INTERNET ASSIGNMENT 2: Taking a Look at Google, Comparing Searches, and Looking at Other Google® Features

Part 1: Taking a Look at Google

Directions: Please answer the following questions after viewing the video “How Search Works” by Matt Cutts, an engineer at Google.

To go to the video:
1. Go to the library’s website at http://library.sullivan.edu
2. Click the FYE 101 Class Support tab (found on the left side of the page).
3. Click Worksheet Supplements.
4. On the next page, “Click here to go to the video “How Search Works.”

1. When you perform a Google search, are YOU ACTUALLY searching the web? Yes or No? ______________________

2. What is the name of the software programs that are used for searching the web for indexing within Google? ___________________________________

3. How many questions does Google “ask” in deciding which results to display in a search?
   a. More than 50
   b. More than 100
   c. More than 200
   d. More than 500

4. Does Google ever show ads? Yes or No? ______________________

5. What is the running speed of a cheetah? ______________________

Part 2: Infographic “Get More Out of Google”

To retrieve good search results, not just mediocre results, you will need to think about your search. Try to think about the words you would like to see in your results.

1) Use relevant words (not filler words such as no, the, an, what, this, etc. Filler words are usually ignored by the search engine).
2) Put the most important words first in your search. Though Google looks for all of the words in your search (except filler words), the relevance of the results will depend on the more important words.
3) If you have too many results or the results are not on target, you can add additional words and repeat the search.
4) There is an ADVANCED SEARCH PAGE option for detailed searches. This can be reached directly by going to http://www.google.com/advanced_search. The advanced search option is also available somewhere on the Google page after a basic search has been performed.

Now, please view the infographic, “Get More Out of Google.” NOTE: This infographic can be found by searching the web or by going to this web address: http://visual.ly/how-get-more-out-google

This infographic, created by Hack College, provides many tips for using Google to search for information.

Use the information in the infographic to answer the following questions:

1. **What do you use to search for the exact phrase in a search? Otherwise, Google searches for each word separately.**
   
   Answer: ____________________________

2. **What type of results will show if the word *intitle:* is included?**
   
   Answer: ____________________________

3. **What does the author of the infographic consider the “most important keyboard shortcut for research, ever”?**
   
   Answer: ____________________________

**Part 3: Google Searching**

1. **The letter writer is looking for the name of a roadside attraction. Here is a selection of the letter:**

   Hi. Can you help me? I want to write about unusual roadside attractions. I remember seeing a concrete statue of a bull somewhere in Iowa, but cannot remember the name of the bull. The name was something like Austin or Alvin, maybe? It is driving me nuts! Can you help?

   (HINT: Using the information in this letter, what search keywords would you enter into the Google search box in order to find the name of the attraction? Look for the most “important” and significant words).

   **Please list the keywords that you would use for a search below:**

   _______________________________________

   Now, using those keywords, perform a search using Google.

   **Look at your results to find the name of the bull that is a roadside attraction in Iowa. What is his name?**

   ______________________________________
2. There is a very useful shortcut that can be used to quickly find text on a website, the FIND box. This can be very helpful (and fast) if you have lists or a great deal of text on a website and just need to find a sentence, name, or piece of information.

To find text, simply click CONTROL-F (press the CTRL key and the F key at the same time on your keyboard. On some keyboards, CONTROL may be listed as COMMAND). A FIND box will appear.

Please read the following scenario. Use the FIND box to locate the answer to the question asked in the scenario.

I am doing research on “wellness tourism” and found a terrific research paper on the topic using Google. The paper was part of a 292 page online document from the Proceedings of the First Hospitality and Leisure: Business Advances and Applied Research Conference. There was a statistic I found in the article that I would like to quote in my research paper. I wrote down part of the sentence that contains the statistic. The sentence contained the following: “it is reported that 35% of UK residents visited a spa in a year.” There was also a statistic about Americans and spa visits that I would like to use. There are so many pages to go through. Can you help me find the statistic? I need it in a hurry.

