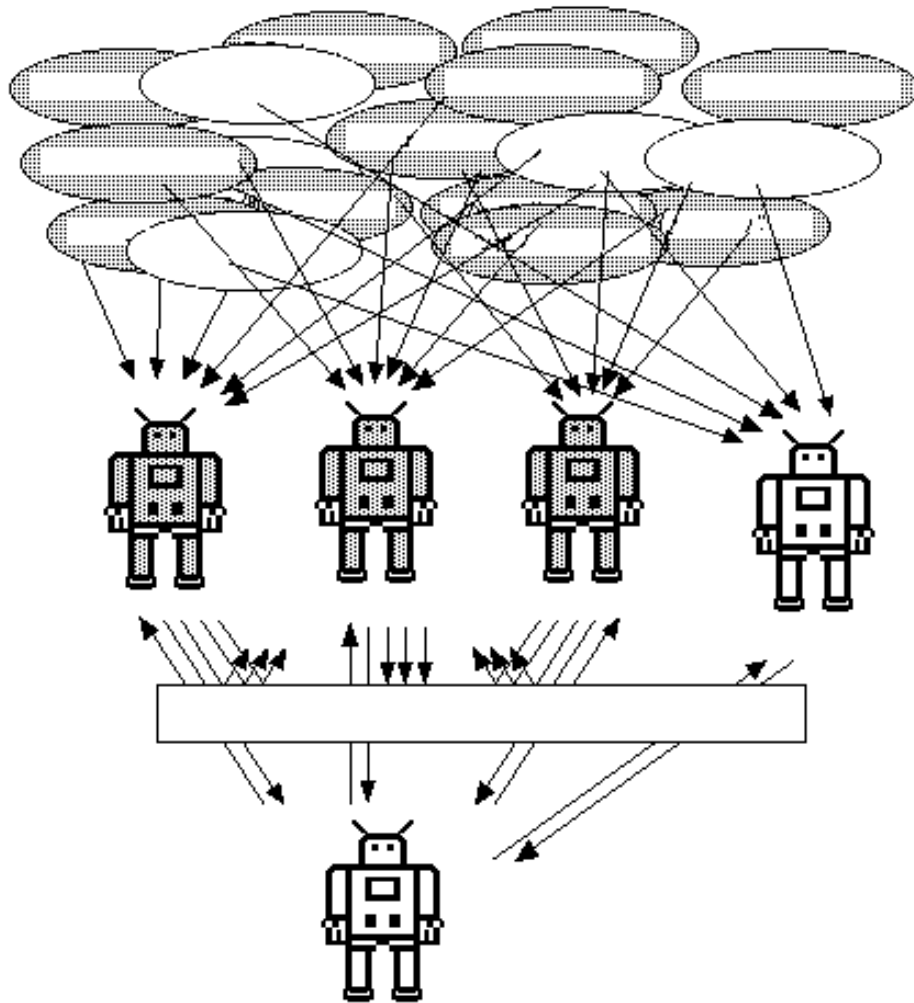


The New York Society Library Presents:



Search Engines

Ingrid Richter
Head of Systems

SEARCH ENGINES



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SEARCH ENGINES



BROWSING vs. SEARCHING

DIRECTORY BROWSING:

Browsing is when you click on names or links to see related items in that category. It is a much more general way of finding information, but it is useful for large topics. For a directory browse for the prehistoric fish 'coelacanth' in Yahoo's Directory (<http://dir.yahoo.com/>), click on Science → Biology → Flora and Fauna → Animalia → Chordata → Fish → Bony → Coelacanthiformes. Today, many search engines offer a directory browse. Two examples are listed below:

SEARCH ENGINE:

<http://www.google.com>

<http://www.yahoo.com>

DIRECTORY:

