

Intro to Internet Search Tools Class Outline

Class Description:

Now that you've surfed the web, are you having trouble finding what you're looking for? Learn how to effectively search the web using a variety of Internet search tools such as directories and search engines.

Class Length: 2 hours

Introduction:

The Internet is growing at an enormous rate. Some estimate that there are more than 9 million web sites and more than 1 billion Internet Users worldwide. The Internet can be thought of as one gigantic library of information. The problem, however, is some of the online information has not been neatly organized into one card catalog. In order to find information or simply to browse topics there are a number of search tools you can use. This class hopes to address frustrations beginning Internet users encounter when searching for information. Topics covered include locating items in the library catalog, using search engines and directories, and applying search strategies to find relevant information.

Objectives:

- Locate library materials using *CountyCat Web*, the web version of the online catalog.
- Become familiar with *CountyCat Web* features for limiting searches and reserving library materials.
- Perform queries in search engines and learn effective strategies for obtaining more accurate search results.
- Use subject directories, phone directories, and directory of government officials.

Exercises:

1) Finding Library Materials

- Title Search
- Author Search
- Word Search and Limiting Features

2) CountyCat Features

- View Your Library Record
- Establishing a PIN
- Placing a Hold on an Item

3) Search Engines and Strategies

- What is a Search Engine?
- Single and Multiple Word Search
- Phrase Search

4) Directories

- What is a Directory?
- Subject Directories
- People Search
- Directory of Government Officials

Title Search

You can search for books, videos, journals, songs, as well as a host of other materials. If you know the exact title of a work, you can use the title search option. The following exercise provides step-by-step instructions on searching for an item by title.

1. Access the Milwaukee Public Library web site [http://www.mpl.org].
2. Click on the **Library Catalog** link on the MPL homepage.
3. The dropdown box will default to **Title**.
4. Click in the text box and type *Christine*.
5. Press the **Enter** key or click the **Submit** button.
 - There are twenty-three titles listed (48 entries).
6. Click on the first link for *Christine*.
 - Notice these titles include books, videos, and sound recordings.
7. Click on the second entry to find out location and availability of the paperback edition.



TITLE Entire Collection

Items available for checkout

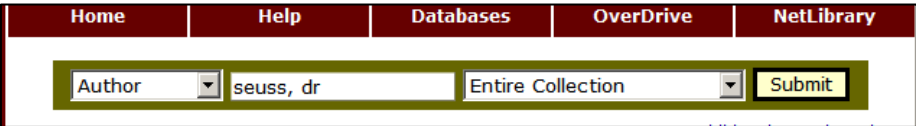
Num	Save	TITLES (1-23 of 23)	Year	Entries Found
1	<input type="checkbox"/>	Christine		17
2	<input type="checkbox"/>	Christine And Other Stories	1930	1
3	<input type="checkbox"/>	Christine Bennett Mystery	c1994	1
4	<input type="checkbox"/>	Christine Craft An Anchorwomans Story		2
5	<input type="checkbox"/>	Christine De Pisan A Bibliography Of Writings By Her And About Her	1982	1

You can limit your search to a specific library or expand it to search the entire collection including all libraries in Milwaukee County.

Author Search


You can search for authors, composers, directors, musicians, actors, editors, artists, dancers, and organizations, just to name a few. For example, you can search for all of the books by a given author or all of the movies starring a particular actor. The following exercise provides instructions on locating materials by author.

1. Click the **New Search** button at the top of your screen.
2. Click on the drop down box and select **Author**.
3. Click in the text box and type *seuss, dr*
4. Press the **Enter** key or click the **Submit** button.
5. A page loads listing several authors by that name. Click on the second entry.
 - A page loads listing books by the author the library owns in alphabetical order by title.
 - You may notice there are also sound recordings, videos, as well as large print books.
6. Although there are 346 items by Dr. Seuss, only fifty items display at a time—to view the next fifty items click the **Next Page** button.
7. Click on the title, **The 500 hats of Bartholomew Cubbins.** (entry 1) to see the availability and location of this book.



