

Digging in with Google:

Search Tips & Strategies for Researchers



Daniel M. Russell

Über Tech Lead
Google Search Quality &
User Experience Research

drussell@google.com



1. What kind of trees are these?

(No guessing. You should be able to figure this out definitively.)

2. When I took this picture, I could hear a bell ringing in the distance. Why was the bell ringing?

(Hint: It wasn't from someone's house.)

Most pictures have metadata

- Download EXIF data (lat, long):
37.3648083333333, -122.146610833333

Exif Metadata:

Contrast: 0
LightSource: 9
Flash: 0
ImageUniqueID: OAELO1
ExposureMode: 0
CompressedBitsPerPixel: 0.0
FNumber: 2.75
Saturation: 0
PixelYDimension: 1,944
Sharpness: 0
ApertureValue: 2.75
ExposureBiasValue: 0.0
MeteringMode: 4
ShutterSpeedValue: 10.455
SceneCaptureType: 0
MaxApertureValue: 2.75
FlashEnergy: 0.0
CustomRendered: 1
ExposureIndex: 0.0
FocalLength: 3.43
SubjectDistRange: 0
DateTimeOriginal: 2013:04:04 16:35:18
SceneType: 1
ColorSpace: 1
PixelXDimension: 2,592
SensingMethod: 2
DigitalZoomRatio: 1
BrightnessValue: 0.0
DateTimeDigitized: 2013:04:04 16:35:18
WhiteBalance: 0
SubjectDistance: 0.0
ExposureTime: 0.00071
ExposureProgram: 3

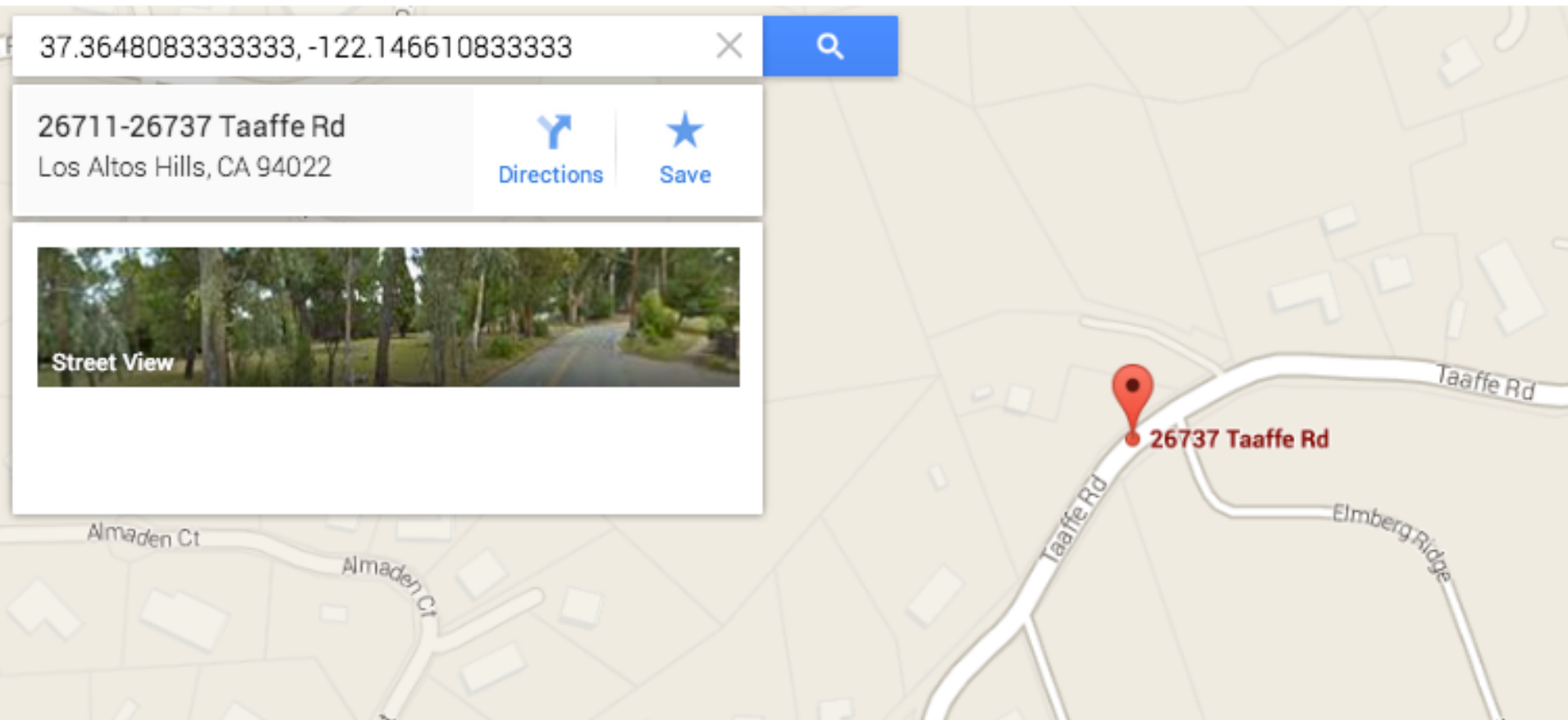
GPS Metadata:

Latitude: 37.3648083333333
AltitudeRef: 0
DateStamp: 2013:04:04
Altitude: 139
Longitude: 122.146610833333



Streetview to reproduce image

- Go to Google Streetview and put in lat/long:



Click through to Streetview...

26726 Taaffe Road, Los Altos Hills, United States
Address is approximate





26726 Taaffe Road, Los Altos Hills, United States
Address is approximate



Rotate your point-of-view to see street sign; Zoom in.



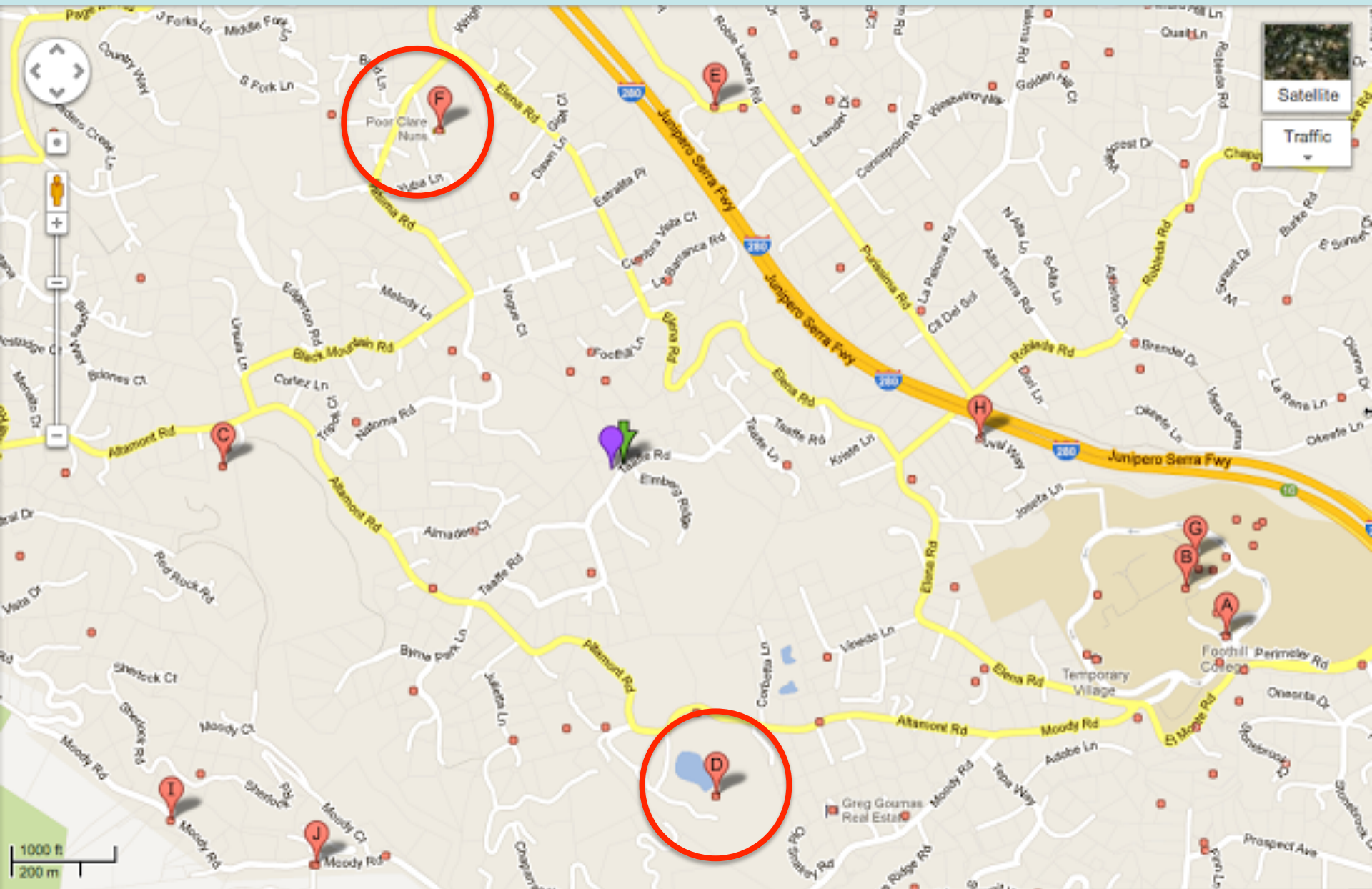
Do the obvious search:

[**Taaffe House Los Altos Hills**]

[**Taaffe House William Packard**]

[*****]

Look for all likely bell sources...



Either a church (too far away) or a monastery nearby

EXIF data shows picture time:
2013:04:04 16:35:18
April 4, 2013 at 4:35PM



[**Poor Clare's Los Alto Hills bells**]

→ <http://poorclares.wordpress.com/a-day-in-the-monastery/>

Now you know:

- what kind of trees...
- why the bell...
- who lived there...

Goals

Examples / Tactics / Strategies / Gotchas

define:

filetype:

site:

Control-F

antireading

Search-by-image...

8 Lessons in what expert searchers know

8 Lessons

1. Know what's possible to ask
2. Use more than 1 resource
3. Understand language
4. Understand concepts of genre & media
5. Know capabilities of tools
6. Know the structure of information
7. Able to search for tools
8. Know how to use different media types

Basics: Control-F to find a word on the page

- **Does the California Vehicle Code regulate the use of “pocket bikes” on roads?**

[California Vehicle Code]

It'll look like this...

- It's 65 pages long

- Is the phrase
“pocket bike”
used here?

The screenshot shows a web browser window with the address bar displaying www.leginfo.ca.gov/cgi-bin/displaycode?section=veh&group=00. The browser's address bar also shows several tabs: Wordnik, gDefine (Spanish), Dan's FB page, GoogleWebSearchE..., and Palo Alto City Librar... The main content of the page is titled "VEHICLE CODE SECTION 100-680". Below the title, there are several numbered definitions:

100. Unless the provision or context otherwise requires, these definitions shall govern the construction of this code.

102. "Ability to respond in damages" means financial responsibility.

105. An "agricultural water-well boring rig" is a motor vehicle which is used exclusively in the boring of water-wells on agricultural property.

108. "Airbrakes" means a brake system using compressed air either for actuating the service brakes at the wheels of the vehicle or as a source of power for controlling or applying service brakes which are actuated through hydraulic or other intermediate means.

109. "Alcoholic beverage" includes any liquid or solid material intended to be ingested by a person which contains ethanol, also known as ethyl alcohol, drinking alcohol, or alcohol, including, but not limited to, alcoholic beverages as defined in Section 23004 of the Business and Professions Code, intoxicating liquor, malt beverage, beer, wine, spirits, liqueur, whiskey, rum, vodka, cordials, gin, and brandy, and any mixture containing one or more alcoholic beverages. Alcoholic beverage includes a mixture of one or more alcoholic beverages whether found or ingested separately or as a mixture.

For purposes of the Driver License Compact, "intoxicating liquor" as used in Section 15023 has the same meaning as "alcoholic beverage" as used in this code.

110. "Alley" is any highway having a roadway not exceeding 25 feet in width which is primarily used for access to the rear or side entrances of abutting property; provided, that the City and County of San Francisco may designate by ordinance or resolution as an "alley"

470. "Person" includes a natural per
association, limited liability compan

471. A "pickup truck" is a motor truck with a manufacturer's gross vehicle weight rating of less than 11,500 pounds, an unladen weight of less than 8,001 pounds, and which is equipped with an open box-type bed not exceeding 9 feet in length. "Pickup truck" does not include a motor vehicle otherwise meeting the above definition, that is equipped with a bed-mounted storage compartment unit commonly called a "utility body."

472. A "pilot car" is a motor vehicle, except a motorcycle, motorized bicycle, or motorized quadricycle, which is used to escort one or more other vehicles, when required, due to the vehicles' size or character of load, in accordance with conditions set forth in a permit issued by the appropriate state agency or by a local authority.

473. (a) A "pocket bike" is a two-wheeled motorized device that has a seat or saddle for the use of the rider, and that is not designed or manufactured for highway use. "Pocket bike" does not include an off-highway motorcycle, as defined in Section 436.

(b) For purposes of this section, a vehicle is designed for highway use if it meets the applicable Federal Motor Vehicle Safety Standards, as contained in Title 49 of the Code of Federal Regulations, and is equipped in accordance with the requirements of this code.

Control-F aka CMD-F aka Edit>Find



Control-F



← → ↻ 🏠 www.leginfo.ca.gov/cgi-bin/displaycode?section=veh&group=00 ☆ 🔍

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

260. (a) A "commercial vehicle" is a 1 of 59 ⬆ ⬆ ✕

required to be registered under this code used or maintained for the transportation of persons for hire, compensation, or profit or designed, used, or maintained primarily for the transportation of property.

(b) Passenger vehicles and house cars that are not used for the transportation of persons for hire, compensation, or profit are not commercial vehicles. This subdivision shall not apply to Chapter 4 (commencing with Section 6700) of Division 3.

(c) Any vanpool vehicle is not a commercial vehicle.

(d) The definition of a commercial vehicle in this section does not apply to Chapter 7 (commencing with Section 15200) of Division 6.

265. The "commissioner" is the Commissioner of the California Highway Patrol.

266. A "consignment" is an arrangement under which a dealer agrees to accept possession of a vehicle of a type required to be registered under this code from an owner for the purpose of selling the vehicle and to pay the owner or the owner's designee from the proceeds of the **sale**.

267. A "converter" is a person, other than a vehicle manufacturer, who, prior to the retail **sale** of a new vehicle, does any of the following to the vehicle:

(a) Assembles, installs, or affixes a body, cab, or special equipment to the vehicle chassis.

(b) Substantially adds to, subtracts from, or modifies the vehicle, if it is a previously assembled or manufactured new vehicle.

270. "County" includes every county and city and county within this State.

273. A "crib sheet" or "cribbing device" is any paper or device designed for cheating by supplying examination answers without questions to an applicant for the purpose of fraudulently qualifying the applicant for any class of driver's license, permit, or certificate.



NOTE!

Key lesson 1

**Expert searchers know
what's possible to ask.**

* ***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?

Answer

- 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”



OneLook®
 Dictionary Search

[<< Return to the reverse dictionary page](#)

Describe concept here: notebook quotations

Words and phrases matching your pattern:
 (We're restricting the list to terms we think are related to **note**)

1. commonplace book	26. notebook computer
2. jotter	27. bus spotting
3. playbook	28. book
4. cahier	29. pcmcia
5. loose-leaf	30. mobile computer
6. notebook entry	31. lithium ion battery
7. planner	32. personal
8. scratch	

Google[™]
Earth





Opened floodgate in Morganza spillway in Louisiana on
May 15, 2011 © 2011 Google, GeoEye

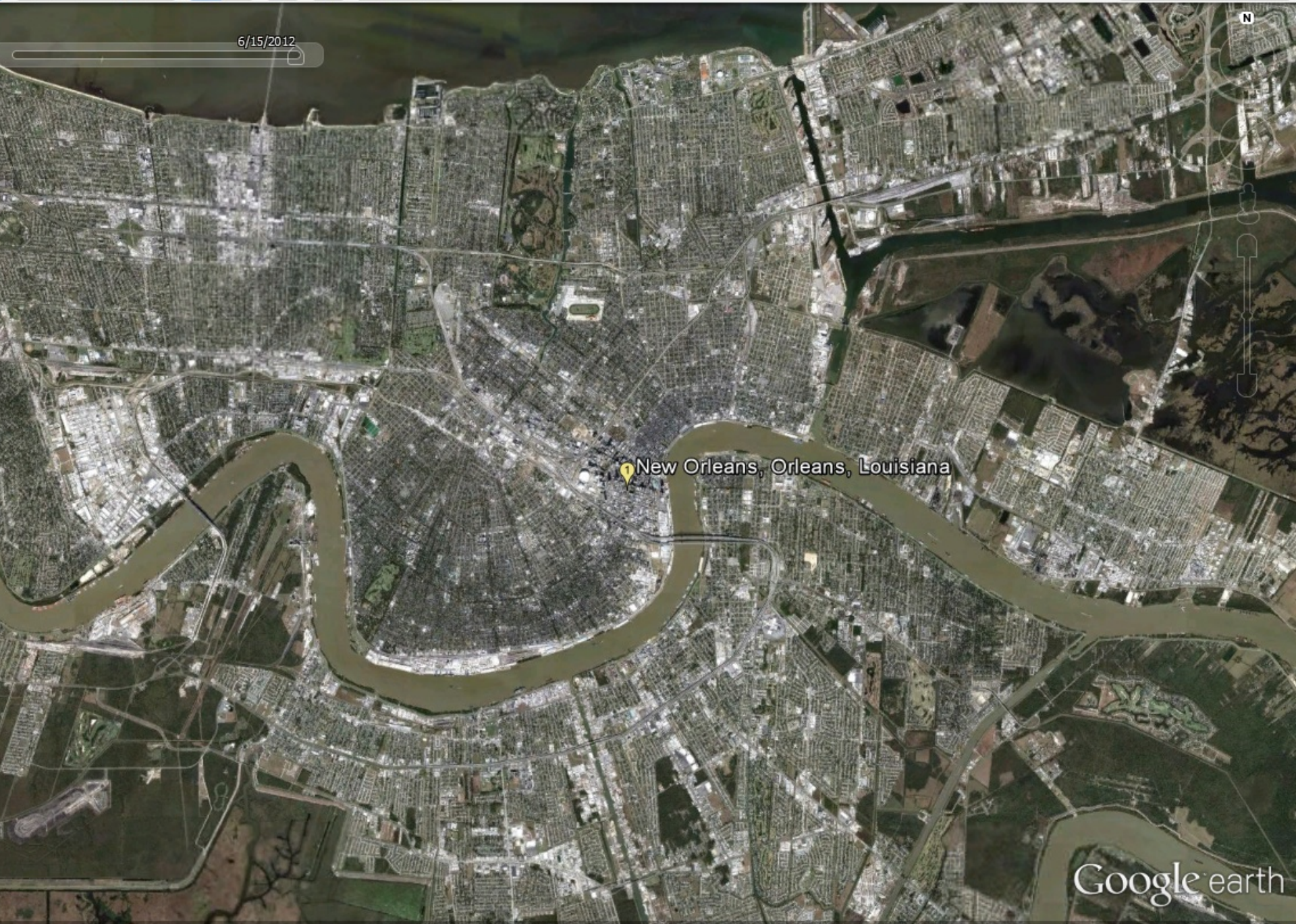


Helena, Arkansas in 2009. © 2011 Google



Helena, Arkansas on May 11, 2011. © 2011 Google,
GeoEye

6/15/2012



New Orleans, Orleans, Louisiana

Google earth

2/22/1998



New Orleans, Orleans, Louisiana

Image U.S. Geological Survey

Google earth

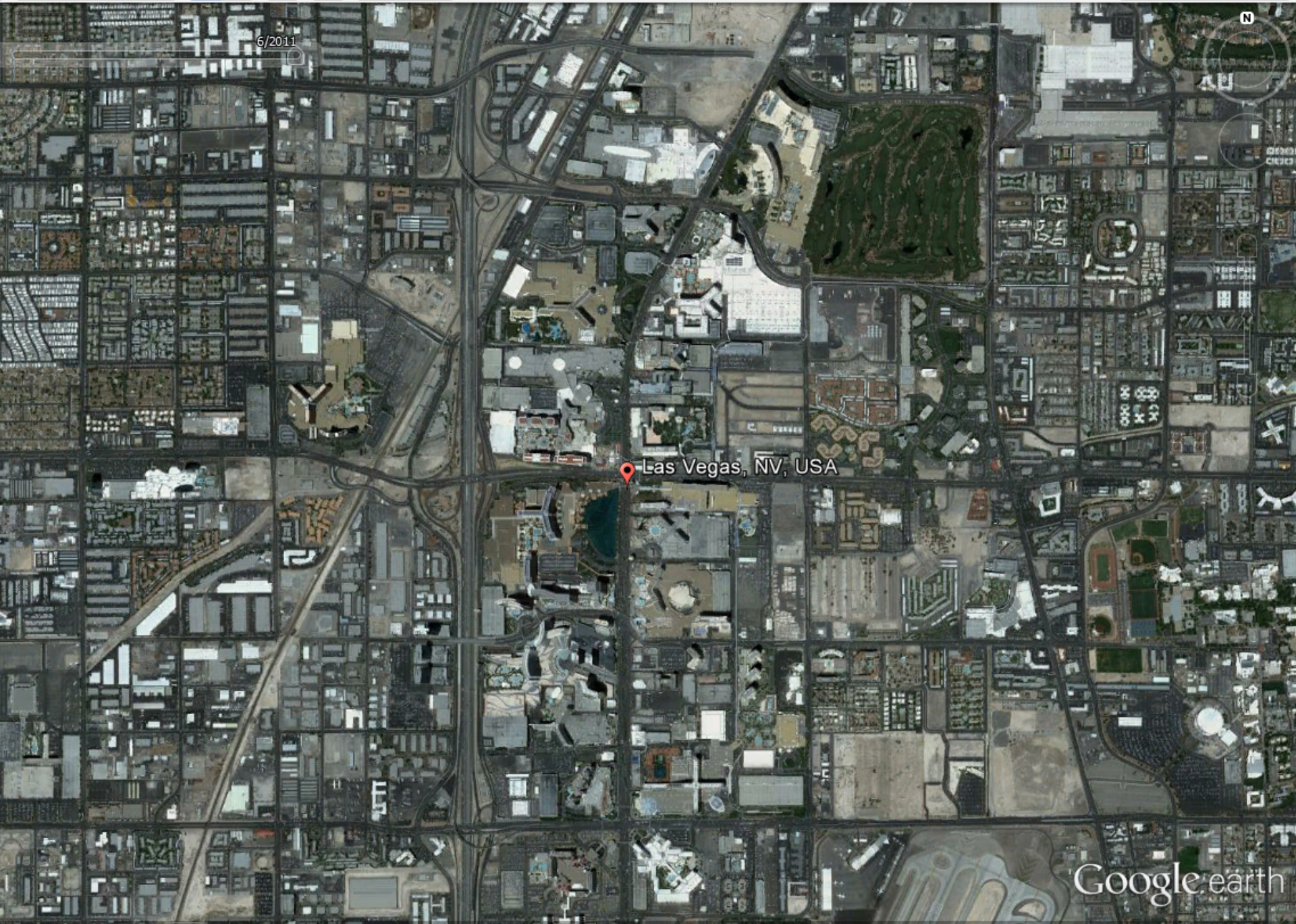
7/1950
Timeline slider from 1950 to 2011.

Navigation controls: North arrow, zoom in/out buttons, and a vertical scroll bar.

Las Vegas, NV, USA

Image NASA
Image U.S. Geological Survey

Google earth

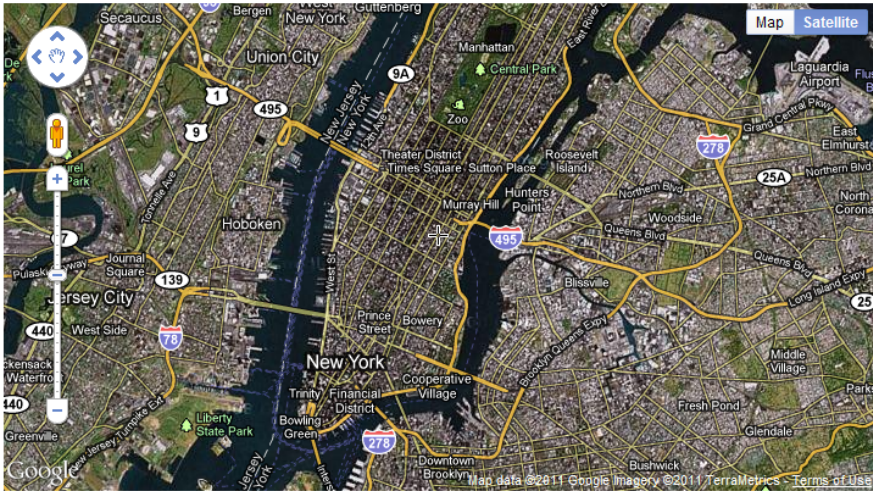


6/2011

Las Vegas, NV, USA

Google 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

76 ninth ave, new york, ny

Search Location

Search for an address or latitude/longitude.