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

<http://dir.yahoo.com/>

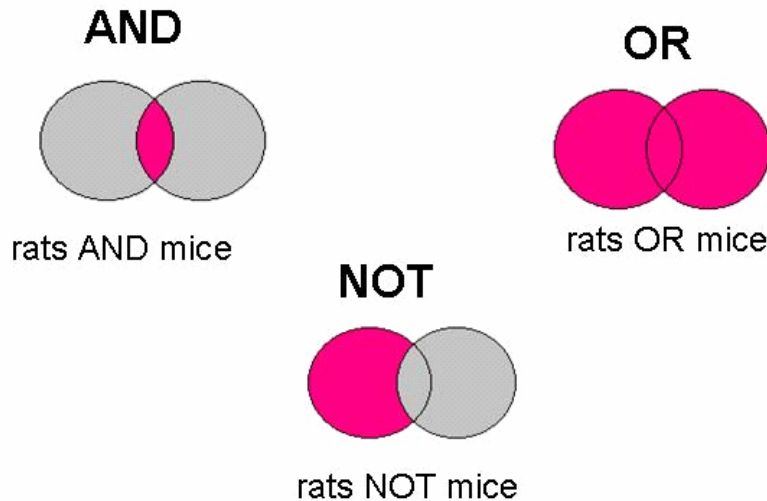
KEYWORD SEARCHING:

Internet searching is when you type words (keywords) into a search box to find web sites that match your keywords. Unfortunately, search engine results can be frustrating when they are only vaguely related to your keyword. For example, searching for the prehistoric fish 'coelacanth' will also bring up a website for a company called Coelacanth Engineering at <http://www.coelacanth.com/>

THE *.COM PROBLEM:

Some companies that sell products on their website (*.com) will try to lure you to them by submitting false keywords to search engines. In order to avoid irrelevant commercial websites, I generally search the image database of a search engine instead of the web portion. It's easier to weed out irrelevant images than irrelevant text from websites.

SEARCH ENGINES



BOOLEAN SEARCHING:

Boolean searching is a logic-based system of searching. Most search engines automatically incorporate Boolean searching by defaulting to the "AND" feature with a keyword search (rats AND mice). However, search engines will often times default to an "OR" search (rats OR mice) if they are unable to find any AND results.

NARROWING YOUR SEARCH:

Because search engines will also include an "OR" search in your results, they tend to be overaccommodating with their results (for example, 2,970,000 results were found for Boolean Searching in Google). To narrow your search further, place whatever you're searching for in quotes (i.e. "New York Society Library"). This will force all search engines to look for the exact match.

ADVANCED SEARCH TIPS:

- vacation hawaii The words vacation and Hawaii
- Maui OR Hawaii Either the word Maui or the word Hawaii
- "To each his own" The exact phrase To each his own
- virus -computer The word virus but NOT the word computer
- Star Wars Episode +I This movie title, including the roman numeral I
- ~auto loan Loan info for auto and its synonyms: truck, car
- **define:**computer Definitions of the word computer from around the Web.
- red * blue The words red & blue separated by one or more words.

SEARCH ENGINES



Google (1998)

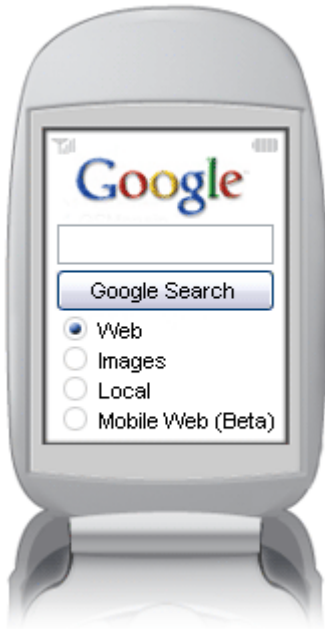
<http://www.google.com>

ABOUT: Name From: "Googol" is the mathematical term for a 1 followed by 100 zeros. Google's play on the term reflects the company's mission to organize the immense amount of information available on the web.