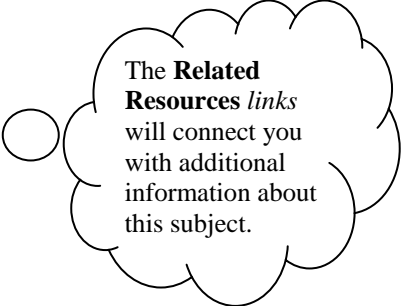
Record 1 of 346
Record: [Prev](#) [Next](#)

Author [Seuss, Dr.](#)
Title **The 500 hats of Bartholomew Cubbins / by Dr. Seuss.**
Publisher New York : Random House, [1990], c1965.



Related Resources:
[Summaries & Reviews](#)
 Find at [Amazon.com](#)
[Reviews](#) (EBSCO)
[More Information](#)

ITEM LOC	Call Number	STATUS
Central Children's Pic Bk	PIC SEU	CHECK SHELVES
Central Children's Pic Bk	PIC SEU	CHECK SHELVES
Central Children's Pic Bk	PIC SEU	JUST RETURNED
Atkinson Childrens Pic Bk	PIC SEU	CHECK SHELVES
Atkinson Childrens Pic Bk	PIC SEU	CHECK SHELVES
Bay View Childrens Pic Bk	PIC SEU	CHECK SHELVES
Capitol Children's Pic Bk	XP	CHECK SHELVES
East Children's Pic Bk	PIC SEU	CHECK SHELVES
Greenfield Easy Books	E SEU	CHECK SHELVES
Greenfield Easy Books	E SEU	CHECK SHELVES

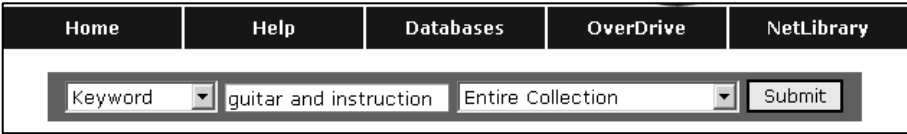
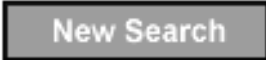


Note: Use the Subject search to locate books about Dr. Seuss

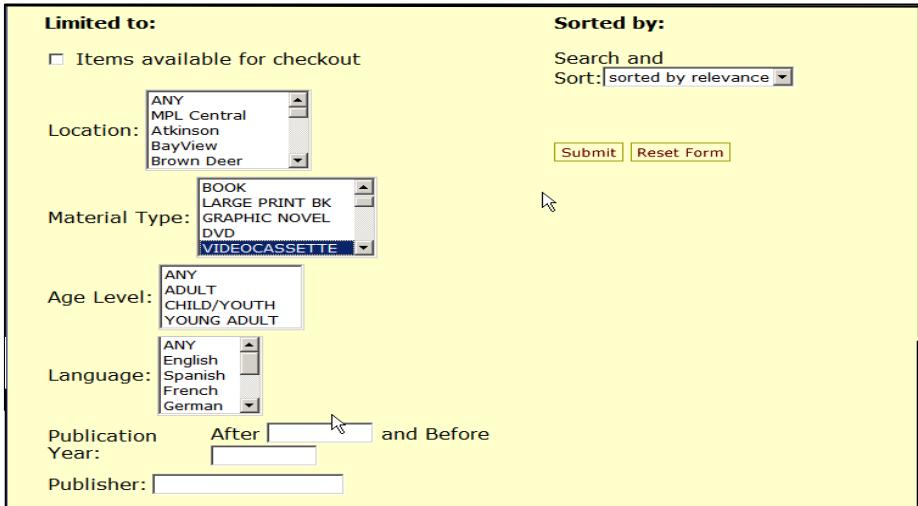
Keywords Search

You can search for a topic by finding entries that have a word or words in the title, subject, notes, or author fields. This is useful when you are unsure of the subject heading or are unsure of the exact name of the author or title of a work. Keyword searches can yield a large set of results. However, you can refine your search by adding more terms to your search query or limit your results by material type, location, language, publication date, or library.

