

Mindtools: What it means to be literate now...

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Über Tech Lead, Search Quality & User Happiness

Jan 12, 2013 • Google, Mountain View, CA



My job...

I am a cyber-tribal-techno-cognitive-anthropologist.

My job...

I am a cyber-tribal-techno-cognitive-anthropologist.

I think about how groups of people think about, understand, and use the technology of mindtools.

My job...

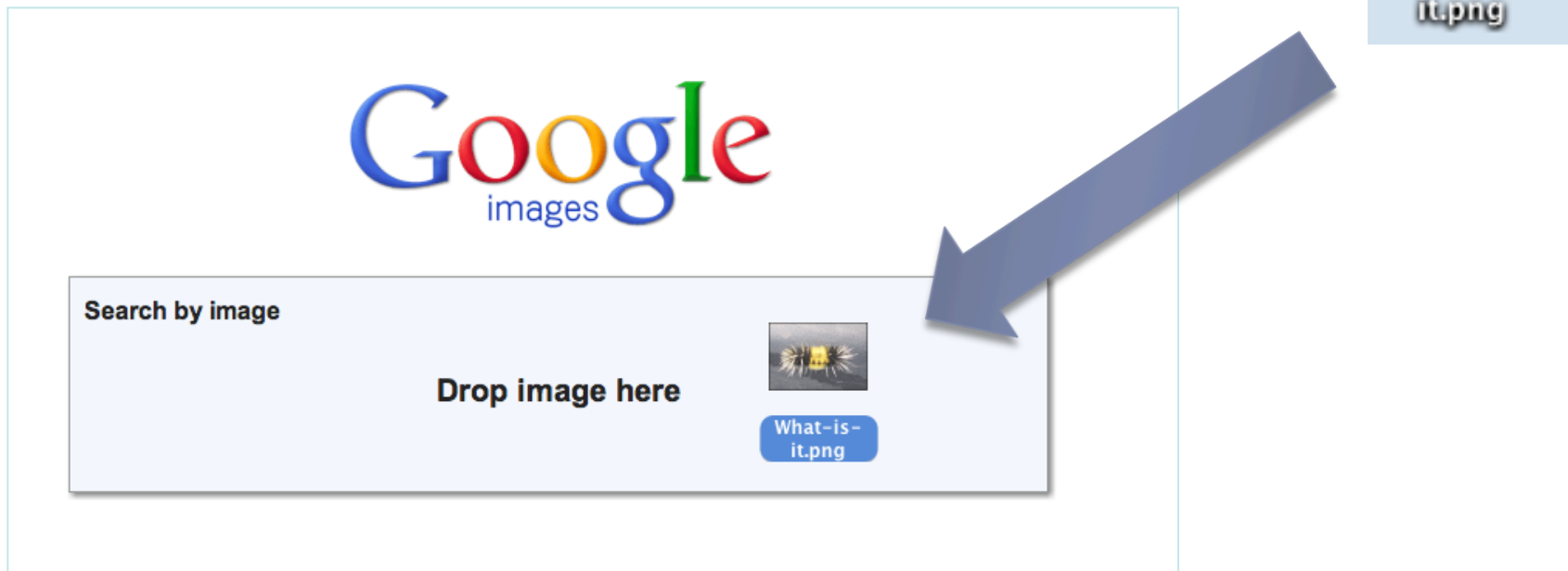
I am also a software engineer & research scientist.

What kind of a caterpillar is this?





Mindtool #1: Search-by-Image

1. Drag the image into Image Search




Mod the tool

2. Add a couple of keywords...

Google  What-is-it.png x insect caterpillar 

Web **Images** Maps Shopping More Search tools

About 2 results (0.35 seconds)


 Image size: 336 x 232
No other sizes of this image found.


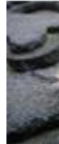


Results for [insect caterpillar](#)

[Caterpillar - Wikipedia, the free encyclopedia](#)
en.wikipedia.org/wiki/Caterpillar
Caterpillars are the larval form of members of the order Lepidoptera (the **insect** order comprising butterflies and moths). They are mostly herbivorous in food ... 22 images

[IPM1019 Caterpillars in Your Yard and Garden - University of ...](#)
extension.missouri.edu > ... > Integrated pest management
Some of the most easily observed **insects** in our backyards and gardens are caterpillars. ... in approach and observe ...

[Visual](#)

 [5044325319 881a542a8c.jpg](#)
flickrhive.mind.net Share
500 x 335 - Spotted Tussock on the run (Gavatron) ~~Tussock Insect~~ adirondacks
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A quest to understand what “literacy” means...

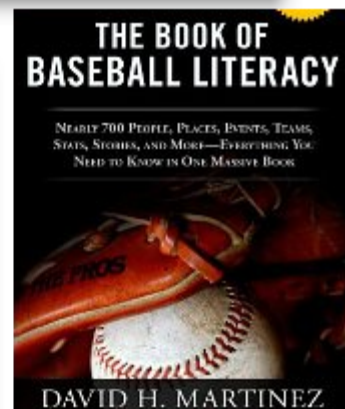
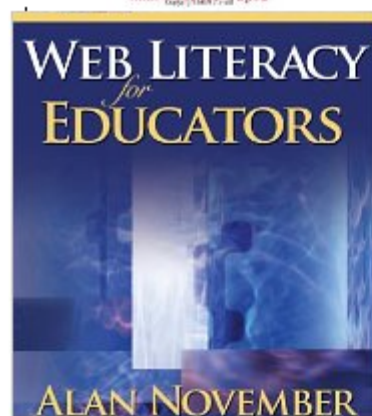
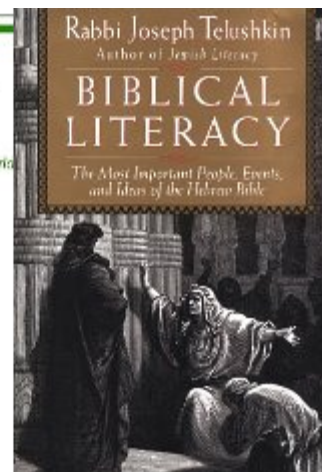
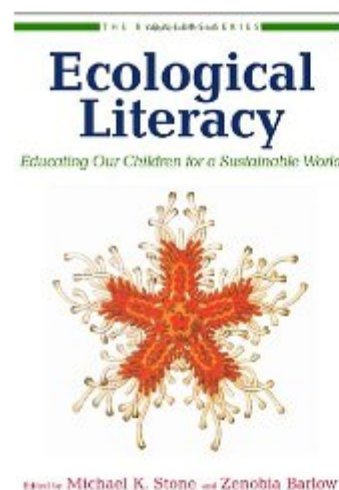
- ▶ **Dictionary def:** “able to read and write”

I think that's woefully out-of-date.

Literacies

► By looking at usage patterns in searches:

- Ocean
- Kitchen
- Legal
- Information
- Financial
- Computer
- Health
- Statistical
- Media
- Social
- Emotional
- Scientific
- ...etc...



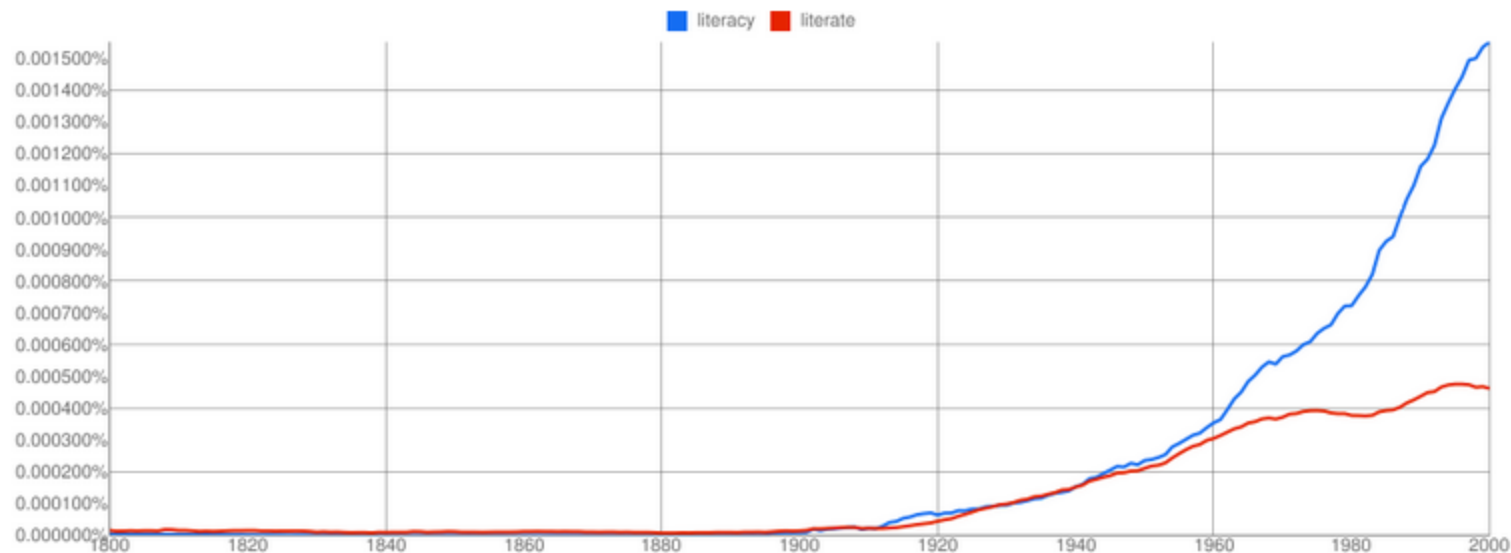
And... a relatively recent concern...

Google books Ngram Viewer

Graph these **case-sensitive** comma-separated phrases:

between and from the corpus with smoothing of .

[Search lots of books](#)



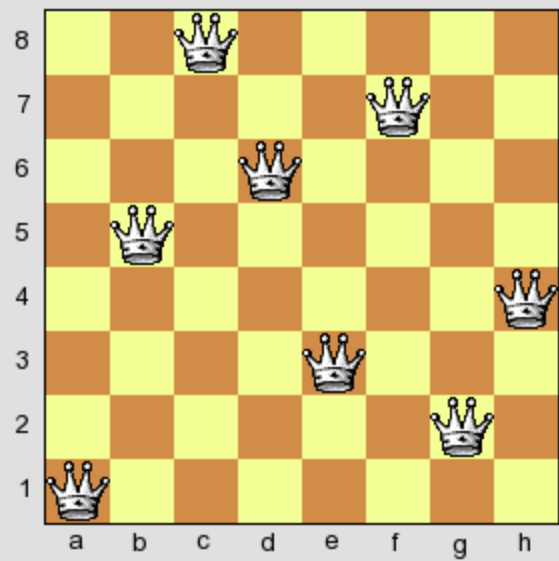
Which of these can you read & write?

