Finding Aid for this class

Bit.ly/DanFindingAid
You’re standing at: 37.365861, -122.180174

#1. What is that white thing?
#2. What are those trees?
#3. What is that mountain?
What do I need to know?
How to solve it?
Note panorama view
Rotate panorama to determine direction of image
Note bench is inline with the white thing
Line from pano-place thru bench is almost due north
What is it?

Stanford Dish
dish.stanford.edu/
Describes the foothills at Stanford University, popularly known as "The Dish," and used for academic research, ecological conservation, and restorations.
Bradley Horowitz shared this on Google+

The Stanford Dish Hike | EveryTrail
www.everytrail.com/guide/the-stanford-dish-hike
★★★★★ Rating: 5 - 9 votes
A scenic 4-mile loop on steep, paved trails with great views on Stanford University and the San Francisco Bay. Download the The Stanford Dish Hike mobile...

The Dish
Landmark
The Dish is a radio telescope in the Stanford foothills. The 150-foot-diameter dish was built in 1966 by the Stanford Research Institute. Wikipedia
Address: 285 galvez st, Stanford, CA 94305
Hours: Open 24 hours
#2. What are those trees?

- Search for name of location....

[ Arastradero Open Space Preserve ]
Use Streetview to go to entrance

- Look at trees up close
#3. **What’s that mountain?**
• Find feature inline with distant target
Another method.
Tilt to show features in Earth view

- Take advantage of click-to-name geographic features
Search-by-Image

1. Drag the image into Image Search
Modify the query to account for new information

2. Add a couple of keywords...
*Where is this?*

bit.ly/DanImage2
I found this in the basement... what is it?
* A more complex search

- What species of fish is this?
Can you find your house before 1977?

- Must be aerial image, must be > 50 pixels wide.
Can you find your house before 1977?

- Must be aerial image, must be > 50 pixels wide.
Time slider in Earth
Welcome to Follow Your World (beta). Find out when new imagery is available in both Google Maps and Google Earth. It's simple. Search for your location, mark the point, and submit. Each time we update the satellite and aerial imagery in your area of interest, we'll notify you.

Step 1. Find a location

Search for an address or latitude/longitude.

Step 2. Drag the map to center the crosshairs on the exact point you would like to mark. Click Select Point to generate the correct latitude and longitude.

Step 3. Enter a location or edit the name to track this point in your dashboard. Click Submit when all the info below is correct:

Latitude: 
Longitude: 
Location Name: 76 ninth ave, new york, ny
Email address: seanc@google.com

Submit
Expert searchers know the capabilities of their tools. They know what’s possible.
* Finding and using other resources

Someone told me that in the mid-1800’s, people often would carry around a special kind of notebook. They would use the notebook to write down quotations that they heard, or copy passages from books they’d read. The notebook was an important part of their education, and it had a particular name.

Question: What was this kind of notebook called?
This is a really hard question. The best way to answer it is to first look for a reverse dictionary.

[ reverse dictionary ]
Then, go to the reverse dictionary http://www.onelook.com/reverse-dictionary.shtml ...
and type in the words [notebook quotations] then look thru the list of words it shows you.

**Answer:** “commonplace book”
Search / Visualize Public Data

santa clara county unemployment rate

About 170,000 results (0.70 seconds)

6.7% (Aug 2013)
Santa Clara County, Unemployment rate

Santa Cruz County
12.2% (Apr 2012)
Santa Clara County
8.2% (Apr 2012)
San Mateo County
6.6% (Apr 2012)

Explore more
Sources include: U.S. Bureau of Labor Statistics

Santa Clara County
US County in California
Santa Clara County, officially the County of Santa Clara, is a county located at the southern end of the San Francisco Bay Area in the U.S. state of California. As of 2010 it had a population of 1,781,642. The county seat is San Jose. Wikipedia

Founded: 1850
Unemployment rate: 6.7% (Aug 2013)
County seat: San Jose
Rivers: Stevens Creek, Los Gatos Creek, Uvas Creek, Barryessa Creek, Permanente Creek, Hale Creek

http://www.google.com/publicdata/
Search, Visualize, and Upload datasets

http://www.google.com/publicdata/
Search / Visualize Public Data

World Development Indicators (World Bank)
Human Development Indicators (United Nations Development Programme)
April 2011 World Economic Outlook (International Monetary Fund)
OECD Factbook 2010 (Organisation for Economic Co-operation and Development)
Unemployment in Europe (monthly) (Eurostat)
Harmonized Index of Consumer Prices in Europe (Eurostat)
Minimum Wage in Europe (Eurostat)
Broadband penetration in Europe (Eurostat)
Government Debt in Europe (Eurostat)
Road Transport in Europe (Eurostat)
Food supply chain monitor (Eurostat)
Tourism (Eurostat)
Infectious Disease Outbreaks (HealthMap.org, Harvard Medical School)
Global Broadband Performance (Net Index by Ookla)
Broadband performance (Measurement Lab)
UNECE Statistics Division (UN Economic Commission for Europe)
GDP and Personal Income of the U.S. (annual) (U.S. Bureau of Economic Analysis)
GDP breakdown of the U.S. (quarterly) (U.S. Bureau of Economic Analysis)
State Government Finances in the U.S. (U.S. Census Bureau)
Retail Sales in the U.S. (U.S. Census Bureau)
Sexually Transmitted Diseases in the U.S. (NCHHSTP powered by CDC WONDER)
Mortality in the U.S. (NCHS, OAE powered by CDC WONDER)
Cancer cases in the U.S. (CDC, NCI and NAACCR powered by CDC WONDER)
U.S. Greenhouse Gas Emissions by State, Economic Sector, and Gas (World Resources Institute)
Energy by State (Energy Information Administration)
Prices for Natural Gas (Energy Information Administration)
Expert searchers use more than one resource.
Expert searchers deeply understand their language, especially synonyms.
* Think about synonyms—choosing keywords

- When an artist is making a sculpture for a client, they often make a small version of the sculpture in wax or clay. They’re usually a preliminary sketch, presented to the client for approval.