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

Select Point

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:

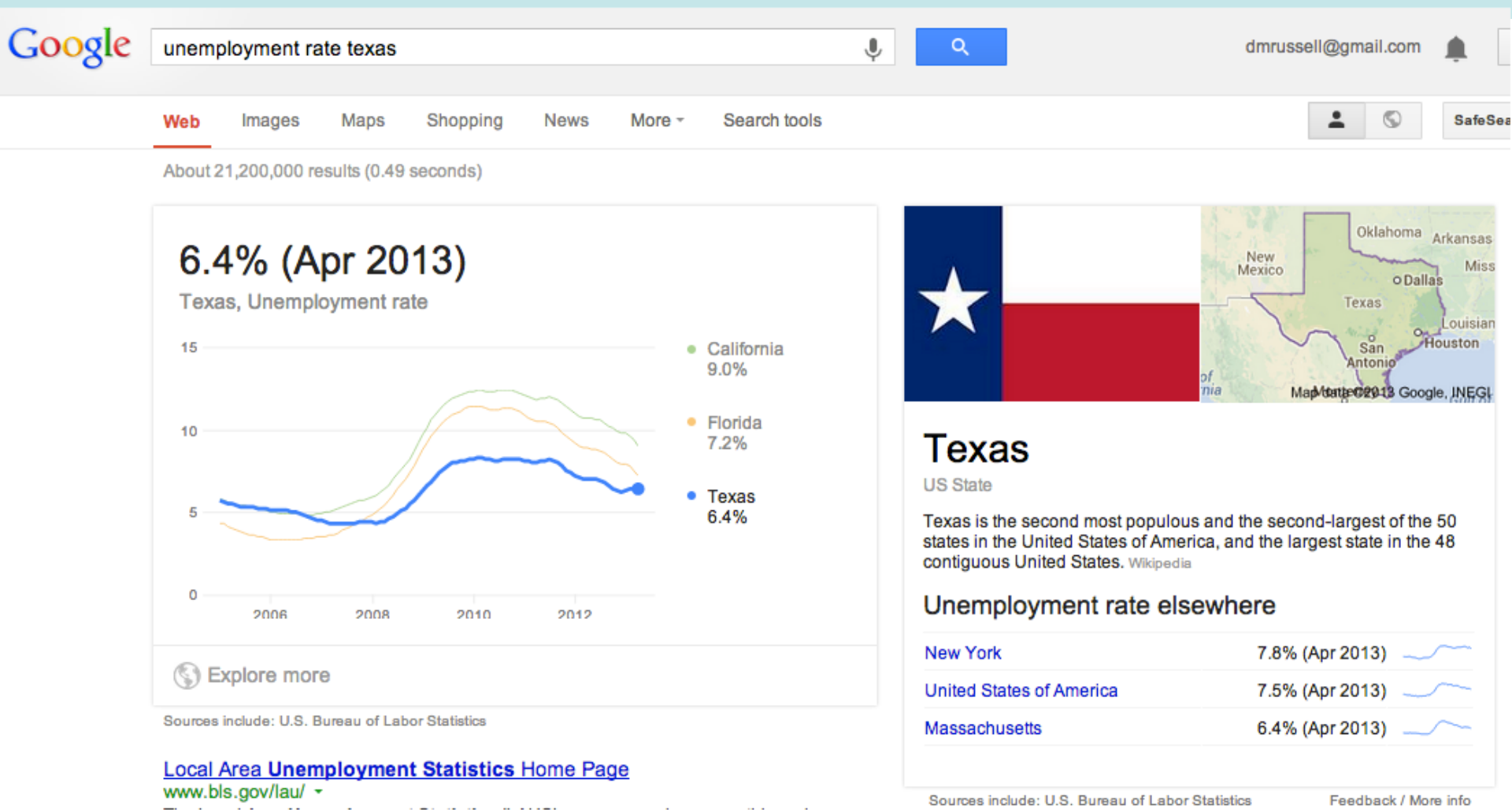
76 ninth ave, new york, ny

Email address:

seanc@google.com

Submit

Search / Visualize Public Data



Search, Visualize, and Upload datasets



Search public data or change visualization



dmrussell@gmail.com



+ Share



Public Data

- Unemployment in the U.S.
 - Employment
 - Labor force
 - Unemployment
 - Unemployment rate**

Clear

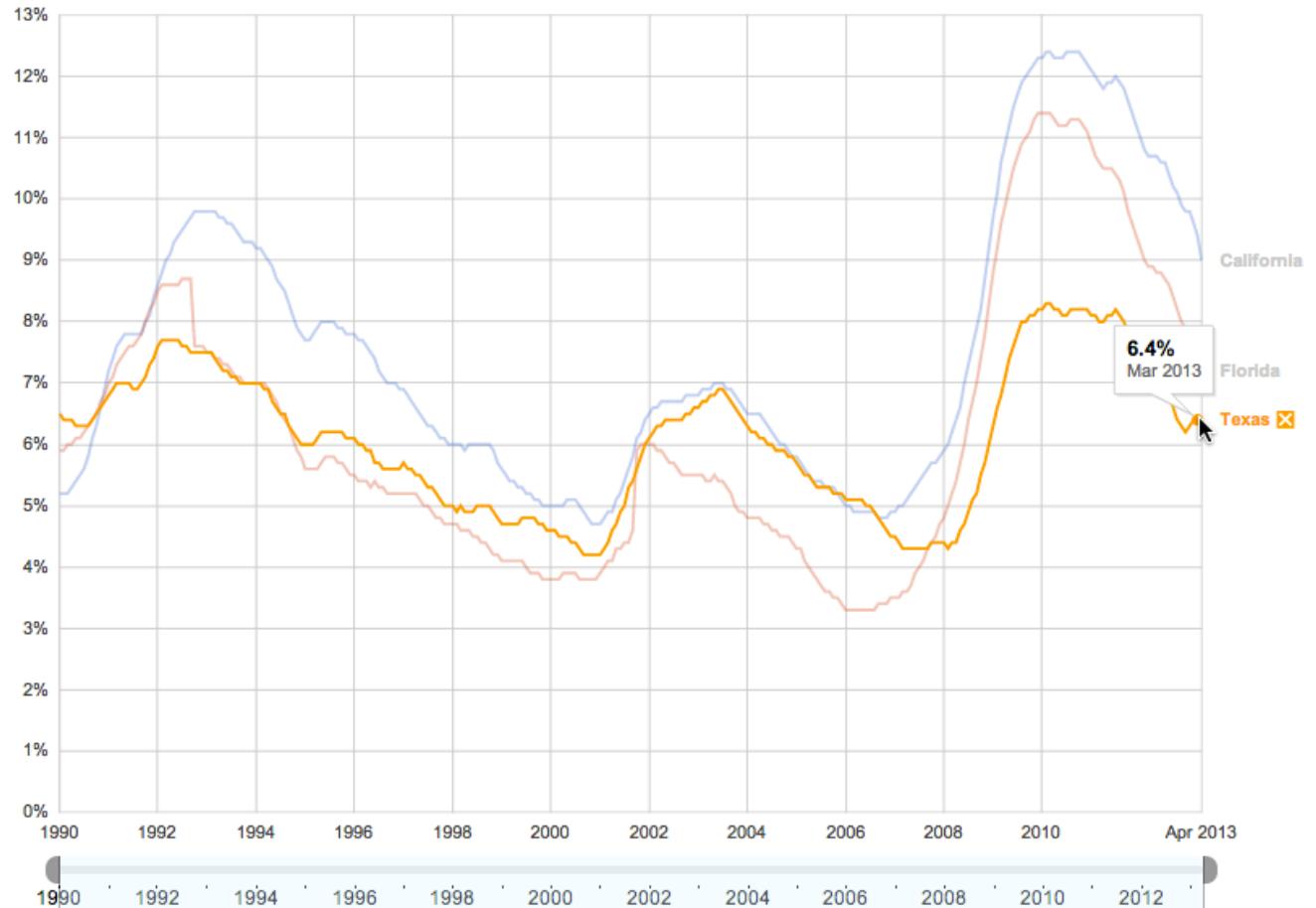
Compare by Country

- ☐ United States
 - ☐ Alabama
 - ☐ Alaska
 - ☐ Arizona
 - ☐ Arkansas
 - ☒ **California**
 - ☐ Colorado
 - ☐ Connecticut
 - ☐ Delaware
 - ☐ District of Columbia
 - ☒ **Florida**
 - ☐ Georgia
 - ☐ Hawaii
 - ☐ Idaho
 - ☐ Illinois
 - ☐ Indiana
 - ☐ Iowa
 - ☐ Kansas
 - ☐ Kentucky
 - ☐ Louisiana

Clear selections

- Age
- Seasonality** Seasonally Adjusted
- Sex

Unemployment rate - Seasonally Adjusted ?



Data from [U.S. Bureau of Labor Statistics](#) Last updated: Jun 7, 2013

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<http://www.google.com/publicdata/>

Key lesson 1

Expert searches what's possible to ask.

- *Google Earth*
- *Public Data Explorer*
- *Medline*
- *Reverse Dictionary*
- ...

Key lesson 2

**Expert searchers use
more than one resource.**

Using more than one resource...

- Nearby there's a very famous statue that's clad with an exterior of **steatite** that's placed in very, very prominent location. His right hand points to the strip of sand I was on; a world-famous beach that's famed in song and story. **What beach am I on?**



Using more than one resource

1. **[define steatite]** → soapstone
2. **[statue covered soapstone]** → “Christ the Redeemer”
3. View “Cristo Redentor” in Google Earth (or Maps) to direction

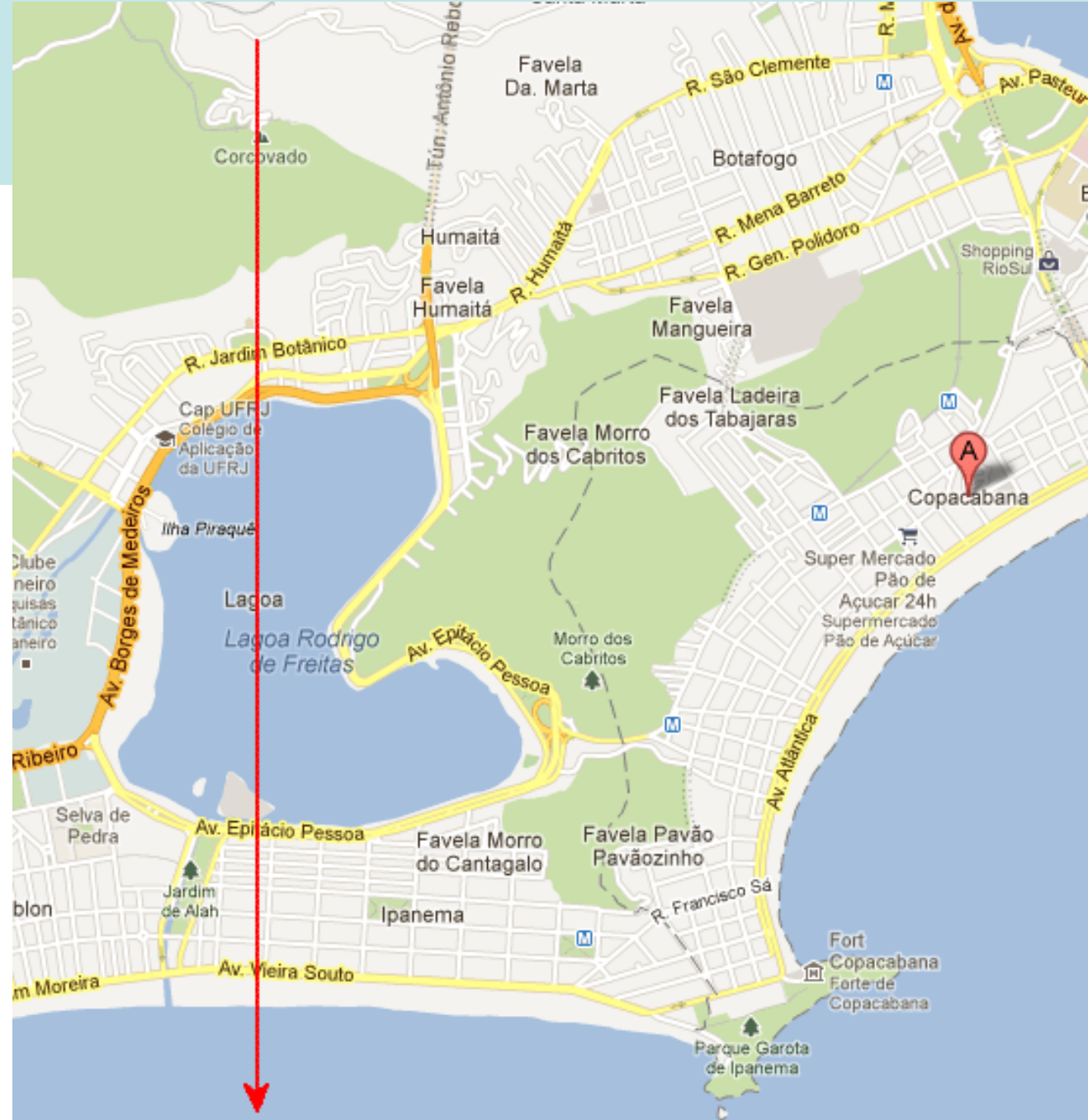


Cristo Redentor

Google earth

Draw line...

- Right hand points to Ipanema and Copacabana







Streetview: Copacabana



Key lesson 2

Expert searchers use more than one resource.

- using multiple resources*
- linking results*

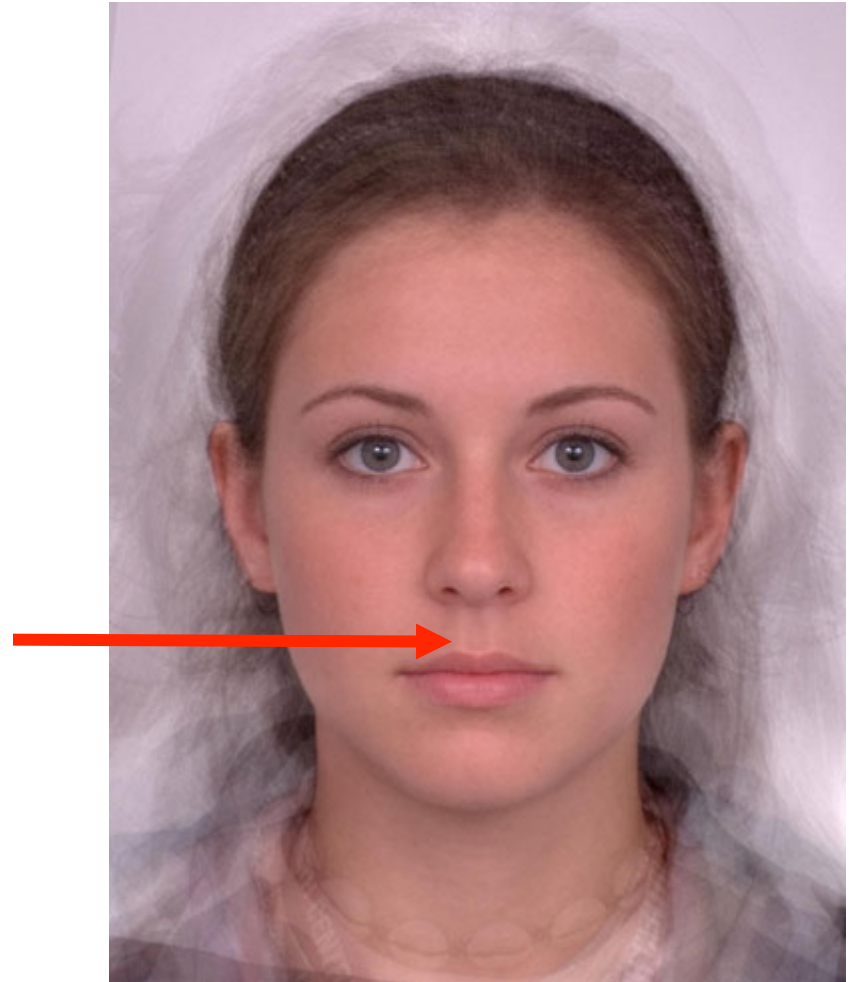
Key lesson 3

Expert searchers deeply understand their language, especially synonyms.

Skill: *Choosing search terms... Naming the un-namable*

While searching for information about plastic surgery, I wanted to know what to call... this....

Question: What's this boundary between lip and skin called?



Answer

- Start with the simplest search you can think of:

[boundary between lip and skin]

If it's not right, you can always modify it.

- When I did this, I clicked on the first result.
There's a nice article there about something called the **vermilion border**
- Then I double checked on that by doing a
[define vermilion border]

Skill: Use most obvious language

- 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.

Skill: 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.

Gotcha: Side-effect of framing in synonyms

- **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?



Answer

- 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](#)]



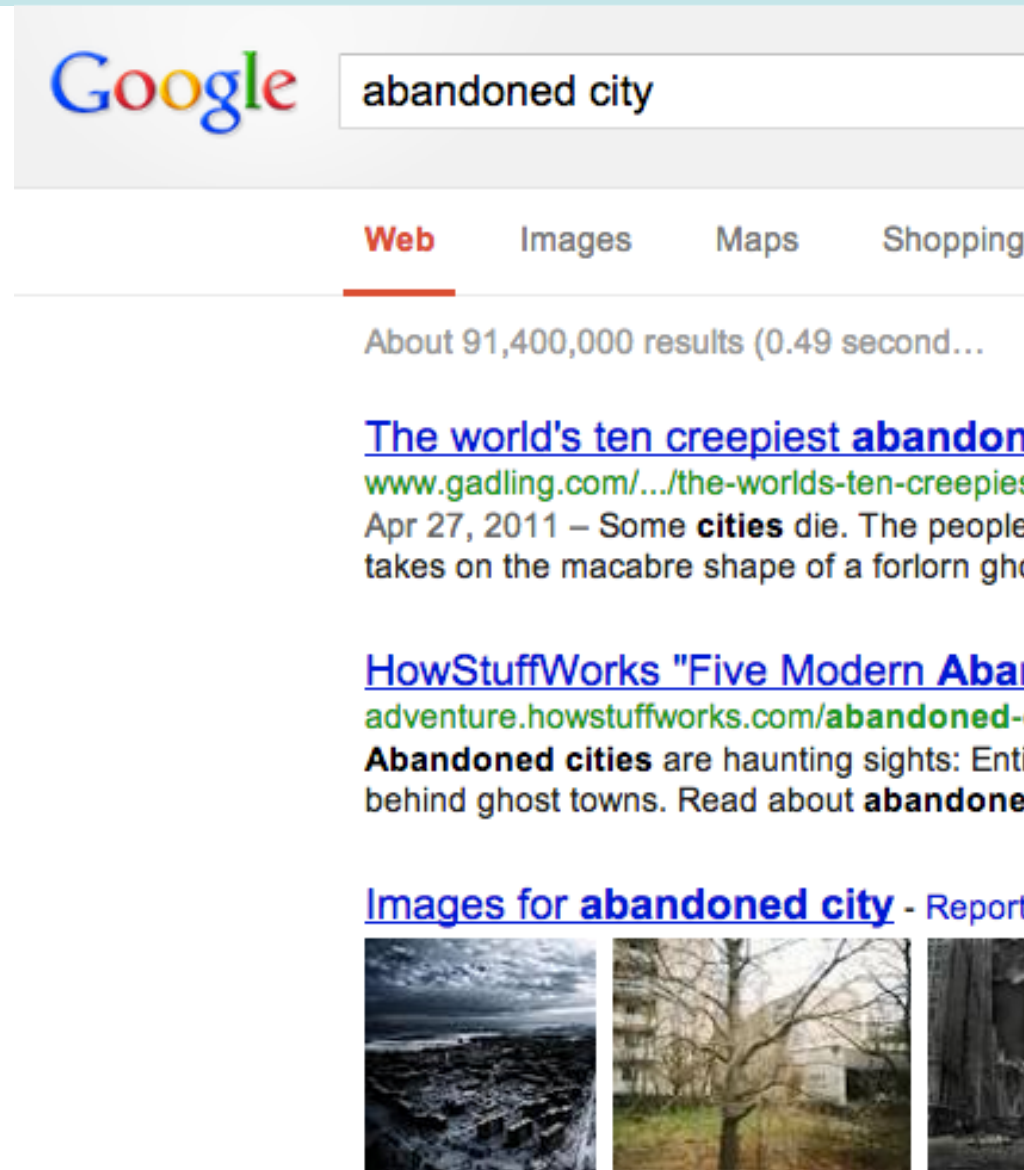
The former town of Drawbridge
(Story about [[abandoned city](#)])

Strategy: *Term choice.. 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**!

Strategy: Another way to syn... related searches

- Or... use the Reverse Dictionary w/ **[abandoned city]**
- Or... try **Related Searches**
 - Explore the concepts
 - Look for synonyms
 - Related searches



**Web**

Images

Maps

Shopping

News

More ▾

Search tools

Any time ▾

All results ▾

Knoxville, TN ▾

[The world](#)[www.gadlin](#)

Apr 27, 20

takes on th

[HowStuff](#)[adventure.](#)**Abandone**

behind gho

[Images f](#)

All results

Sites with images

Related searches

Visited pages

Not yet visited

Dictionary

Reading level

Personal

Nearby

Translated foreign pages

Verbatim

[cities | Gadling.com](#)**andoned-citye...**e, the streets go quiet, and the isolation
own - crumbling with.[ned Cities"](#)[itm](#)pulations uproot, move on and leave
es and their demises.[es](#)



abandoned city



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Related searches ▾

Clear

Related searches for **abandoned city**:

[pripyat](#)

[chernobyl](#)

[san zhi](#)

[centralia](#)

[urban exploration](#)

[pryiat](#)

[ghost town](#)

[pripiat](#)

[hashima island](#)

[gukanjima](#)

[abandoned city russia](#)

[abandoned city ukraine](#)

[abandoned city detroit](#)

[abandoned city usa](#)

[minecraft abandoned city map](#)

[The world's ten creepiest **abandoned cities** | Gadling.com](#)

[www.gadling.com/.../the-worlds-ten-creepiest-abandoned-citye...](#)

Apr 27, 2011 – Some **cities** die. The people leave, the streets go quiet, and the isolation takes on the macabre shape of a forlorn ghost-town - crumbling with.

[HowStuffWorks "Five Modern **Abandoned Cities**"](#)

[adventure.howstuffworks.com/abandoned-city.htm](#)

Abandoned cities are haunting sights: Entire populations uproot, move on and leave behind ghost towns. Read about **abandoned cities** and their demises.

[Images for **abandoned city** - Report images](#)



Tactic: 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
 - creek, run, stream, brook, burn, rivulet...

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.

Skill: Anti-reading

- **Anti-reading:** Looking for terms you don't know

Google


Web Images Maps Shopping Books More ▾ Search tools

About 16,000,000 results (0.52 second...)

[Maquette - Wikipedia, the free encyclopedia](#)
en.wikipedia.org/wiki/Maquette
A maquette (French word for scale **model**, sometimes referred to by the Italian ... or modello) is a **small** scale **model** or rough draft of an unfinished **sculpture**.

[Maquette | Define Maquette at Dictionary.com](#)
dictionary.reference.com/browse/maquette
Maquette definition, a **small model** or study in three dimensions for either a **sculptural** or an architectural project. See more.

[Images for small sculpture model](#) - Report images



[Amazon.com: Small Sculpture Horse by Degas Bronze Statuette ...](#)
www.amazon.com > ... > Home Décor Accents > Sculptures
Amazon.com: **Small Sculpture** Horse by Degas Bronze Statuette Hand Patinated **Model** Museum Reproduction: Home & Kitchen.

Skill: SERP Reading...



palo alto recycle milk cartons



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Search tools

About 487,000 results (0.51 second...)