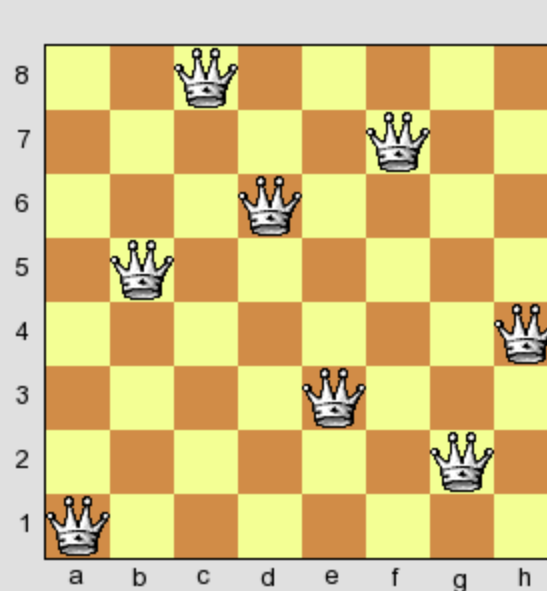
لا أتكلم العربية

我不会汉语

`\b[A-Z0-9._%+-]+@[A-Z0-9.-]+\.[A-Z]{2,4}\ b`

$\text{life} \leftarrow \{\uparrow 1 \ \omega \ \vee \ . \wedge 3 \ 4 = + / , ^{-} 1 \ 0 \ 1^{\circ} \ominus ^{-} 1 \ 0 \ 1^{\circ} . \textcircled{1} \subset \omega\}$





```
BOARD_SIZE = 8
```

```
class BailOut(Exception):  
    pass
```

```
def validate(queens):  
    left = right = col = queens[-1]  
    for r in reversed(queens[:-1]):  
        left, right = left-1, right+1  
        if r in (left, col, right):  
            raise BailOut
```

```
def add_queen(queens):  
    for i in range(BOARD_SIZE):  
        test_queens = queens + [i]  
        try:  
            validate(test_queens)  
            if len(test_queens) == BOARD_SIZE:  
                return test_queens  
            else:  
                return add_queen(test_queens)  
        except BailOut:  
            pass  
    raise BailOut
```

```
queens = add_queen([])
```

```
print queens
```

```
print "\n".join(". " * q + "Q " + ". " * (BOARD_SIZE-q-1) for q in queens)
```


Mindtool #2: “how to use” indexed knowledge



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Reader's Guide to Periodical Literature



168

READERS' GUIDE TO PERIODICAL LITERATURE

HIGH SCHOOLS—Curriculum—cont.

Taking on the NCAA: we can change the world. J. Nathan. *bibl f Phi Delta Kappan* v82 no4 p310-12 D 2000

Schedules

A wake-up call on high-school starting times. S. Black. *The Education Digest* v66 no4 p33-8 D 2000

Standards

Secondary education: expect more, get more. K. Christie. *Phi Delta Kappan* v82 no3 p186-7 N 2000

HIGH TECH See Technology

HIGH TECHNOLOGY INDUSTRIES

Managing for the next big thing: an interview with EMC's Michael Ruengens. P. Hemp. *por Harvard Business Review* v79 no1 p130-9 Ja 2001

The tech slump [cover story] R. D. Hof. *graph il Business Week* no3712 p54-8 D 18 2000

Technology and America's good times [good American economy tied to government funding of science and technology research] R. E. Litan. *il Brookings Review* v19 no1 p4-9 Wint 2001

Told you so [this year's forecast and a look back at 2000] M. Wolff. *il New York* v33 no50 p36-8 Ja 1 2001

Who may prosper despite the fall [slump in high technology] J. Kerstetter. *il Business Week* no3712 p60 D 18 2000

Employees

Recruiting

Texas needs nerds [shortage of high-tech workers in Texas] G. Chapman. *il Texas Monthly* v28 no12 p62 D 2000

Visa relief. V. Rivkin. *por Working Woman* v26 no1 p15 D 2000/Ja 2001

Visas bring labor, but not for long [H-1B visas for high-tech jobs] N. Watson. *il Fortune* v142 no14 p64-8 D 18 2000

Location

Sleepy little towns turn high tech. L. Roberts. *il Home Office Computing* v19 no1 p17-18 Ja 2001

Western Europe

Six smart global bets [Asian and European tech stocks] R. Tomlinson and N. Chowdhury. *il tab Fortune* v142 no14 p174-82 D 18 2000

HIGH YIELD BONDS See Junk bonds

HIGHER EDUCATION See College education; Colleges and universities

HIGHWAY ACCIDENTS See Traffic accidents

HIGHWAYS See Express highways; Roads

HIKING

See also
Backpacking
Trails

Equipment

See also
Hiking boots

Arizona

Camelback [hiking Arizona's Camelback Mountain; cover story] T. Kuhn. *il Arizona Highways* v77 no1 p6-11 Ja 2001

History-rich Cody Trail in Buffalo Bill country near Oracle Ridge offers spectacular views [hiking the Cody Trail] K. Tighe. *il map Arizona Highways* v77 no1 p56 Ja 2001

White Canyon [hiking Arizona's White Canyon Wilderness] J. W. Farnsworth. *il Arizona Highways* v77 no1 p38-43 Ja 2001

New Mexico

Winter walking in Bandelier. J. P. Fleming. *il map Santer (National edition)* v206 no1 p28 Ja 2001

HIKING BOOTS

A beloved boot kicks off [Sorel boots] K. Peraino. *il Newsweek* v137 no3 p57 Ja 15 2001

HILFERTY, ROBERT

Coffteehouse musician. *por New York* v33 no50 p18 Ja 1 2001

HILL, A. A., AND OTHERS

Genomic analysis of gene expression in *C. elegans*. *bibl f graph tab Science* v290 no5492 p809-12 O 27 2000



high technology industries

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[High tech - Wikipedia, the free encyclopedia](#)

en.wikipedia.org/wiki/High_tech

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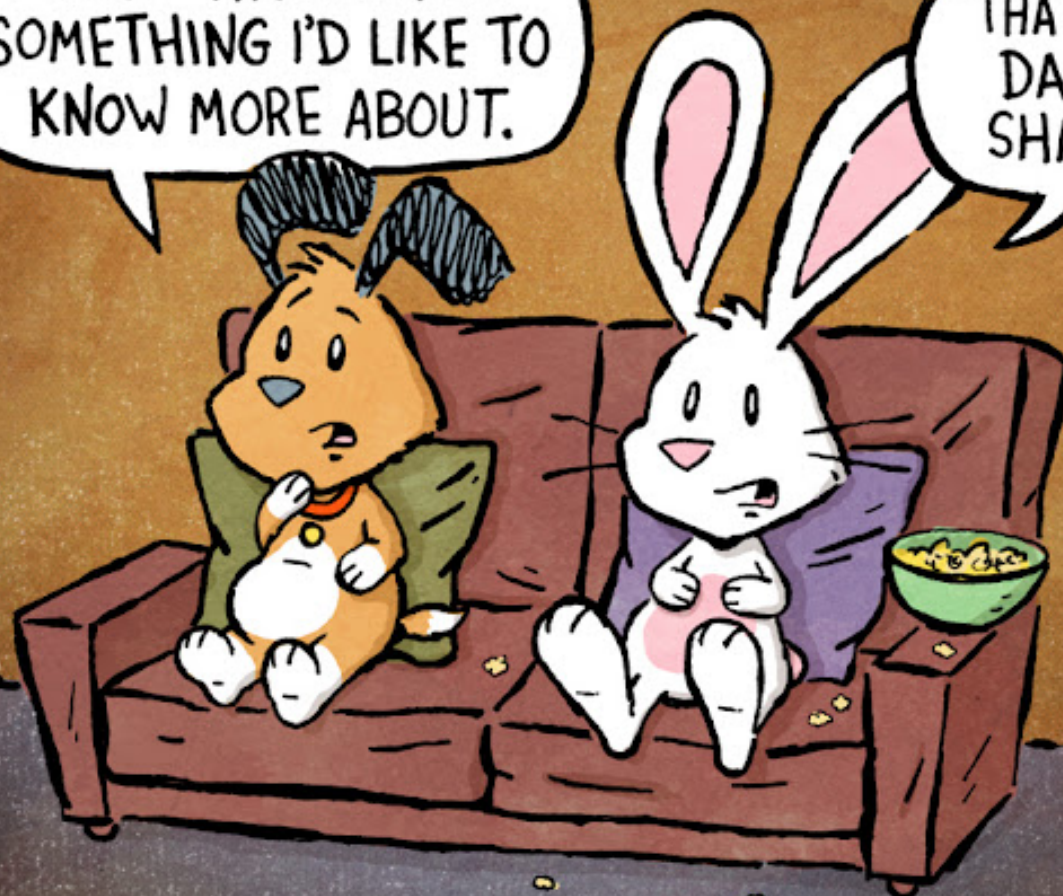
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LIFE BEFORE GOOGLE: A SHORT STORY

I JUST THOUGHT OF
SOMETHING I'D LIKE TO
KNOW MORE ABOUT.

THAT'S A
DAMN
SHAME.



-brian-

THE END



Informacy

- ▶ The literacy of information... **informacy**
 - ▶ By analogy with “numeracy”
- ▶ Knowing what the information is...
- ▶ How to use and interact with the information
- ▶ For example: What is an index? How do you use it?