- **Question:** What is this thing called?
• [ small artist model ] – then read through the snippets to find a definition.

But... double check, you can use Google as a dictionary:

[ define maquette ]
Keep looking! Think of synonyms!

- Sometimes you need to keep trying, thinking your problem through in different ways. Usually, if you think about how someone else would describe the thing you’re looking for, that will suggest search terms for you.
• **Question:** A friend told me that there is an forgotten city in the waters of San Francisco Bay. Is that true? If it IS true, what was the name of the supposed city?
• Yes, it’s true... there IS an abandoned city near what is now Fremont. It was called Drawbridge.

• The trick here is to think about other ways of describing an “abandoned city”—don’t just assume that’s the best way to describe it. Try this search:

[ ghost town san francisco bay ]

The former town of Drawbridge
(Story about [ abandoned city ] )
BIG POINT: Synonyms (the 3 Elses)

- When you’re failing at a search:
  - Sit back and figure out how ELSE you can say it...
  - How would someone ELSE talk about what you seek?
  - It’s not about your language, it’s about someone ELSE!
Another way to syn...

• Or... use the Reverse Dictionary w/ [ abandoned city ]

• Or... try Related Searches
  – Explore the concepts
  – Look for synonyms
  – Related searches
Think about synonyms within language variants

• You know that when you eat pig, the meat is called “pork.”
  When you eat sheep, the meat is called “mutton.”
  When you eat deer, the meat is called “venison.”

• Consider shift in language from place-to-place
  – PIN (property identification number) differs by state
Consider regional variations:

- Don’t have to tell you about UK vs. US English (bonnet = windshield, etc.)

- But US regional variations can be impressive:
  - branch, brook, beck, burn, creek, crick, gill (occasionally ghyll), kill, lick, rill, river, syke, bayou, rivulet, streamage, wash, run or runnel.
Learning how to read... again

- **Anti-reading:** Looking for terms you don’t know
SERP Reading… Does Palo Alto recycle milk cartons?

PSSI -- Stanford Recycling Center
As of January 2009, the Palo Alto Recycling Center no longer accepts Styrofoam … juice and milk cartons and soy milk containers along with other glass, … recycling.stanford.edu/recycling/caq_plastic.html - Cached - Similar
Big lesson...

- ... you **CANNOT** just read the snippet and understand the story...
myriad

/ˈmɪriəd/

literary

noun

1. a countless or extremely great number.
   "networks connecting a myriad of computers"
   synonyms: a multitude, a large/great number, a large/great quantity, scores, quantities, a mass, a host, droves, a horde; More

2. (chiefly in classical history) a unit of ten thousand.

adjective

1. countless or extremely great in number.
   "the myriad lights of the city"
   synonyms: innumerable, countless, infinite, numberless, untold, unnumbered, immeasurable, multitudinous, numerous; More
* Try this yourself

- [ define zero day attack ]
- [ define MRSA ]
- [ define loxodrome ]
- [ define Mollweide projection ]
- [ define predator ]
- [ define predator drone ]
Key lesson 4

Expert searchers understand the terms and key concepts AND know how to read the genre.
What is this thing called?
Try this query:  [ bright spot in sky near sun ]

**Moral #1:** when in doubt, describe the object-of-interest in the way you think others will...

**Moral #2:** the first answer may-or-may-not be what you’re looking for... Evaluate the result wrt your search goal.
I was hiking in the woods nearby in March when I saw a pretty blue flower. It was about 3 feet high, and grew along the pathway in the middle of the woods in Henry Coe State Park.

**Question:** Here’s the picture... can you tell me what the common and Latin name is of this flower?
What are the common AND the Latin names of this flower?
- **Search:** web for [ blue wildflowers henry coe ]
  - Look for collections of pictures. Look for a matching / similar picture.

- **Trick:** add a **context term** to look for collections of pictures
  - [ blue wildflowers henry coe album ]
  - [ blue wildflowers henry coe image collection ]

- **Answer:** Ithuriel’s Spear (*Triteleia laxa*)
  - AKA Grass Nut, Wally’s Basket...
I kind of like that wildflower! What else can I find out about it of a horticultural or botanical nature?

- Where does it grow near my home?
- Does it like to live in the sun or the shade?
- What level of acidity does it prefer in the soil?
- Where can I buy this plant for my home garden?
• I started with the Latin name because it’s the MOST specific term you can use. So I did a copy & paste from the previous search:

[Triteleia laxa]

and then started looking around. I quickly found that I could see it in Coe Park, near Morgan Hill.

• When I looked up the Wikipedia entry, I found that it likes shady conditions. I then checked my work by doing a search for

[Triteleia laxa shady]

Sure enough, other places say the same thing. It checks out!
What’s causing those rectilinear features?
How big are those features?

- Use Google Earth (or Maps) to zoom in with a measuring tool.
- Realize that these aren’t **CANALS**, they’re more like **DITCHES**!
- Language (specific terms used) **matters**.
Use “Directions” to get actual distance
For our purposes, what can YOU find?
For our purposes, what can YOU find?
For our purposes, what can YOU find?

Cupertino, CA
Cupertino, CA
Traffic - Bicycling
For our purposes, what can YOU find?
For our purposes, what can YOU find?
“What’s around here?”
What’s the news story...

• ... now that you know what the company is, you can find associated news stories.

• With the map, you can identify the source of the company’s pollution, where it’s going, and who is (should-be) worried about it!
Pegman / Streetview – click to see what’s possible

moscow
Moscow, Russia
Traffic Transit Terrain
Expert searchers know the capabilities of their tools.
How to remove bogus results from your searches

• Sometimes you want to look up something that’s pretty common, so there are LOTS of web pages out there. It’s even worse when the word is really common. So how do you eliminate things you don’t want?