[Curbside Services - City of Palo Alto](#)

www.cityofpaloalto.org/gov/depts/pwd/.../curbside.asp

[Are milk cartons recyclable? - Palo Alto Online - Town Square To...](#)

www.paloaltoonline.com/square/index.php?i=3&t=8684

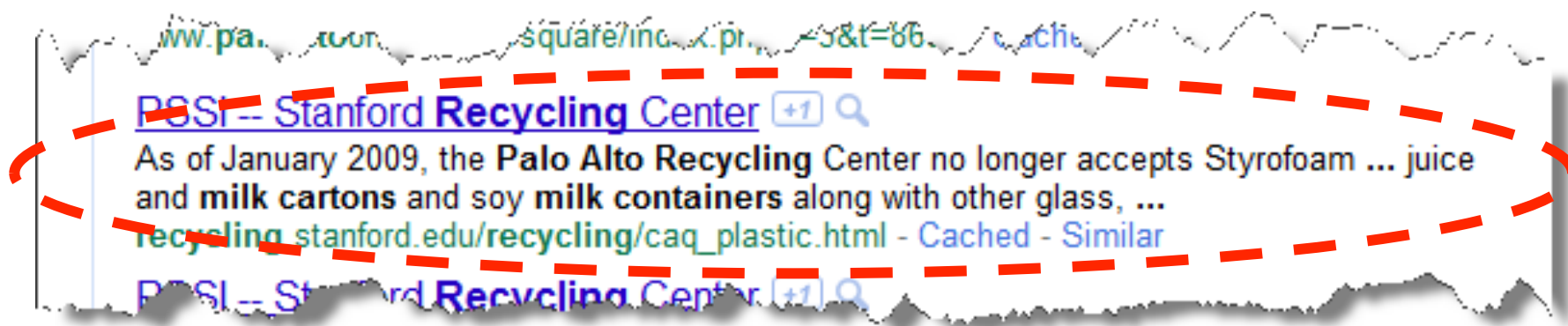
Jul 25, 2009 – Click for **Palo Alto**, California Forecast ... Earlier this year, the **Recycling** Drop-Off Center stopped accepting **milk cartons**, but there was a notice ...

[Palo Alto | GreenWaste Recovery](#)

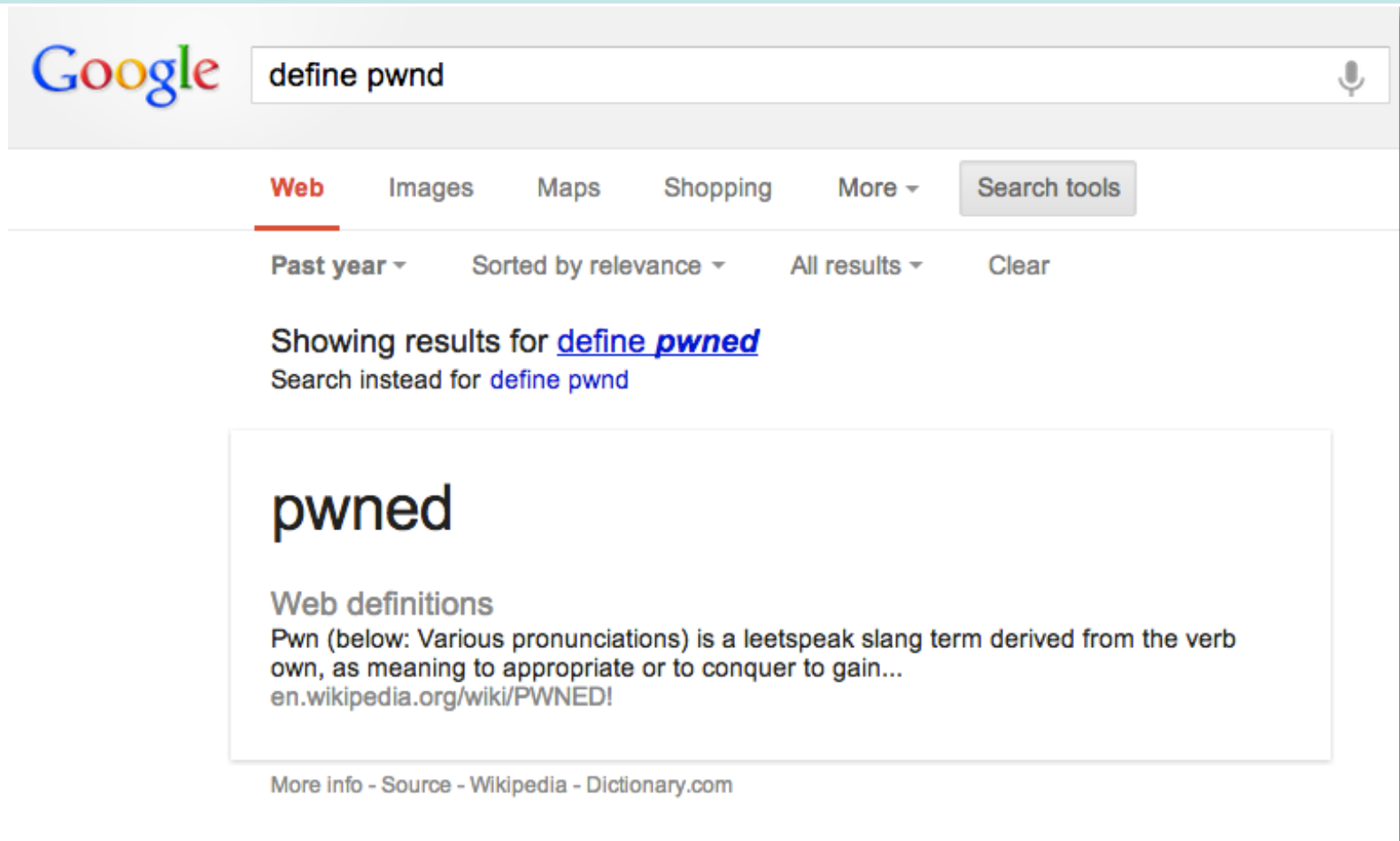
www.greenwaste.com › Residential Services Share

Big lesson...

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



Skill: Use of define



- Example: [\[define loxodrome \]](#)
[\[define Mollweide projection \]](#)



define mrsa



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Search tools

About 520,000 results (0.59 second...)

mrsa

Abbreviation

Methicillin-resistant *Staphylococcus aureus*, a bacterium with antibiotic resistance.

More info - Dictionary.com - The Free Dictionary

[MRSA infection - MayoClinic.com](https://www.mayoclinic.com/health/mrsa/DS00735)

www.mayoclinic.com/health/mrsa/DS00735

Definition. By Mayo Clinic staff. **Methicillin-resistant Staphylococcus aureus (MRSA)** infection is caused by a strain of staph bacteria that's become resistant to the ...

[Symptoms](#) - [Treatments and drugs](#) - [Causes](#) - [Prevention](#)



define predator drone



dmrussell@gmail.com



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Search tools



SafeSearch

About 182,000 results (0.37 seconds)

predator drone

Web definitions

The General Atomics MQ-1 Predator is an unmanned aerial vehicle (UAV) used primarily by the United States Air Force (USAF) and Central...
en.wikipedia.org/wiki/Predator_drone

[More info](#) - [Source](#)

See results about



[General Atomics MQ-1 Predator](#)

Aircraft model

The General Atomics MQ-1 Predator is an unmanned aerial vehicle built by General Atomics and used ...



define man in the middle attack



dmrussell@gmail.com

Web

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Search tools



About 24,500,000 results (0.46 seconds)

man in the middle attack

Web definitions

In cryptography, the man-in-the-middle attack (often abbreviated MITM), bucket-brigade attack, or sometimes Janus attack, is a form of...
en.wikipedia.org/wiki/Man-in-the-middle_attack

[More info](#) - [Source](#)

Boilerplate / repeated language

[“pertusiss” **OR** “whooping cough” “confirmed cases” **OR** “new cases”]

[“Smith denied” **OR** “Smith claimed” **OR** “Smith argued”]

[“postive findings” **OR** “confirmed cases” **OR** “positive results”]

Key lesson 3

Expert searchers deeply understand their language, especially synonyms.

- use of boilerplate language*
- how to read summaries*
- anti-reading*

Key lesson 4

**Expert searchers
understand the language
of their domain **AND**
know how to read the
genre.**

Strategy: *Use images*

- 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?



Tactic: Using a georef as context term

- 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...

Tactic: Using domain specific language

- 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?*

Answer

- 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!

Key lesson 4

**Expert searchers
understand the language
of their domain **AND**
know how to read the
genre.**

Key lesson 5

**Expert searchers know
the capabilities of their
tools.**

* *Using Maps*

- **Using Google Maps is a great way to find where something is. But suppose you want to find out how far **APART** two things are.**

Question:

- (a) Can you figure out how far the De Young museum is from the San Francisco train station?
- (b) Suppose you want to hike from the Yosemite Visitor's Center up to Glacier Point. How would you figure out how far a hike that is?
- (c) Can you find a tool that will let you measure arbitrary distances on the map? (Example: that will let you measure the length of a path or trail that you define... not one that's already given.)

Answer

- Use maps with driving directions to get the rough distance from point to point.
- For Yosemite, you have to look for a map at the Yosemite Park website.
- Then... use the maps “Create a New Map” (under My Maps)

[Get directions](#)[My places](#)[Collaborate](#)[Edit](#)

Rhus Ridge trail run

One of my favorites. Start at Rhus Ridge trailhead, then switch over to the Black Mountain trail. Go uphill as far as you like, then return back the same way. Usually deserted (esp. midweek)

Public · 0 views

Created on Jul 31 · By [Dan Russell](#) · Updated Jul 31

[Rate this map](#) · [Write a comment](#) · [KML](#) ·

+1

0

Rhus Ridge trailhead parking lot
park here.

Out and back

This is a 3 mile out and 3 miles back trail. The first 1 mile is pure uphill.

Rhus Ridge trailhead parking lot

Last Updated by [Dan Russell](#) on Jul 31

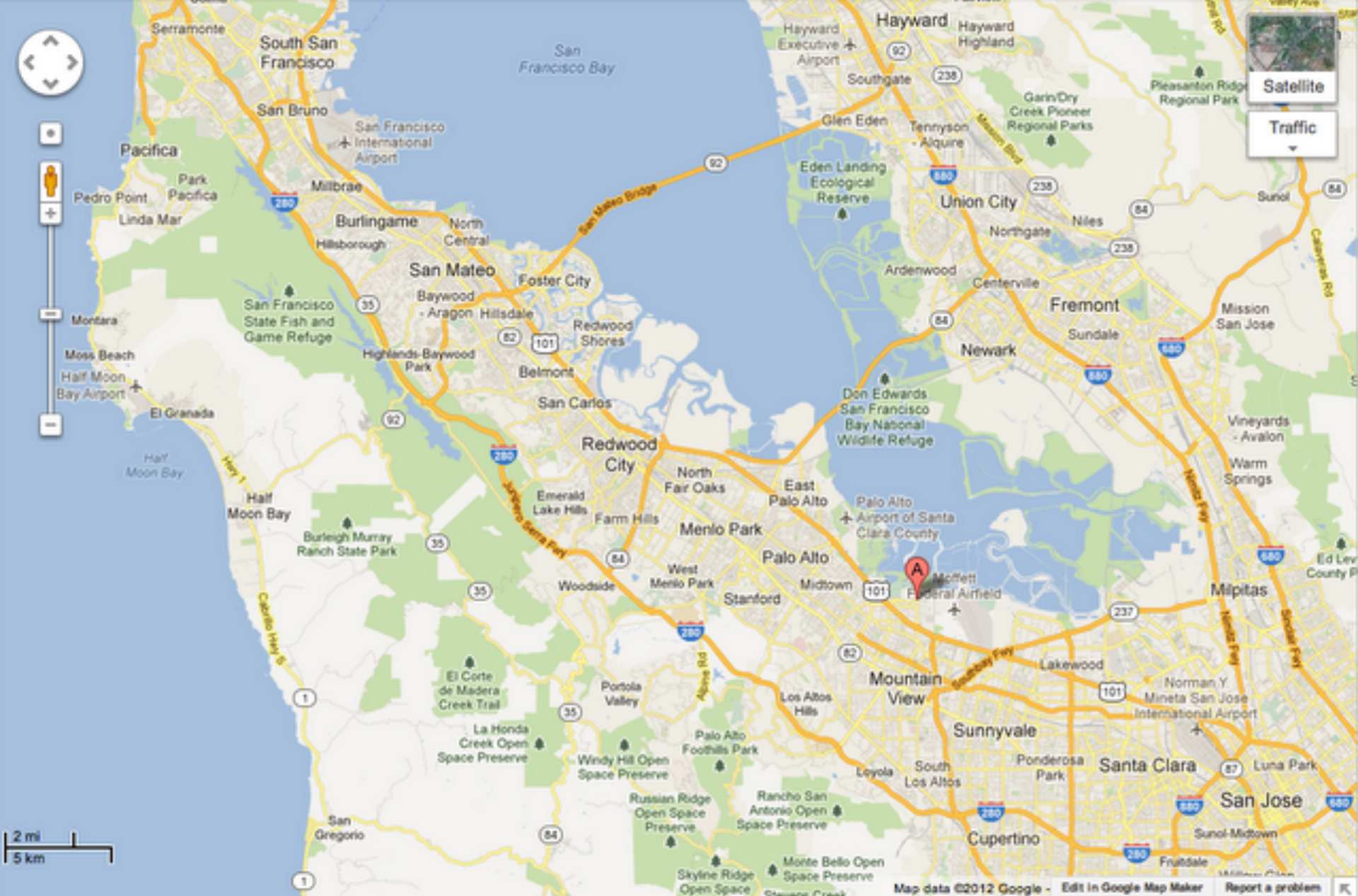
park here.

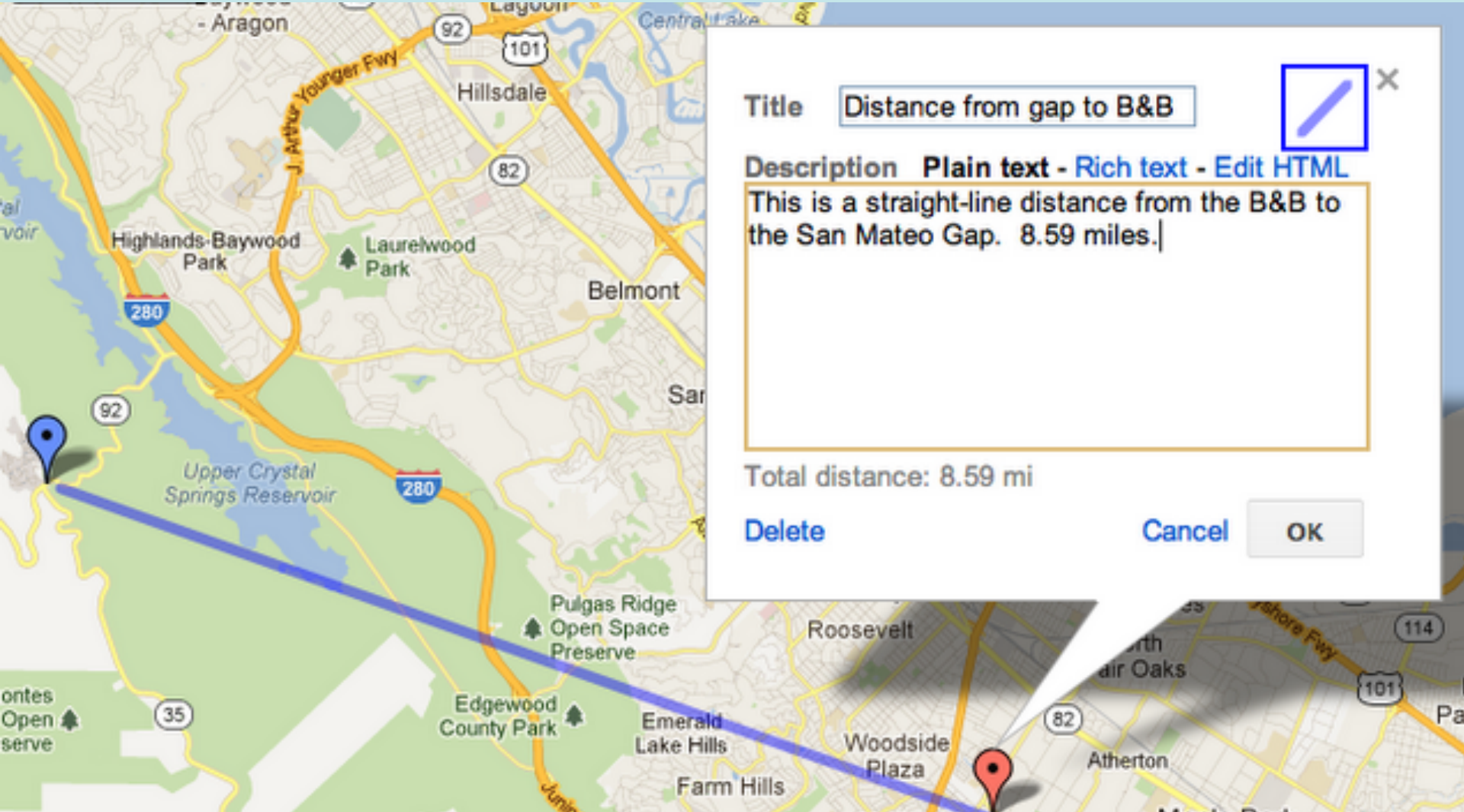
[Directions](#) [Search nearby](#) [Save to map](#) [more](#) ▼

Goal: Find a B&B that has a view of this fog...

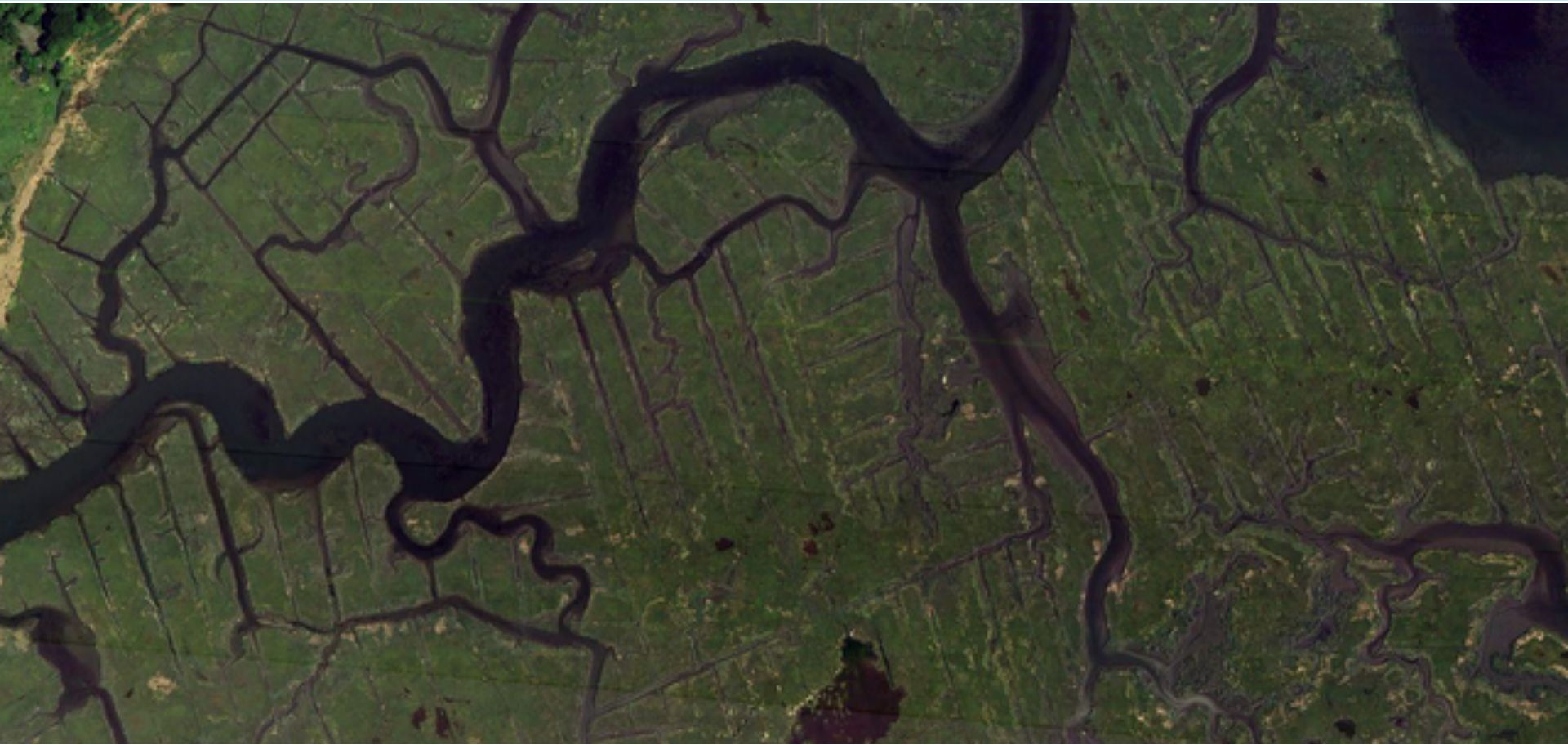
Must be in coastal range;
within 10 miles of B&B;
Near a long lake...
Near the Googleplex....







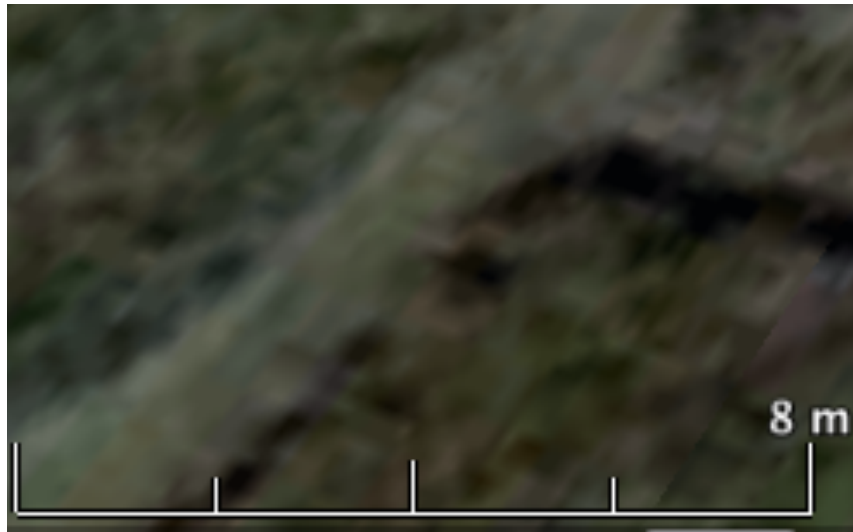
Flying into JFK (from the east to west)



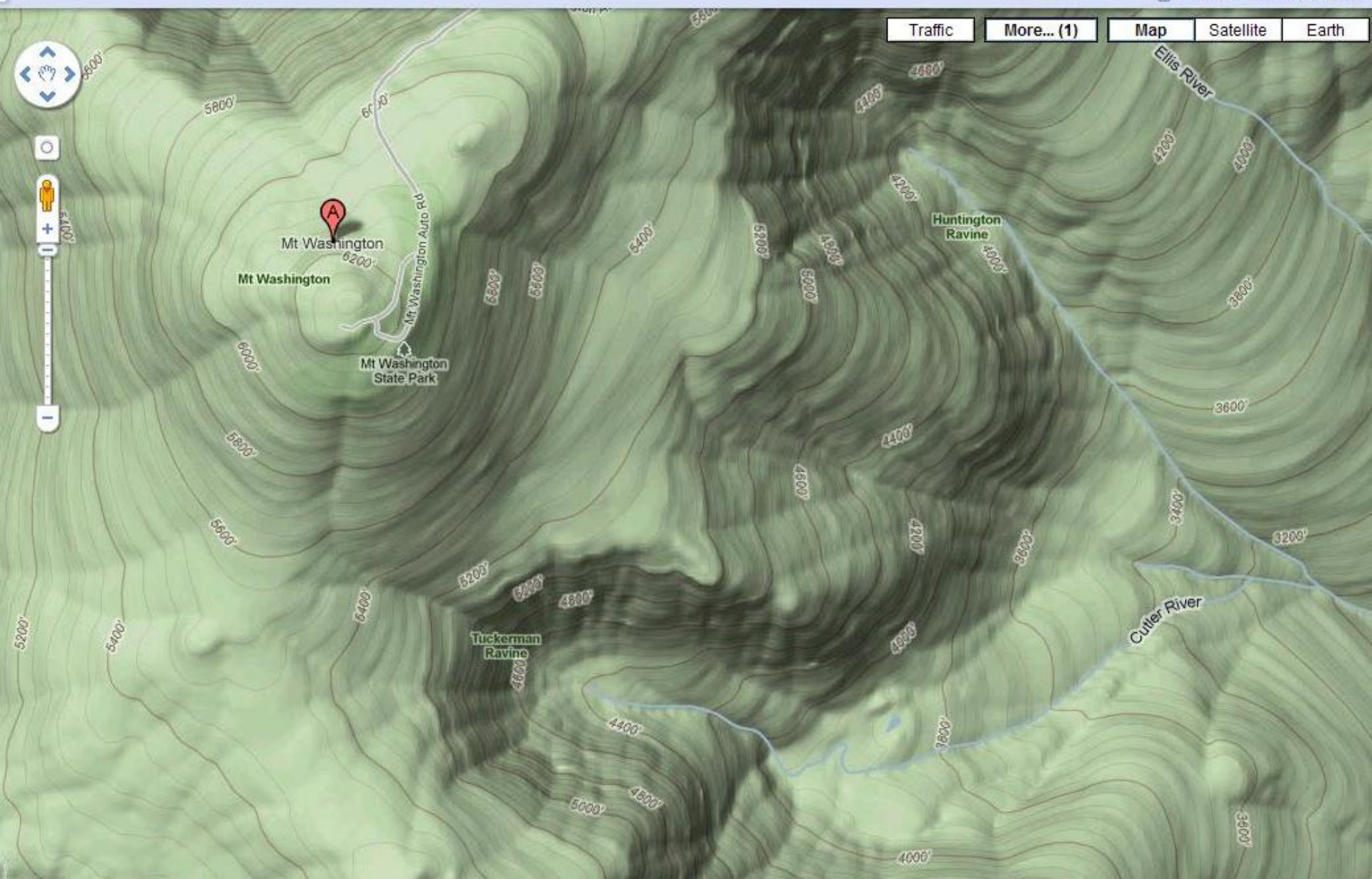
What's causing those rectilinear features ?

