Objectives:

- Learn how to use Google to find information
- Develop techniques for improving search results
- Learn to evaluate search results
Google is a word with many meanings.

1. Google is the name of a company that makes many products.
2. Google is the name of the world’s most popular Internet search engine, which can be found at www.google.com.
3. Google’s search engine is so popular that it has become a slang term, meaning web search. When someone wants you to search for something on the Web, they will often say, “Google it.”
4. Google (the company) owns a number of other sites and programs, such as:

   - Google+ (Social Networking Site)
   - Youtube (World’s most popular video site)
   - Gmail (Free web-based email)
   - Google Drive (Free cloud-based storage)
   - Google Maps
   - Android (Operating System for many tablets & smartphones)
   - Google Chrome (Web Browser)
   
   . . . And Many More.

Below are the logos for some popular Google products. Do they look familiar?
The Anatomy of a Google Search

You will never need to use these two buttons. They are remnants of the original Google Search Engine and no longer have any practical use.

This is an advertisement.

Title/Link – Click to go to the website

These are links to specific webpages within the Oregon DMV website.

Snippet – A brief description of the webpage
Tips for getting the best search results

Use specific keywords. Try to be as specific as possible. For example, if you want information about a buckeye tree, typing buckeye will result in information about trees, but it will also contain results related to football, Ohio, and candy. Add the word tree for better results.

Skip the words you don’t need. Unlike the game show Jeopardy, you do not need to phrase your search in the form of a question. Google ignores small words like the, a, an, by, of, and focuses on relevant keywords. You can still include those words, but strong keywords are the key to good search results.

Don’t worry about capitalization or punctuation. Google ignores capitalization and most punctuation.

If at first you don’t succeed, try saying it another way. If you don’t get the results you want, try rephrasing. Think of synonyms related to your search. For example, search fitness instead of exercise. If you used quotation marks, try removing them. Take out a word. Try a different word. For example, if you are searching usb drive, you may want to try alternative words with the same meaning, such as flash drive or thumb drive. Don’t just use technical terms. Try real-world terms and slang. Experimenting with word selection will help you master the art of the web search. Try to have fun while experimenting. 😊

Evaluating your search results

Consider the source of information: Many websites have an About page. Usually a link to the About page can be found at the top or bottom of a website’s homepage. Find the About page and take a look at it. Is it clear who created and maintains the website? If so, what are the creator’s qualifications on the topic you are searching? For example, you may choose a veterinarian’s website over a general blog post for pet care information.

Who is the intended audience? Is the website intended to reach a particular audience? Are they trying to sell you something, or to provide you with unbiased information? Many websites are created just to get you to buy a product, or to persuade you to believe something that may or may not be accurate.

Is the website current? Look for dates to indicate if the information is recent, or outdated.

How is the information presented? Evaluate whether the information on a website is accurate. Verify the information on other sites, if possible. Consider the content—is it disparaging or one-sided? Is there evidence that the author has done research? Is it based on opinions or facts?
### Other Search Options & Search Operators

<table>
<thead>
<tr>
<th>Operator</th>
<th>Used in a Search</th>
<th>Search Results</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>&quot;&quot;</code> (quotes): Search for an exact phrase.</td>
<td>“mickey mouse”</td>
<td>Displays results containing the exact phrase</td>
</tr>
<tr>
<td><strong>Site Search:</strong> Search within a specific website. (No space between : and words)</td>
<td>Searching the web:coosbaylibrary.org</td>
<td>All results from the Coos Bay Public Library website</td>
</tr>
<tr>
<td><strong>Domain Search:</strong> Search for results in a specific domain (com, edu, gov, org) using site:(no space)</td>
<td>unemployment site:gov</td>
<td>Displays results containing the word unemployment, only within government websites</td>
</tr>
<tr>
<td><strong>Exclude a Word:</strong> Use - (minus) before search term. Good for searching words with multiple meanings</td>
<td>tacoma -toyota</td>
<td>Results for tacoma will not include results for toyota, but will include information on Tacoma, Washington.</td>
</tr>
<tr>
<td><strong>Exclude a Site:</strong> Use - (minus) before the site you want to exclude from your search</td>
<td>pandas -wikipedia.org</td>
<td>Results for pandas will not include results from Wikipedia</td>
</tr>
<tr>
<td><strong>Search for Either Word:</strong> Use a capital OR between words</td>
<td>solar OR lunar eclipse</td>
<td>Results will include either solar or lunar, but not necessarily both.</td>
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<tr>
<td><strong>Fill in the Blank (Wildcard):</strong> Use * (asterisk) to find unknown words</td>
<td>radio * wagon</td>
<td>Results will include radio and wagon with commonly appearing word(s) in between</td>
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<tr>
<td><strong>Unit Converter:</strong> Convert units of measurement</td>
<td>12 inches in cm</td>
<td>First result will be displayed in Google Unit Converter</td>
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<tr>
<td><strong>Define Operator:</strong> Use define before a word</td>
<td>define oceanography</td>
<td>First result will be the definition of oceanography</td>
</tr>
<tr>
<td><strong>Political Issues Operator:</strong> Search a politician’s name followed by views or issues</td>
<td>george bush views or jeff merkley issues</td>
<td>First result will be a list of political issues with quotes, &amp; articles the quotes came from</td>
</tr>
<tr>
<td><strong>Search within a range of numbers</strong></td>
<td>sewing machine $300..$500</td>
<td>Results will include pages with sewing machines priced between $300 and $500</td>
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<tr>
<td><strong>Image Search:</strong> Search for a picture, or get information about a picture you found online.</td>
<td>To search for pictures of frogs, click images, then type frogs in the search box. If you find a picture of a frog and want more info about it, drag picture to the search box. Your results will include many pictures of frogs.</td>
<td>Your results may include species info, or info about the picture itself.</td>
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Have Fun While Practicing!

The best way to master searching the web is to practice. Learning this skill takes time. Have fun while you practice at home or at the library. I recommend searching topics you find interesting or would like to learn more about. Practice at your own pace.

*If you need more help, visit the Reference Desk at the library, or set up a 1-on-1 appointment!*

**Searching the Web Word Search**

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E F F P H P R V D C F K Z Y I C A T
L Y R P C T L F M M T K P C L D N F
G F G H R I E E C I T C A R P E P L
O B C D A O A P U S E I Q D M E K E
O K D T E T Y V P A I O G E G K F S
G P J K S F D Y L I D U S B E B V S
C Y K J D J Q G L J N I F H A Z K D
I W O J E N W S C P T S O M F S C O
N G K E C P K V I R P M B U O W Q J
O R C Q N E A E E T E X N B R E N
F I B L A T Y V Y P E I U T E N T H
A Y I G V J D N A W A Z J A R S E V
W Z I W D A H G C M O W X M A U J S
N P E R A K E U O G T R R W T Y H N
A L G M Z H Q D S F B H D D O B K T
S E A R C H E N G I N E M S R L K L
P S Y F I O O A D O L W K Q T X W V
Y C Z N W T Q L I N K K N V I B Q L
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<table>
<thead>
<tr>
<th>ADVERTISEMENT</th>
<th>DOMAIN</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOOGLE</td>
<td>KEYWORDS</td>
</tr>
<tr>
<td>HOMEPAGE</td>
<td>PRACTICE</td>
</tr>
<tr>
<td>LINK</td>
<td>SNIPPET</td>
</tr>
<tr>
<td>OPERATOR</td>
<td>SITE</td>
</tr>
<tr>
<td>SEARCH ENGINE</td>
<td>ADVANCED SEARCH</td>
</tr>
</tbody>
</table>