• **Question:** Can you find a great recipe for salsa to make for dinner tonight? IN PARTICULAR... your nephew is allergic to tomatoes. Can you find a salsa recipe without tomatoes in it?
The trick here is to remove all those “salsa as dancing” meanings. The quick way to do that in a web search is with the MINUS sign.

[ salsa –dancing ]  -- this will remove all the dancing references
[ salsa –dancing –tomatoes ]  – and the vegetables

No space after the minus sign!!
• Use double quotes to search for an exact phrase

[ when venus the goddess of beauty and love ]

Vs.

[ “when venus the goddess of beauty and love” ]
Your brother is a teacher at the local high school, and needs to find a lesson plan for a unit on superconducting materials.

**Question:** Can you find a lesson plan for him?

**Hint:** Look for a particular KIND of document...
• Use the operator FILETYPE: to focus in just on presentations

[ superconductor high school filetype:ppt ]

• Note that filetype: can take on ANY file extension –
  – PDF, PPT, XLS, DOC, WMV, TXT, CSV, SKP, KMV, ...

(In fact, arbitrary extensions... e.g., AQS)
* Searching within a particular site

- Someone told me that I’d been quoted in the New York Times. OMG! What did I say that was quotable?

- Can you find a page in the New York Times where I (Dan Russell) was quoted?
• Use the site: operator to search within a particular web site...

[ “Daniel M Russell” site:nytimes.com ]

... and see the number 1 hit. (Yes, I worked at IBM.)

Answer: 1. Because “Daniel Russell” is a very common name.
   2. The NYTimes has the convention of always spelling a person’s name out completely, including middle initials
careful about EDU

George Canellos site:SEC.gov

SEC.gov | George Canellos and Andrew Ceresney Named C...  
https://www.sec.gov/.../13651...  
The Securities and Exchange Commission today announced that Acting Director George Canellos and former federal prosecutor Andrew Ceresney have been ...

SEC.gov | George Canellos Named Deputy Director of SEC ...  
www.sec.gov/.../13651714887...  
The Securities and Exchange Commission today announced that George S. Canellos, currently Director of the SEC's New York Regional Office, has been ...

SEC.gov | Enforcement Co-Director George Canellos to Lea...  
www.sec.gov/.../13705405873...  
Jan 3, 2014 - The Securities and Exchange Commission today announced that George S. Canellos, co-director of its Enforcement Division, will leave the ...

SEC.gov | George S. Canellos Named Acting Director of Enf...  
https://www.sec.gov/.../13651...  
Washington, D.C., Jan. 31, 2013 —. The Securities and Exchange Commission today announced that George S. Canellos, currently Deputy Director of the ...
Can combine operators…

George Canellos and Andrew Ceresney Named Co-Director…
investor.gov/.../george-canellos-andrew-ceresney-named-co-directors-en... ▼
Apr 22, 2013 - FOR IMMEDIATE RELEASE 2013-67 Washington, D.C., April 22, 2013 — The Securities and Exchange Commission today announced that ...

George S. Canellos Named Acting Director of Enforcement; …
Jan 31, 2013 - 31, 2013 — The Securities and Exchange Commission today announced that George S. Canellos, currently Deputy Director of the Division of ...

George Canellos Named Deputy Director of SEC Enforceme…
Apr 30, 2012 - The Securities and Exchange Commission today announced that George S. Canellos, currently Director of the SEC’s New York Regional Office ...

[DOC] George S Canellos.docx
https://mcle.wcc.ne.gov/ext/AttachmentHelper.do?id=62733 ▼
George S. Canellos. U.S. Securities and Exchange Commission. Co-Director, Division of Enforcement. Washington, DC, USA. George S. Canellos is the Acting ...
Expert searchers know the structure of their information space.
Limit search by time…
Limit search by time...
* Other advanced operators

**cache:**

If you include other words in the query, Google will highlight those words within the cached document. For instance, [cache:www.google.com web] will show the cached content with the word "web" highlighted. For instance, [cache:www.google.com] will show Google's cache of the Google homepage. Note there can be no space between the "cache:" and the web page url.
Turf Wars on the Football Field
February 1, 2013 by Jennifer Harbster

You might think this post will be about the battle between the Baltimore Ravens and the San Francisco 49’ers in Superbowl XLVII (2013). This post is not about the players or the teams, but about a part of the game. Plain and simple, I am writing about the turf grass (natural and synthetic) because in football, turf (i.e. grass) is a necessary and significant aspect of the game.

Debate on the advantages and disadvantages of natural vs. synthetic turf grass on football fields and other sports fields have been argued since synthetic turf was first used. In fact, in 1971 there was a Congressional hearing investigating product safety that included artificial turf as one of the products under investigation (see Consumer Product Safety Act of 1971. Hearings, Ninety-second Congress, first session or CIS 72-H501-22). Over the years, the NFL, the NCAA, the NFLPA, the Consumer Product Safety Commission, Congress, and a multitude of scientists charged with investigating the matter, have contributed to the ongoing discussion, even as the nature of synthetic grass itself continues to change.

Natural Turf Grasses—There are about 10,000 species of grasses worldwide, but only a few of these are considered turf grass—and only six species, and their hybrids, are used.
Greatest Inventions: 2012 and 1913 Editions

December 28, 2012 by Jennifer Harbster

As we approach the end of another year of the Gregorian calendar, publishers and the media provide a look back at their top news stories or ‘best of’ from the past year. Scientific publishers also provide retrospectives of the year that tend to focus on top inventions, such as Popular Science’s Invention Awards (also see its 100 Innovations of the Year, December 2012 issue) or top science stories, such as Discover Magazine’s Top 100 Stories of 2012 (Jan/Feb 2013) and Scientific America’s Top 10 Science Stories of 2012. Time Magazine also gets into the mix with its Best Inventions list (The 50 Best Inventions, Nov. 28, 2012).

