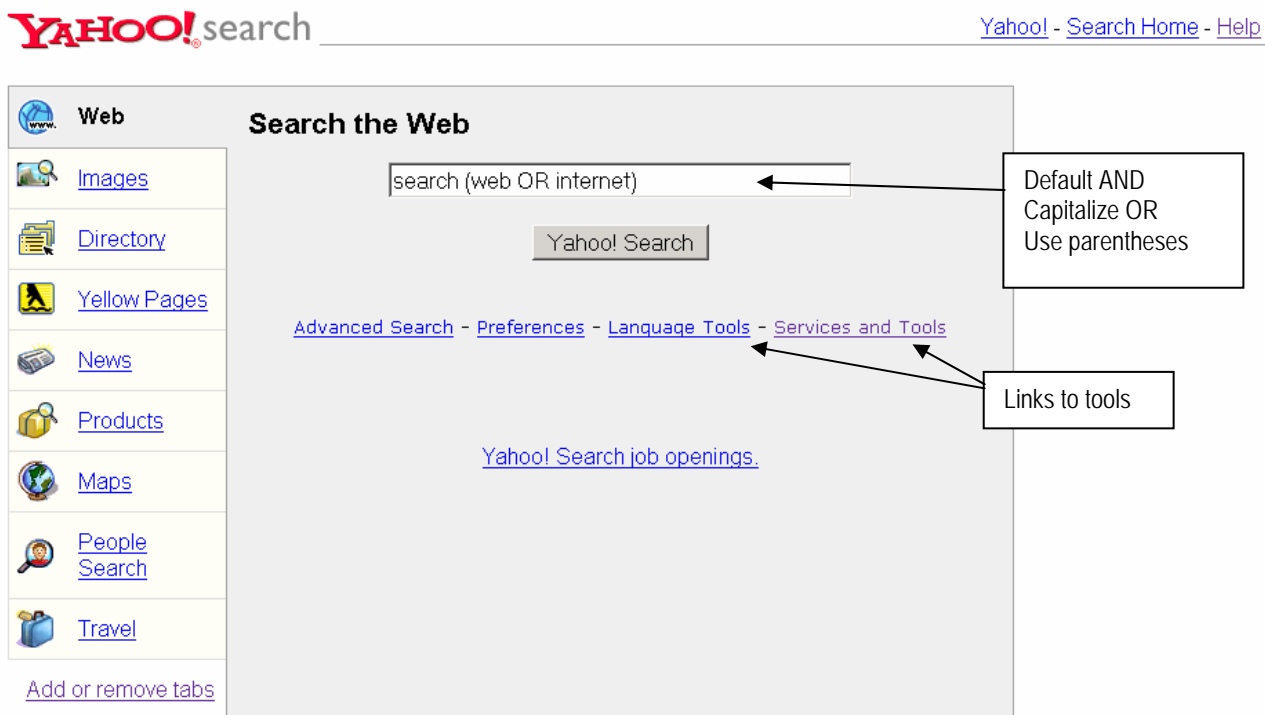


#1 WHEN GOOGLE DOESN'T WORK

OTHER QUALITY SEARCH ENGINES

Yahoo! search <http://search.yahoo.com>

- Huge (15 or more billion)
- Relevancy ranking (word proximity and placement) - not popularity ranking
- Ads mixed in, pay-for-position
- Capitalize OR, AND, or AND NOT. Put parentheses around words joined by OR.
- No search-size word limit (Google limits you to 32 terms)
- Services and tools similar to Google's



Ex. 1: Differences between searching Google and Yahoo! Search

1. Parentheses around ORed terms, no 10-word limit
("global warming" OR "greenhouse effect") rise "sea level" (california OR "los angeles" OR "san diego" OR "san francisco")
2. Supports **intitle:** **site:** **inurl:** **hostname:**(for entire site name - hostname:google.com
3. Shortcuts available at <http://tools.search.yahoo.com/shortcuts>

Ask.com <http://www.teoma.com>

- Subject-Specific Popularity™ ranking (links from pages on same subject as your search)
- Search results analyzed to provide:
- BROADER & NARROWER TERMS suggestions
- Smaller database than Google or Yahoo! - about 2 billion

The screenshot shows the Ask.com search interface for the query "nuclear proliferation". The search bar at the top contains the text "nuclear proliferation" and a "Search" button. To the right of the search bar are links for "Web", "Images", "News", "Blogs & Feeds", and "Shopping". Below the search bar, the results are displayed under the heading "Web Search". The first result is an encyclopedia entry from Wikipedia, titled "Encyclopedia: Nuclear proliferation". To the right of the main results, there are two columns of suggestions: "Narrow Your Search" and "Expand Your Search". The "Narrow Your Search" column includes links like "Reasons for Nuclear Proliferation", "Nuclear Proliferation News", "Nuclear Proliferation Treaty", "Nuclear Weapon Proliferation", "Definition of Nuclear Proliferation", "Nuclear Proliferation in India", "Nuclear Proliferation Iran", "How Is Nuclear Proliferation Controlled?", "North Korea, Nuclear Proliferation", and "Cross of Nuclear Weapons Proliferation". The "Expand Your Search" column includes links like "Make a Nuclear Weapon", "Plutonium", "Countries Nuclear Weapons", "Nuclear Weapons Ethics Or Ethical Issues", and "How Many Religions Are in the United States?". Annotations with arrows point to various elements: "Other tools and services" points to the top navigation bar; "Brief encyclopedia entry for some searches" points to the Wikipedia entry; "Suggestions to refine or broaden a search" points to the "Narrow Your Search" and "Expand Your Search" columns.

