and easy way to search the definition of unknown words.		<b>define:polytheism,</b> <b>define:deity</b>
<b>site:</b>	limits search results to those in certain <i>domains</i> .	Common domains include edu, com, org, gov, and country codes such as uk, ca, fr...	<b>site:sch.uk american revolution</b> will return info about the American revolution found <i>only</i> on pages associated with British schools, <b>site:seattleacademy.org</b> will search for your key terms on <i>only</i> the SAAS website..
-	A minus sign will exclude from your search the terms that follow the sign.	Can also be used to exclude domains.	<b>vikings -minnesota</b> returns sources about the historical people, rather than the football team.



### Targeted Search (Cont'd.)

	Function	Notes	Example
<b>filetype:</b>	Use to retrieve only certain file types.	Common file types include doc, xls, jpg, ppt, pdf...	<b>filetype:jpg vikings - minnesota</b> will return only images in the jpg format.
<b>author:</b>	Only searches for works by specific author name.	Works <i>only</i> in Google scholar & Google books.	<b>author: lois lowery</b>
<b>Advanced search screen</b>	It is possible to perform many of the functions listed above through "Advanced Search."	I highly recommend getting familiar with Advanced Search. It will become a real time saver.	



### Special Google Search Engines

Name	What it Searches	Tips	URL
<b>Google</b>	All kinds of web sites.	Try using the query modifiers listed above to either expand or focus your search.	<a href="https://www.google.com/">https://www.google.com/</a>
<b>Google Scholar</b>	Searches scholarly journals, books, reports, and conference records.	Connect your search to Scholar citations: <a href="http://scholar.google.com/intl/en/scholar/libraries.html">http://scholar.google.com/intl/en/scholar/libraries.html</a>	<a href="http://scholar.google.com/">http://scholar.google.com/</a>
<b>Google Books</b>	Searches the full text of books scanned by Google.	Click on "Find this book in library" to see which libraries own the book.	<a href="http://books.google.com/books">http://books.google.com/books</a>
<b>Google US Gov't Search</b>	Restricts search to web sites published by federal, state, and city government in the USA.	Use this search tool to find info on legislation, statistics, demographics, and more, all from government sources.	<a href="http://google.com/unclesam">http://google.com/unclesam</a>
<b>Google Patents</b>	Includes text and drawings of all US patents from 1790 on.	Use the Advanced Patent Search screen. Great for historical research.	<a href="http://google.com/patents">http://google.com/patents</a>
<b>Google News</b>	Collects articles from news publications from all over the world.	Can be a great tool for your Current Events assignments. Try personalizing the page for news alerts on specific topics.	<a href="http://news.google.com/">http://news.google.com/</a>



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### Links to Support the Search Expert:



<http://youtu.be/7-uDxhBoYFo>

<http://youtu.be/QMGbIXa5k1A>



<http://www.google.com/insidesearch/tipstricks/all.html>

[http://en.wikipedia.org/wiki/List\\_of\\_Google\\_domains](http://en.wikipedia.org/wiki/List_of_Google_domains)



<http://lifesacker.com/google-tips-and-tricks-every-student-should-know-1508121671>





# Understanding the Web:

## Taking the Extra Step

As you know, the web is filled with wonderful content. It's also filled with content that you just have to wonder about. Unfortunately, not everything you read or see online is helpful, and some of it can even be harmful. Therefore, it's important that you understand where web content comes from. With the following, in just a few steps you will be better able to judge the validity of a web site.

**How to Read a Web Address:** The goal is to make judgments about website information based upon what the URL tells you. Here are three guiding questions that can help.



### 1. Do you recognize the domain name?

The domain name is found after the `http://` and `www.` to the first forward slash `/`. For example in the URL `www.seattleacademy.org`, "`seattleacademy.org`" is the domain name.

A domain name can sometimes provide clues about the quality of information of a site or tell you what a site is about.

### 2. What is the extension in the domain name?

`.com` and `.net` are examples of extensions. Extensions are an important part of domain names. You probably know quite a few already. Extensions are intended to show the type of establishment that owns and publishes the domain. Here is a list to look for:

#### COMMON EXTENSIONS

- `.edu` - Educational organization (most US universities)
- `.k12` - US school site (not all US schools use this)
- `.ac` - Academic institution (outside of US)
- `.sch` - School site (some schools outside of the US use this)
- `.com` - Company (usually `.co` in the UK)
- `.org` - Any organization
- `.gov` - Government agency
- `.net` - Network
- `.mil` - Military institution



New extensions to look for are `.biz`, `.name`, `.pro`, `.info`. All are used for commercial purposes.

