



# INTERNET SEARCHING



Everything you  
didn't want to

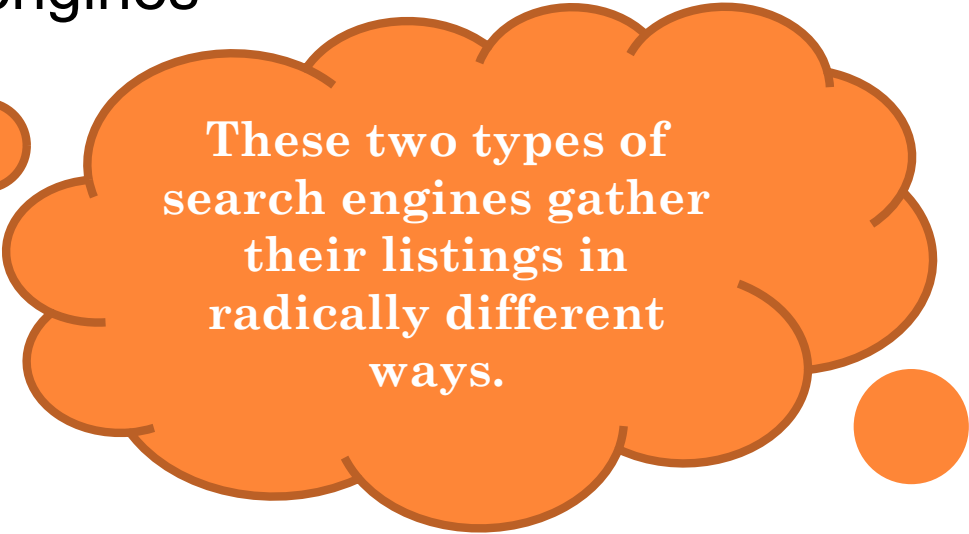
# DEFINITIONS

## ○ Search Engine

- A **search engine** is an information retrieval system designed to help find information stored on a computer system.
  - The search results are usually presented in a list and are commonly called *hits*.

## ○ 3 main types of search engines

1. Crawler-based
2. Human-powered
3. Met-search



These two types of search engines gather their listings in radically different ways.

# INTERNET SEARCHING

## Crawler-Based Search Engines

- Create their listings automatically.
  - They "crawl" or "spider" the web and then index what it finds to build the search base.
    - Web page changes can be dynamically caught by this type of engine
  - Good when you have a specific search topic in mind
    - Can be very efficient in finding relevant information in this situation.
- When the search topic is general, they may return hundreds of thousands of irrelevant responses
  - i.e. lengthy documents in which your keyword appears only once.

## Human-Powered Directories

- Depends on human editors for their listings.
  - Webmasters submit a short description to the directory for their websites and these manually edited descriptions will form the search base.
    - Changes made to individual web pages will have no effect on how these pages get listed in the search results.
    - A search looks for matches only in the descriptions submitted.
- Good when you are interested in a general topic of search
  - Can guide and help you narrow your search and get refined results
  - Usually more relevant to the search topic and more accurate

Search Engines	Types
<a href="#">Google</a>	Crawler-based search engine
<a href="#">AllTheWeb</a>	Crawler-based search engine
<a href="#">Teoma</a>	Crawler-based search engine
<a href="#">Inktomi</a>	Crawler-based search engine
<a href="#">AltaVista</a>	Crawler-based search engine
<a href="#">LookSmart</a>	Human-Powered Directory
<a href="#">Open Directory</a>	Human-Powered Directory
<a href="#">Yahoo</a>	Human-Powered Directory, also provide crawler-based search results powered by <a href="#">Google</a>
<a href="#">MSN Search</a>	Human-Powered Directory powered by <a href="#">LookSmart</a> , also provide crawler-based search results powered by <a href="#">Inktomi</a>
<a href="#">AOL Search</a>	Provide crawler-based search results powered by <a href="#">Google</a>
<a href="#">AskJeeves</a>	Provide crawler-based search results powered by <a href="#">Teoma</a>
<a href="#">HotBot</a>	Provide crawler-based search results powered by <a href="#">AllTheWeb</a> , <a href="#">Google</a> , <a href="#">Inktomi</a> and <a href="#">Teoma</a> , "4-in-1" search engine
<a href="#">Lycos</a>	Provide crawler-based search results powered by <a href="#">AllTheWeb</a>
<a href="#">Netscape Search</a>	Provide crawler-based search results powered by <a href="#">Google</a>