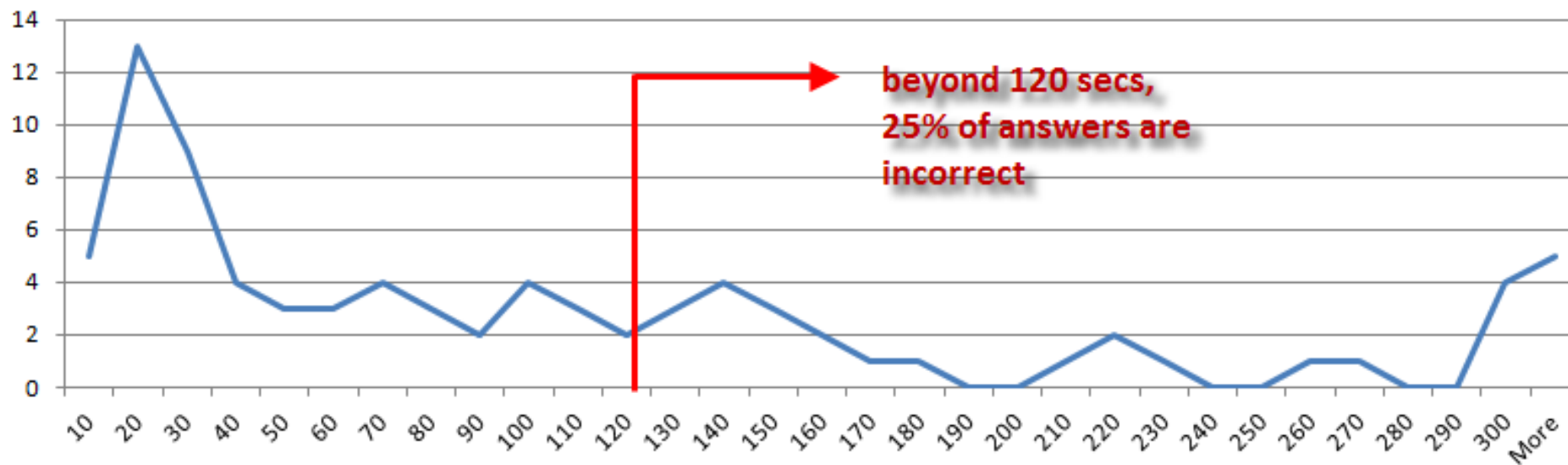
PLACE	DIV PL /TOTAL	NAME	AGE	S	TOWN	TIME	PACE /MILE
1	1/27	WILLIAM MATEKER	22	M	STANFORD	24:34	4:57
2	1/41	J.T. SERVICE	30	M	SAN FRANCISCO	25:17	5:06
3	2/41	KEVIN PIERPOINT	35	M	CAMPBELL	25:21	5:06
4	2/27	OEYVIND SUNDEY	27	M	STANFORD	26:00	5:14
5	3/27	DALE TAYLOR	22	M	MOUNTAIN VIEW	26:14	5:17
6	3/41	NICK MACFALLS	37	M	SAN FRANCISCO	26:52	5:25
7	1/20	JOSH NEWBY	18	M	PALO ALTO	27:33	5:33
8	4/41	MATT TOMPKINS	35	M	MOUNTAIN VIEW	27:36	5:33
9	1/62	RACHEL BOOTH	30	F	MOUNTAIN VIEW	27:47	5:36
10	5/41	STEFANO PROFUMO	33	M	SANTA CRUZ	28:02	5:39
11	1/39	CHANTELLE WILDER	25	F	LOS GATOS	28:06	5:40
12	2/20	MICHAEL UNDERWOOD	16	M	PALO ALTO	28:23	5:42
13	4/27	DAVID TOBIN	22	M	STANFORD	28:34	5:45
14	1/75	SEAN SELEY	46	M	LOS ALTOS HILLS	28:44	5:47
15	2/75	DAVID DEGUSTA	41	M	HAYWARD	28:56	5:50
16	2/62	SUZANNE SEGESTRA	39	F	REDWOOD CITY	29:05	5:51
17	3/75	ANDREW CREWS	41	M	SUNNYVALE	29:10	5:53
18	2/39	LINDSEY MACLISE	27	F	SAN FRANCISCO	29:21	5:55
19	3/39	ASHLEY CARROLL	28	F	MENLO PARK	29:25	5:56
20	4/75	DAVID GOMZALEZ	46	M	BOULDER CREEK	29:26	5:56
21	5/75	ADAM PRINCE	47	M	SANTA CLARA	29:32	5:57
22	6/41	ANTONIO ALUNNI	36	M	MOUNTAIN VIEW	29:41	5:59
23	6/75	MARC OSTROWSKI	47	M	SAN JOSE	29:42	5:59
24	5/27	BENJAMIN KALLMAN	22	M	STANFORD	29:53	6:01
25	4/39	CAROLINE MULLEN	25	F	STANFORD	29:55	6:01
26	3/62	DINA ROSENTHAL	39	F	SAN JOSE	29:56	6:02
27	7/75	CHARLES ALEXANDER	47	M	MOUNTAIN VIEW	29:59	6:02
28	8/75	AHMET GOKCEK	43	M	PALO ALTO	29:59	6:02
29	1/71	VERITY BREEN	44	F	BURLINGAME	30:08	6:04
30	4/62	SARA GIGLIOTTI	36	F	SAN FRANCISCO	30:19	6:06
31	6/27	ABRAHIM EL GAMAL	23	M	PALO ALTO	30:27	6:08
32	9/75	DERRICK PETERMAN	43	M	BELMONT	30:29	6:08
33	7/27	FRANCISCO CONTRERAS	28	M	MENLO PARK	30:33	6:09
34	1/37	CLAY BULLWINKEL	53	M	PORTOLA VALLEY	30:34	6:09
35	5/62	MARISA BECK	33	F	SAN JOSE	30:38	6:10
36	7/41	JONATHAN LEE	36	M	SUNNYVALE	30:40	6:11
37	10/75	JEFF WATT	49	M	PALO ALTO	30:43	6:11
38	5/39	CLAIRE SHAW	20	F	STANFORD	30:57	6:14
39	3/20	ERIC KOFMAN	19	M	STANFORD	31:02	6:15
40	11/75	KEN CAMET	49	M	SAN JOSE	31:11	6:17
41	12/75	PATRICK JENNY	45	M	PALO ALTO	31:21	6:19
42	13/75	GARY MEEKER	42	M	SAN JOSE	31:22	6:19
43	1/10	ALEC OLSLUND	12	M	MOUNTAIN VIEW	31:35	6:22
44	2/71	SHANNON CODY	41	F	REDWOOD CITY	31:38	6:22
45		UNOFFICIAL		M		31:43	6:23
46	8/27	FRANK CHEN	23	M	STANFORD	31:53	6:25
47	4/20	IAN BALL	17	M	STANFORD	31:55	6:26
48	1/16	ARTURO RODRIGUEZ	61	M	PALO ALTO	31:57	6:26
49	14/75	FREDERIC GARDERES	41	M	PALO ALTO	32:00	6:27
50	9/27	BENJAMIN FLAMM	23	M	PALO ALTO	32:07	6:28
51	15/75	GEORGE REHMET	44	M	DALY CITY	32:10	6:29
52	10/27	ERIC BULLWINKEL	23	M	LOS ALTOS	32:15	6:31

Mindtool #3: Find text

- Fundamental online reading skill
- Control-F / CMD-F / Edit>Find>
- Lets you find a piece of text in an online document very quickly
- Find how long Beth Assuange took to run this race.

Study #1

Frequency (10-second buckets) n = 85



Study #2: How many people know Control-F?

- ▶ Survey of 2,225 US-English internet users:
 - ▶ 90.5% do **NOT** know how to “find” on a page
- ▶ Survey of 545 US-English internet using teachers:
 - ▶ 51.1% do **NOT** know how to “find” on a page
- ▶ Analysis of over 50K Firefox users (worldwide):
 - ▶ 93% have **NEVER** used the “find” command on a page

A Googler wonders...

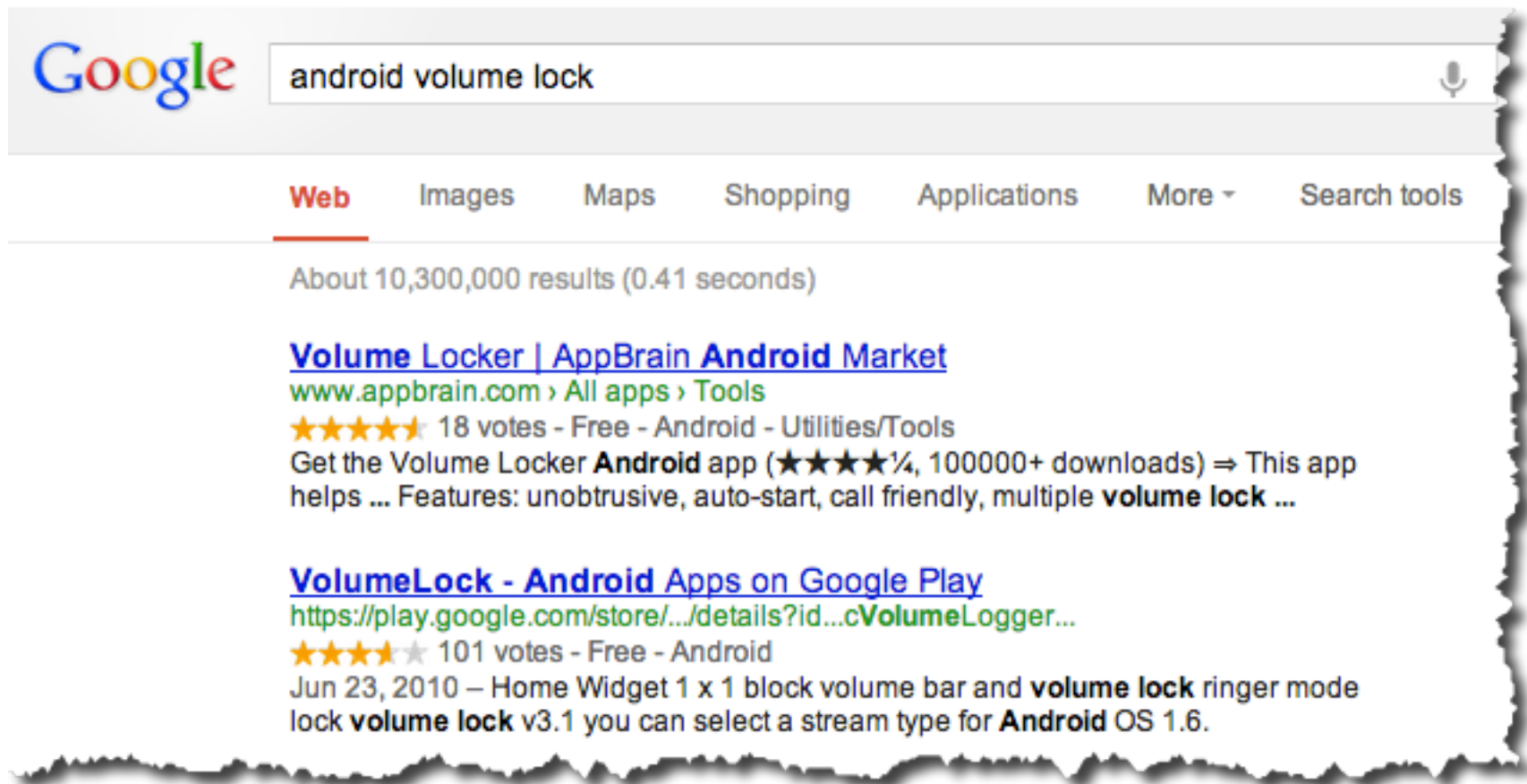
C: What can I do to stop my phone's volume from constantly changing?

B: I wish I could do that too!

Dan: Did you think about searching for an app for that?

A: How?

Search for app...



Dan's request...

Dan: Wish I could do Control-F
for more than one thing at a time....

C: Try doing a search for [**Chrome regexp search**]

“regexp” = “regular expression” –
a language for specifying patterns to match in text files

Turns out, there is a regexp “Find” extension

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Welcome to a special edition of This Week in Tech, as we take a look back at the International Consumer Electronics Show. As with every year, a few trends always seem to emerge.

DHS Warns That Java Flaw Leaves Computers Vulnerable to Hackers

ABC News (blog) - 28 minutes ago

The Department of Homeland Security has advised computer users to temporarily disable Java software after concerns of hacking attacks were raised by computer security experts.

Samsung nixes plans for Windows RT tablets in US, citing 'modest' demand

Apple Insider - 3 hours ago

Samsung no longer plans to launch a tablet in the U.S. running Microsoft's Windows RT platform due to a number of factors, including consumer confusion and slow sales.

Cheap smartphones global market grows

BBC News - Jan 11, 2013

Asha, the budget smartphone line from Nokia, is outselling its premium handset offering, the Windows-run Lumia, by over two to one.

Facebook Charging \$100 to Message Mark Zuckerberg

Mashable
Jan 10, 2013

Written by
Chris Taylor

We knew Facebook was eager for new revenue streams. We just didn't know they were this eager. If you try to send founder and CEO Mark Zuckerberg a message on Facebook, Mashable discovered Thursday, the social network may offer to keep the ...

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NBCNews.com (blog) - 3 hours ago

Detroit isn't your typical winter destination - but you could find it difficult to get a flight into the Motor City or line up a hotel room anywhere near downtown in the coming days.

Apple Exec Dismisses Notion of a 'Cheaper' iPhone

PC Magazine
Jan 10, 2013

Written by
Damon Poeter

Despite a flurry of rumors, Apple won't be making a cheaper iPhone any time soon, according to senior vice president of worldwide marketing Phil Schiller.