1. Click the **New Search** button at the top of your screen.
2. From the dropdown box, click on **Keywords**.
3. Click in the text box and type the words *guitar and instruction* (see picture on right).
4. Press the **Enter** key or click the **Submit** button.
 - 300 entries are found that contain the words *guitar and instruction*.
5. Click on the Result Page numbers to see more titles.
6. Click on the number one or the arrow to go back to the first page.
7. Click on a title to find out which libraries have copies of this item and which items are currently available.
8. Click the **Return to List** button at the top of the screen to access the list of titles.



9. Click the **Modify Search** button.
10. Click in the **Material Type** field and select **VIDEOCASSETTE**.
11. Click the **Submit** button.
 - 46 instructional videos on guitars display.
12. Try modifying the search further or try searching for a topic that interests you.



Note: Word searches can sometimes produce irrelevant results. Notice that one of the entries is for learning how to play the drums. Why does this entry display? To avoid irrelevant hits, try using the subject heading. What is the subject heading for items that provide guitar instruction?

Establishing a PIN

In order to view your current circulation record to check fines and charges or items currently checked out, overdue, or on hold you will need to establish a Personal Identification Number (PIN). Once you have established a PIN, you will be able to reserve items, access online subscription databases from home, and take advantage of other special features of CountyCat. You can now renew materials online or via the telephone. For more information, check out the informative links when you access the Catalog [<http://countycat.mcflls.org/search>].

1. Access the Milwaukee Public Library web site [<http://www.mpl.org>].
2. Click on the **Search Library Catalog** link.
3. In the **Access My Account** section on the left side of the screen, click in the **Barcode** box, type the number which appears on your library card (note: you do not need to include spaces).

Welcome to
COUNTYCAT
The Catalog of Public Libraries in Milwaukee County

Home Help Databases OverDrive NetLibrary

Keyword [] Entire Collection [] Submit

Additional Search Options

» Search CountyCat For

- Books
- DVD/VHS
- Music
- Audiobooks

» Other Resources

- Ask Away Virtual Reference
- OverDrive Audiobooks
- NetLibrary Ebooks
- Subscription Databases
- Library ELF - Notifications

» What Can I Do In CountyCat? » Information

Milwaukee County Federated Library System

Access My Account

Barcode []

PIN []

Submit

4. Click in the **PIN** box and type in a personal identification number (see “Tips for Creating and Using your PIN” below).
5. Click on the **Submit** button.
6. You will be asked to reenter your PIN number two more times because you are establishing a PIN for the first time.
7. Click on the **Submit** button.
 - A page with your patron info will display (name, address, phone number, as well as any items you may have checked out or currently have on hold).

Your PIN number will display as stars (****) for your privacy.

Tips for your Creating and Using your PIN:

- ⦿ For security, your PIN should be at least four characters.
- ⦿ Your PIN can be either letters or numbers.
- ⦿ If you forget your PIN, please ask a Librarian for assistance.
- ⦿ You can modify your pin at any time.

Note: If a message comes up Invalid Pin, please see a Librarian for assistance

Milwaukee County Federated Library System

Access My Account

Barcode 25261234567899

PIN *****

Submit

What's this?

Placing a Hold on an Item

Once you locate an item in *CountyCat*, you may find that it has been checked out by another patron or it is at another library across town. You can request the item by placing a hold and specifying at which library you would like to pick it up.

1. Locate an item in the library catalog (e.g. Mavis Beacon).
2. Click the **Request Item** button.
 - A page loads with a form you will need to fill out.
3. Enter the bar code from your library card and PIN number.
4. You will also need to specify which library you would like to pick the item up from.
5. Click the **Submit** button.
6. A page will load indicating the request has been sent to the library.

New Search
Request Item
Save Records
Return to List
View My Cart
Empty My Cart

(Search History)

Record 2 of 5
Record: [Prev](#) [Next](#)

Title Mavis Beacon teaches typing [electronic resource].
Publisher Novato, CA : Broderbund, 2002, c2001.