O. Wright aeroplane, in flight. George Grantham Bain Collection, 1908.
**inurl:** searches for a term within URL

**inurl:**

![Google Search Result](image)

- **Klinefelter syndrome - Genetics Home Reference**
  ghr.nlm.nih.gov/condition/klinefelter-syndrome
  Jan 28, 2013 – Klinefelter syndrome is a chromosomal condition that affects male physical and cognitive development. Its signs and symptoms vary among ...
  Genetic and Rare Diseases ... - MedlinePlus - References - Patient support

- **Klinefelter Syndrome Overview**
  www.nichd.nih.gov/health/topics/klinefelter/Pages/default.aspx
  Nov 30, 2012 – Klinefelter syndrome describes a set of physical, language, and social development symptoms in males who have an extra X chromosome.

- **Klinefelter syndrome - References - Genetics Home Reference**
  ghr.nlm.nih.gov › Genetic Conditions › Klinefelter syndrome
  These sources were used to develop the Genetics Home Reference condition summary on Klinefelter syndrome. Boada R, Janusz J, Hutaff-Lee C, Tartaglia N.
**Strategy: Learning IA and using inurl:**

- **Question:** Find a person who lives on an island in or near Australia, and whose Google-plus profile lists his LinkedIn, Twitter, and Pinterest profile URLs.

- Now that you’ve found him, what color is the piece of furniture on his company’s website home page?
• Answer: Red

[ site:plus.google.com inurl:about au.linkedin.com twitter.com pinterest ]

• Why this query?

1. Limit query to search JUST G+ profiles. site:
2. Search plus.Google.com for all of the ABOUT pages. If you look at a few G+ ABOUT pages, you’ll see they all have a URL that looks like this:
   https://plus.google.com/u/0/01234567890123456/about
intext:

If you include [intext:] in your query, Google will restrict the results to documents containing that word in the body of the document.

For instance, [intext:"dominican nuns"] will return documents that have the phrase “dominican nuns” somewhere in the text.

Note there can be no space between the “intext:" and the following word.
requires that the text be in the body of page
Combing operators – site: with intext:

[ site:stanford.edu “coral bleaching” intext:geophysics ]

Summary:

Coral reefs around the world are sustaining massive damage at an alarming rate. "Geological Approaches to Coral Reef Ecology" provides a uniquely historical perspective on the destruction – through both natural and human processes – of coral reef ecosystems. Chapters applying the principles of geophysics, paleontology, geochemistry, and physical and chemical oceanography supply novel insights into the workings of coral reefs, complementing real-time ecological studies and providing critical information for crafting realistic environmental policy. By reconstructing the ecological history of coral reefs, the authors are able to evaluate whether or not recent, dramatic changes to reef ecosystems are novel events or part of a long-term trend or cycle. The contributions examine the interacting causes of change, which include hurricane damage, regional outbreaks of coral-consuming predators, disease epidemics,
**intitle:**

[intitle:] restricts the results to documents containing that word in the title. For instance, [intitle:google search] will return documents that mention the word "google" in their title, or mention the word "search" anywhere in the document (title or no). **Use this when you want to stay on topic**

**inurl:**

restricts the results to documents containing that word in the url. For instance, [inurl:google search] will return documents that mention the word "google" in their ULR

**Example:**  [ inurl:searchresearch1.blogspot.com ]
Combing operators – site: with intext:

[ site:stanford.edu “coral bleaching” intext:geophysics ]

Summary:
Coral reefs around the world are sustaining massive damage at an alarming rate. "Geological Approaches to Coral Reef Ecology" provides a uniquely historical perspective on the destruction – through both natural and human processes – of coral reef ecosystems. Chapters applying the principles of geophysics, paleontology, geochemistry, and physical and chemical oceanography supply novel insights into the workings of coral reefs, complementing real-time ecological studies and providing critical information for crafting realistic environmental policy. By reconstructing the ecological history of coral reefs, the authors are able to evaluate whether or not recent, dramatic changes to reef ecosystems are novel events or part of a long-term trend or cycle. The contributions examine the interacting causes of change, which include hurricane damage, regional outbreaks of coral-consuming predators, disease epidemics,
* Advanced search tool

- How to get to the advanced search UI
### Advanced Search UI

Use the form below and your advanced search will appear here.

<table>
<thead>
<tr>
<th>Find web pages that have...</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>all these words</td>
<td></td>
</tr>
<tr>
<td>this exact wording or phrase</td>
<td></td>
</tr>
<tr>
<td>one or more of these words</td>
<td>OR</td>
</tr>
<tr>
<td></td>
<td>OR</td>
</tr>
</tbody>
</table>

| But don't show pages that have...   |         |
| any of these unwanted words         |         |

**Need more tools?**

<table>
<thead>
<tr>
<th>Reading level:</th>
<th>no reading level displayed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Results per page:</td>
<td>10 results</td>
</tr>
<tr>
<td>Language:</td>
<td>any language</td>
</tr>
<tr>
<td>File type:</td>
<td>any format</td>
</tr>
<tr>
<td>Search within a site or domain:</td>
<td>(e.g. youtube.com, edu)</td>
</tr>
</tbody>
</table>

**Date, usage rights, numeric range, and more**

<table>
<thead>
<tr>
<th>Date (how recent the page is)</th>
<th>anytime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Usage rights:</td>
<td>not filtered by license</td>
</tr>
<tr>
<td>Where your keywords show up:</td>
<td>anywhere in the page</td>
</tr>
<tr>
<td>Region:</td>
<td>any region</td>
</tr>
<tr>
<td>Numeric range:</td>
<td>(e.g. $1500-$3000)</td>
</tr>
</tbody>
</table>

**SafeSearch:**

- Off
- On

**Page-specific tools:**

<table>
<thead>
<tr>
<th>Find pages similar to the page</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Find pages that link to the page</td>
<td></td>
</tr>
</tbody>
</table>

©2011 Google
* General principle: Look for tools

Can you find a way to graph the equation:

\[ y = x^2 + \sin(x) \]
... just type it directly into Google
3D functions as well
**Mashups**

- Combines data from multiple sources into a single view

- To find mashups: 
  
  [ mashup <topic> ]

- Examples:
  
  [ mashup school performance ]
Question: Can you find a mashup...