Spotlight

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French Airstrikes Counter Northern Mali Islamist Insurgency

Bloomberg - 28 minutes ago



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Wikipedia: Northern Mali conflict

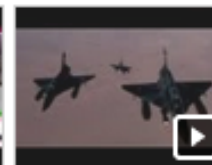
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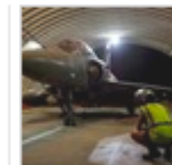
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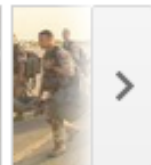
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New York ...



Wall S



2\vd\vd\vd

matched 45

search



Mindtool #4:

Knowing cultural conventions : Genre/Media

- ▶ Home page
- ▶ Bookmarks page
- ▶ Product page
- ▶ Product reviews site
- ▶ Online textbook
- ▶ Web directory
- ▶ Open source project
- ▶ Draggable maps
- ▶ Online survey
- ▶ Online news
- ▶ FAQ
- ▶ DIY guide
- ▶ Photo gallery
- ▶ CFP
- ▶ API docs
- ▶ P2P listings
- ▶ 3D object viewer
- ▶ MMORPG
- ▶ Internet memes
- ▶ Readme.txt
- ▶ Lolcatz
- ▶ Pinboard site
- ▶ Video
- ▶ Spoof site
- ▶ Etc etc etc...



Spoof sites



CEPHALONEWS

2012-02-21 Cuttlefish Have The Most Acute Polarisation Vision (The Fish Site)

Cuttlefish and their colourblind cousins, squid and octopus, see polarized light invisible to humans, giving them a covert communication channel. A study found that cuttlefish were much more sensitive to polarization than previously thought. Study: **High-resolution polarisation vision in a cuttlefish** (Current Biology)

zapatopi.net/treeoctopus/

Wordnik gDefine (Spanish) Dan's FB page GoogleWebSearchE... Palo Alto City Librar...

ZPi / Blog / New / FAQ

Help Save The **ENDANGERED** PACIFIC NORTHWEST TREE OCTOPUS From **EXTINCTION!**

Information FAQs Sightings Media Activities

ABOUT THE PACIFIC NORTHWEST TREE OCTOPUS

The Pacific Northwest tree octopus (*Octopus paxarbolis*) can be found in the **temperate rainforests** of the Olympic Peninsula on the west coast of North America. Their habitat lies on the Eastern side of the Olympic mountain range, adjacent to Hood Canal. These solitary cephalopods reach an average size (measured from arm-tip to mantle-tip,) of 30-33 cm. Unlike most other cephalopods, tree octopuses are amphibious, spending only their early life and the period of their mating season in their ancestral aquatic environment. Because of the moistness of the rainforests and specialized skin adaptations, they are able to keep from becoming desiccated for prolonged periods of time, but given the chance they would prefer resting in pooled water.

An intelligent and inquisitive being (it has the largest brain-to-body ratio for any mollusk), the tree octopus explores its arboreal world by both touch and sight. Adaptations its ancestors originally evolved in the three dimensional environment of the sea have been put to good use in the spatially complex maze of the **coniferous Olympic rainforests**. The challenges and richness of this environment (and the intimate way in which it interacts with it,) may account for the tree octopus's advanced behavioral development. (Some evolutionary theorists suppose that "arboreal adaptation" is what laid the groundwork in primates for the evolution of the human mind.)

Reaching out with one of her eight arms, each covered in sensitive suckers, a tree octopus might grab a branch to pull herself along in a form of locomotion called tentaculation; or she might



Rare photo of the elusive tree octopus

Knowing the conventions of the culture

- ▶ **Knowing the language**

- ▶ Emoticons : :-) :P :-(

- ▶ Acronyms: ROTFL, LOL, BRB, TTYL, POS, OOO

- ▶ Terms / concepts: index, key, metadata, filters, sort, ranking...

Why you need to understand emoticons



?

Is it true that Rosa Parks would have moved to the back of the bus but she was listening to her iPod?

My sister is helping me with a class presentation but she likes to joke she says it is true. She also said Lincoln gave the slaves bus passes, but they thought it was a trick so just kept sneaking on the back like they do today?

1 year ago

 [Report Abuse](#)




Natasha

Best Answer - Chosen by Asker

..... yeah it's true :P

1 year ago

 [Report Abuse](#)

 2 people rated this as **good**

Asker's Rating: *****

Thank you, I'll put that in my report. I trust you you have the nicest avatar

- ▶ It's not just that there's a lot, it's also that there are great compendiums of topic information.

- ▶ It's not just that there's a lot, it's also that there are great compendiums of topic information.
- ▶ ***Think of it this way:*** 1 Library of Congress is added each day... everyday... and the rate of acquisition is accelerating

It's now **1 LOC/day/week**

Every minute
80+ hours of video are uploaded

3 billion
videos watched every day

70%
of traffic is international



And.... The rest of the world...





Search

About 8,920 results (0.52 seconds)

SafeSearch off ▾

Everything

Images

Maps

Videos

News

Shopping

More

Any time

Past hour

Past 24 hours

Past week

Past month

Past year

Custom range...

Translated foreign pages

Translated results for **tsuji ayano** - My language: [English](#) ▾

Language Translated query

[Japanese](#) ▾ 辻あやの - [Edit](#)[Add language](#) ▾[Ayano Tsuji official Website](#)www.tsujiayano.com/

Translated from: Japanese

Official site of **Tsuji Ayano**. News, Chaku-Uta (R) and Pub.[+ Show original text](#)[Ayano Tsuji - Wikipedia](#)ja.wikipedia.org/wiki/つじあやの

Translated from: Japanese

Ayano Tsuji (January 06, 1978 -) is a Japanese-born singer-songwriter, Sakyo-ku, Kyoto, ukulele musicians. Real name: 乃 Aya **Tsuji** (as read). Ryukoku University Faculty of Letters Department of History...[+ Show original text](#)[Ayano Tsuji official Website](#)www.tsujiayano.com/

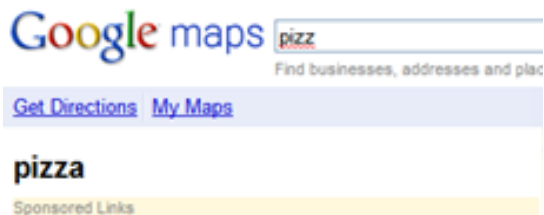
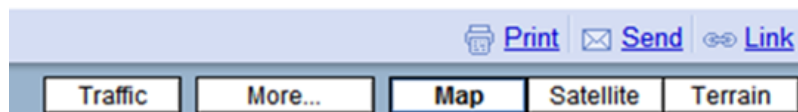
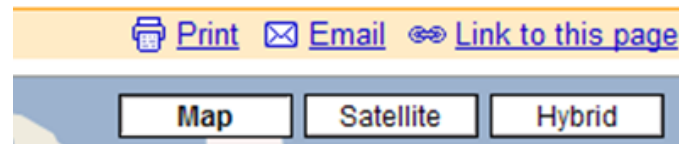
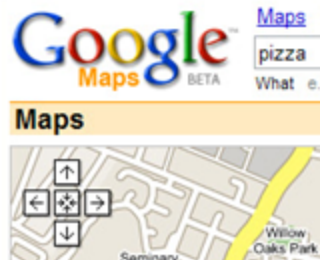
Tools evolve



Tools evolve




5 years... many changes



Meta-literacy

- ▶ Knowing how to be literate about being literate....
 - ▶ *Literate = able to read, write, answer questions, and function in domain*
- ▶ That is, *“being literate about being literate”*
- ▶ Knowing what the UI is; that is, how to READ the UI
- ▶ Knowing how to use the UI effectively
- ▶ Knowing what’s possible to ask / search / possible

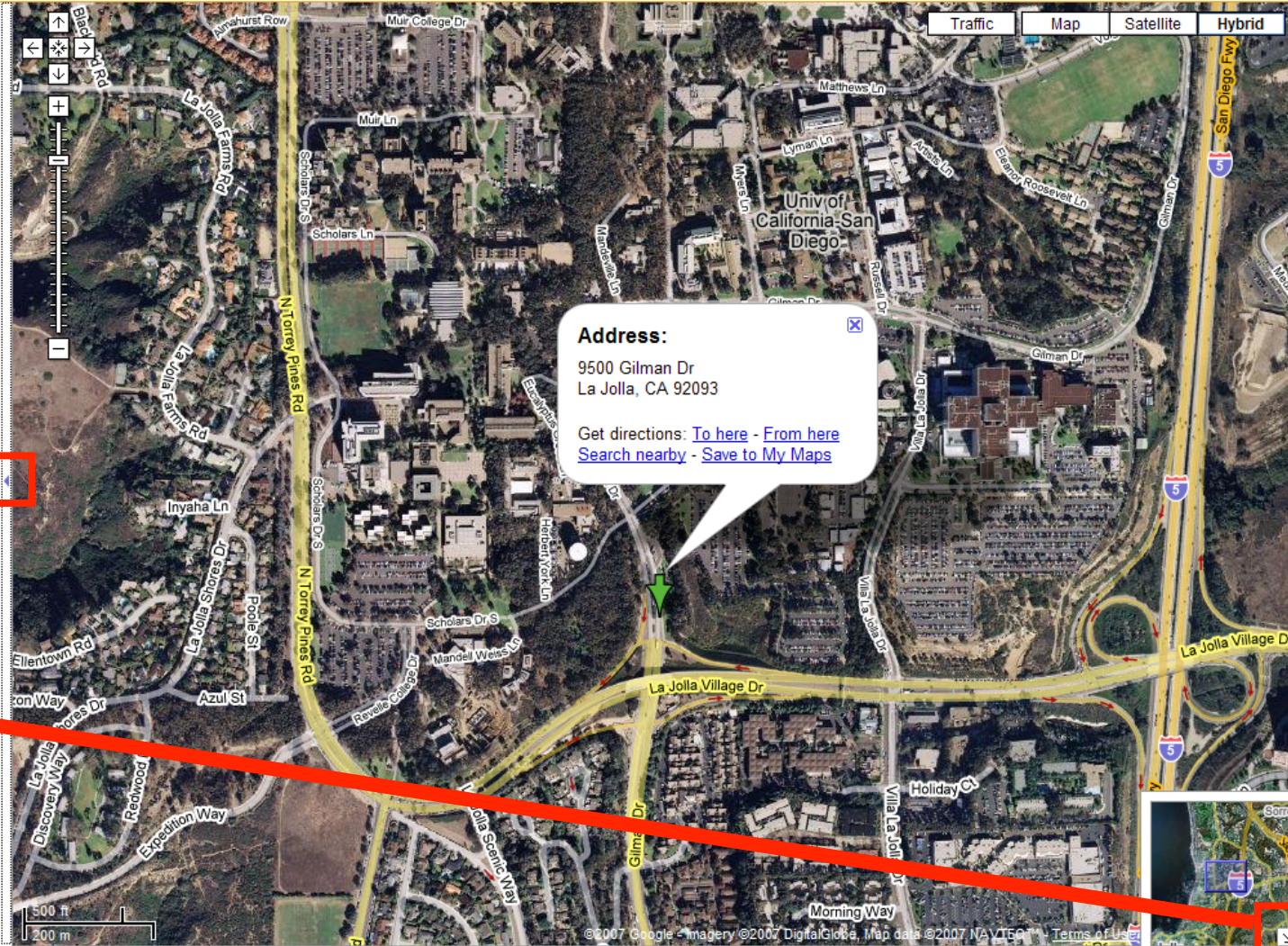
Meta-literate: *How do you read a tool?*

 e.g., "10 market st, san francisco" or "hotels near lax"

New!