ITEM LOC	Call Number	STATUS
Central CD ROMs	652.3 M461A3 CD-ROM	IN TRANSIT
Atkinson CD ROMs	652.3 M461A3 CD-ROM	IN TRANSIT
Bay View CD ROMs	652.3 M461A3 CD-ROM	DUE 05-02-06
Brown Deer Nonfiction	CDROM 652.3 MAV CD-ROM	DUE 04-18-06
Capitol CD ROMs	652.3 M461A3 CD-ROM	DUE 05-08-06
East CD ROMs	652.3 M461A3 CD-ROM	DUE 10-10-05BILLED
Forest Home CD ROMs	652.3 M461A3 CD-ROM	DUE 09-29-04BILLED
Franklin Adult	652.3 M461 CD-ROM NOT HOLDABLE	CHECK SHELVES
Franklin Adult	652.3 M461 CD-ROM CD-ROM	DUE 04-22-06
Hales Cnrs Adult CD-ROM	652.3 M461A3 CD-ROM CD-ROM	CHECK SHELVES

View additional copies or search for a specific volume/copy

Request Verification

Requesting **Mavis Beacon teaches typing [electronic resource]**.

Please enter the following information:

For example, 25260000000001 (14 numbers). If a DD card, type DD and 9 numbers

Bar Code:

Please enter your PERSONAL IDENTIFICATION NUMBER.

PIN:

Pickup Location:

Submit
Start Over

It usually takes 3 days to process an order. However, it may take more time if the item is currently checked out or is on hold by another patron.

When the item is ready for pick-up you will be notified by phone. If you would prefer to be notified by email, you will need to fill out an Email Notification Request Form [www.mpl.org/files/front/e-mail.htm].

Start Over
Regular Display

Your request for **Mavis Beacon teaches typing [electronic resource]**. was successful.

Hales Cnrs Adult CD-ROM
652.3 M461A3 CD-ROM
CD-ROM
CHECK SHELVES

What is a Search Engine?

How can I find what I am looking for?

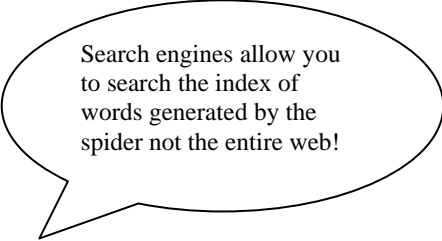
It has been estimated that there may be over 2 billion web documents with over 1 million web sites added daily. How is it possible to find what you're looking for? A Search Engine allows you to find information on a multitude of topics.

What is a Search Engine?

Search Engines are created by special computer programs known as *spiders* (also known as *crawlers*, *robots*, or simply *bots*). These *spiders* locate web documents and create an *index* of words. When a word or words are typed in the *search engine*, a list of web sites that contain that word(s) displays. The words you enter is known as a *query*. The web sites that display are sometimes referred to as *hits*.

When should I use a Search Engine?

It is best to use search engines when you are searching for specific information.



Search engines allow you to search the index of words generated by the spider not the entire web!

What are some popular search engines?

Some popular search engines include *Altavista*, *Ask*, *Google*, and *Hotbot*, just to name a few.

How do I start?

Before you begin a search, think about possible words that describe your topic. The more specific you are, the more likely you will retrieve relevant results. For example, searching for the word fishing will retrieve a ton of results. However, searching for fishing and Wisconsin will decrease the number of hits and provide a more focused set of results. You also have to be aware of different words used to describe a given topic such as cats or felines.

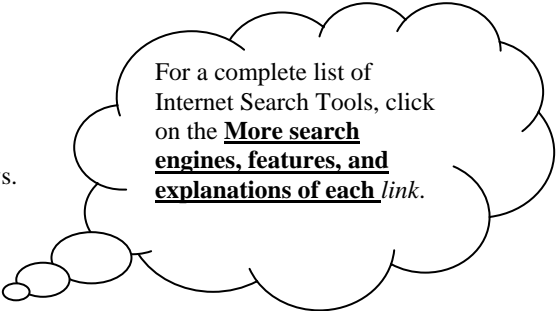
What is a Meta Search Engine?