## Meta-Search

- Transmit user-supplied keywords simultaneously to several individual search engines to actually carry out the search.
  - Search results returned from all the search engines can be:
    - Integrated
    - Duplicates can be eliminated
    - Additional features such as clustering by subjects within the search results can be implemented
- Meta-search engines are good for saving time by searching only in one place and sparing the need to use and learn several separate search engines.
- But since meta-search engines do not allow for input of many search variables, their best use is to find hits on obscure items or to see if something can be found using the Internet.
  - Types of Meta-Search Engines
    1. Dogpile
    2. Mamma
    3. Metacrawler



# Rules of Searching

## ○ Most all search engines use:

1. “ “

- Search results that contain exact phrasing

2. -

- Using the minus sign omits certain words

3. \*

- Using asterisk tells that you are looking for additional terms within that search

- Toyota \* will yield many different Toyota car and truck models

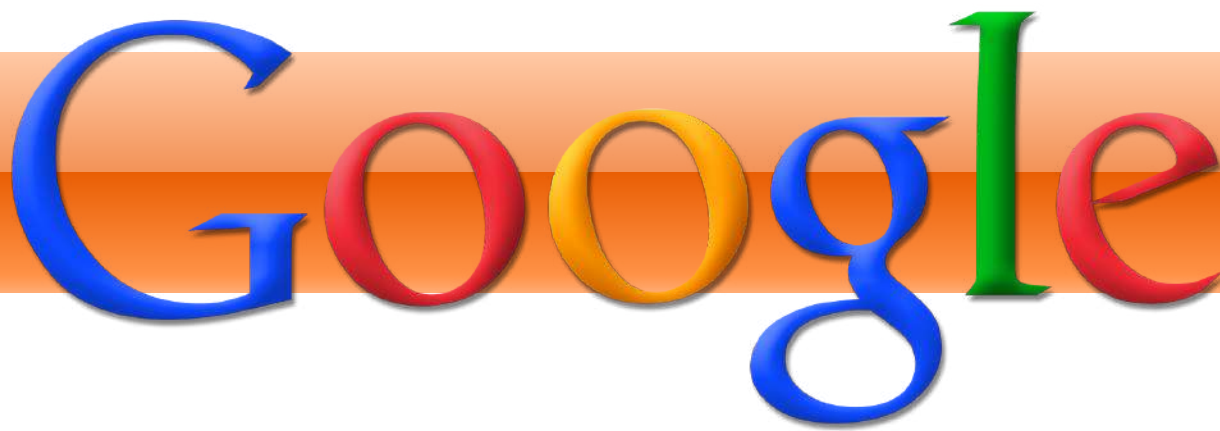
- Just 'Toyota' will return the official website and related pages.

4. or

- States that you want to search for one of two phrases

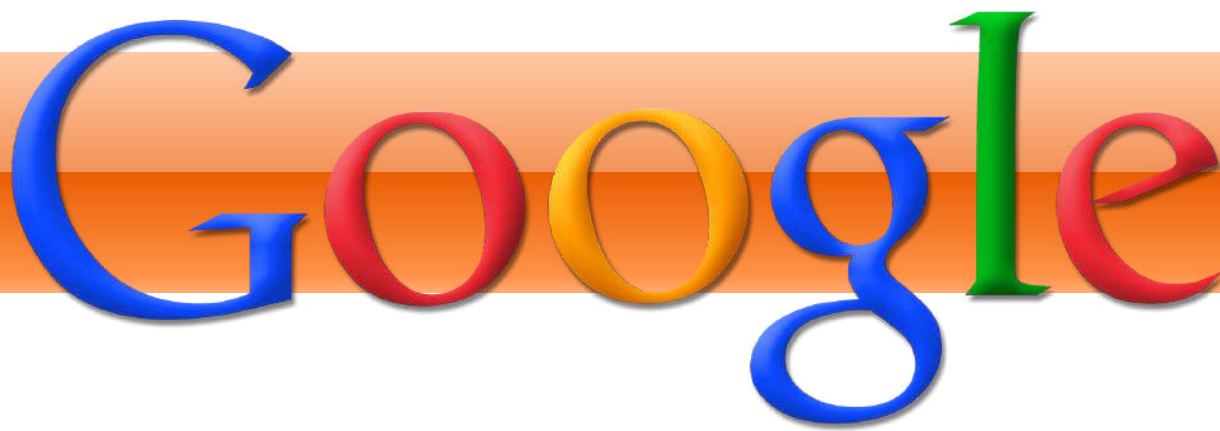
[Check out more searching tricks--click here](#)