9500 Gilman Dr
La Jolla, CA 92093


[Make this my default location](#)





Address:

9500 Gilman Dr
La Jolla, CA 92093

Get directions: [To here](#) - [From here](#)
[Search nearby](#) - [Save to My Maps](#)







Traffic

Map

Satellite

Hybrid

©2007 Google - Imagery ©2007 DigitalGlobe, Map data ©2007 NAVTEQ

[Terms of Use](#)



lahaina, hi



Dan Russell

5

+ Share



Get directions

My places



Map

Traffic



Lahaina HI Hotels

Lahaina Hotels as low as \$98.
Book Online or Call Today & Save.
lahaina.hotelsbycity.com/

Ads - Why these ads?



50 Hotels in Lahaina HI

Half-Price Hotels
Book your Hotel in Lahaina HI
www.booking.com/Lahaina-Hotels



Lahaina, HI

[Directions](#) [Search nearby](#) [Save to map](#) [more](#)

[Explore this area »](#)

Photos



Places

[Maria Lanakila Catholic Church](#)
[Waiola Church](#)
[Lahaina Civic Center](#)



Maui's Fabulous Homes

\$1000/night Private Villas. Weekly rentals. Beach houses with pool/AC
www.fabulous-homes.com/

Ad - Why this ad?



lahaina, hi



Dan Russell

6

+ Share



Get directions

My places



Lahaina Hi Hotels

Lahaina Hotels as low as \$98.
Book Online or Call Today & Save.
lahaina.hotelsbycity.com/

Ads - Why these ads?



Lahaina Vacation

Luxurious Homes in Maui \$600+/nt.
Private Pool and Steps from Beach.
www.fabulous-homes.com/Maui-Villas



Lahaina, HI

[Directions](#) [Search nearby](#) [Save to map](#) [more](#) ▾

[Explore this area »](#)

Photos



Places

[Waiola Church](#)
[Maria Lanakila Catholic Church](#)
[Lahaina Civic Center](#)



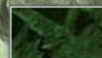
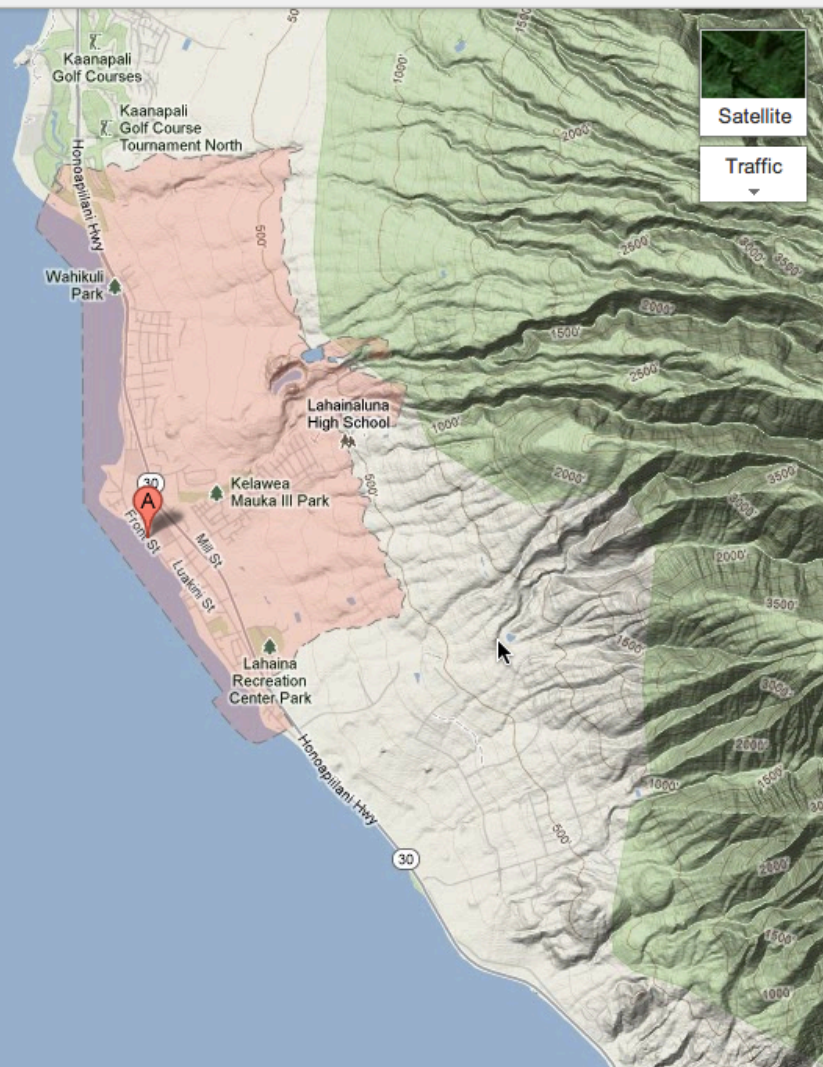
Historic Hotel in Maui

Pioneer Inn in **Lahaina** Maui **Hawaii**
Located at the **Lahaina** Harbor
www.pioneerinnmaui.com/

Ad - Why this ad?



1 mi
2 km



Satellite

Traffic

▼

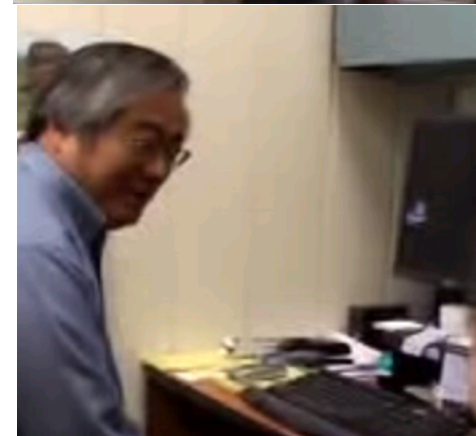
Map data ©2012 Google - [Edit in Google Map Maker](#) - [Report a problem](#)

Tools are evolving... rapidly



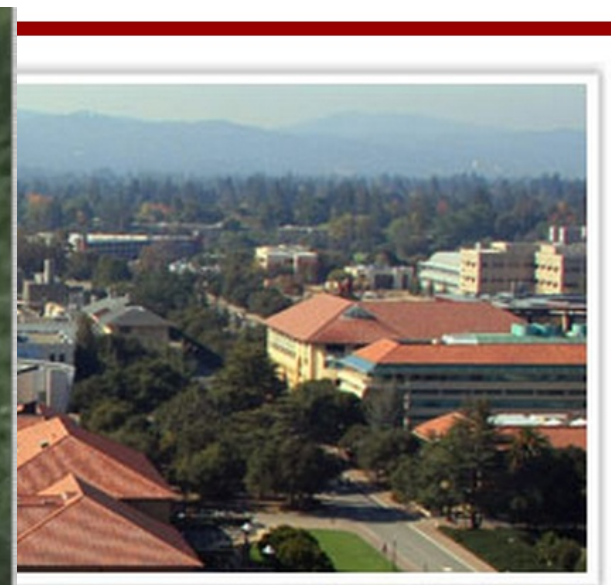
What's possible to ask about the world?

- ▶ Just as you had to know what was possible in the card catalog, now you need to know what's possible in the Google world...
- ▶ What can you query?
- ▶ What is possible now?
- ▶ What will be possible next week?



Google Goggles

- ▶ Visual queries about the real world



The evolution of asking questions

- ▶ A story about what you can ask...

The crowd chants wildly along with a piece of music. Unfortunately, there are no words. How do you find the music?



How do you search for something like this?

The Google logo, featuring the word "Google" in its characteristic multi-colored font (blue, red, yellow, blue, green, red).

[Advanced Search](#)
[Language Tools](#)

Google Search

I'm Feeling Lucky

How do you search for something like this?



oh oh oh oh	
oh oh oh oh oh song	Remove
oh oh oh oh oh techno	
oh oh oh oh oh my god	
oh oh oh oh oh my god	
oh oh oh oh oh oh why'd you have to go lyrics	
oh oh oh oh oh oh oh oh oh oh lyrics	
oh oh oh oh oh oh my god	
oh oh oh oh song	
oh oh oh oh poker face remix	
oh oh oh oh	
<div>Google Search I'm Feeling Lucky</div>	

[Advanced Search](#)
[Language Tools](#)

Find an aerial image of the Squire House before 1977

- ▶ $N = 250$
- ▶ Success = **0**
- ▶ Time called at 7 minutes (420 seconds)



And the solution you should have known...



Search

Fly To Find Businesses Directions

Fly to e.g., 37 25' 19.1"N, 122 05' 00.0"W

900 university, palo alto, ca

- ☒ 900 University Ave, Palo Alto, CA 94301
- ☐ Palo Alto, CA

Places Add Content

- My Places
- Sightseeing
- Temporary Places

Layers

- Primary Database
- Geographic Web
 - Panoramio
 - Wikipedia
- Places
 - Places
 - Preview
- Roads
- 3D Buildings
- Street View
- Borders and Labels
- Traffic
- Weather
- Gallery
- Ocean
- Global Awareness
- Places of Interest
- More
- Terrain



Timeline interface showing a slider from 1948 to 2009, with a specific date 'Sep 1948' highlighted.

