

# Successful Internet Searches

OPCUG  
February 2011

Copyright 2006 by Randy Glasbergen.  
[www.glasbergen.com](http://www.glasbergen.com)



***“I told you we could find the answer on the Internet:  
The Hudson River was named after the Hudson Brothers,  
Bill, Mark, and Brett, a lively music-comedy-variety act  
from the 1970’s, loosely patterned after the antics  
of The Beatles, Monkees, and Three Stooges.”***

## Today's Skills

- Using Google Instant
- Using Google Shortcuts
  
- Understanding the internet reference library
- Building your personal library
- Bookmarking
- Organizing your bookmarks into folders
  
- Structuring an individual query

## How to think about searches

- One dimension is Common vs. Specialized
  - Common (lots of people seek this information)
  - Specialized (only a few people want it)
  
- The other dimension is Frequency
  - One-time (this type of search is unusual for you)
  - Repeated (you're likely to want to do a similar search in the future)

<p><b>One-time search Common question</b></p>	<p><b>Repeated search Common topic</b></p>
<p>One-time search Specialized question</p>	<p>Repeated search Specialized topic</p>

<p>One-time search Common question</p> <p><b>Weather in Miami</b> <b>49ers score</b> <b>Airline flight status</b> <b>Elvis Presley's birth date</b></p>	<p>Repeated search Common topic</p> <p><b>Drug side effects</b> <b>Best washing machine</b> <b>Flights from SFO to Boston</b> <b>John Grisham book reviews</b></p>
<p>One-time search Specialized question</p> <p>Phone manual Descendants of John Alden GDP per capita for Haiti Shortest Wimbledon game</p>	<p>Repeated search Specialized topic</p> <p>Turkish eggplant recipes Revolutionary war descendants "Best hikes" near Oak Ridge Responses in bridge</p>

<p>One-time search Common question</p> <p><b>Straightforward query</b> Google Instant Google search shortcuts</p>	<p>Repeated search Common topic</p> <p><b>“Reference Library”</b></p> <p><b>Research and bookmark websites</b></p>
<p>One-time search Specialized question</p> <p><b>Structured query</b> Iterative and collateral Searches</p>	<p>Repeated search Specialized topic</p> <p><b>“Personal Library”</b></p> <p><b>Research and bookmark websites</b></p>

## One-time search – Common question

- Input the keywords in the query
  - Have “Instant” on, and watch it closely
- Use Google search shortcuts (see handout)
  - Unstructured
  - Structured and subscribed
  - Conversions and math
- Use Reference websites
  - Particularly Wikipedia

## Tour of Google

- Search page
  - Advanced search, related searches, cached, similar
- Additional search types
  - Images, videos, news, etc./more/even more
- Search settings
  - Google Instant, Subscribe
- Show Search Tools
  - Wonder Wheel, timeline, Something Different

## Google Instant

- Where is it?
  - Upper right – Click on Settings/Search Settings
- What does it do?
  - Offers suggested searches as you type
  - This greatly improves your search vocabulary
- It can also be personalized if you're signed in
  - With all the privacy issues, if that concerns you

## Google Shortcuts

- Google Web Search Features
  - Unstructured - gives immediate answers
  - Structured – requires a specific word or phrase
  - Conversions and math
- Google Subscribed Links
  - Subscribe (free) to a specific site category
  - Can be found under Settings/Search settings

## Wikipedia

- Wikipedia can be a great or lousy reference
- At its best when you're looking for a "fact"
  - Or trying to understand an underlying vocabulary
- Also provides "all you ever wanted to know"  
on a lot of subjects

Copyright 2006 by Randy Glasbergen.  
www.glasbergen.com



**“I already diagnosed myself on the Internet. I either have three left kidneys, recurring puberty, or Dutch Elm disease.”**

## Repeated Search – Common Topic

### Your On-line “Reference Library”

- Find and bookmark the most common Reference Library topics
  - How do you find the right website for you?
  - How do you qualify it for the quality of the information?
  - How do you find it again?