- Very large database and sophisticated search engine.
- Allows you limit search to particular domains and to view pages that are related or linked to a given page.
- Does a better job than most of indexing
- Allows you to search newsgroups as well as the web.
- The Google spiders (search robots) visit more than 4,000 news sources several times each day in order to offer up-to-date news around the clock.





- Google will find not only articles about a subject of interest but reference works and information tools.
  - Try typing some of the following into Google's search box and see what you get:
    - medical dictionary • amortization calculator • legal dictionary • encyclopedia of philosophy • Microsoft Word tutorial
- Google has a much more effective way of ranking pages.
  - Its PageRank™ technology uses an idea sometimes called collaborative filtering.
    - The Google search engine looks at pages that link to other pages and counts those as votes of usefulness or quality
    - Google does not sell rankings to advertisers.





# Google™ COMMANDS

## ○ In Title: \_\_\_\_\_

- Telling Google to only return pages with the query enclosed in the page title
  - useful when looking for jobs/products that are hard to come by

## ○ Site: \_\_\_\_\_

- Search results only from the specified website

## ○ '+'

- Yield results that definitely include the words after the plus sign
  - Toyota +News will yield only news stories about the car manufacturer

[There are TONS of Google Search Tricks---click here to check them out](#)



# ○ Advanced Searches

- Search within the results command

## Find web pages that have...

all these words:

this exact wording or phrase:  [tip](#)

one or more of these words:  OR  OR  [tip](#)

## But don't show pages that have...

any of these unwanted words:  [tip](#)

## Need more tools?

Results per page:

Language:

File type:

Search within a site or domain:

(e.g. youtube.com, .edu)

## [☐ Date, usage rights, numeric range, and more](#)

Date: (how recent the page is)

[Usage rights:](#)

Where your keywords show up:

Region:

Numeric range:  ..

(e.g. \$1500..\$3000)

[SafeSearch:](#) ☒ Off ☐ On

Advanced Search

On the search results page, you can further narrow your search by clicking the link 'Search Within the Results' towards the bottom of the page. This enables you to enter another search term and only look for matching results in the existing results.





- Microsoft's entry into the search engine market.
- Similar to Google but sports a prettier interface and various features designed to appeal to the mass consumer market.
  - Hover your mouse over the results and you can summon extra information.
  - Automatically detects your IP to provide relevant results
- Video search is significantly better than Google's.
- Often gives twice as many autocomplete suggestions than Google does.
- Bing has a great **linkfromdomain:[site name]** feature that highlights the best ranked outgoing links from that site
  - Helps you figure out which other sites your chosen site links to the most.





- Yahoo Search serves merely as a interface with the retrieval done by other engines like Bing or Google.
- Verizon acquires Yahoo's operating business
  - Under the deal Verizon will merge Yahoo's search, email, video, mobile, digital and advertising assets with it's AOL entity.
- Yahoo signed a new partnership with GOOGLE!
  - Google will provide search results and ads as Yahoo sees fit.
  - Google will provide Yahoo with an undisclosed percentage of all revenue generated from those displayed ads.
  - Operating through the end of 2018, the deal will allow Yahoo to have full control over which queries it sends to Google and which ones it sends to Bing.





- Send a few different queries through Yahoo
  - I'd wager you'd be hard-pressed to tell whether your results came from Bing's search algorithms or Google's.
- Similarly, send a query through both Google and Bing and compare the results.
  - You might see a few key differences depending on the query you use, but for the most part, you won't be able to tell a difference.