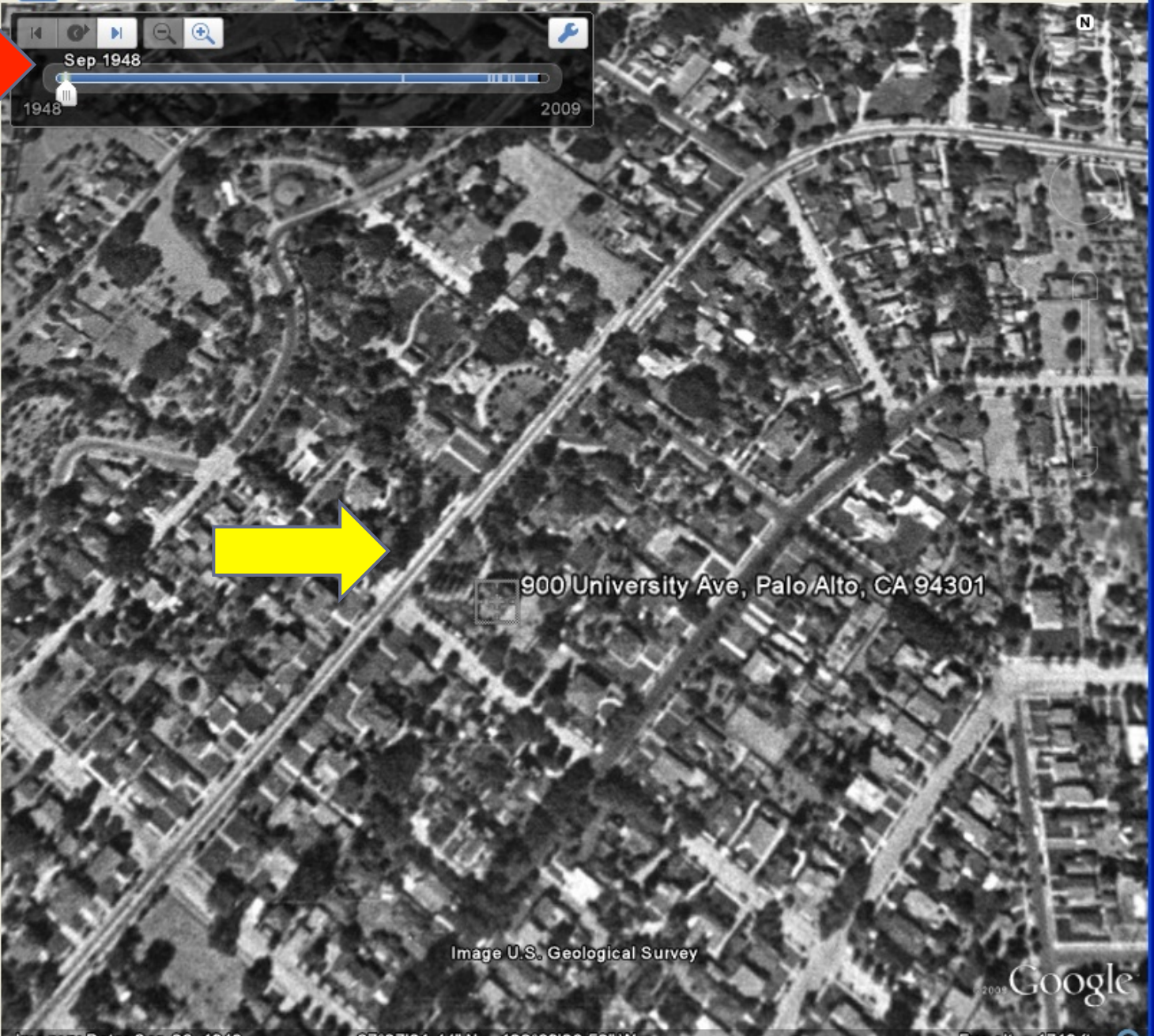


Image U.S. Geological Survey

Meta-literacy

- ▶ ... is the skill of knowing how to be literate about your own information literacy...

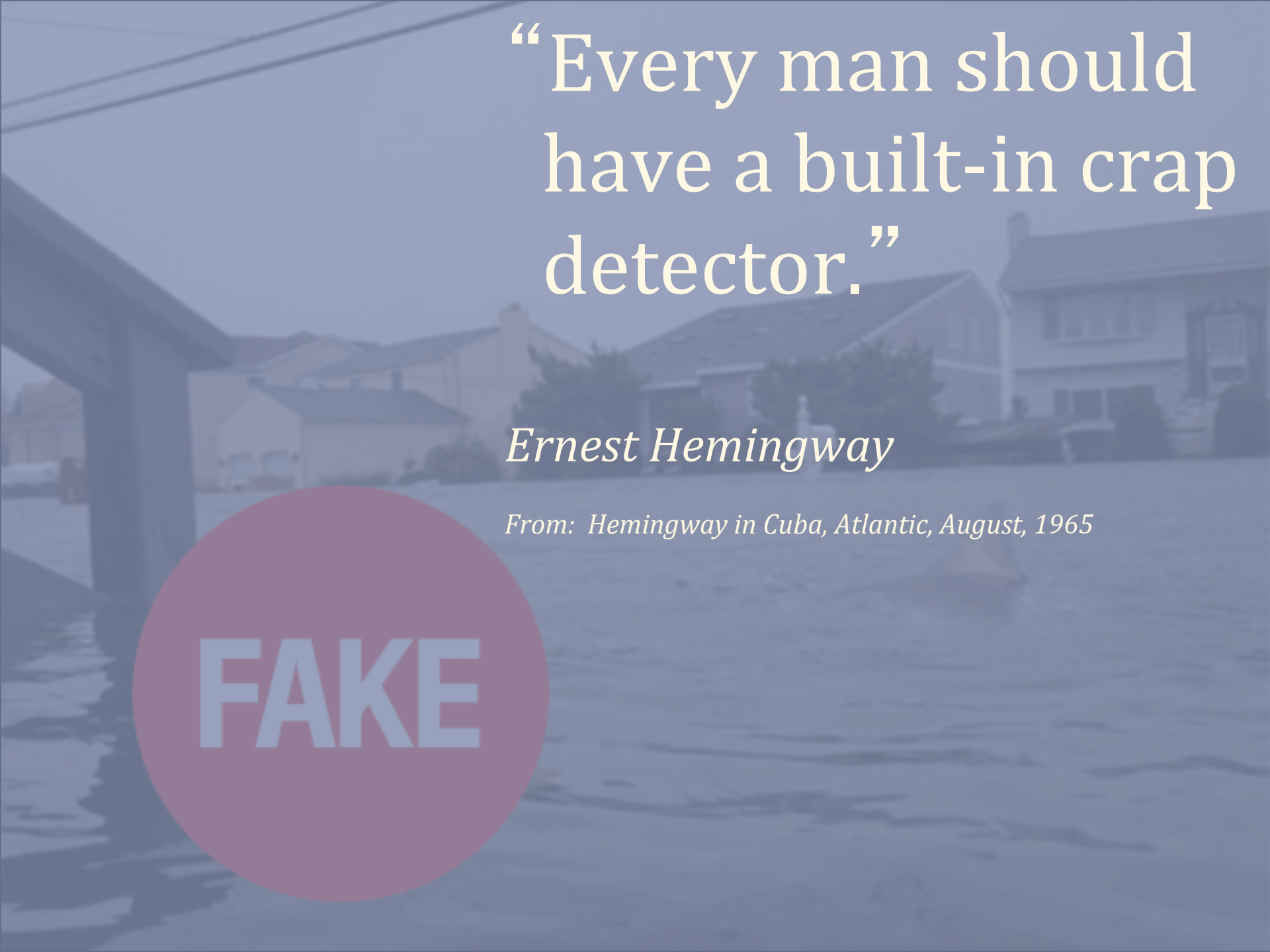
What's possible: Beyond genres....media kinds

- Web pages
- News streams
- News archives
- Patents
- Images
- Videos
- 3D-models
- Code
- Blogs
- Financial
- Public data
- Reviews
- Product data
- Maps
- Groups
- Magazines
- Scholarly papers
- Calendars
- RSS feeds
- Books
- Local info
(geocoded events)



FAKE

Image: Alexis Madrigal, <http://www.theatlantic.com/technology/archive/2012/10/sorting-the-real-sandy-photos-from-the-fakes/264243/>



“Every man should
have a built-in crap
detector.”

Ernest Hemingway

From: Hemingway in Cuba, Atlantic, August, 1965

FAKE

Change is constant / has been constant / will continue to be constant

- ▶ Searchers search for new kinds of things...
 - ▶ There are new kinds of things to search for
 - ▶ (real-time updates; social content; etc.)
- ▶ Tools & systems change to offer new capabilities

**And all of this is searchable
in ways you might not
have imagined...**

...because of mind tools!

Mindtool #6: Use tools in unorthodox ways



What's the phone number of the office this image was taken from?

Original photo

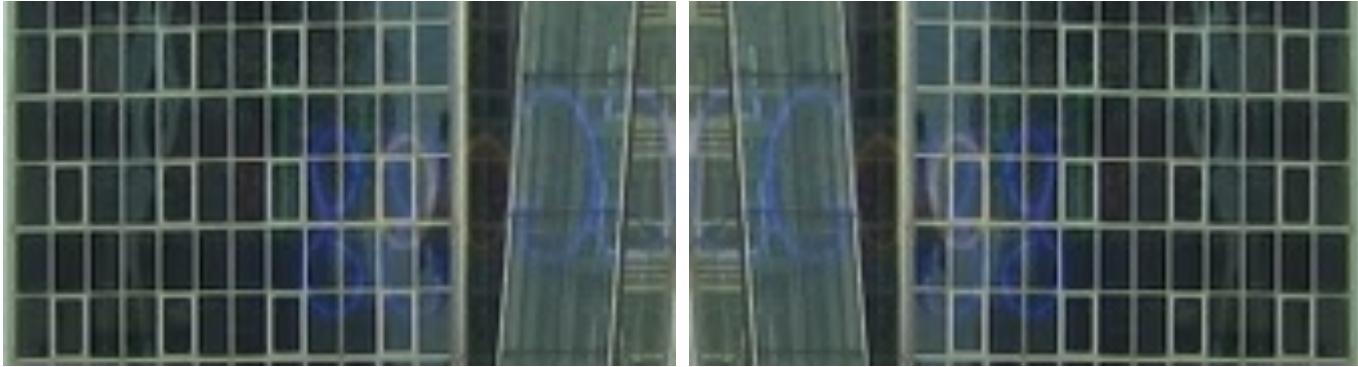


Google Earth model



© 2012 Cnes/Spot Image
Image © 2012 Cnes/Spot Image
16.01-001 Warszawa, Poland

Now, which office are you in?



Search [[google offices warsaw](http://www.google.com/about/company/address.html)] to find that the information is at: <http://www.google.com/about/company/address.html>

Google Warsaw

Warsaw Financial Center

Emilii Plater 53

00-113 Warszawa

Poland

Phone: +48 22 207 19 00

Fax: +48 22 207 19 21

Mindtool #7: Search for tools



Wailea-Makena, HI 96753, USA

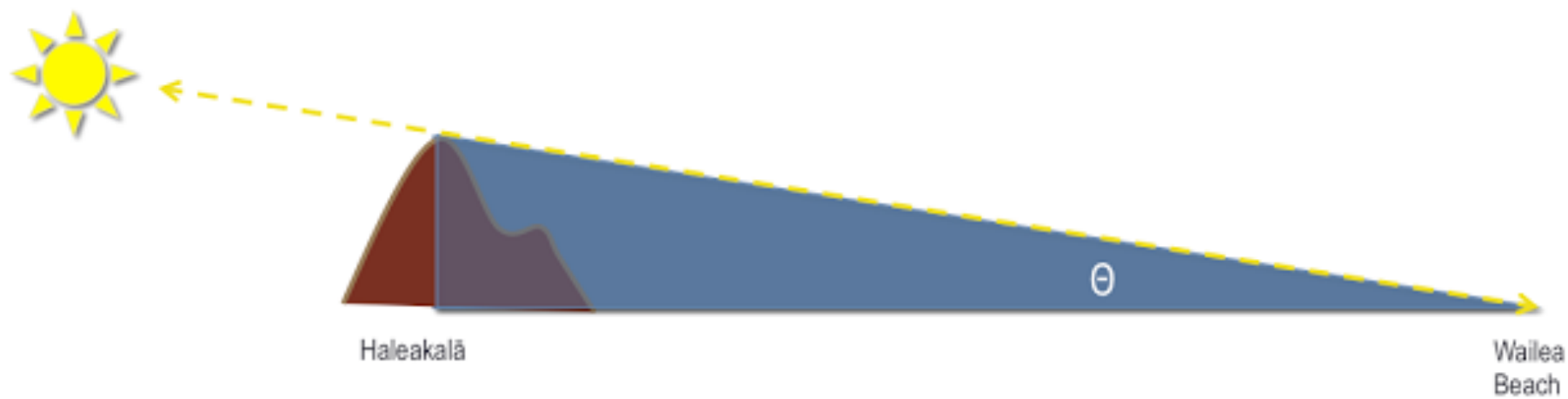
Data MBARI
Data LDEO-Columbia, NSF, NOAA