Extensions can also include country codes, such as `.uk`, `.ca`, `.za`, etc. For a complete list refer to: [http://goes.gsfc.nasa.gov/text/web\\_country\\_codes.html](http://goes.gsfc.nasa.gov/text/web_country_codes.html)

Some extensions may provide more reliable information than others, but there are no guarantees. Ones that may be more reliable are `.edu`, `.gov`, `.k12`. Ones to watch out for are `.com`, `.org`, `.net`. These domains can be purchased by anybody. This is not to say that sites with these extensions can never be trusted, but it is good to know whether you are on a commercial or special interest-type site if you are trying to access academic-type information.

### 3. Are you on a personal page?

You may or may not recognize the domain name or extension of a URL. Keep reading past the first forward slash / for more clues. If you are on a personal page the information you are reading may or may not be trustworthy.

A personal page is a website created by an individual. The website may contain useful information, links to important resources and helpful facts, but sometimes these pages offer highly biased opinions.



The presence of a name in the URL such as "jdoe" and a ~ or % or the word "users" or "people" or "members" frequently means you are on a personal website.

Even if a site has the extension, .edu, you still need to keep a look out for personal pages. Case in point is this website previously available and published by a professor at Northwestern University: <http://pubweb.northwestern.edu/~abutz/di/intro.html>

This site is a Holocaust Revisionist site that argues that the Holocaust did not take place. Although this site contains a domain name we should be able to trust northwestern.edu, the tilde ~ followed by someone's name, abutz tell us that this is a personal posting and not an official Northwestern page. There are numerous sites with similar bad intent, and you need to watch out for them and use your own best judgment about any site's validity.

**Find the Publisher of a Website:** You can often find the owner or publisher of a website by using the Whois? Database. It is sometimes helpful to know who publishes the information you are reading. (Please note, the example site contains racist/offensive subject matter)

A good example of why you may want to check publishing information is illustrated by this website: [www.martinlutherking.org](http://www.martinlutherking.org). This Web address looks innocent enough, but the information on the site itself is definitely not. In fact, the site is exactly the opposite of what you might expect if you simply read the domain name. It is racist and filled with inappropriate content.



Please understand that I am not condoning any sites of this nature. The reality is, however, that the web can be a deceiving place and it is filled with disagreeable people doing offensive things. The site listed above is simply a good example of why *all* researchers should be skeptical of content they find online and should be willing to take these extra steps to verify content. Even though that site can be blocked by filters, it is difficult to block all ugly content to which you will be exposed.

For the above site, it is understandable why students might choose to click on and explore the site - its URL includes the name Martin Luther King right in the Web address. It seems the publisher has thought carefully about how to present this site and make it look appealing to young researchers.





But who has published this site and how do we find out? If you are ever unsure about the information on a Web page and want to know who owns the site or has published the material, go to [www.easywhois.com](http://www.easywhois.com).

If we continue using martinlutherking.org as an example, we would do the following: In the search box labeled Domain name type martinlutherking.org. Click the box labeled "whoislookup."

Whois? tells you the dates the site was created, specific contact names and addresses at which the organization is based. You also learn the name of the server, STORMFRONT.ORG. (Look to Registrant information.) If you type the Stormfront Web address into a search engine you will see that it is the main site of a White Supremacist group. A quick glance at the owner's home page would tell anyone that this is a site from which students should not read and research information.

Researching website owner information may not be something you do all the time, but it may be revealing if you are at all concerned about the quality of information on a site and want to know more about it.

**Examine the External Links:** A generated list of external links may give you a range of thoughts or comments about any given Web page.

External links are like digital threads that come from other sites. They may be made by anyone in the world. Any author can choose to link to a document; an author may even choose to link to his/her own work. External links are invisible, and anyone in the world can create a link to a website from an external source. There are no link police!



Examining a website's external links is an important step in validating Internet information. In validating, ask three questions:

- 1. Who is linked to the website?** Look to see what other groups or individuals have linked to the site. Are they universities, schools or commercial sites? Read the URLs and titles of external links carefully. Look to see if there is a pattern in the types of sites linked.
- 2. What is the purpose of the link?** Why have groups or individuals chosen to link to this site? Web authors choose to link to other sites for specific purposes. Speculate on what those purposes might be.
- 3. What do other sites say about the information on the site?** Gain perspective about a website by reading what another site tells you about it. Cross-reference information and look for hidden bias.

To find the external links, perform a Google search with the **link:** command. Go to Google [www.google.com](http://www.google.com), type **link:** in the search box and then add the URL of the site you would like to research. For example, **link:seattleacademy.org** will return websites that have published material with links to our school's website.

Once you receive a list of external links, scan through the sites that have chosen to link. Sources that link to the site you are exploring can say a great deal about your source.

An additional search command will provide even more information. If you use Google's **related:** command, you will get sites similar to your source. For instance, if you search **related:seattleacademy.org** Google will return websites for other independent schools in Seattle.

If the sites returned with the **related:** command seem questionable, you should look at your source more closely.

Thank you to NovemberLearning.com for suggestions and source material.