How big are those features?

- Use Google Earth (or Maps) to zoom in with a measuring tool



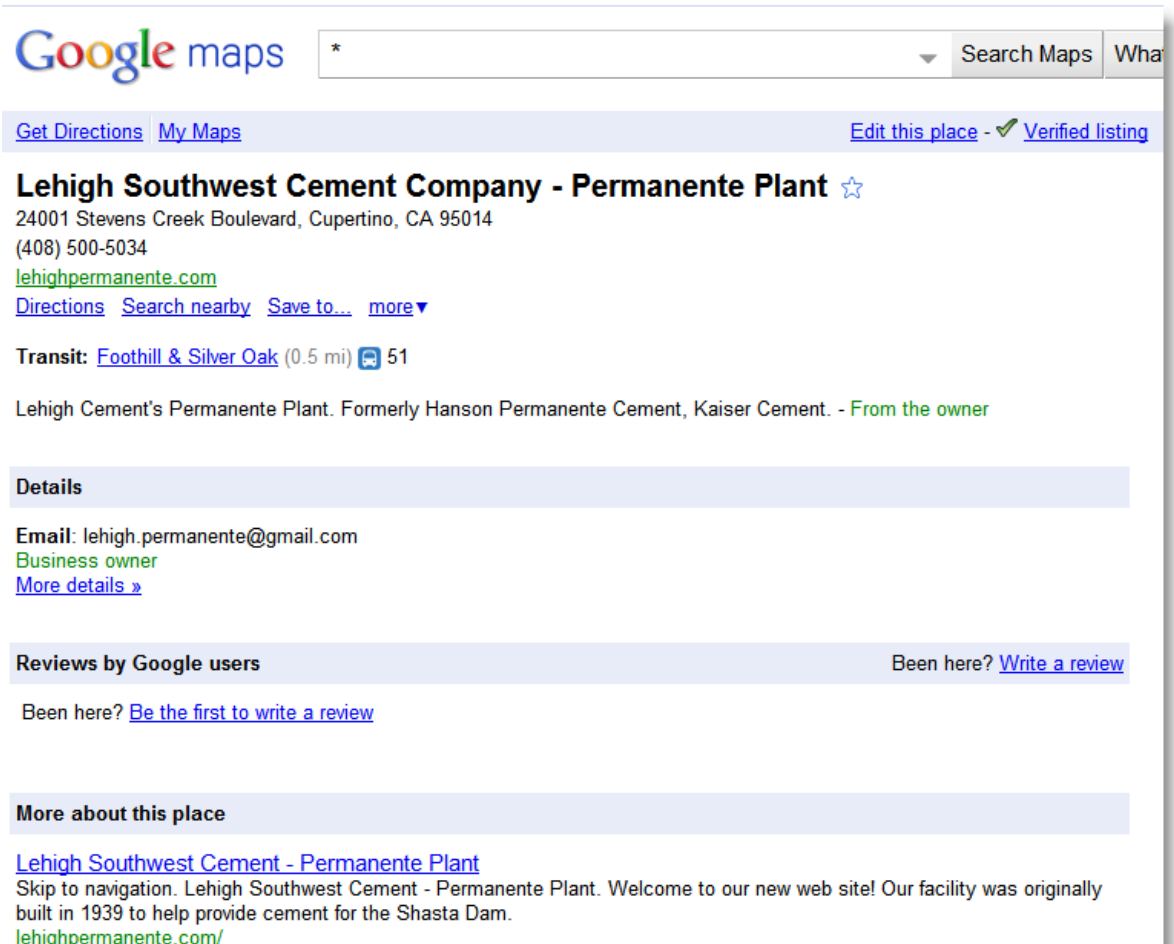
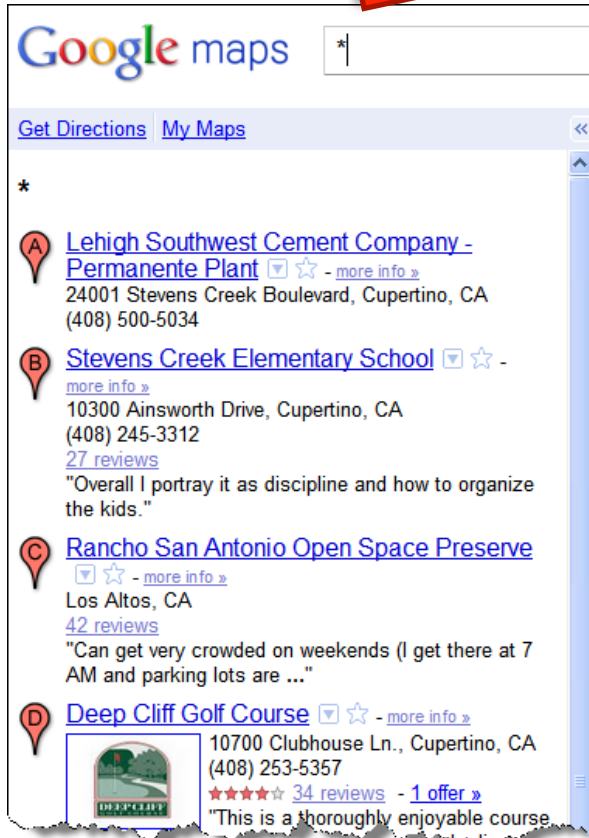
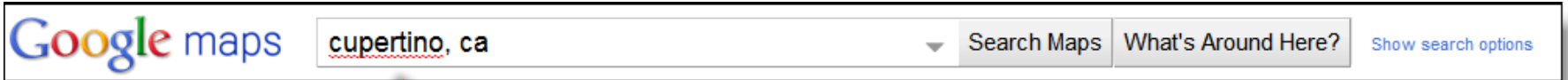
- Realize that these aren't **CANALS**, they're more like **DITCHES**!



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!

How to remove bogus results from your searches

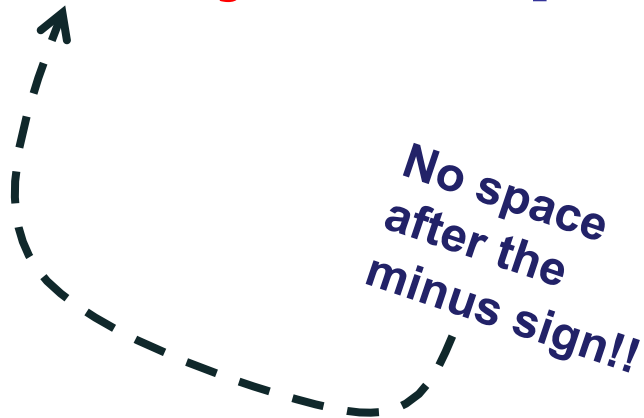
- Sometimes you want to look up something that's pretty common, so there are LOTS of web pages out there. It's even worse when the word is really common. So how do you eliminate things you don't want?
- **Question:** Can you find a great recipe for salsa to make for dinner tonight? IN PARTICULAR... your nephew is allergic to tomatoes. Can you find a salsa recipe without tomatoes in it?

Example of minus use... removing

- 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



Quotes

- 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"]

when venus the goddess of beauty and love

About 8,820,000 results (0.31 seconds)

[Venus \(mythology\) - Wikipedia, the free encyclopedia](#)
[en.wikipedia.org/wiki/Venus_\(mythology\)](http://en.wikipedia.org/wiki/Venus_(mythology))
Venus (Latin: [ˈwɛnʊs]) is the Roman **goddess** whose functions encompassed **love, beauty**, sex, fertility, prosperity and victory. In Roman mythology, she was ...

[Venus, Goddess of Love and Beauty](#)

"when venus the goddess of beauty and love"

About 3,040 results (0.40 seconds)

[Newman's Ale - Golden Hind Music](#)
www.goldenhindmusic.com/lyrics/NEWMANSA.html
When Venus, the goddess of beauty and love. Arose from the froth that swam on the sea. Minerva sprang out of the cranium of Jove A coy, sullen dame as most ...
You visited this page on 6/6/12.

* *Finding a particular kind of document*

- 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...

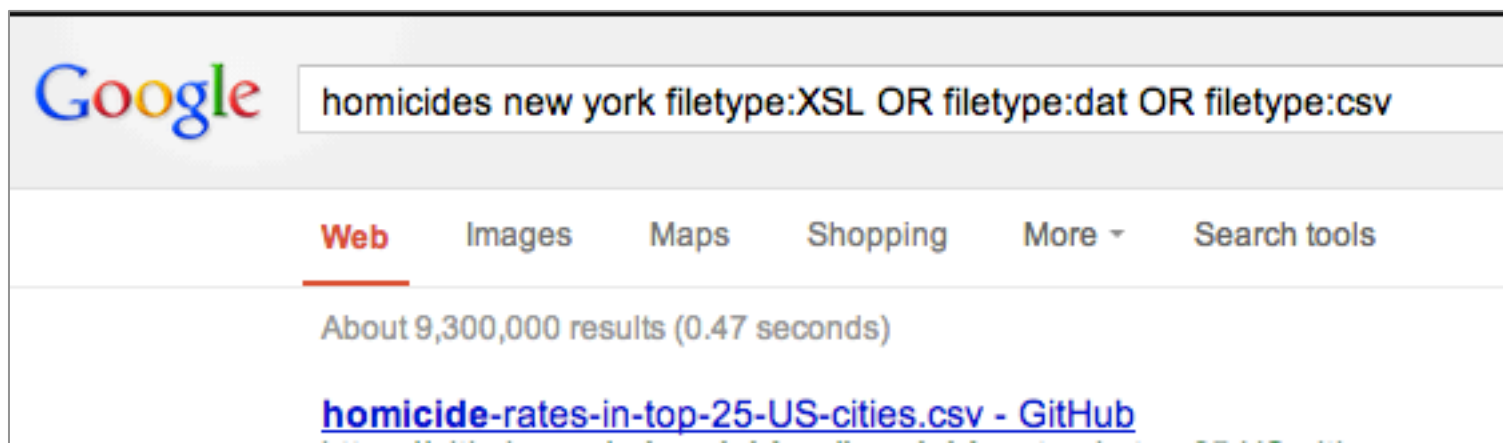
Answer

- 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?

Answer

- 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

Gotcha: [site:.EDU query]

careful about EDU



site:.edu journalism



Web

Images

Maps

Shopping

Blogs

More ▾

Search tools

About 9,030,000 results (0.44 seconds)

[Berkeley Graduate School of Journalism: Home](#)

[journalism.berkeley.edu/ ▾](#)

Admissions, students, faculty, and alumni. Plus events and resources.

[Columbia University Graduate School of Journalism: Home](#)

[www.journalism.columbia.edu/ ▾](#)

Trains **journalists** in a program that stresses academic rigor, ethics, **journalistic** inquiry and professional practice. The school includes courses in radio, television ...

[Missouri School of Journalism](#)

[journalism.missouri.edu/ ▾](#)

The Official Website for the School of **Journalism** at the University of Missouri.

[Medill School of Journalism, Media, Integrated Marketing ...](#)

[www.medill.northwestern.edu/ ▾](#)

Provides degree programs focused on marketing, **journalism** and communications. Contains overviews of majors, events calendar, and faculty information.

term AROUND(n) term

["jerry brown" AROUND(9) "tea party"]

"Jerry Brown" AROUND(9) "tea party"

About 809,000 results (0.41 seconds)

[Tax the rich ... more? Why Jerry Brown changed his plan to save ...](#)
[www.reteaparty.com/.../tax-the-rich-more-why-jerry-brown-changed...](#)

Mar 17, 2012 – Why Jerry Brown changed his plan to save California." Tax the rich ... more? Why **Jerry Brown** changed his plan to save California. - Tea Party ...

[Jerry Brown: Facebook's \\$2.5 Billion "Friend" - Chico Tea Party ...](#)
[chicoteaparty.ning.com/.../jerry-brown-facebook-s-2-5-billion-friend](#)

Mar 28, 2012 – Jerry Brown and Democrats in Sacramento hope to cash in on Facebook's pending IPO by already spending the anticipated tax revenue in this ...

[McGurn: Jerry Brown vs. Chris Christie « Tea Party for California](#)
[tppatriots.com/2012/05/15/mcgurn-jerry-brown-vs-chris-christie/](#)

May 15, 2012 – In his January 2011 inaugural address, California Gov. Jerry Brown declared it a "time to honestly assess our financial condition and make the ...

[NEW: Jerry Brown twists out 'pretzel palace' budget « Tea Party f...](#)
[tppatriots.com/.../new-jerry-brown-twists-out-pretzel-palace-budget/](#)

May 15, 2012 – SACRAMENTO—Setting the stage for the Legislature to pass another phony majority vote budget, Democratic Gov. Jerry Brown presented a ...

[California Teachers Association backs Gov. Jerry Brown's tax plan ...](#)
[tppatriots.com/.../california-teachers-association-backs-gov-jerry-bro...](#)

Jan 30, 2012 – Kevin Yamamura in the Sacramento Bee — 1/30/12. The California Teachers Association officially agreed Sunday to back Gov. Jerry Brown's ...

[jerry brown | Tea Party Patriots](#)
[www.teapartypatriots.org/tag/jerry-brown/](#)

Jan 31, 2012 – Congressman Gary Miller (California 42nd District) sits on the House Transportation and Infrastructure Committee which convened a hearing ...

[11/16/10 - Dear Jerry Brown - No Smart Meters | Central Coast Te...](#)
[mocoop.com/posts/111610-dear-jerry-brown-no-smart-meters](#)

Dear Mr. Brown: I call on you to halt the Smart Meter program in California and open an investigation into it now. There are many serious problems and issues ...

[Gov. Jerry Brown faces tough 2012 — « Tea Party for California](#)
[tppatriots.com/2012/01/02/gov-jerry-brown-faces-tough-2012/](#)

Jan 2, 2012 – With Buchanan in the San Francisco Chronicle ...

"Jerry Brown" "tea party"

About 826,000 results (0.42 seconds)

[Tax the rich ... more? Why Jerry Brown changed his ... - RE Tea Party](#)
[www.reteaparty.com/.../tax-the-rich-more-why-jerry-brown-changed...](#)

Mar 17, 2012 – By Daniel B. Wood, The Christian Science Monitor. California Gov. **Jerry Brown** (D) is willing to ratchet up taxes on the rich in order to ensure ...

[Jerry Brown: California, Country Facing 'Regime Crisis' Similar To ...](#)
[losangeles.cbslocal.com/.../jerry-brown-gop-stalling-budget-reform/](#)

Apr 10, 2011 – Check back for more of the interview with **Jerry Brown** to be posted here on The **TEA PARTY** has it right the media just won't admit it!

[Jerry Brown: Facebook's \\$2.5 Billion "Friend" - Chico Tea Party ...](#)
[chicoteaparty.ning.com/.../jerry-brown-facebook-s-2-5-billion-friend](#)

Mar 28, 2012 – **Jerry Brown** and Democrats in Sacramento hope to cash in on Facebook's pending IPO by already spending the anticipated tax revenue in this ...

[McGurn: Jerry Brown vs. Chris Christie « Tea Party for California](#)
[tppatriots.com/2012/05/15/mcgurn-jerry-brown-vs-chris-christie/](#)

May 15, 2012 – In his January 2011 inaugural address, California Gov. **Jerry Brown** declared it a "time to honestly assess our financial condition and make the ...

[Bluegrass Pundit: Jerry Brown Calls Tea Party Members ...](#)
[www.bluegrasspundit.com/.../jerry-brown-calls-tea-party-members.ht...](#)

Jul 11, 2010 – **Jerry Brown** has joined the list of moonbat liberals calling **Tea Party** members ... Labels: **Jerry Brown**, moonbat, **tea party**, teabaggers, video ...

[VIDEO: Open Letter to Governor Jerry Brown | Green Party of CA](#)
[www.cagreens.org/news/wells-open-letter-to-governor-brown](#)

Apr 5, 2012 – ... No To Affordable Care Act - Napa police up security for national **Tea Party** Express and Green ... VIDEO: Open Letter to Governor **Jerry Brown** ...

[jerry brown | Tea Party Patriots](#)
[www.teapartypatriots.org/tag/jerry-brown/](#)

Jan 31, 2012 – The **Tea Party** Patriots' mission is to restore America's founding principles of Fiscal Responsibility, Constitutionally Limited Government and ...

[Jerry Brown - Tea Party Tribune](#)
[www.teapartytribune.com/tag/jerry-brown/](#)

31, 2012 - Tea Party Tribune, Tea Party and Political News Reporting ... The Tea



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



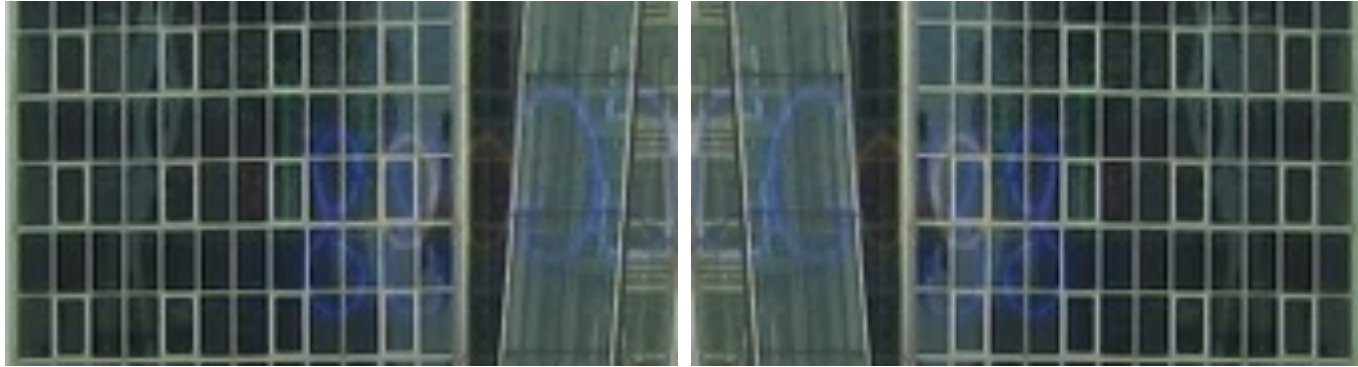
Work with what you have...

- I searched for [**tp office building**] ... *voila!*
- You can also figure this out by doing an Image search for [**tp**]
- Knowing this, I could easily get the street address for the TP building:
14/16 Twarda Street, Warsaw

And once you know that...



Now, which office are you in?



Search [**google offices warsaw**] 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

Key lesson 5

Expert searchers know the capabilities (and limits!) of their tools.

Key lesson 6

**Expert searchers know
the structure of their
information space.**

Limit search by time...

The screenshot shows a Google search for "mary schapiro". The search bar is at the top, with the Google logo on the left and the user's email "dmrussell@gmail.com" on the right. Below the search bar, there are tabs for "Web", "Images", "Maps", "Shopping", "News", and "More". A "Search tools" button is located to the right of these tabs. A red arrow points from the "Search tools" button to a dropdown menu that is open, showing various time filters: "Any time" (selected), "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Custom range...". A red circle with the number "1" is around the "Search tools" button. Another red circle with the number "2" is around the "Custom range..." option. Below the dropdown menu, there are search results. The first result is from Wikipedia, titled "Mary Schapiro". The second result is from Businessweek, titled "Mary Schapiro: Out of the SEC and Into the Shadows". A red arrow points from the "Custom range..." option to the Businessweek result. On the right side of the page, there is a knowledge panel for "Mary Schapiro", showing her photo, title "Acting Chairman of Securities and Exchange Commission", and biographical information. A red circle with the number "1" is around the "Mary Schapiro" title in the knowledge panel.

Google dmrussell@gmail.com

Web Images Maps Shopping News More **Search tools**

Any time ▾ All results ▾ San Antonio, TX ▾

✓ Any time
Past hour
Past 24 hours
Past week
Past month
Past year
Custom range...

[Wikipedia, the free encyclopedia](#)
Mary Schapiro ▾
June 19, 1955) served as the 29th Chairman of the U.S. Securities and Exchange Commission (SEC). She was appointed by President Barack Obama on January 27, 2009. [- Career prior to the SEC - SEC Chairman - References](#)

[Chairman Mary L. Schapiro](#)
[commissioner/schapiro.htm](#) ▾
29th Chairman of the U.S. Securities and Exchange Commission. She was appointed by President Barack Obama on January 27, 2009.

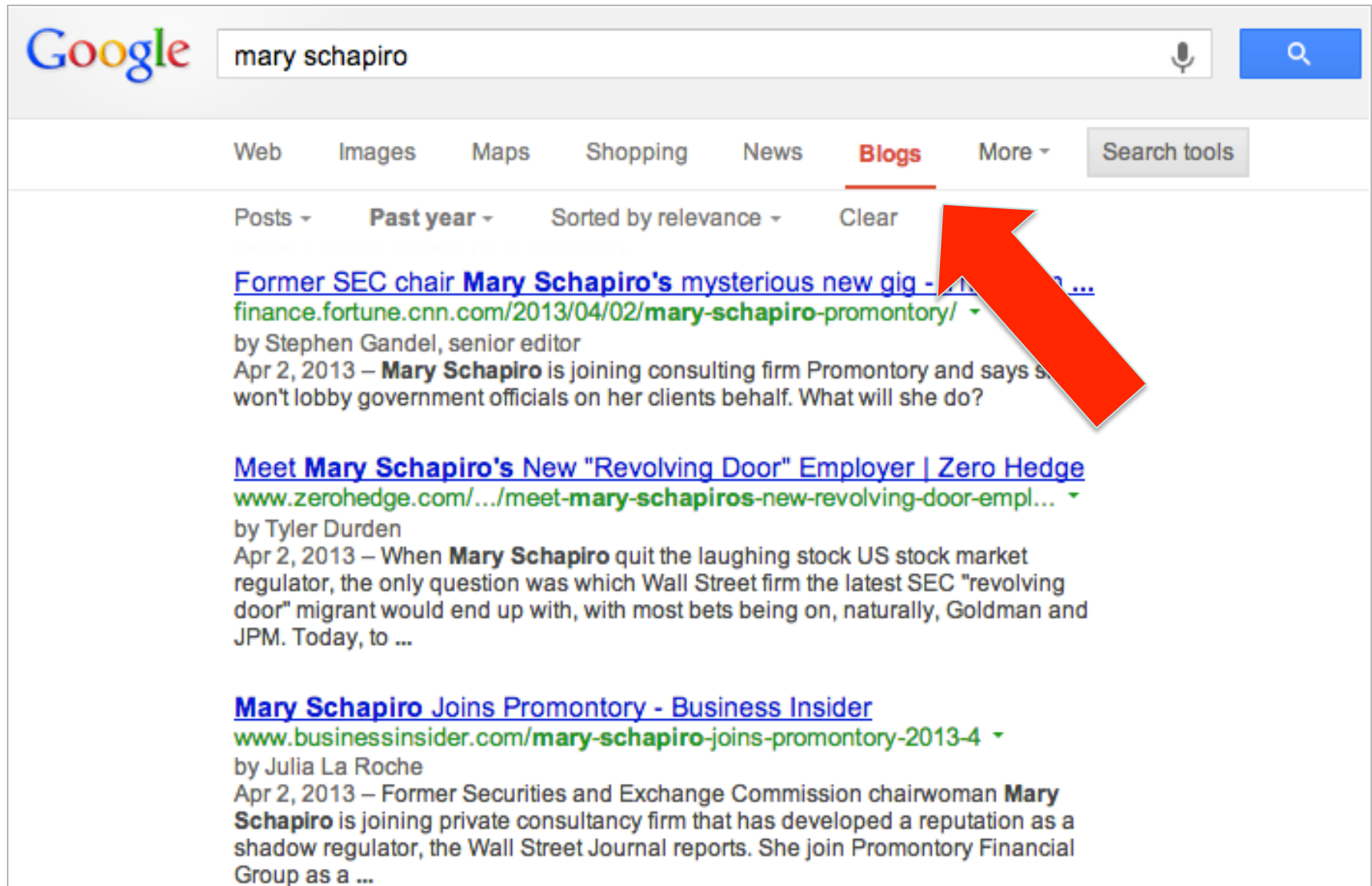
[Mary Schapiro: Out of the SEC and Into the Shadows - Businessweek](#)
[www.businessweek.com/.../mary-schapiro-out-of-the-sec-and-into-the-shadows](#)
Apr 2, 2013 — After 25 years as a regulator, **Mary Schapiro**, most recently chairman of the U.S. Securities and Exchange Commission, is switching sides. Well ...