- Good for specific question related searches
- Results centering on Q&A related matches.



- The AOL you know and possibly love may become a different beast once Verizon Communications merges it with Yahoo.





- Specific niche
- World's best resource of archives, information, and document resources.

- Website data
- Historical information by date
- Unit conversions
- Stock data
- Sports statistics
- Science and math answers
- Everyday random facts and more.

- Once you present your task in an objective manner, it should be able to compute it
  - Entering a complicated mathematical problem will return a detailed answer with step-by-step actions to solve it.

Excellent  
tool for  
students  
and  
compiling  
reports



- Works more like a news site than a search engine
- There is a strong lean towards news and celebrity based articles rather than pure Wikipedia-style information
  - Handy links to related social channels and wiki pages
- Aggregates results from the indexed web AND social media channels.
- It monitors real-time social conversations.
  - According to them, it delivers “newsworthy, trending, and popular results before they hit the indexed web.”
- These streams are classified into structured topics which provides additional context and insight.







## DuckDuckGo

- Prides themselves as being the search engine that does not track or personalize your searches and results.
- They even offer handy visual guides on Google tracking and filter bubbling.



- Results are pulled from the top three search engines “without all the mess.”





<https://pipl.com/>

- Best known people search engines
- Most useful
  - Name
  - Email
  - Username
  - Phone



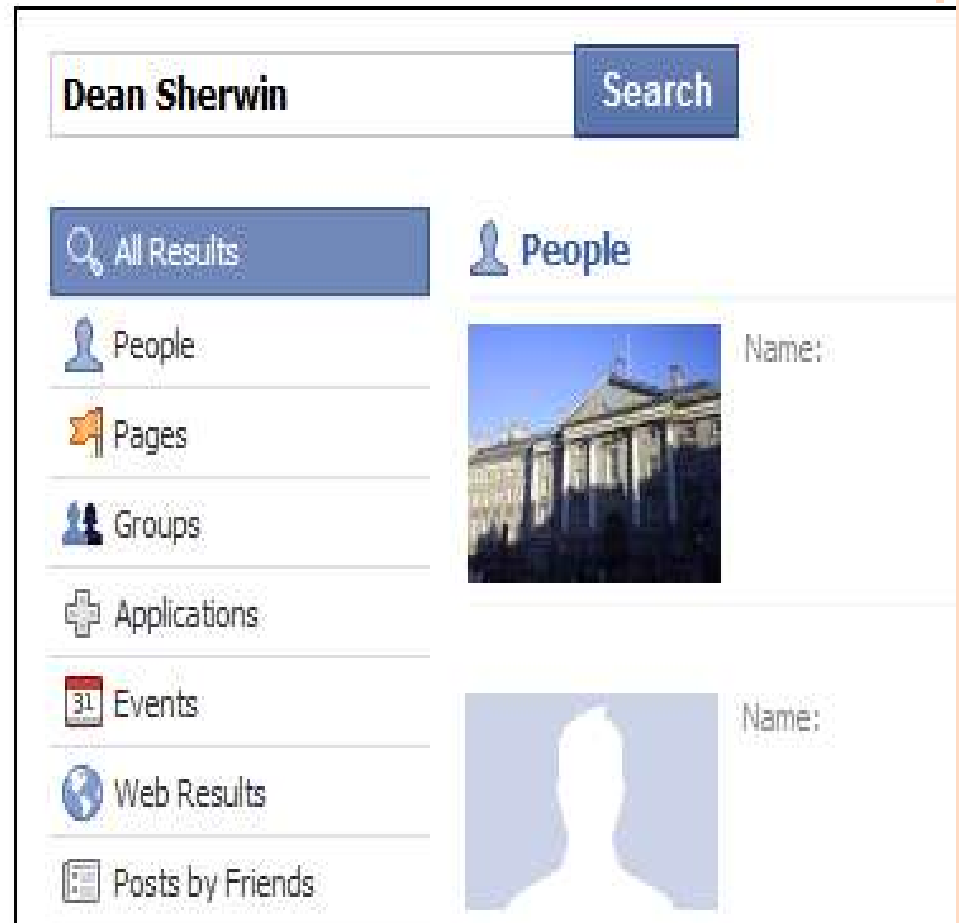
The screenshot shows the pipl search interface. At the top is the 'pipl' logo. Below it is the tagline 'The most comprehensive people search on the web'. There are four tabs: 'Name', 'Email', 'Username', and 'Phone', all in blue. To the right of these is a red 'BETA' label followed by a blue 'Business' link. Below the tabs are five input fields: 'First Name' (containing 'Dean'), 'Last Name' (containing 'Sherwin'), 'City' (containing 'Dublin'), 'State' (empty), and 'Country' (containing 'IE'). Below the input fields is a 'Search' button and a 'Clear' link.

