

Google 2009

OPCUG
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Google

- Search system based on relationship between websites
 - Uses *backlinks* (similar to a citation index)
 - Conceived in 1996 by two students at Stanford
 - Has 53% market share of worldwide searches
 - Income from advertising tied to search words
- Acquisitions
 - Keyhole (Google Earth)
 - YouTube (video sharing)
 - DoubleClick (tracks advertising)

Today We'll Cover

- Advanced search techniques and hints
 - “Quick” searches
 - Video searches
- Accessing all the features of Google
 - Google Map/Google Earth
 - Google Groups
 - Google Translate
 - Other Google programs including
 - Google Desktop
 - Google Pack

Level 1 - Basic Search

- Top URLs are best fits
 - Right side gives “paid” sites
- Search hints
 - Clicking directly on URL gives current URL
 - Clicking on “cached” gives URL when indexed
 - Similar pages searches for sites similar to this URL
 - Bottom gives related searches that might be of interest
 - If site is in a foreign language, it may have a “translate this page” function

Level 2 - Advanced Search

- Purpose: sophisticated modifications to search
 - What are you searching?
 - Exact wording (Frank Sinatra)
 - Alternative words (Sonoma or Napa)
 - Eliminate words you don't want (karaoke)
 - Narrowing the results
 - By language (French, German, Russian, etc.)
 - By specific website or type (.edu)
 - By file type (.pdf)

Level 3 – Further Advanced Search

- Purpose: Further enriching search
 - Narrowing results
 - Date (how recent is the posting)
 - Region (pick the home country)
 - Numeric range (1995 to 2003)
 - Tie to specific URLs
 - “Similar to”
 - “Link to”

Level 4 – Modifying Primary Search

- Most of the “advanced search” techniques can be entered directly on the original screen
 - “Frank Sinatra” //OR “Sinatra, Frank”
 - Boolean search
 - Frank AND Sinatra AND Napa OR Sonoma
 - Must have (+Sinatra) vs. Don't want (-karaoke)
 - Website search (Franken:startribune.com)
 - Fill in the blanks (“Barack * Obama”)

Level 5 - Quick Searches

- Google has created shortcuts
- You can find a long list at “Search Extra”
 - Weather, stock quotes, time, sports scores
 - Calculator, authors, earthquakes, conversion tables
 - Dictionary, synonyms, spell checker
 - Restaurants, movies, shops, real estate by zip code
 - Flight status, currency converter, maps
 - Package tracking, patents, area codes
- Also, zip codes, phone lookup, people lookup

Specialized Searches

- Available on primary menu:
 - Images (photos)
 - Maps
 - News
 - Videos (includes YouTube)
- Available by clicking “More”:
 - Shopping
 - Books
 - Scholar (reverse citation)
 - Finance
 - Blogs

Videos/YouTube

- Postings by anyone
- Will be removed if valid objection
 - Example: copyrighted material
 - Example: offensive material
- Hint: Can control volume and go to full screen

Google Maps

- Traditional “map a location” function
 - Search address for location
- Other functions in location screen
 - Satellite view
 - Terrain view
 - Street View!
 - If available, enter directly with “street view”

Google Maps

- Traditional “directions” function
 - Satellite and terrain views
 - Overlay traffic or transit routes
 - Overlay photos of sights, Wikipedia entries, webcams
 - Zoom in/out as normal
- Street View
 - Enter by zooming in as close as possible, then right click and pick “Zoom In” one more time
 - OR Enter by taking little man image and moving it to a spot on the map
 - EXIT by zooming out

Google Groups

- Create an account using an email address
- Capabilities
 - Join groups
 - Create groups, websites
 - Use as a specialized site for Google features
 - Use as a home page

Other Google Features

- All features can be found on
 - <http://www.google.com/intl/en/options/>
 - Or click “More” and then “Even More” on Google page
- Features:
 - Search activities
 - Specialized programs
 - Mobile
 - Google Pack (free software)

Translate

- 3 Methods:
 - Use regular search and then “translate this page”
 - Use translation program for text or web
 - Use Translated Search for an entire search
- You can also set up a button your toolbar to translate for a given language

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