Mary Schapiro
Acting Chairman of Securities and Exchange Commission

Mary L. Schapiro served as the 29th Chairman of the U.S. Securities and Exchange Commission. She was appointed by President Barack Obama, and assumed the Chairmanship on January 27, 2009. [Wikipedia](#)

Born: June 19, 1955 (age 58), [New York](#)
Office: Chairperson, Securities and Exchange Commission since 2009
Party: Democratic Party
Education: [The George Washington University Law School](#) (1980), [More](#)

Combine date restrict with content type



The screenshot shows a Google search interface. The search bar contains the text "mary schapiro". Below the search bar, the navigation tabs include "Web", "Images", "Maps", "Shopping", "News", "Blogs" (which is highlighted with a red underline), and "More". To the right of these tabs is a "Search tools" button. Below the navigation tabs, there are filters for "Posts", "Past year" (highlighted), "Sorted by relevance", and a "Clear" button. A large red arrow points from the "Clear" button towards the search results. The search results are displayed as a list of blog posts. The first result is titled "Former SEC chair Mary Schapiro's mysterious new gig - finance.fortune.cnn.com/2013/04/02/mary-schapiro-promontory/" and is by Stephen Gandel, dated Apr 2, 2013. The second result is titled "Meet Mary Schapiro's New 'Revolving Door' Employer | Zero Hedge" and is by Tyler Durden, dated Apr 2, 2013. The third result is titled "Mary Schapiro Joins Promontory - Business Insider" and is by Julia La Roche, dated Apr 2, 2013.

Google

mary schapiro

Web Images Maps Shopping News **Blogs** More Search tools

Posts Past year Sorted by relevance Clear

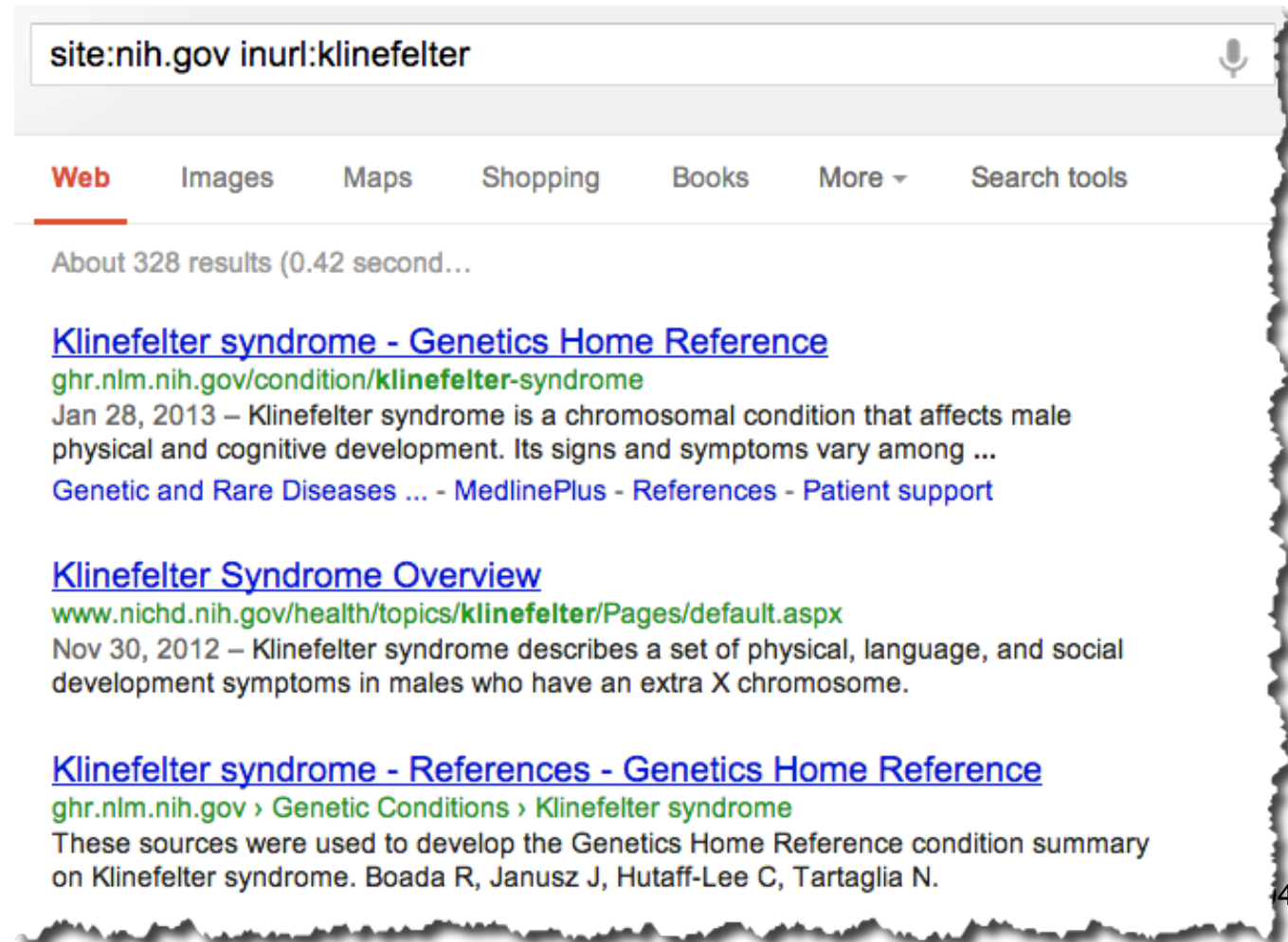
[Former SEC chair Mary Schapiro's mysterious new gig - finance.fortune.cnn.com/2013/04/02/mary-schapiro-promontory/](#)
by Stephen Gandel, senior editor
Apr 2, 2013 – **Mary Schapiro** is joining consulting firm Promontory and says she won't lobby government officials on her clients behalf. What will she do?

[Meet Mary Schapiro's New "Revolving Door" Employer | Zero Hedge](#)
[www.zerohedge.com/.../meet-mary-schapiros-new-revolving-door-empl...](#)
by Tyler Durden
Apr 2, 2013 – When **Mary Schapiro** quit the laughing stock US stock market regulator, the only question was which Wall Street firm the latest SEC "revolving door" migrant would end up with, with most bets being on, naturally, Goldman and JPM. Today, to ...

[Mary Schapiro Joins Promontory - Business Insider](#)
[www.businessinsider.com/mary-schapiro-joins-promontory-2013-4](#)
by Julia La Roche
Apr 2, 2013 – Former Securities and Exchange Commission chairwoman **Mary Schapiro** is joining private consultancy firm that has developed a reputation as a shadow regulator, the Wall Street Journal reports. She join Promontory Financial Group as a ...

inurl: searches for a term within URL

inurl:



The screenshot shows a Google search interface. The search bar contains the text "site:nih.gov inurl:klinefelter". Below the search bar, there are tabs for "Web", "Images", "Maps", "Shopping", "Books", "More", and "Search tools". The "Web" tab is selected. Below the tabs, it says "About 328 results (0.42 second...)". The first search result is titled "Klinefelter syndrome - Genetics Home Reference" with a green URL "ghr.nlm.nih.gov/condition/klinefelter-syndrome". The snippet below the title reads: "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". The second search result is titled "Klinefelter Syndrome Overview" with a green URL "www.nichd.nih.gov/health/topics/klinefelter/Pages/default.aspx". The snippet below the title reads: "Nov 30, 2012 – Klinefelter syndrome describes a set of physical, language, and social development symptoms in males who have an extra X chromosome." The third search result is titled "Klinefelter syndrome - References - Genetics Home Reference" with a green URL "ghr.nlm.nih.gov > Genetic Conditions > Klinefelter syndrome". The snippet below the title reads: "These sources were used to develop the Genetics Home Reference condition summary on Klinefelter syndrome. Boada R, Janusz J, Hutaff-Lee C, Tartaglia N."

site:nih.gov inurl:klinefelter

Web Images Maps Shopping Books More ▾ Search tools

About 328 results (0.42 second...)

[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: requires that the text be in the body of page

The image is a screenshot of a Google search results page. The search bar at the top contains the query: `site:nih.gov inurl:klinefelter intext:bethesda`. Below the search bar, there are tabs for 'Web', 'Images', 'Maps', 'Shopping', 'More', and 'Search tools'. The 'Web' tab is selected. Below the tabs, it says 'About 27 results (0.43 second...)'. There are three search results listed. Each result has a blue title, a green URL, and a black snippet. Three red arrows point to the word 'Bethesda' in the snippets of the first three results.

site:nih.gov inurl:klinefelter intext:bethesda

Web Images Maps Shopping More Search tools

About 27 results (0.43 second...)

[Child Psychiatry Branch - NIMH](#)
intramural.nimh.nih.gov/chp/klinefelter.html
Oct 5, 2012 – Participation involves coming to the National Institutes of Health (NIH) in **Bethesda**, Maryland (just outside of Washington D.C.) for a one-day ...

["Klinefelter Syndrome" - Books Result](#)
www.ncbi.nlm.nih.gov/.../entrez?...%22Klinefelter%20Syndro... Share
PDQ Cancer Information Summaries [Internet]. **Bethesda** (MD): National Cancer Institute (US); 2002-. Dictionary of Cancer Terms. 2. Mac... Curie Bioscience ...

[Klinefelter Syndrome - MeSH - NCBI](#)
www.ncbi.nlm.nih.gov > NCBI > Literature
... Accessibility | Contact · National Center for Biotechnology Information, U.S. National Library of Medicine 8600 Rockville Pike, **Bethesda** MD, 20894 USA.

Combining 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,

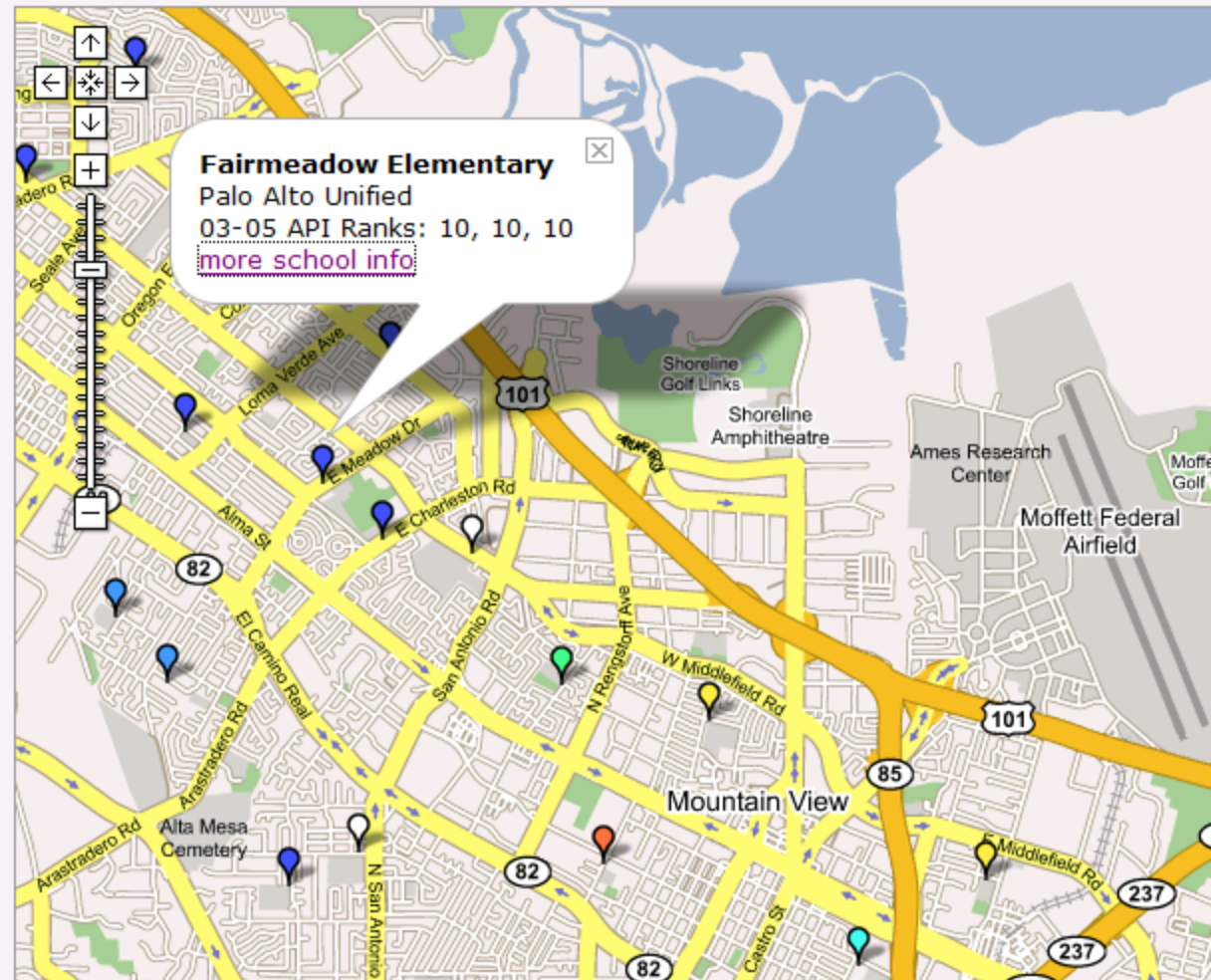
Mashups (IA)

<http://schoolperformancemaps.com/>

School Performance Maps: California

School Types: ☒ Elementary ☐ Secondary ☐ Other

Mapping 33 schools... done

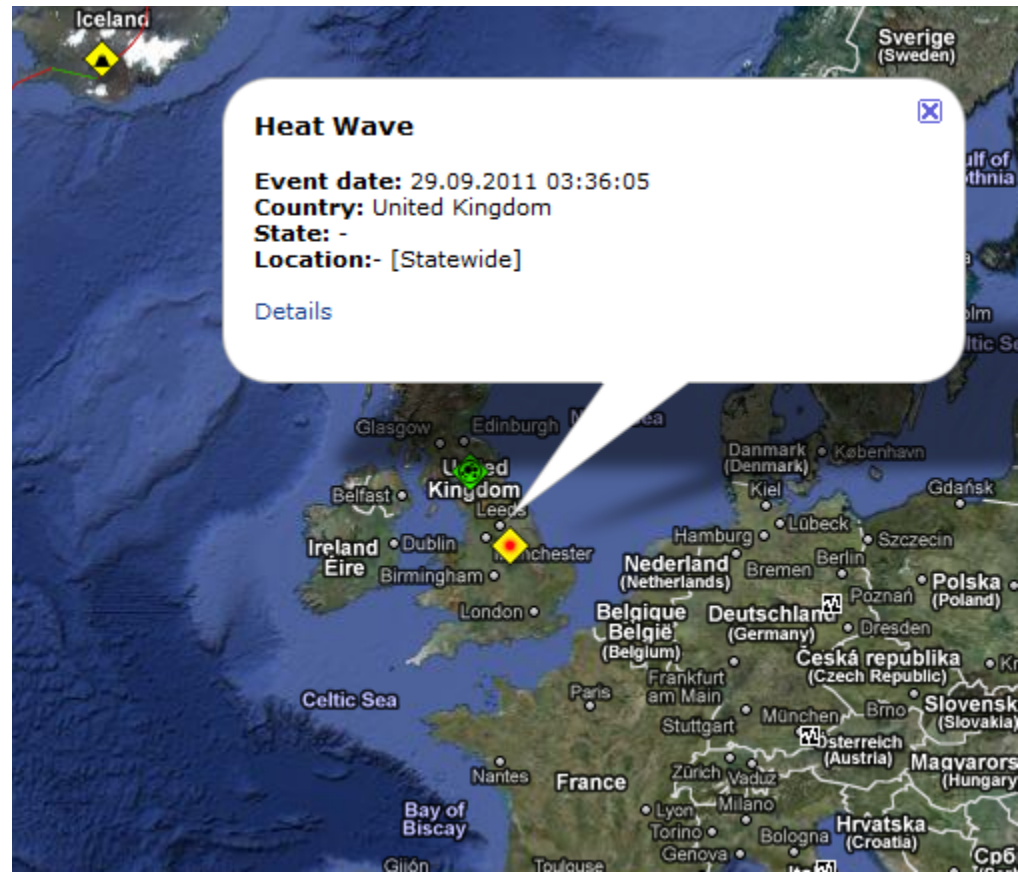


- Combines data from multiple sources into single view
- To find mashups:
[**mashup** <topic>]
- Examples:
[**mashup school performance**]

Question: Can you find a mashup...

- .. That shows current emergency situations worldwide?

- Do the following search: [mashup worldwide emergencies]
- <http://hisz.rsoe.hu/alertmap/index2.php?area=usa&lang=eng>



Key lesson 6

**Expert searchers know
the structure of their
information space.**

Key lesson 7

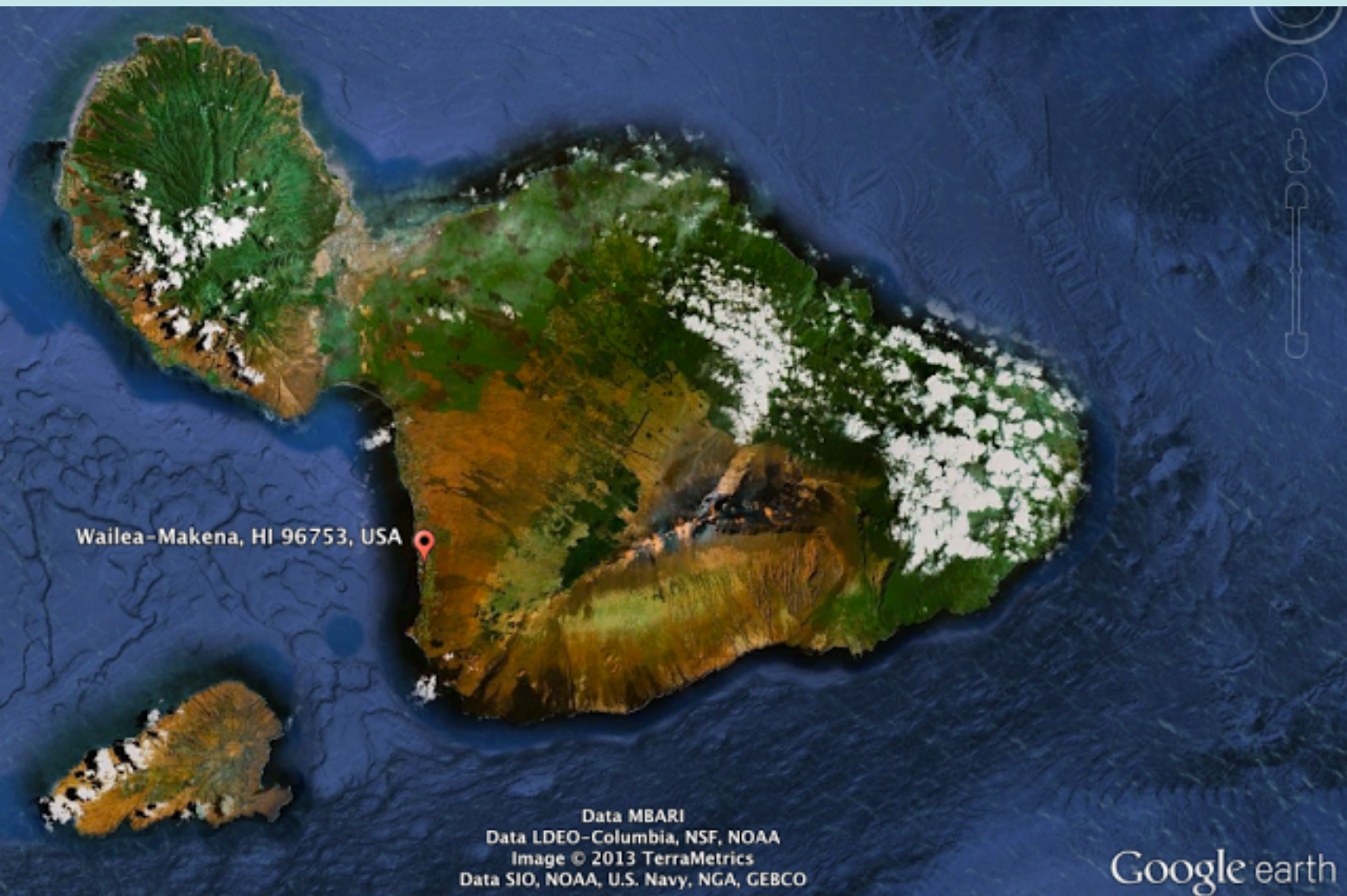
Expert searchers search for tools when they have a tool-shaped problem.

Strategy: *Search for tools to do the task....*

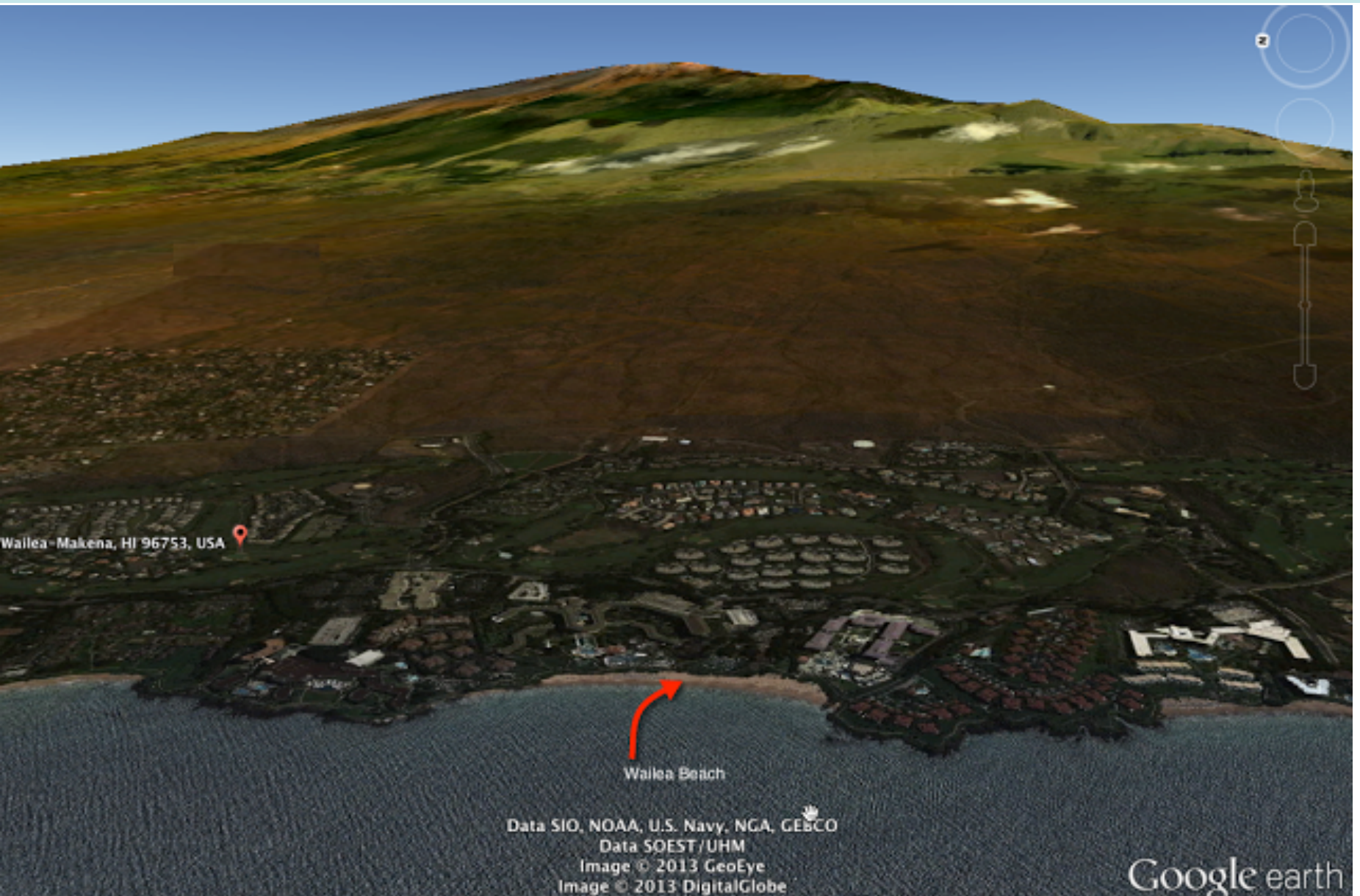
- Suppose you want to know... when will the sunlight hit the beach here?