Meta Search Engines allow you to search more than one search engine at a time. They provide a fast way of doing multiple searches at once and are useful for locating information on hard to find topics. Popular meta search services include *DogPile* and *MetaCrawler*.

Accessing Internet Search Tools

1. From an MPL computer, click the **Start** button on the *taskbar* at the bottom left-hand corner of the screen.
 - The **Start Menu** opens.
2. Click on **Programs**.
 - A *submenu* opens.
3. Click on **Internet Explorer**.
 - The **Internet Explorer** program launches and the MPL web site displays.
4. Click the **Research Resources** link and then click on **Search the Internet**.
 - Several popular search engines display.
5. Click on the **Google** link.

(Note: this exercise continues on the next page)



For a complete list of Internet Search Tools, click on the **More search engines, features, and explanations of each** link.

Single and Multiple Word Searches

The Milwaukee Public Library's Internet Search Tools page provides a comprehensive list of search engines along with a host of other web searching tools and information about strategies and tips for searching. The following exercise provides instruction on constructing a simple query.

(Note: this exercise is continued from the previous page)

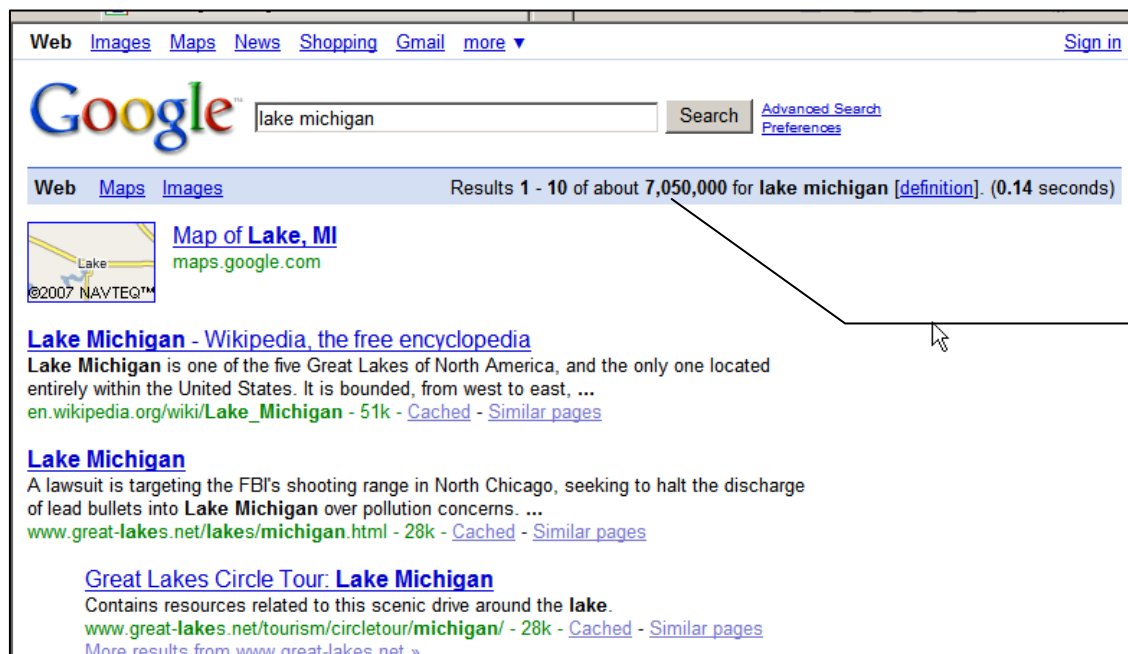
Single Word Search

1. Scroll down and click the link **Google**.
2. In the box provided, type in the word *lake*.
3. Click the **Google Search** button.
 - More than 450 million web sites display.
4. Scroll down the page and look at the first 10 web sites. Notice a short description displays underneath each link.
5. Click on a link to access the web page and click the **Back** button to return to the results list.