For people with a weak online presence or just a popular name you may have to sift through a lot of results until you find the one you're looking for

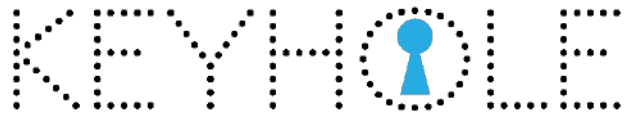


# facebook®

- Facebook Advanced Search
  - Fairly simple to search
- Must sign in
- Main categories to search
  - People
  - Pages
  - Groups
  - Apps
  - Events



The following search engines will allow you to search one or more social networks in one place and gain additional data about the results.



- is a real-time conversation tracker that provides keyword and **hashtag analytics** for Twitter and Instagram.
- Social media analytics tool
  - Gives you top line metrics such as posts, impressions and reach
  - In-depth analysis; demographics, share of posts, geolocation and an advanced influencer filtering table.
- You do not need to log in or connect your Twitter account in order to perform searches.
- Keyhole provides a sample of data for free, up to a week of data from Twitter.



Real-time social media search and analysis:

- Allow you to search across multiple types of networks:
  - Blogs
  - Microblogs
  - Bookmarks
  - Comments
  - Events
  - Images
  - News, and more.



# Linked



- Professional social network
  - Used to house portfolios
  - Great place to find people
    - People
    - Jobs
    - Companies
    - Answers
    - Inbox
    - Groups
  - Premium members will have access to additional search filters:
    - Groups, company size, years of experience, and more.



# Linked



- People Search
- Job Search
- Answers Search

LinkedIn [Go to LinkedIn Ads](#)

Home Profile Contacts Groups Jobs **Inbox** Companies News More

Jobs Home Saved Jobs Saved Searches **Advanced Search**

Keywords:

Location:

Country:

Postal Code:

Within:

Job Title:

Company:

LinkedIn [Go to LinkedIn Ads](#)

Home Profile Contacts Groups Jobs **Inbox** Companies News More

Find People **Advanced People Search** Reference Search Saved Searches

Keywords:

First Name:

Last Name:

Location:

Country:

Postal Code:

Within:

Title:

Company:

School:

Industries: ☒ All Industries ☐ Accounting ☐ Arts and Aviation

Seniority Level: ☒ All Seniority Levels ☐ Manager ☐ Owner

LinkedIn [Go to LinkedIn Ads](#)

Home Profile Contacts Groups Jobs **Inbox** Companies News More

Answers Home **Advanced Answers Search** My Q&A Ask a Question Answer Questions

Keywords:

Search for keyword match in:  
☒ Questions and Answers ☐ Questions only

Category:   
Administration »  
Business Operations »  
Business Travel »  
Career and Education »  
Conferences and Event Planning »  
Finance and Accounting »  
Financial Markets »  
Government and Nonprofit »

Options: ☐ Show only unanswered questions



# Addresses.com



- Ultimate directory to find where people and businesses are located.
- Pay a small fee to use

## People Search

First or Initial:	Last Name:
<input type="text"/>	<input type="text"/>
City or Zip/Area Code:	State:
<input type="text"/>	<input type="text" value="All States"/>
<input type="checkbox"/> Include Professional Listings	<input type="button" value="Search"/>

## Reverse Phone Lookup

Phone Number:
<input type="text"/>
(e.g. "206-555-1212")
<input type="checkbox"/> Include Professional Listings
<input type="button" value="Search"/>

## Yellow Pages Search

Business Name or Category:	
<input type="text"/>	
City or Zip:	State:
<input type="text"/>	<input type="text" value="Select a State"/>
<input type="button" value="Search"/>	

## Email Lookup

First Name:
<input type="text"/>
Last Name:
<input type="text"/>
State:
<input type="text" value="All States"/>
<input type="button" value="Search"/>

# Documents, eBooks and Presentation

## Scribd



## slideshare

- Largest social reading and publishing network
  - allows you to discover original written content across the web
- Sort results by category, language, length, file types, upload date, and cost (free or for sale).

