

# Power Searching

Tips and Tricks for more thorough and  
efficient Internet searching

*Thanks to Dan Russell & Tasha Bergson-Michelson & the Google Search Education Team*

JOHN A RYAN 2008



**UNSHELVED** by Gene Ambaum & Bill Barnes



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# 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**



A close-up photograph of a yellow fire hydrant. Water is spraying out from the side of the hydrant, creating a large, white, turbulent plume that fills the right side of the frame. The background is dark and out of focus.

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

Mitchell Kapor



A photograph of a soccer field under a blue sky with white clouds. In the foreground, there is a large white rectangular frame. In the background, a soccer goal is visible on the grass field. The text "This session's goal:" is overlaid at the top.

# 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
- Data. Statistics. Tables. Infographics.

# WHAT are you searching for?

## Rule #2

- Use **qualifying words** to help

*tables*

*opinions*

statistics

*how to*

*infographics*

*history*





NOPE.

Internet




# WHAT are you searching for?

## Rule #3

About 430,000 results (0.22 seconds)

### News for **vegemite drink**



**Vegemite launches energy drink...or does it?**  
FOOD Magazine - Australia - 12 hours ago  
**Vegemite** has gotten into the spirit of things this April Fools' Day, tricking consumers into believing it had launched an energy **drink** product.

Hollywood 'backs' Howard biopic  
Ninemsn - 11 hours ago

April Fools' Day brings out the jokers  
The West Australian - 11 hours ago


[More news for \*\*vegemite drink\*\*](#)

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**RUSH HOUR: The stories you need to know today | News.co...**  
[www.news.com.au/.../story-fncynjr2-12268704493...](http://www.news.com.au/.../story-fncynjr2-12268704493...) ▾ News Corp Australia ▾  
14 hours ago - Via social media, the iconic brand announced the energy **drink** with this: "Start your day with our NEW **Vegemite iDRINK 2.1 energy drink!**

**Some **Vegemite** Facts - Tripod**  
[raindael.tripod.com/australian/vegemite/info.html](http://raindael.tripod.com/australian/vegemite/info.html) ▾  
The History of **Vegemite** ... Later on, soldiers, sailors, and the civilian population all had **Vegemite** included in their ... A delicious low kilojoule health **drink**. 2.

Shop for **vegemite drink** on Google Sponsored ⓘ



**Kraft **Vegemite** 220g**  
**\$4.92 - eBay**  
Find great deals on eBay!

Use **clues** from **search results** for next steps





Use **search results** to figure out what this thing is “formally” called...

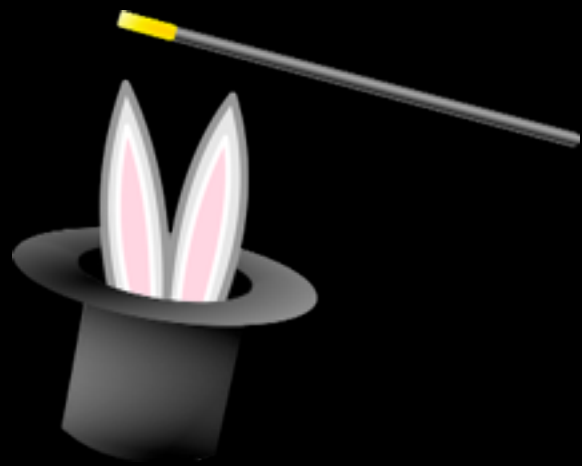




I DON'T THINK THIS IS THE LATEST INFORMATION.



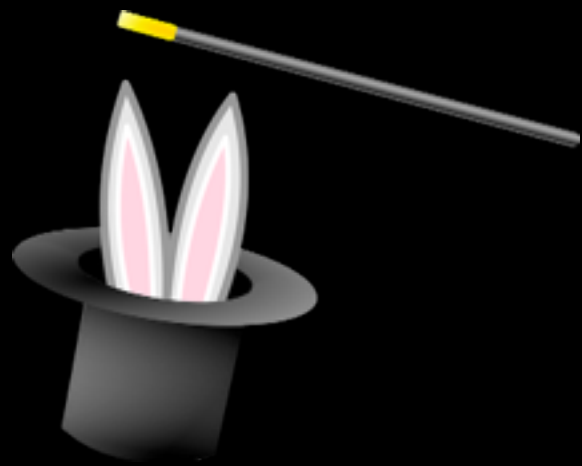




# “ ” Operator

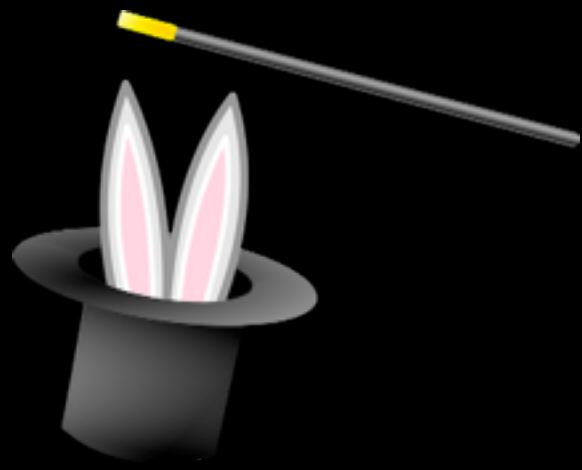
- Why? Searches for cluster of words together
- Example: [“parrot fish”] or [“whale shark”]