- That shows current emergency situations worldwide?
• Do the following search:  [mashup worldwide emergencies]
Can you figure out how to use the calculator on Google?

Once you have figured it out try figuring these out!

1. $4 + 5 + 19 = ??$
2. $45023 / 34 + 5 / 29 = ??$
3. $\sin(0.5)^2 = ??$
Calculator... answer

sin(20)

About 2,190,000,000 results (0.41 seconds)

sin(20 radians) = 0.91294525072
Conversions

• General pattern: \[ \text{number units1 in units2} \]
Conversions

• Conversions:

[ 212F in C ]
[ 400 yards in miles ]
[ 32 euros in USD ]
[ 23 bushels in quarts ]
[ 2 inches in Angstroms ]

[ 23 cm in ml ]  CAUTION:  Won’t tell you when you’re incompatible.....
Problem: How fast does the World’s Fastest Man run in MPH?

• Steps:
  1. What’s the current world record?
  2. Make the conversions
  3. Do the calculations

1. Use web search (news) to find out world record
2. Note that the record is in meters (100 meters)
3. Convert distance from meters to miles
4. Convert time from seconds to hours
Or…. the extreme use case…
#21: Alerts  http://www.google.com/alerts

aka “standing queries”

- Scan news, groups, web, videos, comprehensive...
- Generate emails automatically
  - Use in conjunction with advanced search techniques
#22: Tools: Search web history

- [www.Google.com/history](https://history.google.com/history)
Trends

Top queries
1. reverse dictionary
2. google translate
3. google
4. moma
5. goog
6. *
7. define:pwned
8. daniel russell home page
9. chasing the sun
10. flowers

Top sites
1. mail.google.com
2. www.google.com
3. www.facebook.com
4. en.wikipedia.org
5. www.youtube.com
6. docs.google.com
7. sites.google.com
8. www.corp.google.com
9. maps.google.com
10. www.amazon.com

Top clicks
1. Gmail: Email from Google
2. https://www.google.com/
3. Google
6. https://docs.google.com/
8. https://docs.google.com/

Monthly search activity

<table>
<thead>
<tr>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
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<td>3341</td>
<td>3491</td>
<td>3960</td>
<td>3171</td>
<td>3977</td>
</tr>
</tbody>
</table>

Daily search activity

<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td>3958</td>
<td>6667</td>
<td>6384</td>
<td>6562</td>
<td>7958</td>
<td>6006</td>
<td>3931</td>
</tr>
</tbody>
</table>

Hourly search activity

<table>
<thead>
<tr>
<th>12 AM</th>
<th>1 PM</th>
<th>2 PM</th>
<th>3 PM</th>
<th>4 PM</th>
<th>5 PM</th>
<th>6 PM</th>
<th>7 PM</th>
<th>8 PM</th>
<th>9 PM</th>
<th>10 PM</th>
<th>11 PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>76</td>
<td>55</td>
<td>152</td>
<td>565</td>
<td>2354</td>
<td>5231</td>
<td>6175</td>
<td>2205</td>
<td>1908</td>
<td>2639</td>
<td>2802</td>
<td>2322</td>
</tr>
</tbody>
</table>
Your web search history is searchable (if you have it turned on)

Google

Search results 1 - 21 of 21 for coral bleaching

- Coral reef - Wikipedia, the free encyclopedia - wikipedia.org
- Coral reefs are colonies of tiny animals found in marine waters that contain few ... Scientists do not yet understand the long-term impacts of coral bleaching, but...
- Searched for coral
- Searched for coral
- Searched for coral
- Searched for B. Lynn Ingram
- B. Lynn Ingram - Geography at Berkeley - berkeley.edu
- These environments include estuaries, lakes, coasts, and coral reefs. I utilize ... Coral reef bleaching has been reported since the late 1800's on reefs worldwide, ...
- Searched for coral reefs
- Searched for coral reefs
- Searched for coral reefs
- Searched for intitle:coral
Google Trends for Search

- search volume patterns across specific regions, categories, time frames and properties
Baseketball, football, baseball – US only
Hottrends
http://www.google.com/trends/hottrends

Monday, November 12, 2012

NASCAR
200,000+ searches
Related searches: nascar news
Brawl Ensues After NASCAR Crash  ESPN
I understand NASCAR is trying to get back to an era where drivers governed drivers on the track. I understand NASCAR has l...
Gordon fined $100K, docked 25 points  FOXSports.com
Four-time NASCAR champion Jeff Gordon avoided suspension Monday when NASCAR instead fined him $100,000 and docke...

Elmo
100,000+ searches
Related searches: kevin clash
'Sesame Street' Elmo puppeteer takes leave after sex allegations  Reuters
LOS ANGELES (Reuters) - The puppeteer behind the "Sesame Street" character Elmo has taken a leave of absence from the ... Elmo puppeteer on leave amidst charge of underage sex relation  Washington Post (blog)
No sooner does PBS's "Sesame Street" climb out of Mitt Romney's tumbril — after the re-election of President Obama — than ...
Trends [ football, basketball, baseball ]
Lower half: filter by region
* And.... *The rest of the world*...
Pay attention to the suggestions...