HINT: To find the answer, first go to the website with the Proceedings. Here is the web address for the Proceedings website. Be sure to enter the web address exactly as it is written here, including capitalization:

http://www.ichlar.ch/Proceedings.pdf

Once you find the Proceedings page, bring up the FIND box. In the FIND box, type in the following: it is reported that 35% of UK residents visited a spa in a year. Once you locate this sentence fragment, you will be able to locate the statistic about reported American spa visits in a year.

According to the research paper, what percentage of Americans visit a spa in a year? __________

Part 4: Other Google Features: Google Scholar®, Google Books®, Google Images®, Google Maps®, Google News®, and Other Features

Google® Scholar

Go to Google® Scholar (http://scholar.google.com)

1. Look for the phrase “understanding the digital divide”. (HINT: Type “understanding the digital divide” in the search box with quotation marks).

2. How many results did you find? ______________________________

3. Look at the first 10 results. Were any of the results available in full-text? ______

HINT: If a journal article or book is available in full-text, a link will be seen to the right of the journal or book title. Example: bath.ac.uk [PDF]
4. Find a full-text article in the results list.

What is the name of the article? ________________________________

**Google® Books**

Go to Google® Books ([http://books.google.com](http://books.google.com))

1. **Search for “The Adventures of Tom Sawyer” by Mark Twain.** (HINT: Be sure and use quotation marks around your search).

   Is this book available in full-text? ________________________________
   (HINT: After entering your search and clicking SEARCH BOOKS, a list of results will appear. At the top of the page, click SEARCH TOOLS. A set of search tools will appear. Click ANY BOOKS and then click “Free Google eBooks.” Or… on some machines, you will need to go to the left side of the page instead and click the FREE GOOGLE eBOOKS link. This will bring up the full-text book results. Look for the link titled *The Adventures of Tom Sawyer*. There may be other titles related to *The Adventures of Tom Sawyer* that are available in the full text listed in this search).

What would be the reason that this book is available (or not available) in full-text through Google Books? ________________________________

2. **Now, look for the book “Gone with the Wind” by Margaret Mitchell.** (HINT: Again, be sure and use quotation marks around your search).

   Is this book available in full-text? ________________________________

   Is this book available as a preview? ________________________________
   (HINT: Change “Free Google eBooks” to “Preview Available”).

   What year was this book published? ________________________________

   What would be the main reason that this book is available (or not available) in full-text through Google® Books?
   __________________________________________________________________

**Google® Images and Google® Maps**

Go to Google® Images ([http://images.google.com](http://images.google.com))

1. You love water slides and have a goal of visiting every water park in the United States! Recently, a friend of yours mentioned that he had heard of a water slide shaped like a cobra in the United States. He does not remember where the water slide is located.

   You decide to search for an image of this water slide using the information that your friend gave to you.
(HINT: Enter the following in the Google Images search box: “water slide” cobra “united states”).

Were you able to find a picture of this water slide? ______________________

Click on an image. You should be able to visit a web site with information about the water slide.

At which amusement park can you find this water slide?

_______________________________________________________________

What is the address of the amusement park? Use Google to locate the address of the amusement park.

_______________________________________________________________

Now, go to Google® Maps (http://maps.google.com)

You would like to view the location of the amusement park. Using Google® Maps, type the address of the amusement park and click the SEARCH icon.

From the map, there appears to be a small, private airport near the amusement park. What is the name of the airport?

What is the name of the airport?

_______________________________________________________________

Google® News

Go to Google® News (http://news.google.com). Google® News can be used to look for current events. There are options to look for top stories, news near you, world news, U.S. news, technology news, health news, entertainment news, and much more.

Use the Google® News search to find news on a favorite actor or actress. (NOTE: A Wikipedia article may appear in your results. Do not use Wikipedia to answer the following questions):

Which actor or actress did you choose? ________________________________

What is the title of a news article you found from your search?

_______________________________________________________________

What is the date of the article? ________________________________