No differences between basic searching in Google and searching Ask.com.

#2 RECOMMENDED SUBJECT DIRECTORIES for QUALITY RESEARCH

GENERAL SEARCHING TIPS for ALL DIRECTORIES

- Keep search terms **broad**: the concept, the discipline, the broad subject, what it's about
- If you know a subject pretty well, try **browsing** subject categories
- Use the tables in the handouts for search tips: directories are **even less standardized than search engines**

LIBRARIANS' INDEX <http://lii.org>

More than 16,000 carefully selected and evaluated resources

- Search by keywords (default)
AND between words is assumed
STEMS allowing singulars and plurals and often more than you expect
#2 Sample searches
nuclear proliferation
- #3 Click on **Topics** links under descriptions for related subjects
weapons

INFOMINE <http://infomine.ucr.edu>

About 120,000 research university level sites, heavily annotated, and cataloged in LC classification.
Divided into several databases by subject. Search all from the box at the URL above.

- Search all databases by keywords, subjects, titles, authors (default)
* truncates (*river** gets rivers, Riverside, etc.)
| | requires phrase or string (*/rivers/* gets only rivers; */new mexico/* excludes Univ. of New Mexico)
#4 Sample searches
nuclear proliferation
nuclear weapons

ACADEMIC INFO <http://www.academicinfo.net>

Collection of about 25,000 college and university level sites, databases, gateway pages, and more -- classified by academic disciplines or interests.

Browse by subjects is recommended approach. Follow links at top to types of sites, including invisible web databases.

- Click on Browse by subjects to get A-Z Subject List <http://www.academicinfo.net/table.html>
#5 Click on **Nuclear studies**

#2 LARGER, LESS EVALUATED DIRECTORIES

GOOGLE DIRECTORY <http://directory.google.com>

Over 4 million sites, with Google's popularity ranking

- Use broad, not too specific searches
 - Can be browsed from <http://directory.google.com> or by clicking on one of the directory links in results.
 - Click subject categories to look at subjects within the directory sites
- #6 **women's studies afghanistan**
nuclear proliferation

ABOUT.COM <http://www.about.com>

Over 1 million evaluated sites by about 1,000 guides. Quality uneven.

Click on the guide's name to explore his or her credentials to be an expert in any subject you explore.

- Search a topic – a collection of guides
- #7 Search examples:
buddhism
Below sponsored links, find general introductory and other information

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

About 2 million UNEvaluated sites, mostly commercial, popular, or of mainstream interest. Some good things. You cannot get there using www.yahoo.com because this becomes Yahoo web search.

- Search a topic or search for **web directories**
 - Click subject categories to look at subjects within the directory sites
- #8 Search examples:
nuclear proliferation
nuclear web directories
nuclear databases
women afghanistan

Web Page Evaluation Checklist

1. Go to Google and perform a search on a controversial topic, such as:
"nuclear armageddon" or **prions danger** or **"stem cells" abortion**
2. Use this Checklist to try to evaluate systematically some of the search results.

	Title of page you are evaluating:	Title of page you are evaluating:
1. Look at the URL:		
Personal page or site?	<input type="checkbox"/> ~ or %, or <i>users, members, or people</i>	<input type="checkbox"/> ~ or %, or <i>users, members, or people</i>
What type of domain is it? Appropriate for the content?	<input type="checkbox"/> com <input type="checkbox"/> org/net <input type="checkbox"/> edu <input type="checkbox"/> gov/mil/us <input type="checkbox"/> non-US _____ <input type="checkbox"/> other:	<input type="checkbox"/> com <input type="checkbox"/> org/net <input type="checkbox"/> edu <input type="checkbox"/> gov/mil/us <input type="checkbox"/> non-US _____ <input type="checkbox"/> other:
Published by entity that makes sense? Does it correspond to the name of the site?	Publisher or Domain Name entity:	Publisher or Domain Name entity:
2. Scan the perimeter of page, looking for answers to these questions:		
Who wrote the page?	<input type="checkbox"/> E-mail <input type="checkbox"/> Name:	<input type="checkbox"/> E-mail <input type="checkbox"/> Name:
Dated?	Date _____ Current enough?	Date _____ Current enough?
Credentials on this subject? <small>(Truncate back the URL if no useful links.)</small>	Evidence?	Evidence?
3. Look for these indicators of quality		
Sources well documented?		
Complete? If 2nd-hand information, is it not altered or forged?		
Links to more resources? Do they work?		
Other viewpoints? Bias?		
4. What do others say?		
Who links to it? <small>Hint: In Google search: <i>link:all.or.part.of.url</i></small>	Many or few? Opinions of it?	Many or few? Opinions of it?
Is the page rated well in a directory? <small>http://lii.org or http://infomine.ucr.edu or http://about.com</small>		
Look up the author in Google		
5. Does it all add up?		
Why was the page put on the Web?	<input type="checkbox"/> Inform, facts, data <input type="checkbox"/> Explain <input type="checkbox"/> Persuade <input type="checkbox"/> Sell <input type="checkbox"/> Entice <input type="checkbox"/> Share/disclose Other:	<input type="checkbox"/> Inform, facts, data <input type="checkbox"/> Explain <input type="checkbox"/> Persuade <input type="checkbox"/> Sell/entice <input type="checkbox"/> Share/disclose Other:
Possibly ironic? Satire or parody?		

BOTTOM LINE: Is the web page as good as (or better than) what you could find in journal articles or other published literature that is not on the free, general web?