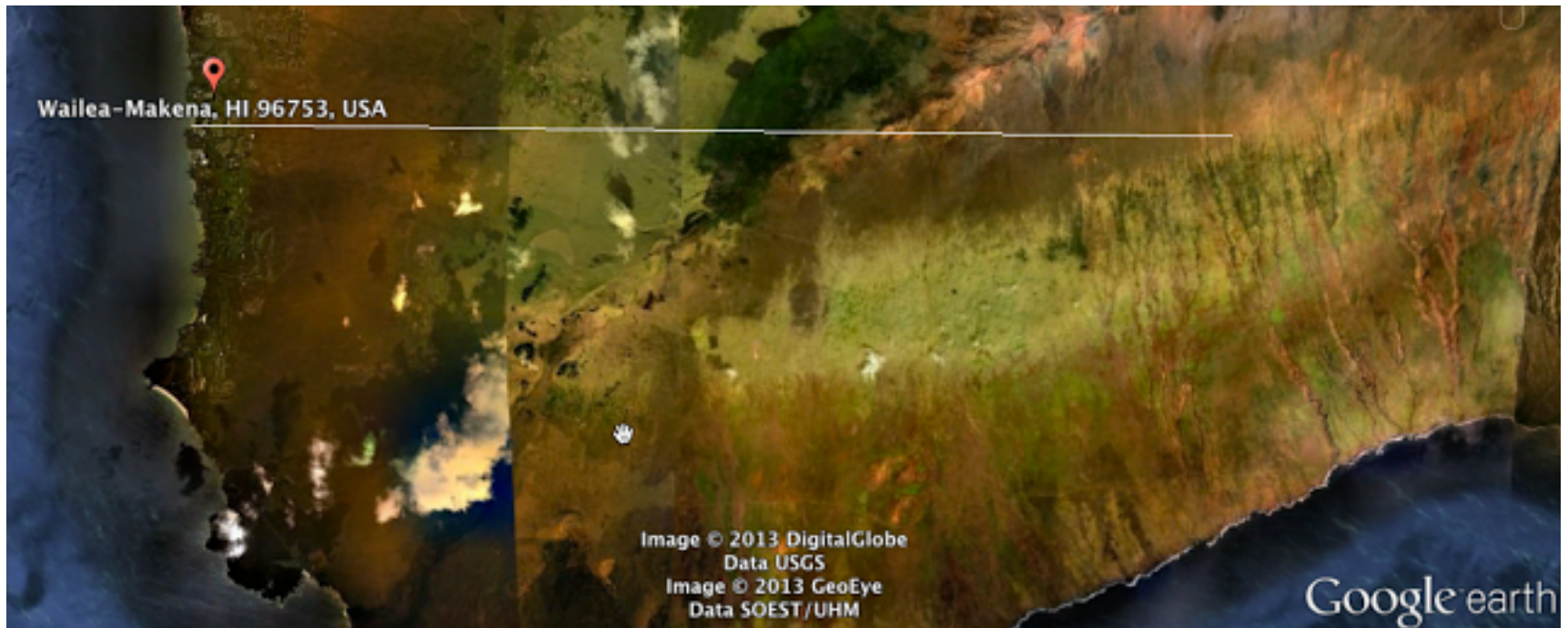
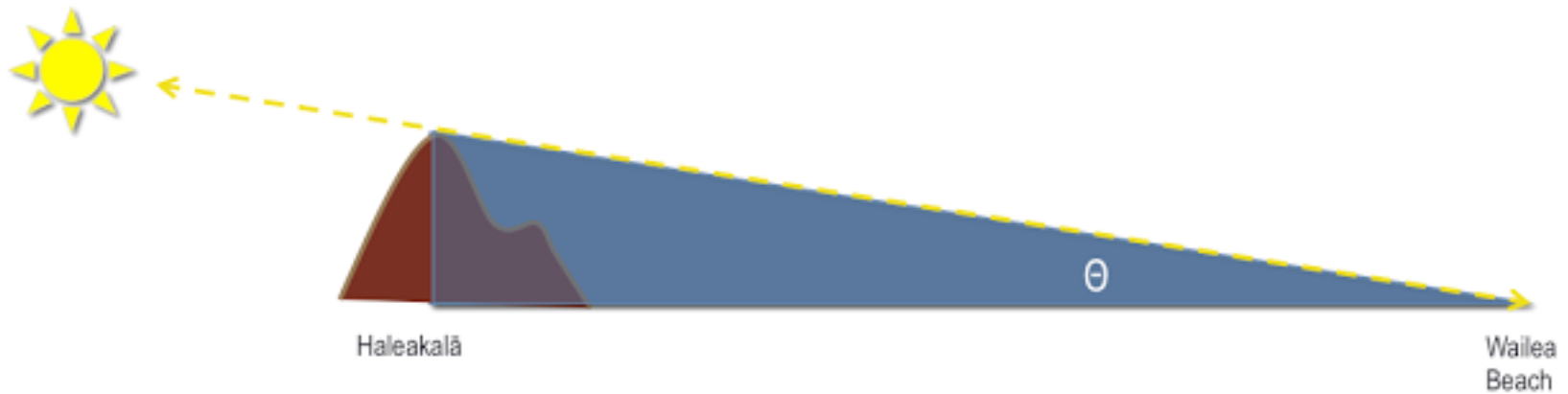
Where is the beach?



But there's giant mountain here: Haleakala

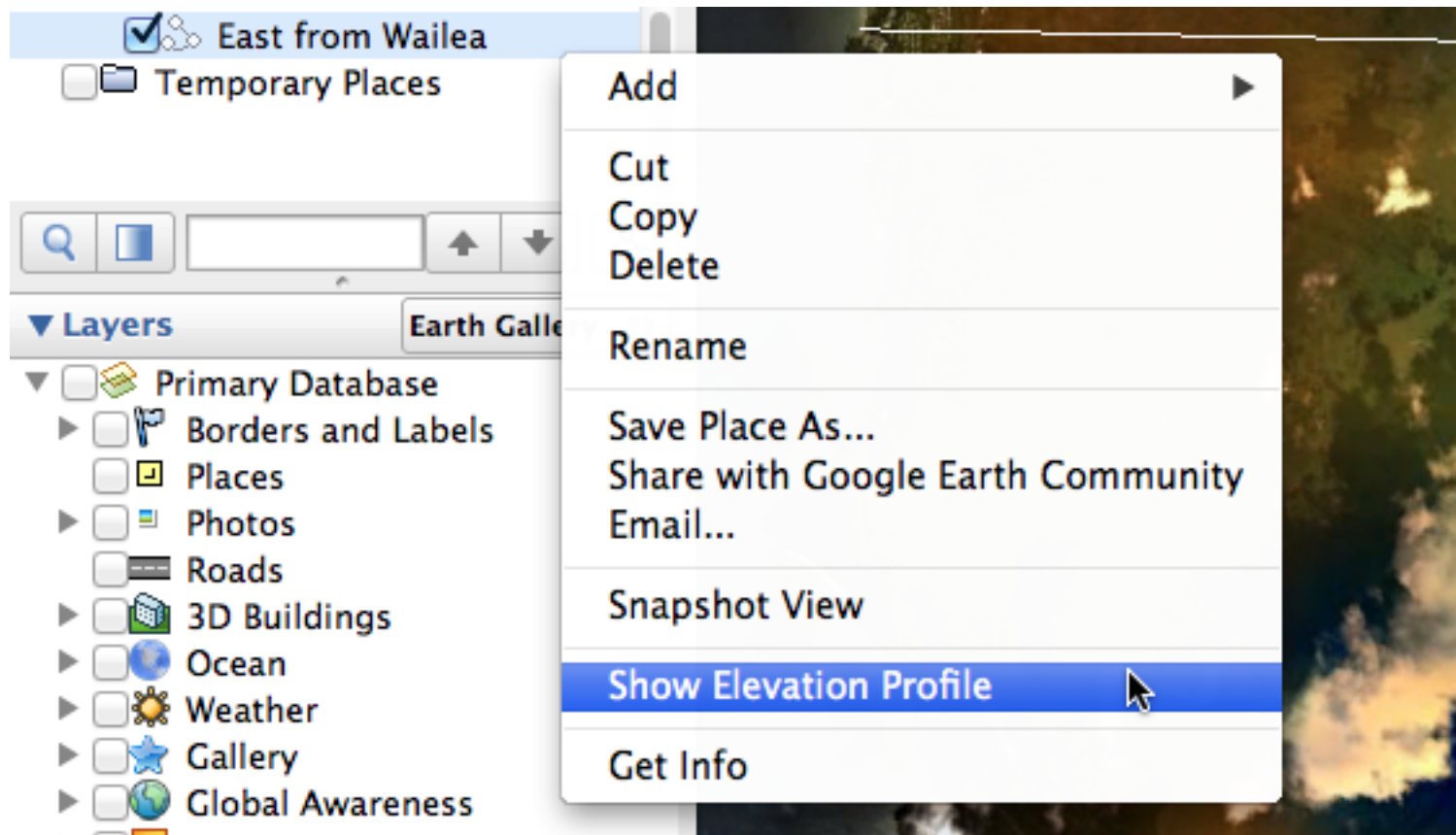


Some basic trig...

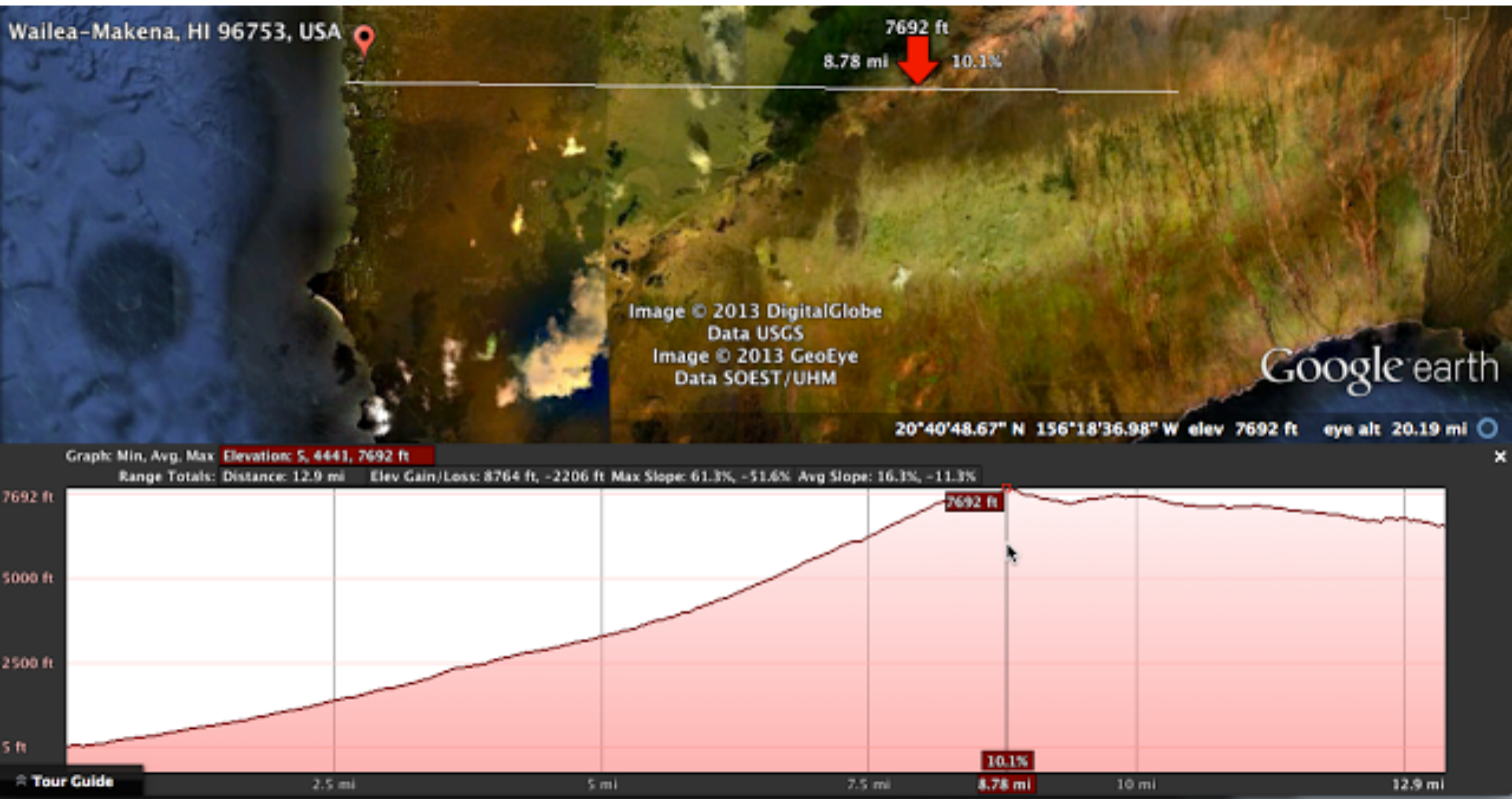


Search for a tool to do the heavy lifting

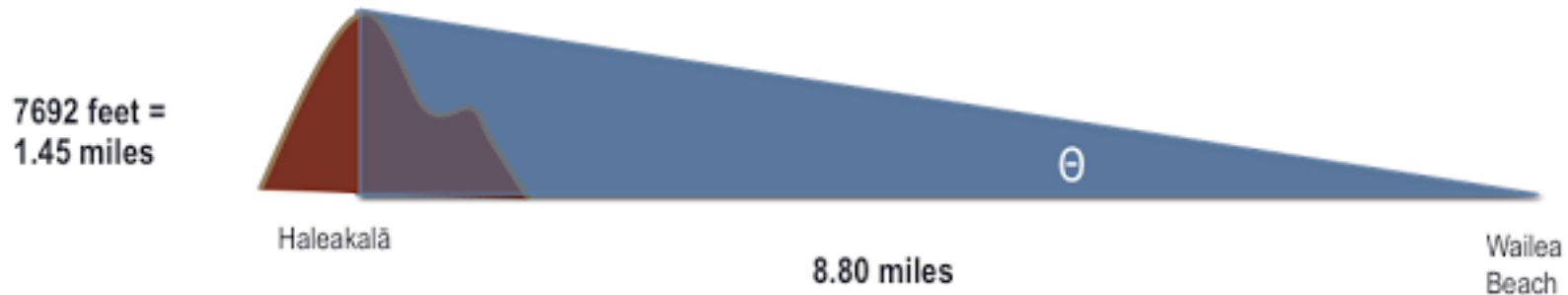
- Google Earth tools...



Elevation profile...



Plug in the numbers...



[trig identities]

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

[7692 feet in miles]

$$1.45 / 8.78 = \tan (\Theta)$$

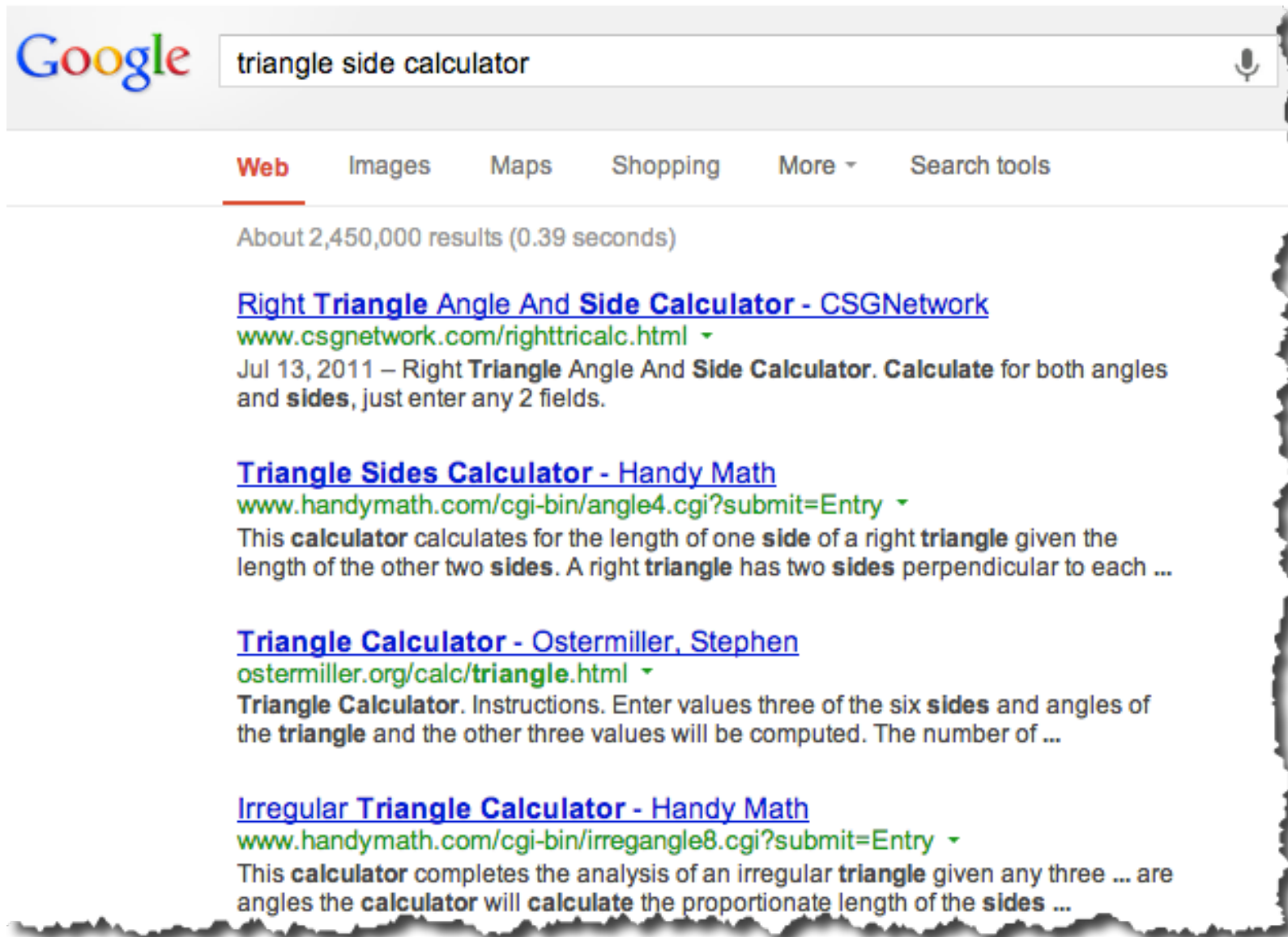
$$1.45 / 8.78 = 0.1651$$

[arctan (0.1651)]

Last step—how many minutes will it take the sun to climb 9.3749 degrees?

$$9.3749 / 0.27 = 34.7 \text{ minutes}$$

Or... you could just look for a tool to do it...





Wailea Beach, HI

7:42 AM

*** General principle: Look for tools** *(know what's possible)*

Can you find a way to graph the equation:

$$y = x^2 + \sin(x)$$

... just type it directly into Google

Google

Search

About 5,770,000,000 results (0.29 seconds)

Everything

Images

Maps

Videos

News

Shopping

Applications

More

Mountain View, CA

Change location

Any time

Past hour

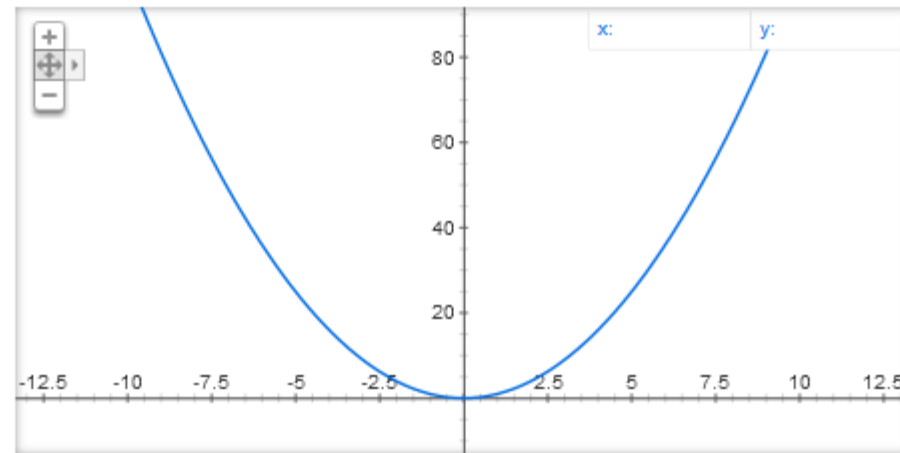
Past 24 hours

Past 2 days

Past week

Past month

Graph for x^2



[X2 \(2003\) - IMDb](#)

www.imdb.com/title/tt0290334/

★★★★★ Rating: 7.6/10 - 171,342 votes

The **X-Men** band together to find a mutant assassin who has made an attempt on the President's life, while the Mutant Academy is attacked by military forces.

Directed by [Bryan Singer](#). Starring [Patrick Stewart](#), [Hugh Jackman](#).

↳ [Full cast and crew](#) - [Alan Cumming](#) - [Memorable quotes](#) - [Trivia](#)



$x^{\sin(y)}$

Search

20 personal results. 25,800,000 other results.

Web

Images

Maps

Videos

News

Shopping

Discussions

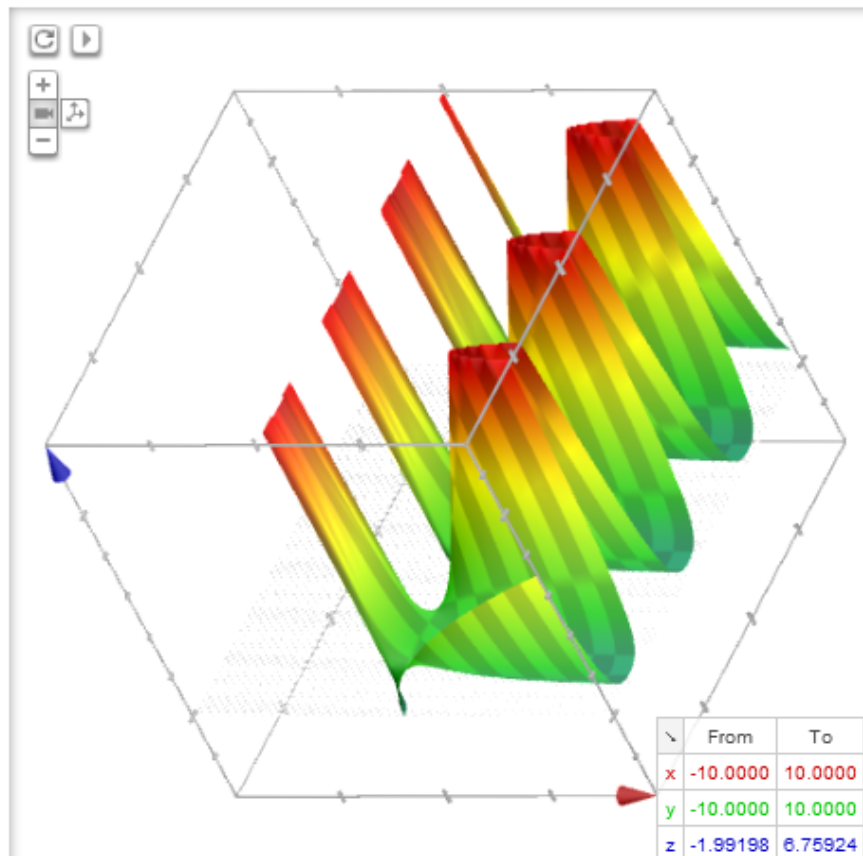
More

Palo Alto, CA

Change location

Show search tools

Graph for $x^{\sin(y)}$



* ***Calculator / Conversions***

- 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. $\text{Sin}(0.5) ** 2 = ??$

Calculator... answer

sin(0.5)

Web

Images

Maps

Shopping

More ▾

Search tools

About 70,900,000 results (0.45 second...)

sin(0.5 radians) =

0.4794255386

Rad		x!	()	%	AC
Inv	sin	ln	7	8	9	÷
π	cos	log	4	5	6	×
e	tan	√	1	2	3	-
Ans	EXP	x ^y	0	.	=	+

Conversions

- General pattern: [*number units1 in units2*]

Web

Images

Maps

Shopping

More ▾

Search tools

About 4,300,000 results (0.49 second...)

Length ▾

100

Meter ▾

=

0.0621371

Mile ▾

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.....*



Just to double check things you think you know...

Google  



20 000 leagues = 69 046.7669 miles

[More about calculator.](#)

Google  



diameter of the earth = 7 926.3352 miles

[More about calculator.](#)

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

[Web](#) [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼

Google alerts
beta

Search terms: [Preview results](#)

Type:

How often:

Volume:

Your email:

Monitor the Web for interesting new content

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Enter the topic you wish to monitor, then click preview to see the type of results you'll receive. Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

You can also [sign in to manage your alerts](#)

* *Google Trends*

- search volume patterns across specific regions, categories, time frames and properties

[Google Trends]

Explore trends

Hot searches

Search terms ?