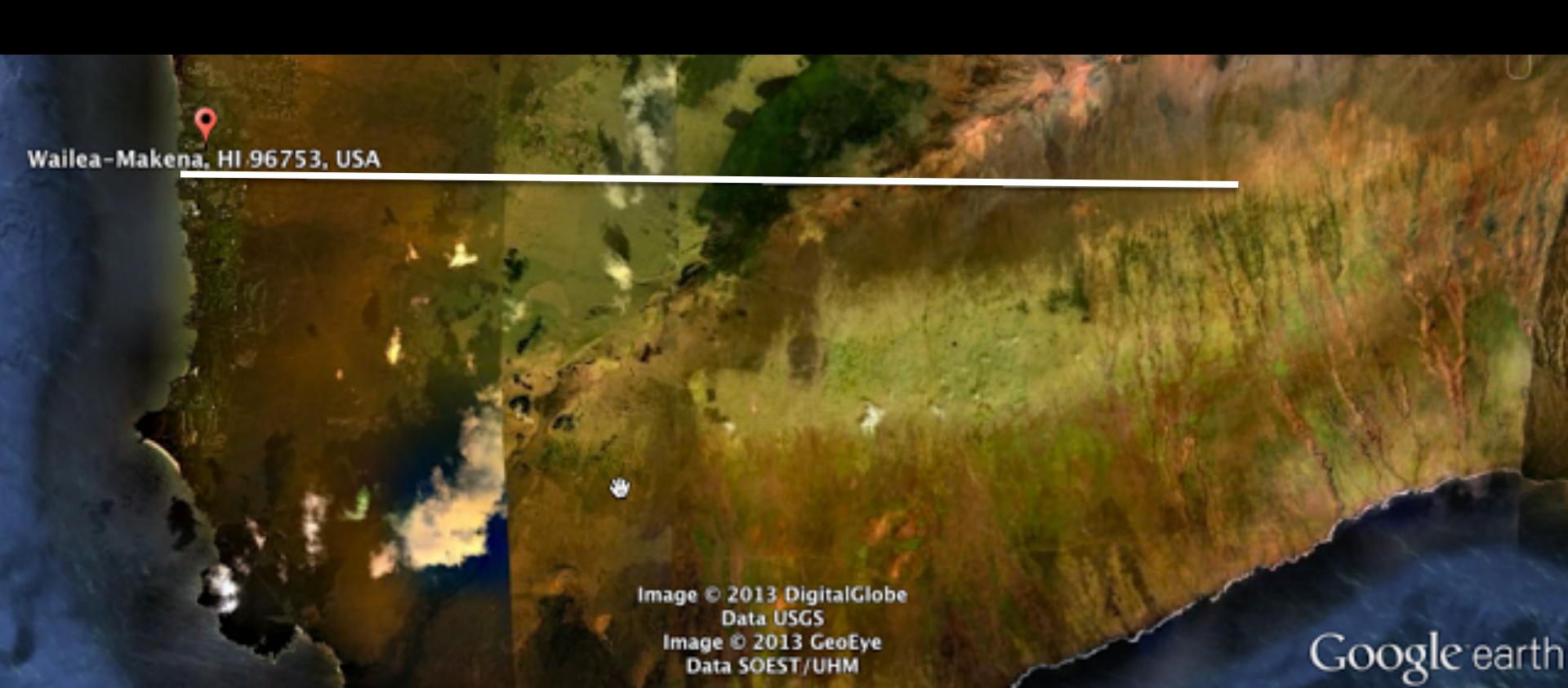
Wailea-Makena, HI 96753, USA

Wailea Beach

Data SIO, NOAA, U.S. Navy, NGA, GEBCO
Data SOEST/UHM
Image © 2013 GeoEye
Image © 2013 DigitalGlobe

Google

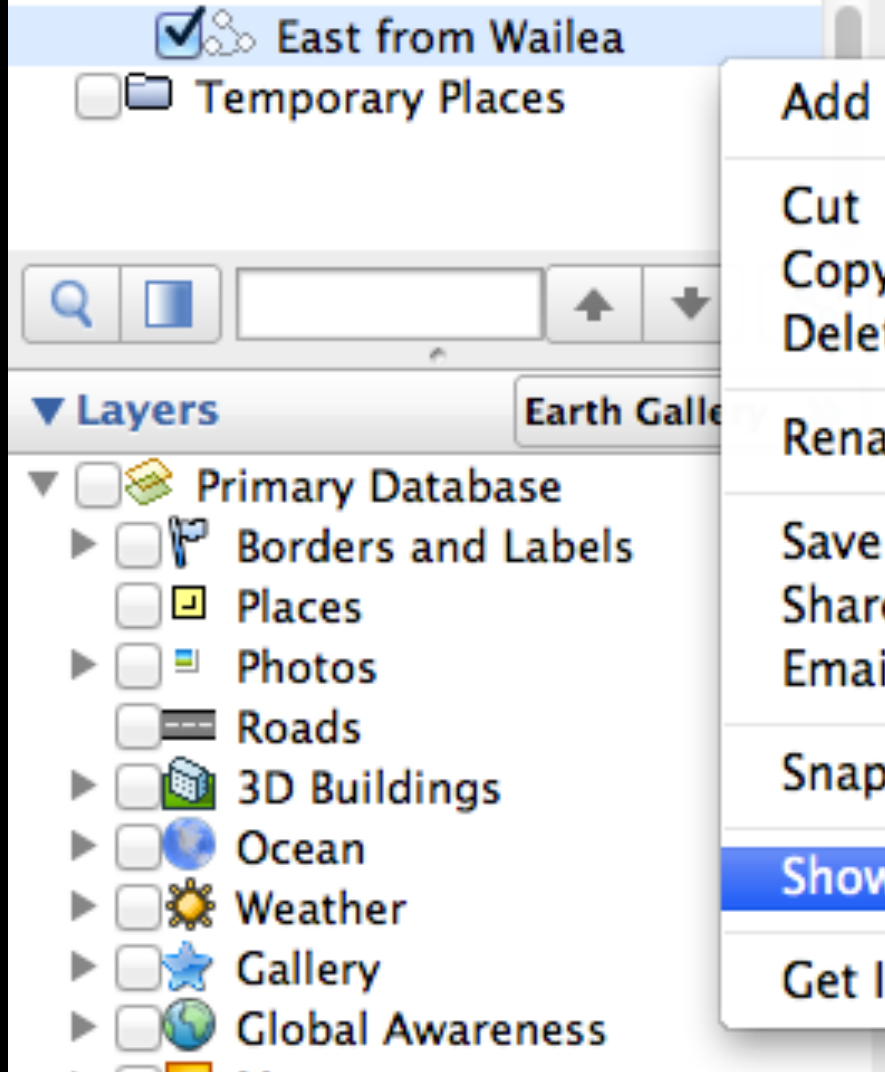


A satellite map view from Google Earth showing a coastal area. On the left is the ocean with some whitecaps. The land is covered in dense green vegetation, with some brownish areas indicating cleared land or different vegetation types. A red location pin is placed on the coastline. A white horizontal line is drawn across the map, separating the location pin from the copyright information below.

Wailea-Makena, HI 96753, USA

Image © 2013 DigitalGlobe
Data USGS
Image © 2013 GeoEye
Data SOEST/UHM

Google earth



- Add
- Cut
- Copy
- Delete
- Rename
- Save Place As...
- Share with Google Earth Community
- Email...
- Snapshot View
- Show Elevation Profile
- Get Info

Wailea-Makena, HI 96753, USA

7692 ft
8.78 mi 10.1%

Image © 2013 DigitalGlobe
Data USCS
Image © 2013 GeoEye
Data SOEST/UHM

Google earth

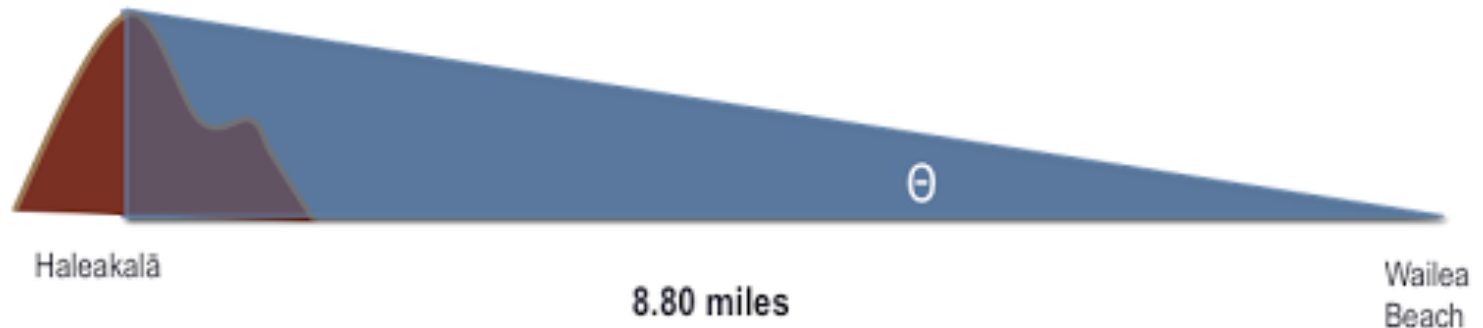
20°40'48.67" N 156°18'36.98" W elev 7692 ft eye alt 20.19 mi

Graphic Min, Avg, Max Elevation: 5, 4441, 7692 ft

Range Totals: Distance: 12.9 mi Elev Gain/Loss: 8764 ft, -2206 ft Max Slope: 61.3%, -51.6% Avg Slope: 16.3%, -11.3%



7692 feet =
1.45 miles



$$\text{opposite} / \text{adjacent} = \tan (\Theta)$$

$$1.45 / 8.80 = \tan (\Theta)$$

$$1.45 / 8.80 = 0.1651$$

$$[\arctan (0.1651)]$$

$$[0.16362 \text{ radians in degrees }]$$

$$9.3749 / 0.27 = 34.7 \text{ minutes Or 7:39AM}$$

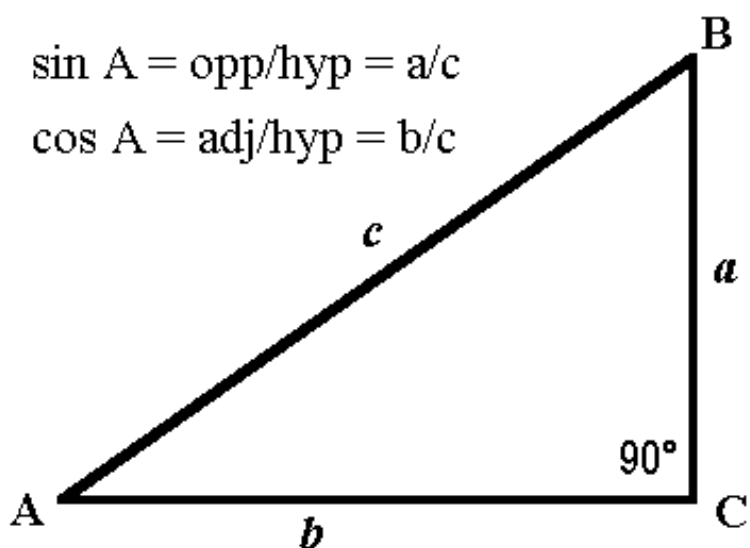


Wailea Beach, HI


7:42 AM



BUT....