- **Google Desktop:** <http://desktop.google.com/>
More Info: <http://desktop.google.com/about.html>
Google Desktop gives you easy access to information on your computer and from the web. It's a desktop search application that provides full text search over your email, computer files, music, photos, chats and web pages that you've viewed
- **Google Maps:** <http://maps.google.com/>
More Info: http://www.google.com/help/faq_maps.html
With Google Maps, you can view a map of your driving directions or a specific location. But you can also access a satellite image of this same location if you'd like. You can zoom in on this image for a closer look at the terrain, zoom out for a grander perspective, or pan in any direction.
- **Google Scholar:** <http://scholar.google.com/>
More Info: <http://scholar.google.com/scholar/about.html>
Google Scholar enables you to search specifically for scholarly literature, including peer-reviewed papers, theses, books, preprints, abstracts and technical reports from all broad areas of research. Many of these citations require subsequent site registration for the article.
- **Google Video:** <http://video.google.com/>
More Info: http://video.google.com/video_about.html
Google Video offers viewers a way to see material from archived TV programs, educational videos, personal productions and more. You will need to download the Google Video Viewer in order to watch the videos.
- **Local Search:** <http://local.google.com/>
More Info: http://local.google.com/help/faq_local.html
Sometimes the information you're looking for is related to a particular place – like the all-night doughnut shop that's nearest to your house. Google Local locates neighborhood stores and services by searching billions of pages across the Web, then cross-checking those results with Yellow Pages data to pinpoint the local resources you want to find.
- **Personalized Homepage:** <http://www.google.com/ig>
Includes options such as: How-To, News, Weather, Movies, Recipes, Quotes, Sports, Stock Market, Word of the Day. Similar to Yahoo!'s "My Yahoo"

SEARCH ENGINES

GOOGLE CELL PHONE FEATURES:



Google Mobile: <http://mobile.google.com/>

Use Google Web Search on your phone or mobile device to search through 8 billion pages. While on the go, use the Web to find ingredients for a recipe, answer a trivia question to prove that you're right or find facts on your favorite sports team.

Google IE: <http://www.google.com/ie>

Bare-bones interface which returns only page titles.



Google SMS (Short Message Service):

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

Quick Google answers for business listings, directions, movies & weather. Enter your query as a text message. Send message to the 5-digit US shortcode 46645 (GOOGL on most phones). Receive text message(s) with results (takes about a minute).

Froogle Mobile:

<http://labs.google.com/frooglewml.html>

Access Froogle on your mobile phone or device and search for lower online prices when you're away from your computer.

SEARCH ENGINES



MAJOR SEARCH ENGINES:

AltaVista (1995)

<http://www.altavista.com>

1. Conversion Tool: <http://www.altavista.com/help/search/calculator> (search: convert 25 celsius)
2. Translation Tool: <http://babelfish.altavista.com/> Languages now include translation to and from: Chinese, Dutch, French, German, Greek, Italian, Japanese, Korean, Portuguese, Russian and Spanish

Ask Jeeves (1998)

<http://www.ask.com>

1. Ask Jeeves Kids: <http://www.ajkids.com/> A kid-friendly search engine interface.
2. Blog Search: <http://blog.ask.com/> Searches a handful of the online web logs
3. Binocular Feature: Hover your mouse above the binocular in the results and a mini-version of the web page

Gigablast (2000)

<http://www.gigablast.com/>

1. Options for 10 through 100 results per page
2. Archive copy, stripped copy and older copies option

Lycos (1994)

<http://www.lycos.com>

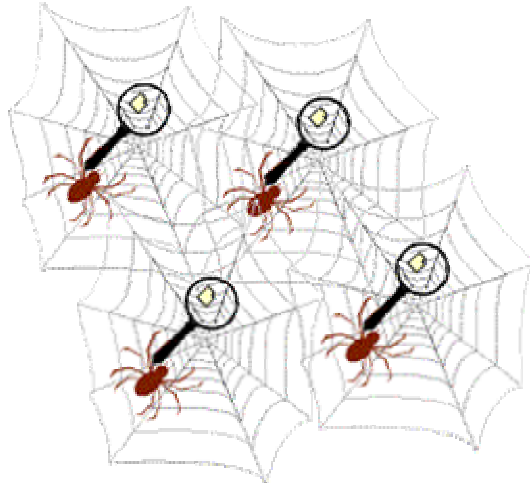
- Lists top-level domain (www.geocities.com) in search results. Splits browser pane for quick access to results.

Yahoo (1994)

<http://www.yahoo.com>

- Free e-mail service: <http://mail.yahoo.com>
- Local weather: <http://weather.yahoo.com>
- Photo storage option: <http://photos.yahoo.com>
- File storage option: <http://briefcase.yahoo.com>

SEARCH ENGINES



METASEARCH ENGINES:

A metasearch engine is a search engine that sends user requests to several other search engines and/or databases and returns the results from each one. The ease of use and high probability of finding the desired page(s) make metasearch engines popular with those who are willing to weed through the lists of irrelevant 'matches'. Another use is to get at least some results when no result had been obtained with traditional search engines.