- suji ayano
- tsuji ayano
- tsuji ayano kaze ni naru
- tsuji ayano kaze ni naru lyrics
- tsuji ayano lyrics

About 296,000 results (0.50 seconds)
Ayano Tsuji - Wikipedia, the free encyclopedia
Ayano Tsuji (つじあやの), Tsuji Ayano, born January 6, 1978, in Sakyō-ku, Kyoto, Japan is a J-pop singer famous in Japan for her unconventional ...

"Kaze ni Naru" by Ayano Tsuji - YouTube
"Kaze ni Naru" sung by Ayano Tsuji It served to the ED to one of my all time favourite movies- The Cat ...

Kaze ni Naru - Tsuji Ayano by Claire (Ukulele) - YouTube
Hi everyone! This is a song of Neko no Ongaeshi, a Japanese animated film directed by Hiroyuki Morita. The ...

Ayano Tsuji - Topic - YouTube
Ayano Tsuji is a J-pop singer famous in Japan for her unconventional light singing style and ukulele music. She rose to fame after performing the end-title t...

Get updates about Ayano Tsuji?

Songs
風になる 2003 恋恋風歌
Sweet Happy Birthday 2007 Sweet, Sweet Happy B...
君にありがとう 2001 春蜜柑
Finding pages written in other languages

Google search for "eurozone crisis" with translations in French, Spanish, German, and Italian.

Translated results for eurozone crisis - My language: English
- French: crise en zone euro - Edit - 12,100,000 results
- Spanish: crisis zona euro - Edit - 11,600,000 results
- German: Krise der Eurozone - Edit - 1,770,000 results
- Italian: zona euro crisi - Edit - 1,250,000 results

Add language ▼
Methods to find information from other languages

1. Go to the Google web search for that country.

2. Use the built-in other-language tool
1. Go to country’s own Google

- Example: Google.co.in
Selecting Hindi from the home page: [ eurozone ]
Different Googles to try...

- Pay attention to the languages version
  - Google.co.za (S. Africa)
  - Google.co.ke (Kenya)
  - Google.co.id (Indonesia)
  - Google.co.vt (Việt Nam)
  - etc....
Different Googles to try... notes...

• Notes:
  – MOST countries use Google.co.?? as their domain
  – BUT.. Some are Google.com.?? (e.g., Ghana: Google.com.gh)
  – SOME.. Are Google.?? (e.g., Rwanda: Google.rw)

• Not possible to use Google to search some domains:
  – Bhutan
  – Mayotte
  – etc...

  – But you CAN use the site:yt to search Mayotte (YT) or site:bt to search Bhutan (BT)
Combine content + tools

Italian view

Index [ hide ]

1 Biography
  1.1 Youth (1452-1461)
    1.1.1 The origins and family
    1.1.2 Period of training
    1.1.3 The arrival in Florence
    1.1.4 In the workshop of Verrocchio
    1.1.5 Sculptor Leonardo
    1.1.6 First works independent
    1.1.7 Four years of silence
    1.1.8 The return to painting
    1.1.9 The approach to the Medici
    1.1.10 The Adoration of the Magi
  1.2 In Milan (1492-1500)
    1.2.1 The departure
    1.2.2 The Virgin of the Rocks
    1.2.3 In the circle of the Moor
    1.2.4 The marriage of Gian Galeazzo Sforza and Isabella of Aragon
    1.2.5 The equestrian monument to Francesco Sforza
    1.2.6 In Pavia
    1.2.7 The merger of the Colossus
    1.2.8 The Last Supper
    1.2.9 The Danae and the work of the Castello Sforzesco
  1.3 The wandering period (1499-1508)
    1.3.1 In Mantua
    1.3.2 In Venice
    1.3.3 The return to Florence
    1.3.4 The Madonna dei Pusi
    1.3.5 At the service of Cesare Borgia
    1.3.6 The Battle of Anghiari
    1.3.7 The Mona Lisa
    1.3.8 The death of the father and the Treaty birds models
    1.3.9 Leonardo and Michelangelo
  1.4 The last years (1508-1519)
    1.4.1 The second stay in Milan

English view

Contents [hide]

1 Life
  1.1 Childhood, 1452–68
  1.2 Verrocchio's workshop, 1466–76
  1.3 Professional life, 1476–1513
  1.4 Old age, 1513–19
2 Relationships and influences
  2.1 Florence: Leonardo's artistic and social background
  2.2 Personal life
  2.3 Assistants and pupils
3 Painting
  3.1 Early works
  3.2 Paintings of the 1460s
  3.3 Paintings of the 1490s
  3.4 Paintings of the 1500s
  3.5 Drawings
4 Observation and invention
  4.1 Journals and notes
  4.2 Scientific studies
  4.3 Anatomy
  4.4 Engineering and inventions
5 Fame and reputation
6 See also
7 Footnotes
8 References
9 Bibliography
10 External links
Singaporeans Fret Over 3rd Flash Flood in 30 Days

Singapore’s parliament opened hearings today on a series of damaging flash floods which have swept the city in the past month, most recently this weekend. Singapore’s environment minister blamed a prevailing “La Nina” wet weather pattern and Typhoon Conson, but said global climate change may also play a part.

Flood in singapore Roti Prata House upp thoms..
YouTube Trends – the “watercooler of the web”

www.youtube.com/trends

Most Watched Movie Trailers of the Year

By Kevin Alloca | Dec 3, 2010 | Categories: Newsroom

As movie trailers go, 2010 was dominated by YouTube as the Twilight franchise and the third film Twilight: Eclipse. The top viewed trailers for that film combined for over 30 million worldwide views this year. "Eclipse trailer" was also the top spiking search on YouTube for March of this year.