[right triangle angle calculator]

Unit	Number
Required Data Entry	
<p>$\sin A = \text{opp/hyp} = a/c$ $\cos A = \text{adj/hyp} = b/c$</p>  <p>Calculate Clear values</p>	
Side a	<input type="text" value="1.45"/> Units Of Length
Side b	<input type="text" value="8.80"/> Units Of Length
Side c	<input type="text"/> Units Of Length
Angle A or B	<input type="text"/> Degrees
Angle C	<input type="text" value="90"/> Degrees
Angle 3	<input type="text"/> Degrees
Decimal Places	<input type="text" value="2"/>

Mindtool #8: Become informate

www.powersearchingwithgoogle.com

 | Inside Search  1.8k

Course Registration


Power Searching with Google

Another live session of Power Searching with Google begins on September 24!

[Register now](#) to complete the course alongside a community of global participants and when the course begins you'll receive:

- Access to community discussion forum
- The opportunity to put your new skills to test with mid and post class assessments
- Support from Google course staff
- An official Power Searching with Google certificate upon completion

Register



Our MOOC: Power Searching with Google

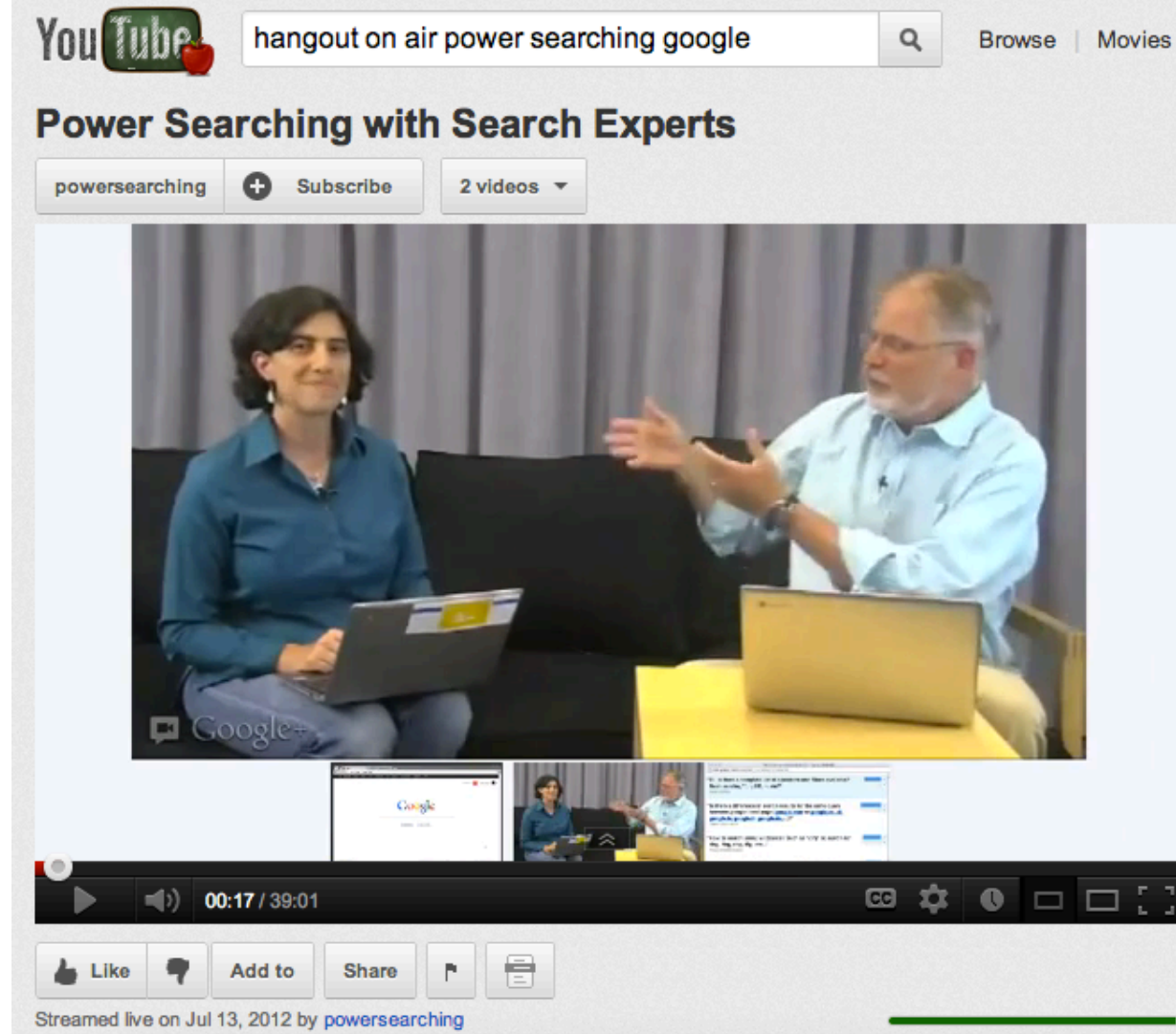
- ▶ Deliver high quality educational experience to a very large number of students
- ▶ Short amount of learning time (6 hours)
- ▶ *Semi-synchronous*

The screenshot shows a MOOC interface for the course "Power Searching with Google". The top navigation bar includes links for "Announcements", "Course", "Forum", and "My Profile", along with the user email "dmrussell@gmail.com" and a "Logout" button. The breadcrumb trail indicates the current location: "Course > Class 4 > Lesson 1".

The main content area is titled "Class 4 - Find facts faster". On the left, a sidebar lists activities for various sections: "4.1 Search-by-image", "4.2 Search features", "4.3 Conversions and Calculator", "4.4 Left hand panel and Date range limiting", and "4.5 Translation and search". Each activity is marked as "Activity". At the bottom of the sidebar is a "Following" button with a Google+ icon.

The main content area displays a video player for "Power Searching with Google Lesson 4.1". The video title is "Search-by-image" with the subtitle "- Identify an image with Search by Image." There are buttons for "Text Version" and "Slides". The video player shows a road winding through a desert landscape with red rock formations. A mouse cursor is pointing at the video. The video player controls at the bottom show a progress bar at 2:17 / 4:59, along with icons for volume, settings, and a "Next" button.

Learning communities



The image shows a YouTube video player interface. At the top, the YouTube logo is on the left, and a search bar contains the text "hangout on air power searching google". To the right of the search bar are links for "Browse" and "Movies". Below the search bar, the video title "Power Searching with Search Experts" is displayed. Under the title, there is a channel name "powersearching", a "Subscribe" button, and a dropdown menu showing "2 videos". The main video frame shows a woman in a blue shirt sitting on a black couch with a laptop, and a man in a light blue shirt sitting next to her, gesturing with his hands. A "Google+" logo is visible in the bottom left corner of the video frame. Below the video frame, there are three small thumbnails: the first shows the Google logo, the second shows the same woman and man, and the third shows a screenshot of a Google search results page. The video player controls at the bottom include a play button, a volume icon, a progress bar showing "00:17 / 39:01", and icons for "CC", "Settings", "Full Screen", and "Share". Below the controls, there are buttons for "Like", "Add to", "Share", and a print icon. At the very bottom, a caption reads "Streamed live on Jul 13, 2012 by powersearching".

YouTube

hangout on air power searching google

Browse | Movies

Power Searching with Search Experts

powersearching + Subscribe 2 videos

Google+

00:17 / 39:01

Like Add to Share

Streamed live on Jul 13, 2012 by powersearching

▶ Hangout On Air:

- ▶ live narrowcast to class; recorded for out-of-time-zone students
- ▶ Google Moderator used to collect and vote on questions from students (15K votes on 647 questions)

For these MOOCs...

257K registrations

190K (74%) attended first lesson

33% FCCR (First-course-to-completion ratio)

44K students completed course

4.5 Net Promoter Score (out of 5)

98% of survey respondents recommend this (n=40.6K)

40% mean improvement in performance scores

CourseBuilder

saylor.org
FREE EDUCATION

free and open collection of college level courses

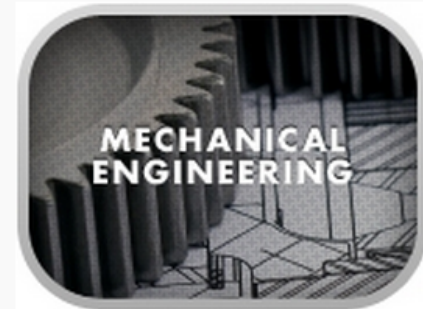


Course

dmrussell@gmail.com | Logout

ME102: Mechanics I

Mechanics I is about things: how things move, how things react to forces, and how they sometimes fall apart. We will need to learn to use all the right terms (for example, "statics," "solids," "forces," "moments," "vectors," and "torque"), but ultimately, this course is about objects in the real world and how they behave, move, twist, and turn when subjected to different influences, like wind, or the weight of your hand, or the twisting motion of a wrench. The end goal in this course is to begin to think like an engineer. Put differently, we're going to begin to learn how and why things break so that we can build them better.



The Saylor Foundation
Saylor.org

Course Outline

[Course Introduction](#)

[Unit 1: Introduction to Statics](#)

[Unit 2: Material Mechanics and Analysis of Solid Objects](#)

Creating a CourseBuilder MOOC

- ▶ **System builder**

- ▶ *Open source* familiarity
- ▶ *Experience creating course material* either for a traditional live classroom or online class
- ▶ *HTML*
- ▶ *JavaScript* familiarity (particularly JavaScript arrays, simple objects, and regular expressions. Of these, regular expressions tend to be the biggest stumbling block.)
- ▶ *Google App Engine* (Python in the cloud) familiarity is a plus but it's not necessary.
 - ▶ Can get sample course to run in 1-4 hours
 - ▶ First complete class in ~5 days (not including content development)

Details

See: <https://code.google.com/p/course-builder/>

Cost: ~300 students, free;

AppEngine cost \$20/day for 150K students

Mindtool #7:

PowerSearchingWithGoogle.com (1/23/13)



[Home](#) [Advanced Power Searching](#) [Power Searching](#)

[Course](#)

Advanced Power Searching

Advanced Power Searching with Google begins on January 23, 2013!

Register now to sharpen your research skills and strengthen your use of advanced Google search techniques to answer complex questions.

Throughout this course you'll also:

- Take your search strategies to a new level with sophisticated, independent search challenges.
- Join a community of Advanced Searchers working together to solve search challenges.
- Pose questions to Google search experts live in Hangouts and through a course forum.
- Receive an Advanced Power Searching certificate upon completion.

Not sure if you're ready for Advanced Power Searching? Brush up on your search skills by visiting the [Power Searching with Google](#) course.

[Register Now](#)



Desiderata

- ▶ You **NEED** to understand internet information content—how it's organized and what is possible
- ▶ You **NEED** to emphasize these skills in our students and in ourselves...
- ▶ You **NEED** to become a meta-literate person... and plan to continually develop these skills going forward

- ▶ **WE** are in the business of making information into something people truly, and deeply understand.

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- ▶ **WE** need to become informate / meta-literate users of information.

- ▶ **WE** are in the business of making information into something people truly, and deeply understand.
- ▶ **WE** need to become informate / meta-literate users of information.
- ▶ **WE** need to build the best next generation tools that make information use simple, easy, fast and precise. Who has time for slow/low-quality content?

“Tomorrow’s illiterate will not be those who cannot read and write, but rather those who cannot learn, unlearn, and relearn.”

Alvin Toffler, *Future Shock* (1970), remixed slightly...

WE need to teach our students what's possible, what's best, and how.

250K this quarter

1M this year

2M next year