- **Dogpile:** <http://www.dogpile.com>
- **MetaCrawler** <http://www.metacrawler.com>
- **WebCrawler** <http://www.webcrawler.com>

SPECIALIZED ENGINES:

Internet Movie Database

<http://www.imdb.com>

The Internet Movie Database (IMDb) is a HUGE collection of movie information. We try to catalog every pertinent detail about a movie, from who was in it, to who made it, to trivia about it, to filming locations, and even where you can find reviews and fan sites on the web. We then do our best to present this information in a manner that is easy to search and access.

Wikipedia

<http://www.wikipedia.com>

Wikipedia is a free-content encyclopedia, written collaboratively by people from all around the world. The site is a wiki, which means that anyone can edit articles simply by clicking on the edit this page link.

Kayak.com

<http://www.kayak.com>

Kayak.com is a new kind of web site. It is a travel search engine. We help you find travel products, and you buy them from other people. Kayak.com is not a travel agent. Web sites like Expedia, Orbitz and Travelocity are all travel agents. They are plane ticket stores: you give them money and they give you plane tickets. You don't give any money to Kayak.com

SEARCH ENGINES

ADDITIONAL SEARCH ENGINES

A9	http://www.a9.com	LookSmart	http://www.looksmart.com
About.com	http://www.about.com	Lycos	http://www.lycos.com
Alexa	http://www.alexa.com	MagPortal	http://www.magportal.com
AllTheWeb	http://www.alltheweb.com	Mamma	http://www.mamma.com
AltaVista	http://www.altavista.com	Meceoo	http://www.meceoo.com
Ananova	http://www.ananova.com	MetaCrawler	http://www.metacrawler.com
AOL Search	http://search.aol.com	MetaEureka	http://www.metaeureka.com
Ask Jeeves	http://www.askjeeves.com	MSN Search	http://search.msn.com
Baidu	http://www.baidu.com	Net2one	http://www.net2one.com
Britannica	http://www.britannica.com	Netscape	http://search.netscape.com
CiteSeer	http://citeseer.ist.psu.edu	Open Directory	http://dmoz.org
Clusty	http://www.clusty.com	PepeSearch	http://www.pepesearch.com
CurryGuide	http://web.curryguide.com	ProFusion	http://www.profusion.com
Daypop	http://www.daypop.com	Query	http://www.queryserver.com
Dogpile	http://www.dogpile.com	Queryster	http://www.queryster.com
ExactSeek	http://www.exactseek.com	RefDesk	http://www.refdesk.com
Excite	http://www.excite.com	Scrub	http://www.scrubtheweb.com
Fazzle	http://www.fazzle.com	Search	http://www.search.com
FindArticles	http://www.findarticles.com	SearchHippo	http://www.searchhippo.com
Galaxy	http://www.galaxy.com	SearchKing	http://www.searchking.com
Gigablast	http://www.gigablast.com	Searchy	http://www.searchy.co.uk
Gimenei	http://www.gimenei.com	Snap	http://www.snap.com
GoFish	http://www.gofish.com	Splat	http://www.splatsearch.com
Google	http://www.google.com	SurfWax	http://www.surfwax.com
HotBot	http://www.hotbot.com	Teoma	http://www.teoma.com
Ibiblio	http://www.ibiblio.org	Turbo10	http://turbo10.com
IceRocket	http://www.icerocket.com	Ujiko	http://www.ujiko.com
Info	http://www.info.com	Virtual L	http://vlib.org
InfoGrid	http://www.infogrid.com	Vivisimo	http://vivisimo.com
iWon	http://www.iwon.com	WebCrawler	http://www.webcrawler.com
Ixquick	http://www.ixquick.com	WebWombat	http://www.webwombat.com.au
iZito	http://www.izito.com	WhatUseek	http://www.whatuseek.com
Jayde	http://www.jayde.com	WiseNut	http://www.wisenut.com
Jux2	http://www.jux2.com	Yahoo	http://www.yahoo.com
KartOO	http://www.kartoo.com	YW	http://www.yurweb.com
Librarian	http://www.lii.org	ZapMeta	http://www.zapmeta.com
Links2Go	http://www.links2go.com		

**SEARCH ENGINES
ADDITIONAL NOTES:**