Here are the most viewed trailers in the US:

<table>
<thead>
<tr>
<th>This Year</th>
<th>Trailer</th>
<th>US Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>THE TWILIGHT SAGA: ECLIPSE - Trailer by thetwilightfranchise</td>
<td>5.23 M</td>
</tr>
<tr>
<td>2</td>
<td>Clash of the Titans CHOICE (30sec Spot) Now Playing by clashofthe...</td>
<td>4.72 M</td>
</tr>
<tr>
<td>3</td>
<td>Harry Potter and the Deathly Hallows Trailer Official by harry...</td>
<td>2.94 M</td>
</tr>
<tr>
<td>4</td>
<td>Watch the new THE KARATE KID Trailer in HD by SONY/Pictures</td>
<td>2.62 M</td>
</tr>
<tr>
<td>5</td>
<td>The Expendables' Trailer HD by kolywoodstream</td>
<td>2.19 M</td>
</tr>
<tr>
<td>6</td>
<td>The Virginity Hit - In Theaters 9/10 by virginityhit</td>
<td>2.18 M</td>
</tr>
<tr>
<td>7</td>
<td>Iron Man 2 Trailer 2 (OFFICIAL) by IRONMAN1</td>
<td>2.13 M</td>
</tr>
<tr>
<td>8</td>
<td>Despicable Me - Trailer 6 by despicableme2</td>
<td>1.09 M</td>
</tr>
<tr>
<td>9</td>
<td>Toy Story 3: Trailer 2 by dannymovieTrailers</td>
<td>1.08 M</td>
</tr>
<tr>
<td>10</td>
<td>Resident Evil: Afterlife Trailer HD by kolywoodstream</td>
<td>1.37 M</td>
</tr>
</tbody>
</table>
YouTube Direct allows you to embed the upload functionality of YouTube directly into your own site, enabling your organization to request, review, and re-broadcast user-submitted videos with ease. News organizations can ask for citizen reporting.
For Schools:  YouTube.com/edu
Time index: where $t =$ time, $m =$ # of minutes, $s =$ # of seconds
e.g., http://www.youtube.com/watch?v=xNuA5alRilk#t=23m15s

Extended Version: Todd Staples sworn in for second term as Texas Commissioner of Agriculture
• You can use comma options: [ Fred Astaire, movie ]
  - , long
  - , movie
  - , HD
  - , this week
  - , channel
  - , playlist
Images

- Images.google.com

- But remember than many sites have their OWN image collections. Especially true of newspapers, .gov, NASA, universities, libraries, etc.

- Example:

  - As an alternative [Hubble images site:usgs.gov] – in image search

When is this useful? A: When you ONLY want photos from NASA.
## Usage & Regional filtering

### Advanced Image Search

Find images with...

<table>
<thead>
<tr>
<th>Find images with...</th>
<th>To do this in the search box</th>
</tr>
</thead>
<tbody>
<tr>
<td>all these words:</td>
<td>Type the important words: winter hoarfrost</td>
</tr>
<tr>
<td>this exact word or phrase:</td>
<td>Put exact words in quotes: “frost flower”</td>
</tr>
<tr>
<td>any of these words:</td>
<td>Type or between all the words you want trees OR weeds OR grasses</td>
</tr>
<tr>
<td>none of these words:</td>
<td>Put a minus sign just before words you don’t want: ~windows</td>
</tr>
</tbody>
</table>

Then narrow your results by...

<table>
<thead>
<tr>
<th>Narrow your results by...</th>
<th>Find images in your preferred colors.</th>
</tr>
</thead>
<tbody>
<tr>
<td>image size:</td>
<td>Specify the shape of images.</td>
</tr>
<tr>
<td>aspect ratio:</td>
<td>Limit the kind of images you find.</td>
</tr>
<tr>
<td>colors in image:</td>
<td>Find images published in a particular region.</td>
</tr>
<tr>
<td>o any color</td>
<td>Search one site (like afmsoa.org) or limit your results to a domain like .edu, .org or .gov</td>
</tr>
<tr>
<td>full color</td>
<td>Tell SafeSearch whether to filter sexually explicit content.</td>
</tr>
<tr>
<td>black &amp; white</td>
<td>Find images in the format you prefer.</td>
</tr>
<tr>
<td>transparent</td>
<td>Find images you are free to use yourself.</td>
</tr>
<tr>
<td>this color:</td>
<td></td>
</tr>
<tr>
<td>type of image:</td>
<td></td>
</tr>
<tr>
<td>region:</td>
<td></td>
</tr>
<tr>
<td>site or domain:</td>
<td></td>
</tr>
<tr>
<td>SafeSearch:</td>
<td></td>
</tr>
<tr>
<td>file type:</td>
<td></td>
</tr>
<tr>
<td>usage rights:</td>
<td></td>
</tr>
<tr>
<td>not filtered by license</td>
<td></td>
</tr>
</tbody>
</table>

[Advanced Search]
Even more images

- **Flickr.com / PicasaWeb / G+ / Facebook**
  - A site of people sharing photos, tagging with terms
  - Consider searching for likely tags

- Demo: [chi2009 dan] or [chi2008 buxton]

- Remember to think about searching for tags #chi2006 or chi2006
• What’s that part of the bike called?
Go to Images, search for a diagram

- [ bike diagram ]
What is the topmost sail, first mast on a clipper ship?
• Books.google.com
  - scanned page images [scuba]

• “Find in a library”
  - Demo: look for “Free Flight” by James Fallows. Locate in nearby library
  - Demo: “Chasing the sun”
US Patents

- Google.com/patents

- Usually want to use advanced search here
The cost structure of sensemaking
DM Russell, MJ Stefik, P Pirolli... - ... of the INTERACT'93 and CHI ... , 1993 - dl.acm.org
Abstract Making sense of a body of data is a common activity in any kind of analysis.
Sensemaking is the process of searching for a representation and encoding data in that representation to answer task-specific questions. Different operations during sensemaking ...
Cited by 325 - Related articles - All 10 versions