Multiple Word Search

6. Click in the search box at the top of the page after the word *michigan*.
7. Click the **Google Search** button.
 - Notice the list of web sites that displays is smaller, although still quite large, around 7 million pages.
8. Click on the *link* titled, Lake Michigan – Wikipedia, the free encyclopedia, and explore the web site.



Number of total web sites that include both the words *lake* and *michigan*.

Phrase Search

There may be some topics that are not single words but entire phrases. For example, if you wanted to find information on *cinnamon bread*, typing the two words into a search engine may yield a large set of results. Some of the web sites may not be about cinnamon bread, but about *chocolate cinnamon bread*, *cinnamon rolls*, or *cinnamon raisin bread*. You get the idea. In order to search for the phrase you can use quotation marks (see below for instruction).

1. Click the **Google icon** in the upper right-hand corner of the screen.
2. Type the phrase *cinnamon bread*.
3. Press the **Enter** key or click the **Google Search** button directly below the search box.



- Approximately 322,000 web pages match your query.
 - All of these pages contain the words cinnamon, and bread. However, not necessarily together. This means that some pages may have a recipe to *cinnamon cake*, *raisin bread*.
4. In the search box, click in front of the word *cinnamon* and type a quotation mark (").
 5. Click after the word *bread* and type a quotation mark.
 6. Press the **Enter** key or click the **Google Search** button directly to the right of the search box.
 - The results set is decreased to about 91,500 hits.
 7. Explore the top ten web sites that display.

A screenshot of the Google search results page for the query "cinnamon bread". The search bar shows the query with quotation marks. The results are displayed under the "Web" tab, showing "Results 1 - 10 of about 91,500 for 'cinnamon bread'". The first result is "Cinnamon Bread I - Allrecipes" with a description and a link to the recipe. Below it is "Cinnamon Raisin Bread I - Allrecipes" with a description and a link. The third result is "Cinnamon Bread Recipes like Buttery Cinnamon-Nut Bread, Cinnamon ...". On the right side of the page, there is a "Sponsored Links" section with a link to "Corbi's Cinna-Bread" and a description: "Cinnamon, Sugar and Honey For Fundraisers or Buy Online www.JoeCorbi.com".

Sponsored links display on the right hand side of the screen.

Now try your own phrase search!

Search Strategies (Google)

And: Google automatically “ands” your search terms. This means all terms used in the query must be found in the web page. For example, a search for *milwaukee restaurants* will retrieve web pages that have both search terms.

Case: Google searches are not case sensitive. For example, a search for Wisconsin, wisconsin, and WiScOnSiN will return the same results.

Keywords: Avoid using broad terms in your search query. Narrow your search by choosing more specific information. For example, a search for *twentieth century american women writers* will yield more relevant results than a search for *writers*. However, Google does limit queries to ten words.

Stop Words: Avoid using common words such as *how*, *where*, *a*, and *the* just to name a few. Google ignores them anyway.

Text Phrase: If you are searching for a phrase (e.g. Lake Michigan or chocolate chip cookies), include quotation marks around it. *Phrase searching* allows you to narrow your search.

Spelling: Watch out for spelling mistakes. However, if you make a common spelling error, Google will prompt you to search for the correctly spelled term(s).

- For more options and limiting features in Google, click the **Advanced Search** link. Features include limiting results by language, by date, and file format.
- For help using these features, click the **Advanced Search Tips** link at the top of the page.

The screenshot shows the Google Advanced Search page. At the top left is the Google logo. To its right is the text "Advanced Search" and two links: "Advanced Search Tips" and "About Google". Below this is a search bar with a "Google Search" button. To the left of the search bar are four radio button options for finding results: "with all of the words", "with the exact phrase", "with at least one of the words", and "without the words". Each option has a corresponding text input field. To the right of the search bar is a dropdown menu showing "10 results". Below the search bar are several filter sections: "Language" (Return pages written in any language), "File Format" (Only return results of the file format any format), "Date" (Return web pages updated in the anytime), "Numeric Range" (Return web pages containing numbers between two input fields), "Occurrences" (Return results where my terms occur anywhere in the page), "Domain" (Only return results from the site or domain, with an example "e.g. google.com, .org" and a "More info" link), and "SafeSearch" (No filtering selected, Filter using SafeSearch).