× flu

× influenza

+ Add term

▸ Other comparisons

Limit to

Web Search ▸

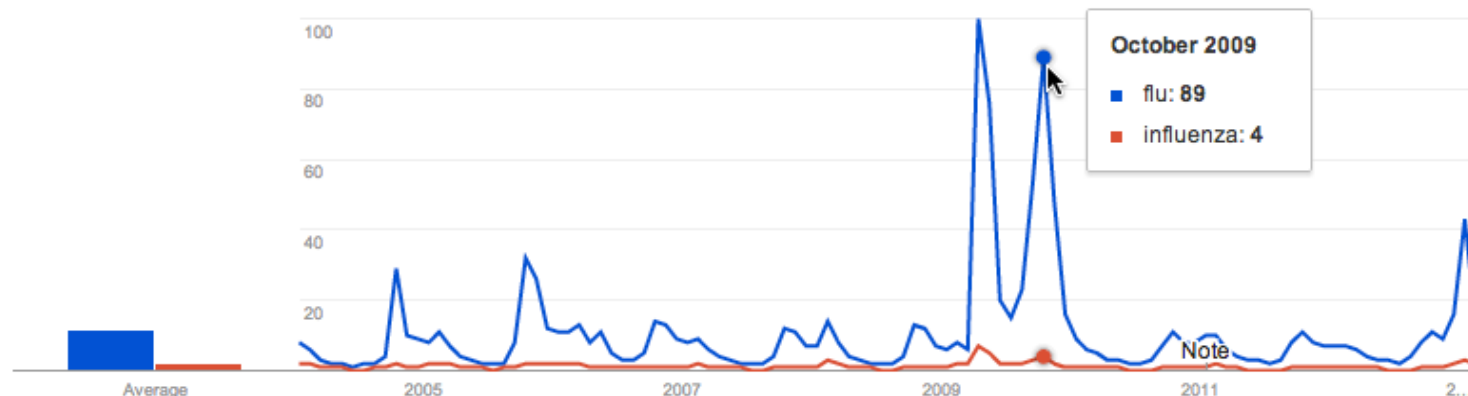
United States ▸

2004 - present ▸

All Categories ▸

Interest over time ?

The number 100 represents the peak search volume

☐ News headlines☐ Forecast ?

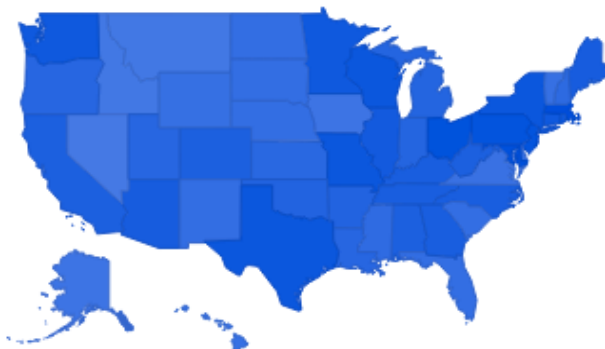
Embed

flu

influenza

Regional interest ?

Worldwide > United States



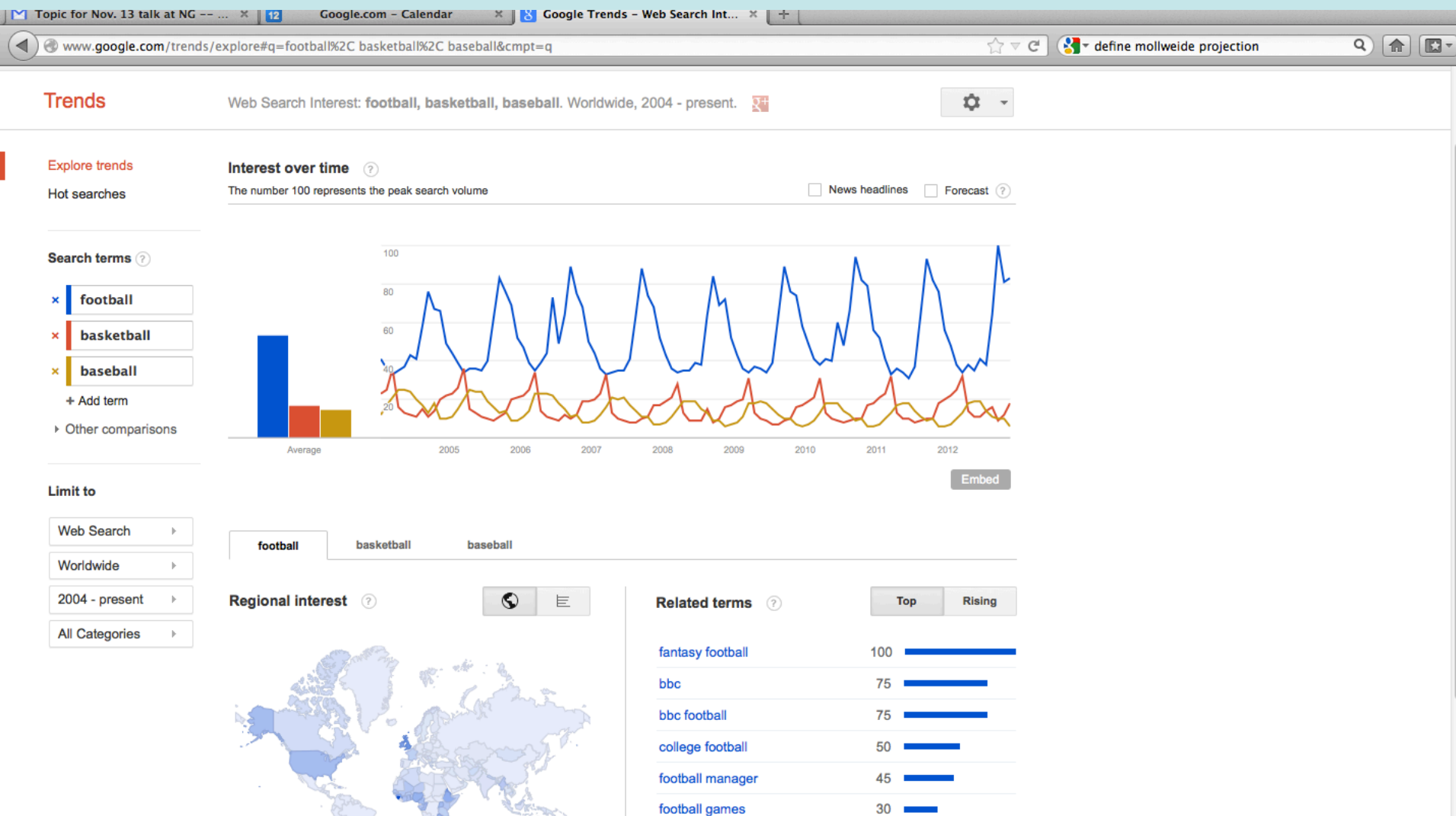
Related terms ?

Top

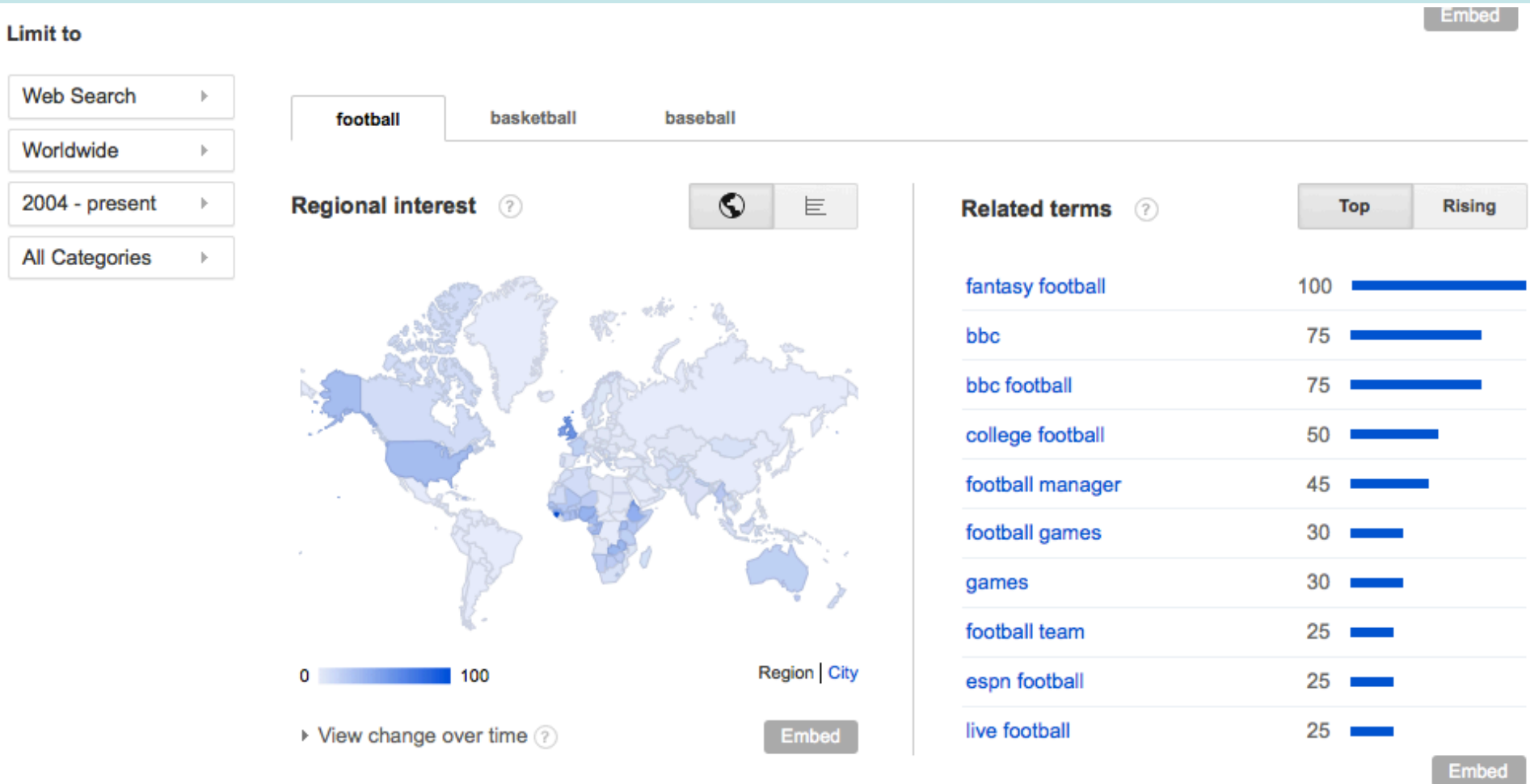
Rising

swine flu	100	<div></div>
flu symptoms	70	<div></div>
the flu	55	<div></div>
flu shot	45	<div></div>
symptoms swine flu	25	<div></div>
flu a	25	<div></div>
stomach flu	25	<div></div>
flu b	20	<div></div>

Trends [football, basketball, baseball]



Lower half: filter by region

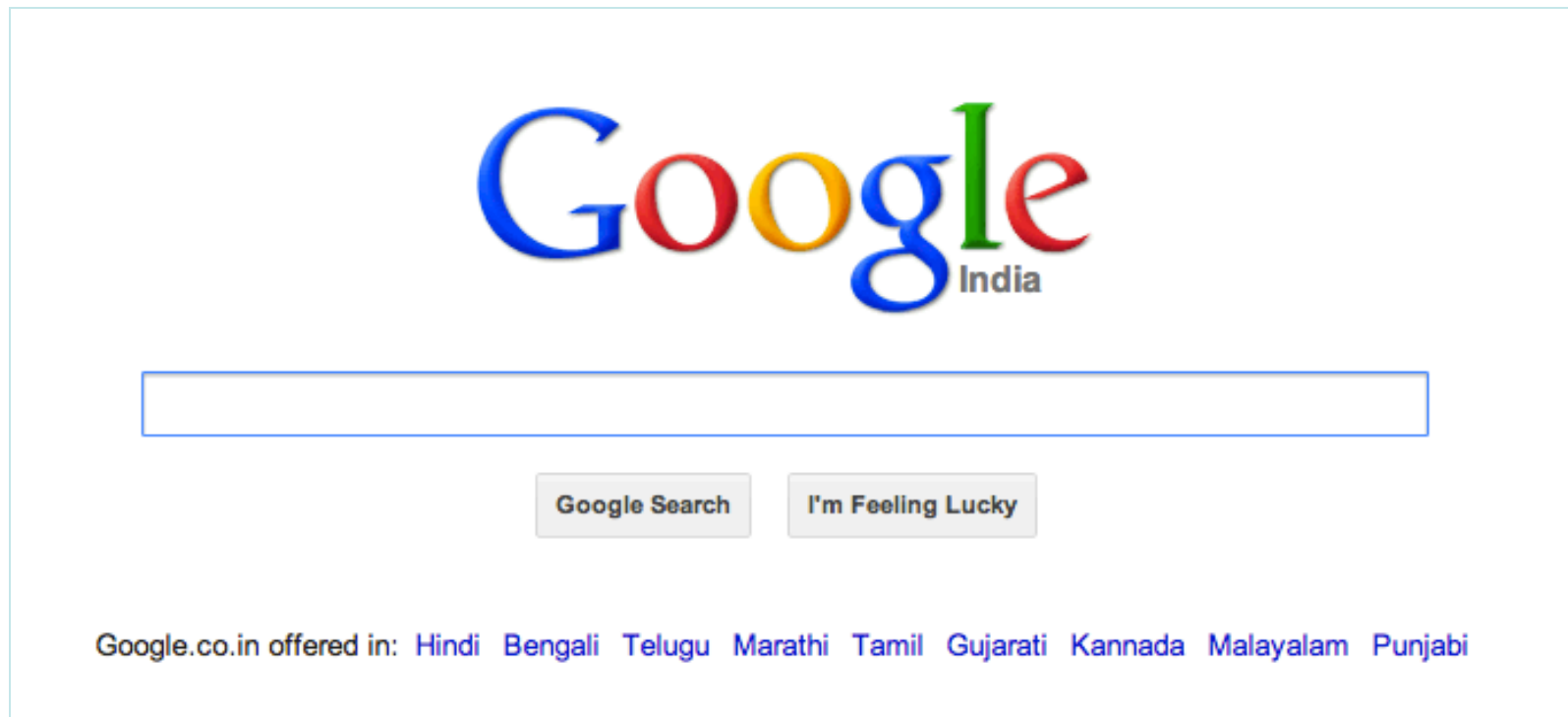


Methods to find information from other languages

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]

खोज

लगभग 53,600,000 परिणाम (0.27 सेकंड)

वेब

छवियां

नक्शे

समाचार

अधिक

...के पास खोजें

स्थान दर्ज करें

सेट करें

वेब

भारत के पृष्ठ

अनुवादित विदेशी पृष्ठ

अधिक खोज उपकरण

[Eurozone - Wikipedia, the free encyclopedia](#)

en.wikipedia.org/wiki/Eurozone - इस पृष्ठ का अनुवाद करें

The **eurozone** (About this sound pronunciation (help·info)), officially called the euro area, is an economic and monetary union (EMU) of 17 European Union (EU) ...

[Member states](#) - [Administration and representation](#) - [Economy](#) - [Bailout provisions](#)

[eurozone की छवियां](#) - छवियों की रिपोर्ट करें



[Euro Zone | Reuters.com](#)

www.reuters.com/subjects/euro-zone - इस पृष्ठ का अनुवाद करें

Israel's top diplomat scorns EU rebuke on Jerusalem settlement. JERUSALEM - Israel's foreign minister on Saturday dismissed criticism by the European Union ...

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....

Google
New Zealand

Google Search

I'm Feeling Lucky

Google.co.nz offered in: [Māori](#)

Google
Ireland

Google Search

I'm Feeling Lucky

Google.ie offered in: [Gaeilge](#)

Exceptions

- 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)

Different Googles to try...

- Fastest way to find country Google access?
 - [Google <country>]

Key lesson 7

Expert searchers search for tools when they have a tool-shaped problem.

Key lesson 8

**Know how to use
different media types.**

Every minute
100+ hours of video are uploaded

3 billion
videos watched every day

70%
of traffic is international



Breaking news on YouTube – youtube.com/citizentube

You Tube CITIZENTUBE



MONDAY, JULY 19, 2010

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.



About CitizenTube

CitizenTube is a feed of the latest breaking news videos on YouTube. If you've uploaded or discovered news footage, please tweet it to us (@citizentube) with as much context as you're able to provide.

Blog Archive

▼ 2010 (317)

▼ July (79)

[Citizens Capture Deadly Drug Trafficker-Mexican Ar...](#)

[Wildfire Scorches Central Washington State](#)

[San Francisco Police Knock Out Resisting Suspect](#)

[Singaporeans Fret Over 3rd Flash Flood in 30 Days](#)

[India Train Crash Kills 61, Sabotage Not Ruled Out...](#)

[Scaffolding Collapse Delays Central American Games...](#)

[Convict Loses in Oakland Freeway Shootout with Hig...](#)

[Cyclone Dumps Thousands of Mollusks on Pakistan Be...](#)

[Climate Change Protestors Shut Down](#)

YouTube Trends – the “watercooler of the web”


www.youtube.com/trends

YouTube Trends

Discover your own YouTube Trends

Glide 2

by StraylightUK



0:05 / 1:56

240p

YouTube

4 @ 4 PM

Frozen Train Station

Camera films a train station in slow motion as it whizzes past for a unique effect. The video was posted in August.

by StraylightUK | undefined 03, 2010

568,154 views

I Hope This Gets T...

Frozen Train Station

Pray

Comfortably Numb

Newsroom


How the TSA Went 'Viral' on YouTube

By Kevin Allocca 12:06 PM | Dec 3, 2010 | Categories: Newsroom

The Transportation and Security Administration has been a hot topic in the past month, and today our top trending video is footage captured at an Oklahoma City airport of wheel-chair bound Tammy Banovac, who stopped to her underwear to avoid a search. That clip, which you can [view directly here](#), has been viewed over a million times in the past day.

Airport Security TSA - Longest line ever!

by omgspencer



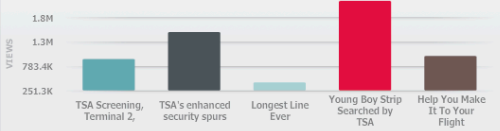
0:05 / 0:24

360p

YouTube

Most Viewed 'TSA' Videos

Click graphs to watch



Video Title	Views
TSA Screening, Terminal 2	783.4K
TSA's enhanced security spurs	1.3M
Longest Line Ever	251.3K
Young Boy Strip Searched by TSA	1.8M
Help You Make It To Your Flight	783.4K

Trending Topics

- Turkey Host Blows
- Bruno Mars Grenade
- Qatar Uzbekistan Football Miss in History
- Susan Boyle On The View
- Chris Brown Bow Wow Official
- Cleveland LeBron James

Top 10 Searches

- Tom Cruise
- America's Future
- Baby Otters
- Lady Gaga
- How To

Most Shared

Christmas Food Court Flash Mob, Hallelujah Chorus...

Cats Playing Patty-Cake, What They Were Saying...

Best of '10











Most Watched Movie Trailers of the Year

By Kevin Allocca 3:54 PM | Categories: Best of '10

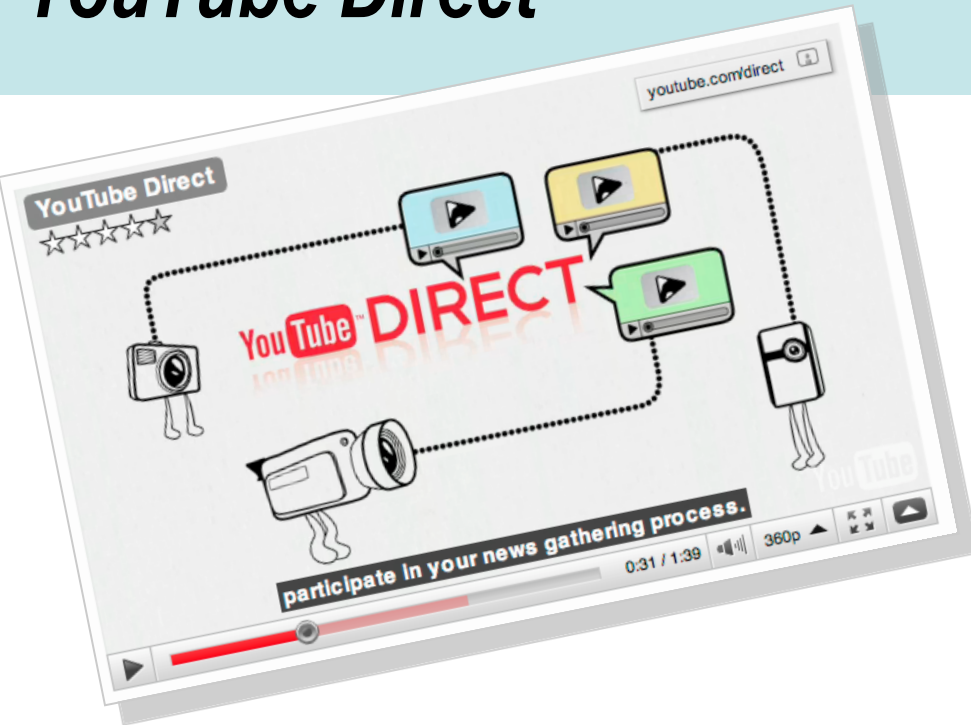
MUST RE-ENTER NUMBERS

As movie trailers go, 2010 was dominated on YouTube by 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:

This Year	Trailer	US Views
1	 THE TWILIGHT SAGA: ECLIPSE - Trailer by OfficialTwilightFilm	5.23 M
2	 Clash of the Titans CHOOSE (30sec Spot) Now Pla... by clashofthetitans	4.72 M
3	 Harry Potter and the Deathly Hallows Trailer Offi... by cleverTV	2.94 M
4	 Watch the new THE KARATE KID Trailer in HD by SonyPictures	2.62 M
5	 'The Expendables' Trailer HD by hollywoodstreams	2.19 M
6	 The Virginity Hit - In Theaters 9/10 by virginityhit	2.18 M
7	 Iron Man 2 Trailer 2 (OFFICIAL) by MARVEL	2.13 M
8	 Despicable Me - Trailer 6 by DespicableMeMovie	1.69 M
9	 Toy Story 3: Trailer 2 by DisneyMovieTrailers	1.58 M
10	 'Resident Evil: Afterlife' Trailer HD by hollywoodstreams	1.37 M

YouTube Direct



youtube.com/direct

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.

"Going Rogue" special: Can Sarah Palin make a political comeback? Would that be good or bad for the GOP?

Share this



Print Email



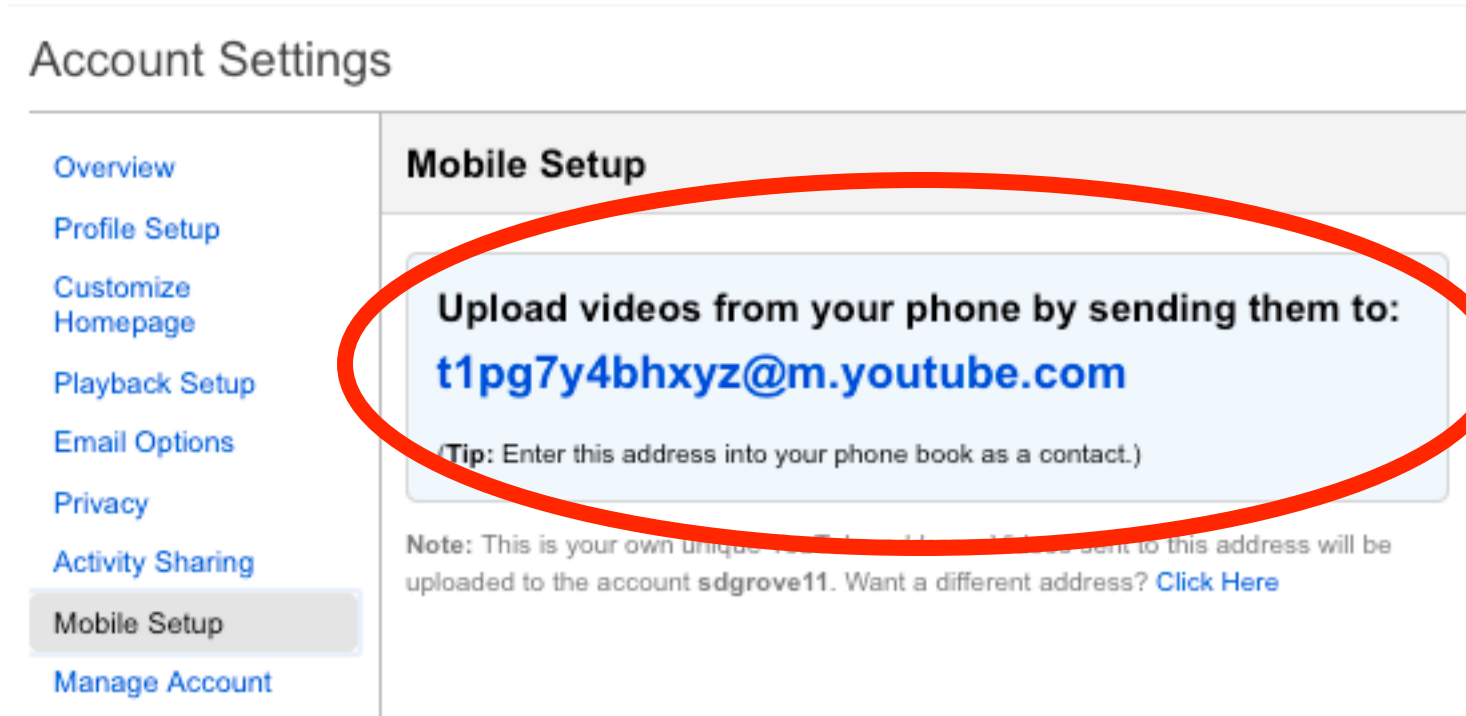
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PROJECT POLITICO

Want your opinion to be seen and heard? Be a part of the conversation by sharing your video feedback with POLITICO.