The sensemaking process and leverage points for analyst technology as identified through cognitive task analysis
P Pirolli... - Proceedings of International Conference on ... , 2005 - vadr.cc.gatech.edu
... Russell et al. (1993) have explicated the inner re-presentational sensemaking process for a case in which large amounts of information had to be digested to create a curriculum for printer repairmen. ... Figure 1. Learning Loop Complex theory of sense-making (Russell, et al. ...
Cited by 169 - Related articles - View as HTML - All 6 versions

Making sense of sensemaking
... DM Russell - CHI'05 extended abstracts on Human factors ... , 2005 - dl.acm.org
Making sense of the world is a common activity. It happens whenever you confront a new, complex problem. At work, your boss says, “Can you give a presentation next week on how wireless will affect our business?” Or perhaps, you join a new committee, and wonder “...
Cited by 14 - Related articles - All 3 versions

Sensemaking for the rest of us
**Russell, R**... - Sensemaking Workshop at CHI, 2008 - comp.dit.ie
Scholar now contains legal opinions as well

Google

sensemaking russell

Scholar

About 85 results (0.15 sec)

Articles

- Automation of legal **sensemaking** in e-discovery
  C Hogan, RS Bauer... - Artificial Intelligence and Law, 2010 - Springer
  ...
- Discovery-led refinement in e-discovery investigations: **sensemaking**, cognitive ergonomics and system design
  S Attfield... - Artificial Intelligence and Law, 2010 - Springer
  ...
- Buckley v. Valeo
  424 US 1, 96 S. Ct. 612, 46 L. Ed. 2d 659 - Supreme Court, 1976 - Google Scholar

Legal documents

- Federal courts
- Massachusetts courts

Any time
- Since 2012
- Since 2011
- Since 2008
- Custom range...

Select courts

- include citations

Give us feedback

My Citations

Change type here
Data table search

- Can now search for data tables directly
Search Features

How do you know which ones there are?

http://www.google.com/help/features.html
http://www.google.com/insidesearch/tipstricks/index.html

[ define moa ] – note this also includes non-dictionary terms
[ movies palo alto ]  [ movies Boston ]
[ pizza near mountain view ]
[ weather mountain view ]
phone number and map (Place Page):  [ kepler’s menlo park ]
<ups tracking number>
Flight numbers (to track a flight):  [ AA 102 ]
Question is...

- What’s indexed?

- Is all of Google’s content indexed on the Google Search Engine? Universal search means... what... to the average user?

- How does a searcher know what’s available, or even possible?

- Example:
  - Find an online readable copy of Popular Science magazine, Nov 1955?
  - Find a telephone directory from Rochester, NY 1920?
  - Find a list of all the universities with an office in Washington, DC?
Summary

• When in doubt, search it out!

• Your search skills will become stale quickly…
  .... keep tracking the new features that we offer!

• Practice deliberately. When you get the chance, try
  the same search a few different ways and note the
  differences. Ask why!
Announcement: MOOCS

- **July 10, 2012:**
  Power Searching with Google V1 (154K)

- **Sept 24, 2012:**
  Power Searching with Google V2 (127K)
Try out AGoogleADay.com
Google Cheat Sheet PDF file


<table>
<thead>
<tr>
<th>Advanced</th>
<th>What you can do with it</th>
<th>Google this</th>
</tr>
</thead>
<tbody>
<tr>
<td>site:</td>
<td>search only within a specific site</td>
<td>site:www.stanford.edu</td>
</tr>
<tr>
<td>filetype:</td>
<td>find a type of file: PDF, DOC, TXT ...</td>
<td>filetype:PDF</td>
</tr>
<tr>
<td>define:</td>
<td>find definitions for a word</td>
<td>define:audacity</td>
</tr>
<tr>
<td>intitle:</td>
<td>find words in the title of the webpage</td>
<td>intitle:inspirational</td>
</tr>
<tr>
<td>..</td>
<td>get ranges of numbers, dates, or prices</td>
<td>presidents 1800..1900</td>
</tr>
<tr>
<td>word * word</td>
<td>find other combinations of words between words</td>
<td>creative * writing</td>
</tr>
<tr>
<td>~ word</td>
<td>search for homer, but NOT simpson</td>
<td>homer ~simpson</td>
</tr>
<tr>
<td>+ word</td>
<td>find exact words—no synonyms or plurals</td>
<td>+peace +freedom</td>
</tr>
<tr>
<td>&quot;set of words&quot;</td>
<td>search for exact set of words, quotes or phrases</td>
<td>&quot;I have a dream&quot;</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Calculator</th>
<th>What you can do with it</th>
<th>Google this</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ - * /</td>
<td>add, subtract, multiply, divide</td>
<td>12+68</td>
</tr>
<tr>
<td>% of</td>
<td>percentage of a number</td>
<td>12% of 68</td>
</tr>
<tr>
<td>cos( ) sin( )</td>
<td>trigonometry: cos, sin, tan, arcsin ...</td>
<td>cos(68)</td>
</tr>
<tr>
<td>km to miles</td>
<td>convert units: temp (C to F), weight (kg to lbs) ...</td>
<td>100 km to miles</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Info</th>
<th>What you can do with it</th>
<th>Google this</th>
</tr>
</thead>
<tbody>
<tr>
<td>weather</td>
<td>get weather for a region</td>
<td>weather honolulu</td>
</tr>
<tr>
<td>movies</td>
<td>find movies &amp; theatres nearby (zip or city)</td>
<td>movies 94043</td>
</tr>
<tr>
<td>flight status</td>
<td>get flight status with the airline &amp; flight number</td>
<td>HA 124</td>
</tr>
</tbody>
</table>