Still not finding what you're looking for? Call the Ready Reference department at the Central library, 286-3011.

Librarians can help you narrow your search or help you select more specific search terms.

Searching Exercises

Tips

- Always read the HELP or FAQ section of each search tool you use. Check these *search tips pages* often as web sites change frequently and new features are added.
 - Use unique keywords and be as specific as possible.
 - Are there other terms that can be used to describe your topic (e.g. car, automobile, motor vehicle).
 - Check your spelling.
 - Some search tools allow you to search within your results to further narrow the search and obtain more accurate results.
 - Use more than one search engine. You will see that each search tool yields different results.
-

Try finding answers to these questions by browsing directories, using search engines, or even using the links to different web sites found on the Milwaukee Public Library's Research Resources page.

1. What is the flavor of the day at Kopps custard?
2. What is the population of the United States?
3. Find a recipe for peanut butter cookies.
4. Find out which Milwaukee County Parks have tennis courts and which ones are lighted?
5. Who is the architect of the Milwaukee Art Museum's new expansion?
6. Who won the Pulitzer Prize for fiction in 1988?
7. What college football team is ranked #1 in the latest AP poll?
8. What are the hours of your neighborhood library?
9. What film won the academy award for best picture in 1984?
10. Find out the current weather forecast for Boston, Massachusetts.
11. Locate a web site for a Milwaukee Public School.
12. Find a home remedy for getting rid of fruit flies.

Directories

What is a subject directory?

A *Subject Directory* is a huge list of web sites compiled by experts in the field. Information is categorized by subject. It is best to use *directories* when you are searching for more general or broad information or when you want a list of the more popular web sites on a given topic. Directories allow users to browse for information on any given subject.

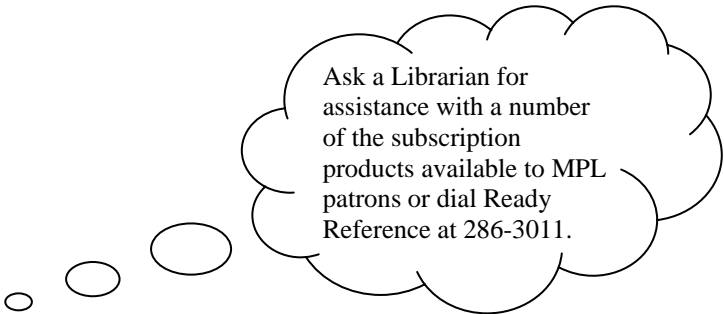
What are some popular subject directories?

Yahoo [www.yahoo.com] was the first subject directory and has remained the most popular. The Librarian's Index to the Internet [www.lii.org] and the Open Directory Project [www.dmoz.org] are also great resources. MPL's directory [http://www.mpl.org/coldfusion/librarian_rec.cfm] provides not only links to web sites but other computer resources such as subscription databases and CD-ROM products.

How can I locate a person's contact information?

You can search for someone's address, phone number, or email address very easily. There are many people search tools available for free on the Internet. Many of these tools provide listings from both yellow and white pages across the country. Although there are a number of people search tools to choose from, none of them are completely comprehensive. In fact, you may notice that each search tool yields different results. Try locating yourself, friend or family member using one of the free people searching tools below.

Anywho	www.anywho.com
Bigfoot	www.bigfoot.com
Switchboard	www.switchboard.com
WhoWhere?	www.whowhere.com
Yahoo People Search	people.yahoo.com



Ask a Librarian for assistance with a number of the subscription products available to MPL patrons or dial Ready Reference at 286-3011.

How can I locate contact information for government officials?

The Milwaukee Public Library web site provides a listing for government officials serving Milwaukee County residents. See the directions for accessing this page below.