Submit Your Video

Email uploads: www.youtube.com/account



The image is a screenshot of the YouTube 'Account Settings' page, specifically the 'Mobile Setup' section. On the left, there is a sidebar with navigation links: Overview, Profile Setup, Customize Homepage, Playback Setup, Email Options, Privacy, Activity Sharing, Mobile Setup (which is highlighted with a grey background), and Manage Account. The main content area is titled 'Mobile Setup' and contains a light blue box with the text: 'Upload videos from your phone by sending them to: **t1pg7y4bhxyz@m.youtube.com**'. Below this, a tip says '(Tip: Enter this address into your phone book as a contact.)'. At the bottom of the main area, a note states: 'Note: This is your own unique address. All videos sent to this address will be uploaded to the account sdgrove11. Want a different address? [Click Here](#)'. A large red oval is drawn around the email address and the tip text.

Account Settings

Overview
Profile Setup
Customize Homepage
Playback Setup
Email Options
Privacy
Activity Sharing
Mobile Setup
Manage Account

Mobile Setup

Upload videos from your phone by sending them to:
t1pg7y4bhxyz@m.youtube.com

(Tip: Enter this address into your phone book as a contact.)

Note: This is your own unique address. All videos sent to this address will be uploaded to the account sdgrove11. Want a different address? [Click Here](#)

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21

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News


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EDU > All Categories ▾




Solving Systems Graphically
by [khanacademy](#)
Some practice solving systems graphically!

2:22



Hurricane Sandy
by [NASATelevision](#)
Space Station Cameras Capture Views of Approaching Huric...

8:33

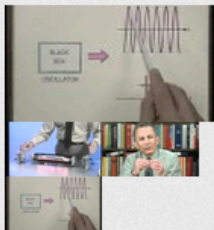


Teenage life in ancient Rome
by [TEDEducation](#)
Welcome to the world of Lucius Popidius Secundus, a 17-ye...

6:35

University »

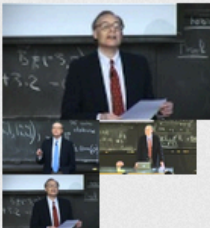
1 of 3



MIT Understanding Lasers and
COURSE by MIT



Iain Banks, in conversation with The
by OUlearn



MIT 9.00SC Introduction to
COURSE by MIT



Public Sociology, Live!
COURSE by UCBerkeley

YouTube

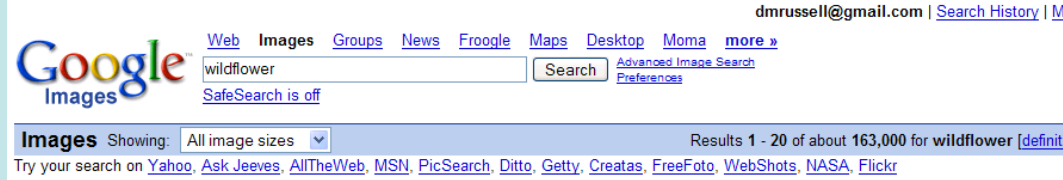
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University & College 1 of 10

Images




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

- Example:

- <http://www.nasa.gov/multimedia/imagegallery/index.html>
- As an alternative [[Hubble images site:usgs.gov](http://hubbleimagesite.usgs.gov)] – in image search



Creative Commons filtering on Google

 **Advanced Image Search** [About Google](#)

Find results
related to **all** of the words
related to the **exact phrase**
related to **any** of the words
not related to the words

Content types
Size
Exact size
Aspect ratio
Filetypes
Coloration
Domain
Usage Rights
Safe Search

Return images that contain

Return images that are

Return images exactly the size

Return images with an aspect ratio that is

Return only image files formatted as

Return only images in

Return images from the site or domain

Return images that are

☐ No filtering

☒ Use moderate filtering

☐ Use strict filtering

☒ any content ☐ news content ☐ faces ☐ photo content
☐ clip art ☐ line drawings

Any size
Width: Height: [Use my desktop size](#)
Any aspect ratio
any filetype
any colors

not filtered by license [More info](#)
not filtered by license
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labeled for commercial reuse
labeled for reuse with modification
labeled for commercial reuse with modification

©2010 Google

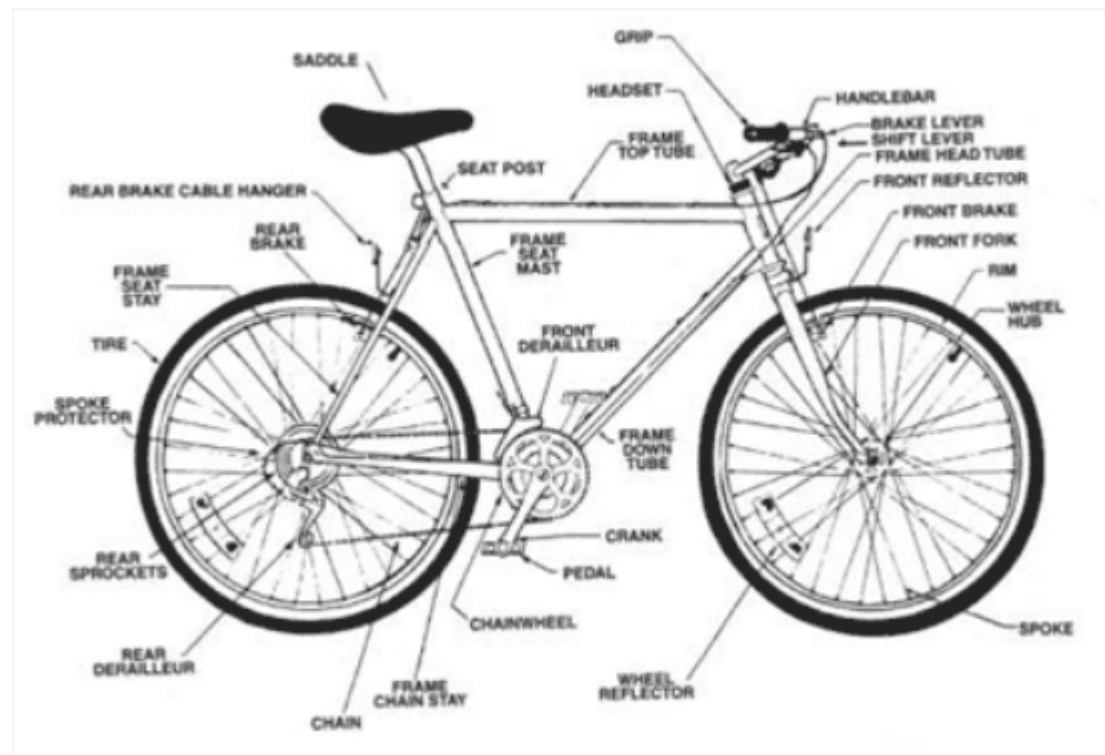
Tactic: Clever Images Trick

- What's that part of the bike called?



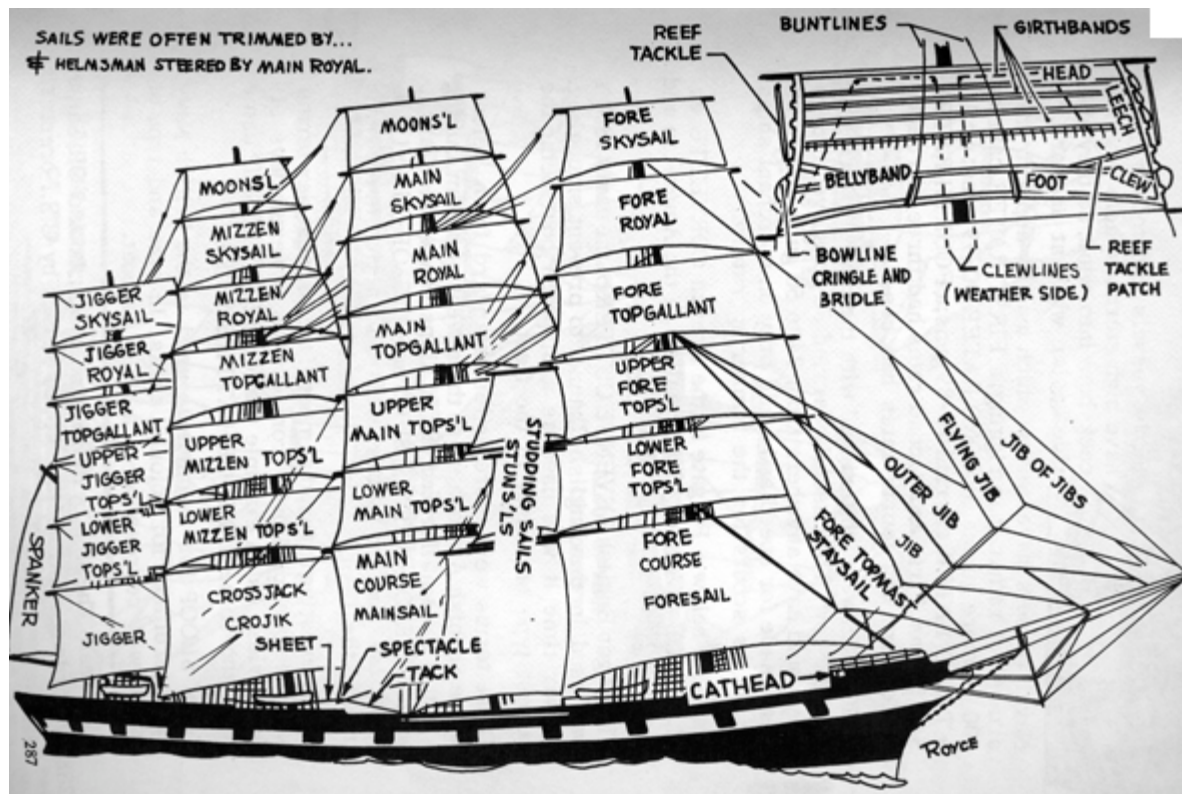
Go to Images, search for a diagram

- [bike diagram]



What's the topmost sail, first mast on a clipper ship??

- [ship sail diagram]



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★★★★★

0 Reviews

[Write review](#)**Sharks, Skates, and Rays of the Gulf of Mexico: A Field Guide**

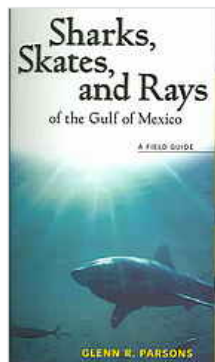
By Glenn R. Parsons

manta ray

Go

[About this book](#)Result 2 of 10 in this book for manta ray - [Previous](#) [Next](#) - [View all](#)**Manta ray**, *Manta birostris*

CHARACTERS: The manta is the world's largest ray. It is readily recognized by its very large head; large, hornlike cephalic fins; a deeply concave head between the cephalic fins; a terminal mouth; a very short, slender tail usually with no spine; a disc wider than it is long; and pointed pectorals. The color is blackish, reddish, or brownish above occasionally with white shoulder patches. The ventral surface is white occasionally with gray blotches.

[Preview this item](#)

Sharks, skates, and rays of the Gulf of Mexico : a field guide

Author: [Glenn R Parsons](#)

Publisher: Jackson [Miss.] : University Press of Mississippi, 2006.

Edition/Format: Book : English [View all editions and formats](#)Summary: Features full-colour photography, complemented by line-drawings and keys that help the reader identify various species. Each group is arranged by family, with entries featuring: full-colour [Read more...](#)Rating: ☆☆☆☆☆ (not yet rated) [0 with reviews - Be the first.](#)

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- Usually want to use advanced search here



Scholar



sensemaking Russell



Scholar

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Sort by relevance

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☒ Create alert

[The cost structure of sensemaking](#)

[DM Russell](#), MJ Stefik, P Pirolli, SK Card - ... 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 357 Related articles All 11 versions Cite

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[\[PDF\] The sensemaking process and leverage points for analyst technology as identified through cognitive task analysis](#)

P Pirolli, S Card - Proceedings of International Conference on ..., 2005 - vadl.cc.gatech.edu

... **Russell** et al. (1993) have explicated the inner re- representational **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. ...

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[PDF] from gatech.edu

[Making sense of sensemaking](#)

GW Fumas, [DM Russell](#) - CHI'05 extended abstracts on Human factors in ..., 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 " ...

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[PDF] from umich.edu

[\[PDF\] Sensemaking for the rest of us](#)

[DM Russell](#), R Jeffries, L Irani - Sensemaking Workshop at CHI, 2008 - comp.dit.ie

ABSTRACT **Sensemaking** is simple—it's the way people go about their process of collecting, organizing and creating representations of complex information sets, all centered around some problem they need to understand. While there are a number of tools and systems to ...

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[Supporting insight-based information exploration in intelligence analysis](#)

J Gersh, B Lewis, J Montemayor, C Piatko... - Communications of the ..., 2006 - dl.acm.org

... Christine Piatko, **Russell** Turner. ... back to top. Capturing the exploratory search process can help represent analytical insight. back to top. We are interested in the role of exploratory search in the intelligence analysis process, especially its role in **sensemaking**: how can exploring a ...

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Automation of legal **sensemaking** in e-discovery

C Hogan, RS Bauer... - Artificial Intelligence and Law, 2010 - Springer

... 1 Often "**sense-making**". 436 C. Hogan et al. 123 Page 7. ... The central process for any legal reasoning can be seen as that of a **sensemaker** seeking to answer task-specific questions. ... 3. This '**sensemaking** loop' can be formulated as a learning task (Russell et al. 1993). ...

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Discovery-led refinement in e-discovery investigations: **sensemaking**, cognitive ergonomics and system design

S Attfield... - Artificial Intelligence and Law, 2010 - Springer

... **Sensemaking** has been described as "the reciprocal interaction of information seeking, meaning ascription and ... Characteristically, **sense-making** involves a bi-directional interaction between engagement with data (ie bottom-up ... 2006, 2007; Pirolli and Card 2005; Russell et al. ...

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Buckley v. Valeo

424 US 1, 96 S. Ct. 612, 46 L. Ed. 2d 659 - Supreme Court, 1976 - Google Scholar

424 US 1 (1976). BUCKLEY ET AL. v. VALEO, SECRETARY OF THE UNITED STATES SENATE, ET AL. No. 75-436. Supreme Court of United States. Argued November 10, 1975. Decided January 30, 1976. [*]. APPEAL FROM ...

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[Roe v. Wade](#)

410 US 113, 93 S. Ct. 705, 35 L. Ed. 2d 147 - Supreme Court, 1973 - Google Scholar

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This Texas federal appeal and its Georgia companion, Doe v. Bolton, post, p. 179, present constitutional challenges to state criminal abortion legislation. The Texas statutes under attack here are typical of those that have been in effect in many States for approximately a century. The Georgia ...

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[Roe v. Wade](#)

314 F. Supp. 1217 - Dist. Court, ND Texas, 1970 - Google Scholar

1220 Defendant challenges the standing of each of the plaintiffs to bring this action. However, it appears to the Court that Plaintiff **Roe** and plaintiff-intervenor Hallford occupy positions vis-a-vis the Texas Abortion Laws sufficient to differentiate them from the general public. ...

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[Maher v. Roe](#)

432 US 464, 97 S. Ct. 2376, 53 L. Ed. 2d 484 - Supreme Court, 1977 - Google Scholar

... The court found implicit in **Roe v. Wade**, 410 US 113 (1973), and Doe v. Bolton, 410 US 179 (1973), the view that "abortion and childbirth, when stripped of the sensitive moral arguments surrounding the abortion controversy, are simply two alternative medical methods of ...

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[Harris v. McRae](#)

448 US 297, 100 S. Ct. 2671, 65 L. Ed. 2d 784 - Supreme Court, 1980 - Google Scholar

... We address first the appellees' argument that the Hyde Amendment, by restricting the availability of certain medically necessary abortions under Medicaid, impinges on the "liberty" protected by the Due Process Clause as recognized in **Roe v. Wade**, 410 US 113, and its progeny ...

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- Can now search for data tables directly



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This is a partial map of brownfield sites in Connecticut. The actual number of brownfields is much higher, ...

Connecticut Brownfields

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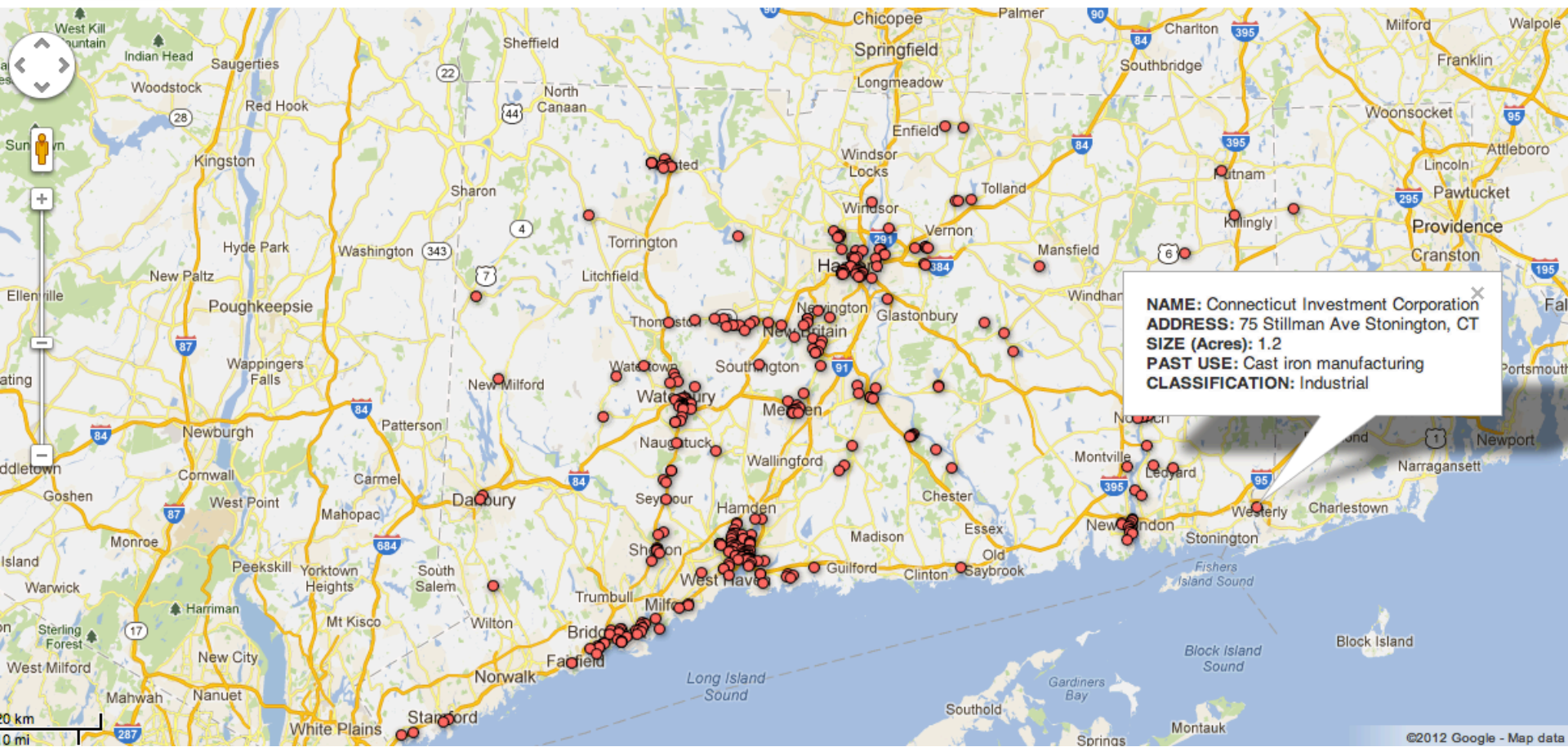
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Cleanup Sites in California | Region 9: Cleanup | US EPA<http://www.epa.gov/region9/cleanup/california.html>**Location:** Atwater**Site name:** Castle Air Force Base**Type:** Superfund

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dailymed.nlm.nih.gov/dailymed/drugInfo.cfm?id=68823



neutropenia were observed using CBC with differential and were considered possibly or probably related to docetaxel. Patients who did not receive hematopoietic support. The safety profile is generally similar in patients receiving docetaxel for breast cancer compared to patients with other tumor types (See Table 3).

69

33 of 61

Table 3 - Summary of Adverse Reactions in Patients Receiving Docetaxel at 100 mg/m²

Adverse Reaction	All Tumor Types Normal LFTs* n=2045 %	All Tumor Types Elevated LFTs** n=61 %	Breast Cancer Normal LFTs* n=965 %
Hematologic			
Neutropenia			
<2000 cells/mm ³	96	96	99
<500 cells/mm ³	75	88	86
Leukopenia			
<4000 cells/mm ³	96	98	99
<1000 cells/mm ³	32	47	44
Thrombocytopenia			
<100,000 cells/mm ³	8	25	9
Anemia			
<11g/dL	90	92	94
<8 g/dL	9	31	8
Febrile Neutropenia***	11	26	12
Septic Death	2	5	1
Non-Septic Death	1	7	1
Infections			
Any	22	33	22
Severe	6	16	6
Fever in Absence of Infection			
Any	31	41	35
Severe	2	8	2
Hypersensitivity Reactions			
Regardless of Premedication			
Any	21	20	18
Severe	4	10	3
With 3-day Premedication	n=92	n=3	n=92
Any	15	33	15
Severe	2	0	2

Neutropenia

Any <2000

98

100

95

Search-by-image

- Suppose you have an image...
- ... how can you figure out what it is?
- ... where did it come from?
- ... who has copyright?









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You can ask impossible questions...



Search by Image

Google  red-rock.jpg x red rock canyon  

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www.redrockcanyonlv.org/

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www.parks.ca.gov/?page_id=631

Red Rock Canyon State Park features scenic desert cliffs, buttes and spectacular rock formations. The park is located where the southernmost tip of the Sierra ...

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\$1888.00 ...


wrench.png

This isn't even the end... there are other tools...

- Fusion Tables...
- BigQuery...
- Custom Search Engines...
- Refine...

Key lesson 8

**Know how to use
different media types.**

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!

How to learn this stuff: MOOCS

- **July 10, 2012:**
Power Searching with Google V1 (154K)
- **Sept 24, 2012:**
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 Search Education +1 1.5k

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Power Searching with Google

Google Search makes it amazingly easy to find information. Come learn about the powerful advanced tools we provide to help you find just the right information when the stakes are high.

Daniel Russell
Senior Research Scientist
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Google Cheat Sheet PDF file

- <http://dmrussell.net/search-education/mousepad-cheat-sheet.pdf>



Get more tips on searching at:
www.google.com/basic-search-help

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

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

Info	What you can do with it	Google this
weather	get weather for a region	weather honolulu
movies	find movies & theatres nearby (zip or city)	movies 94043
flight status	get flight status with the airline & flight number	HA 124

Bonus

Find words on webpages,
with this key combo:

(PC)

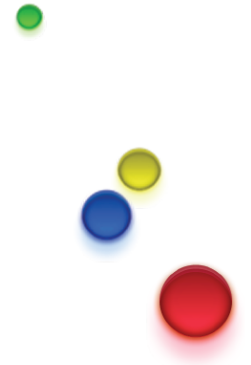


....enter your keywords

(Mac)



...enter your keywords



end

Tipsheet:

bit.ly/Dan-IRE-Tipsheet

G+ group to follow:

Google Online Education

My blog:

SearchResearch1.blogspot.com