- Largest community for sharing presentations.
  - If you missed a conference or webinar, there's a good chance the slides from your favorite speakers are here.





# Advanced Google

- If you are looking for articles, theses, books, abstracts, court opinions or other information provided by academic publishers, professional societies, and university, try [Google Scholar Advanced Search](#).
- [Google Advanced Book Search](#) will help you find search queries in books. You can also find entire books published online that might be available to download via PDF (when in the public domain).



# Shopping Online

## ○ RetailMeNot



- Coupon Codes, Printable Coupons and Grocery Coupons
  - databases stretches over 40,000 stores in almost every western country including the US, UK, France, Holland, Canada and some countries further afield such as India and Australia.

## ○ Price Grabber

- Best price comparison website

## ○ Google Product Search

- Works in the same way as the regular search engine, except that it caters specifically for products



# Images

## ○ Flickr

- Find photos, screenshots, illustrations, and videos
- Best for high quality/resolution photographs
  - worthy of a desktop wallpaper
- Can search within Creative Commons licensed content

*flickr*

## ○ Google Advanced Image Search

- Allows you to get even more specific about the images you are looking for
  - Specify whether they are faces, photos, clip arts, or line drawings.
- You can also search within images labeled for reuse commercially and with modifications.
- Upload an image to search by instead of text

## ○ Creative Commons Search

- Looking for only images that you can repurpose, use for commercial purposes, or modify?
  - Search for content all over the web that has a creative **commons license**
    - Flickr, Google Images, Wikimedia, and YouTube
    - Common License means you can use the image so long as you're not directly profiting from it



# Images

## ○ [Wikimedia](#)

- Over 12 million files in their database of freely usable images, sound bites, and videos.
- Use the search box or browse by categories for different types of media.

## ○ Bing

- Starts out with the top trending images, then leads to images which can be filtered by size, layout, and other criteria.
- They also display tabs above the results with related search queries.



# Videos

## ○ YouTube

- Easily searchable
- Users upload
- Lots of Ads

## ○ Bing Video Search

- developing quite the repertoire for its video searching
  - Similar to Yahoo and Google

## ○ Yahoo Video Search

- Search through video content from their own network, YouTube, Dailymotion, Metacafe, Myspace, Hulu, and other online video providers for videos on any topic.

## ○ TeacherTube

- Educational friendly videos
- Downloadable with account

## ○ Watch Know Learn

- Educational videos for k-12

## ○ Vimeo



# Data & Stats

## ○ CrunchBase

- offers insight into your favorite online brands and companies.
  - Listings will tell you people who are associated with a company, contact information, related videos, screenshots, and more.

## ○ Quantcast

- Search for website profiles based on topic or specific domains.
  - Domains with a high volume of traffic will have data including total regional visitors per month, pageviews online vs. mobile, demographics, sites similar audiences like, and more.

## ○ BuiltWith

- Curious to see what technology your favorite sites use and usage trends of that technology?
  - Search for domains and see the technology they use
    - Analytics, content management systems, coding, and widgets.
    - Click on any of the products to see usage trends, industries using the technology, and more.



- Always keep the search terms broad to start
  - then narrow it down if your subject isn't popular.
- Don't use more terms than necessary
- Most search engines also act as converters.
  - So by entering 500g in ounces, a special field towards the top will give you a conversion with search results displayed below.
    - This works for all units such as currency, temperature, weight, length etc...
- By searching for a stock symbol (i.e. a code for a particular company on the stock market) you'll be returned with info relating to that company and its shares.
- Current news stories will always be indexed first
  - if you're searching for an old news story enter a date after your search query.