1. Access the Milwaukee Public Library homepage.
2. Click the **Research Resources** link.
3. Click on **Recommended Links**.
4. Click either the **Government-Federal** or the **Government-State & Local** link.
5. Scroll down.
6. Click the **Directory of Government Officials** link.
 - A page loads with contact information including Federal, State of Wisconsin, Courts, Milwaukee County, and Milwaukee City government officials and agencies.

Glossary of Internet Searching Terms

Boolean Operators: Boolean operators, named after mathematician and logistician, George Boole, include the expressions AND, OR, and NOT. These expressions can be used to expand or narrow a search (see examples below).

The “AND” expression narrows a search by requiring a web page to have both terms

camping AND wisconsin

chocolate chip cookies AND midwest express

The “OR” expression expands the search so that pages retrieved may have either terms

ms OR multiple sclerosis

cats OR felines

While the “NOT” expression seeks to exclude an element from the search

bears NOT chicago

jurassic NOT park

Dead Link: An Internet link that does not lead to a page or site. A user may notice an error message. Sometimes no error message displays yet no page is loaded within the web browser. This may happen for a number of reasons such as the server storing the site is down, the page has moved, or the page no longer exists. Most search engines have techniques for removing such pages from their listings automatically. However, because the Internet is continuously growing, it becomes more and more difficult for a search engine to check all the pages in the index regularly.

Directory: Directories allow you to browse the web by a number of subjects such as travel, computers, and weather. Directories also allow you to search the web by entering in a specific subject. *Yahoo!* is perhaps one of the most popular directories.

Document: The unit of information the user is seeking and wants to retrieve. A document could be a web page, an image, newsgroup or email posting, or text file.

Hits: *Hits* refer to the number of web sites that display after performing a search.

Index: The term Index takes on a different meaning in the context of search engines. The term index and search engine are sometimes used synonymously. The index can be thought of as the searchable catalog of documents created by search engine software. An index may be full-text, meaning it contains every word on the page or it may be specific areas of the page (e.g. title, first few pages, and first few paragraphs).

Meta Search Engine: A meta search engine allows you to perform searches using multiple search engines. Examples of meta search engines include *Dogpile* and *Metacrawler*.

Phrase Search: If you are searching for a phrase (e.g. Lake Michigan or chocolate chip cookies), include quotation marks around it. *Phrase searching* allows you to narrow your search. Some search engines may use parentheses rather than quotation marks or there may be a special option to check.

Glossary of Internet Searching Terms

PIN: Personal Identification number. By establishing a PIN, you can place holds on items and access Electronic databases remotely from your home computer.

Query: A query is simply a search statement made up of terms or phrases. Operators can be used to refine the search.

Ranking: Ranking or sometimes referred to as positioning involves ordering web sites or web pages in a results list so that the most relevant hits appear first. Each search engine uses its own formula in determining relevancy and therefore the same search in two different search engines may yield some of the same hits, however they may be ordered differently.

Search Engine: A tool that lets you locate information on the web by browsing subjects or entering a query, keyword or phrase. The search engine locates pages within its database that match the keyword or phrase specified. The results are displayed in list format, and are usually referred to as “hits.” The search engine’s database is created by a computer program sometimes called a spider or robot, which is sent out to “grab” as many pages as possible. Once the pages have been gathered, a second program, usually referred to as an Indexer, creates an index of words from different web pages. Examples of search engines include *Google*, *Altavista*, and *HotBot*.

Traffic: The visitors to a web page or web site. Also refers to the number of visitors, hits, accesses etc. over a given period of time.

Truncate: Allows a user to search for the root of a word and retrieve all of its variant spellings or endings. The most popular symbols to truncate are the asterisk (*) or the question mark (?). For example searching for *motorcycl** will locate web sites that have the terms *motorcycle*, *motorcycles*, *motorcycling*, and *motorcyclists*. And a search for *wom?n* will search for both woman or women. Some search engines will automatically truncate.

Venn Diagram: Named after John Venn. The Venn diagrams below provide a graphic illustration of the Boolean operators used to narrow and expand searches.