## Common Topics

- Dictionary and thesaurus are built into Google
- Medical directories (Mayo Clinic, WebMD, etc)
- Atlas (MapQuest, Google Maps)
- Book and DVD reviews (Amazon)
- Appliance reviews (Consumer Reports)
- Airplane schedules (Travelocity, iFLY)
- Hotel and restaurant reviews (Zagat, Fodor)

## Qualifying a site

- Try “Top Ten .... Sites”
- Look for those most commonly mentioned
- Explore with places you know
  - Do you like the way the material is laid out?
  - Do you generally agree with comments and recommendations?
  - Do they have the information you need?
- Bookmark one or more

## Bookmarks/Favorites

- Bookmark promising websites
- Organize them into folders
- Since Bookmarks can be organized into folders, consider MORE Bookmarks, not less
  - You can always delete Bookmarks
- Organize Bookmarks further with major categories and folders with each category so you can find the sites faster

Copyright 2002 by Randy Glasbergen.  
www.glasbergen.com



**“I found an Arts and Crafts site that shows how to turn hairballs into cherished gifts for the whole family!”**

## Repeated Search – Specialized Topic

### Your “Personal” Library

- Find and bookmark sites that meet your personal needs
  - Google
  - Wikipedia
  - “Top Ten” Searches

## Google

- Search primary topic (e.g., Opera, not Aida)
- Check Google Related Searches
  - At bottom of the page, or under Show Search
- Try the Google Wonder Wheel, Something Different, and Timeline (as available)
  - On left under Show Search Tools
- Follow number of hits as you test vocabulary
  - Directly under search box

## Try Wikipedia

- Search Wikipedia: followed by the keyword or phrase you're searching
  - Try to find the primary article first
    - Can help you get the right vocabulary
    - Look for links
  - Look at other articles in Wikipedia that are related

## “Top Ten” Logic

- Try the “Top Ten” logic
  - Search your key words or phrase for the “top ten” or “best sites for”
- Test out sites to pick the ones that “feel” best
- Remember – you can always bookmark more than one site

## One-Time Specialized Search

- Find the right website, then search it
- Try Wikipedia
- Use a structured search method
- Use iterative searching
- Use collateral searching
- Search for similar or related websites
- Use Email Alert

## The Right Website

- Consider finding the right website first, then searching that website using its own search system
  - Product manual – find the company first and then go to Product Service
  - Current sports statistics – find the team's website
  - 411 for living people
  - YouTube for performances

## Structured Google Search

- Input as many key words as possible
  - Target 6-8 Keywords (can have 32 words total)
  - Remember to use Advanced Search if desired
- Keep “Instant” on, and watch it carefully
- Try Related Searches, Wonder Wheel, Something Different, Timeline as available
- Try the search with a keyword missing

## Iterative Searching

- As you perform various searches, you are learning
  - Vocabulary
  - Important players or people
  - Important information sources or websites
- Start over, using the information you have gained

## Collateral Searching

Used when basic search is common, confusing,  
or you can't remember the exact name

- You want Benzinger but remember Beringer
  - Search “Glen Ellen Wineries”
- What was the name the English had for California?
  - Search Sir Francis Drake California name
- What's the name of the street in the Orchard – Oak?
  - Search for Oakmont Drive – find map – find street

## Yet further ways to search

- If you find a promising site (*www.name.com*)
  - Click on “Similar” below that entry in the results
  - Search for similar websites
    - Related:website name (related:*www.name.com*)
- Limit the search to one website
  - Website name:search (*www.name.com:search*)
- If your information is not available yet
  - Enter your query, at bottom of page set up an Email alert

## Today's Skills

- Using Google Instant
- Using Google Shortcuts
  
- Understanding the internet reference library
- Building your personal library
- Bookmarking
- Organizing your bookmarks into folders
  
- Structuring an individual query