# - Operator

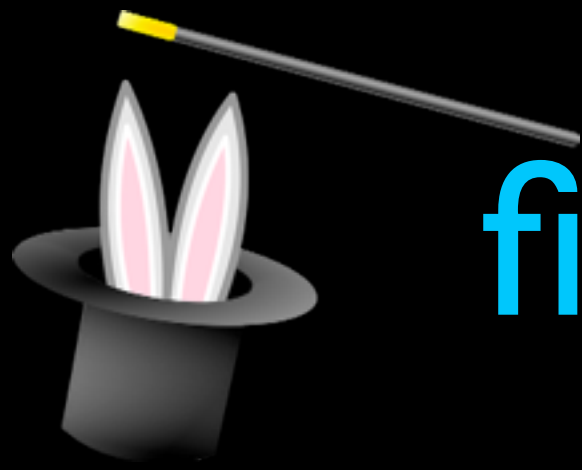
- Why? Ignore stuff you don't want
- Example: [mullet -hairstyle], or [austin -powers], or [salsa recipe -tomatoes]



# site: Operator

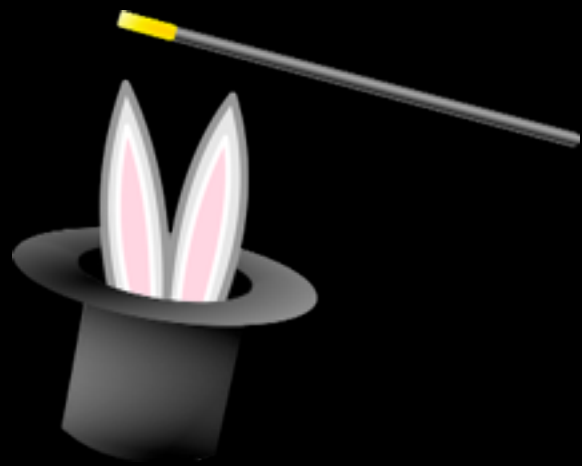
- Why? Search within a specific website
  - Example: [virus site:wired.com]
- Why? Search from a KIND of website
  - Example: [overseas schools site:gov]
  - Example: [california redwoods site:edu]





# filetype: Operator

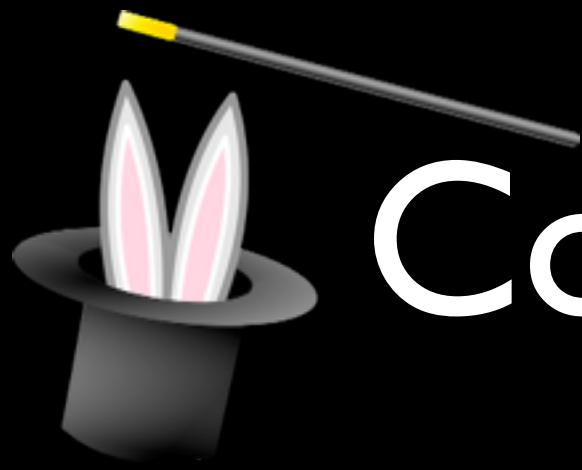
- Why? Search for a certain kind of file
- Example: [pancreas filetype:jpg]
- Example: [geometry navigation filetype:pdf]



# whois keyword

- Why? Find out who a website is registered to (check authority)
- The tree octopus? <http://zapatopi.net/treeoctopus/>
- 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]`

# Try This...



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”?



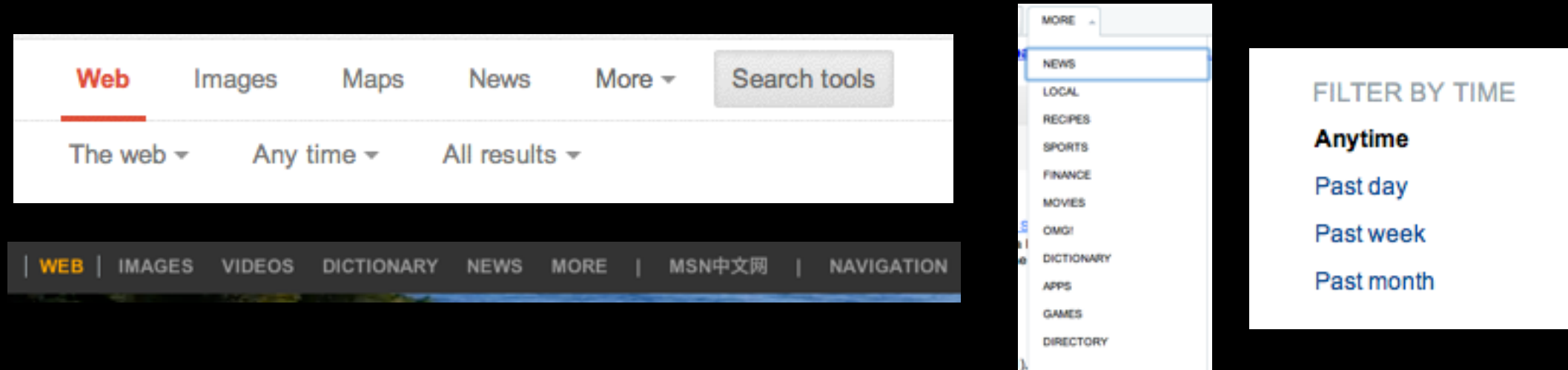
# WHERE are you searching?

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)



# The Resources



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