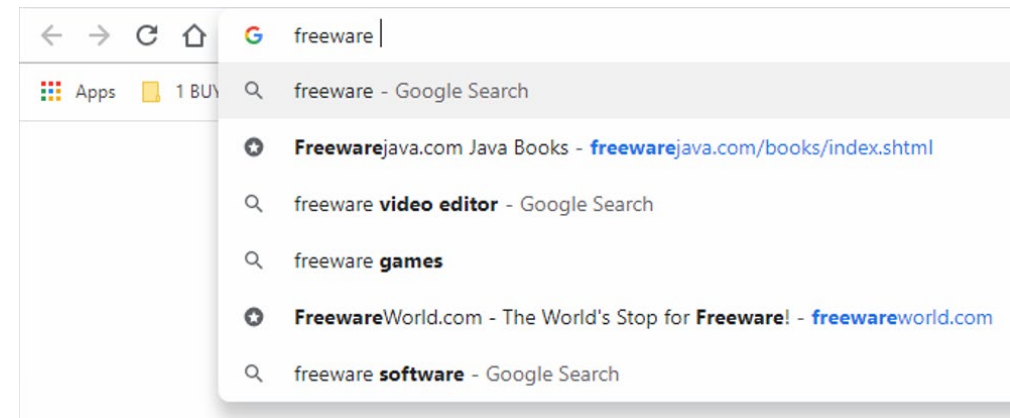


EXAMPLE BOOLEAN USE

Lecturer: Mark Gillan

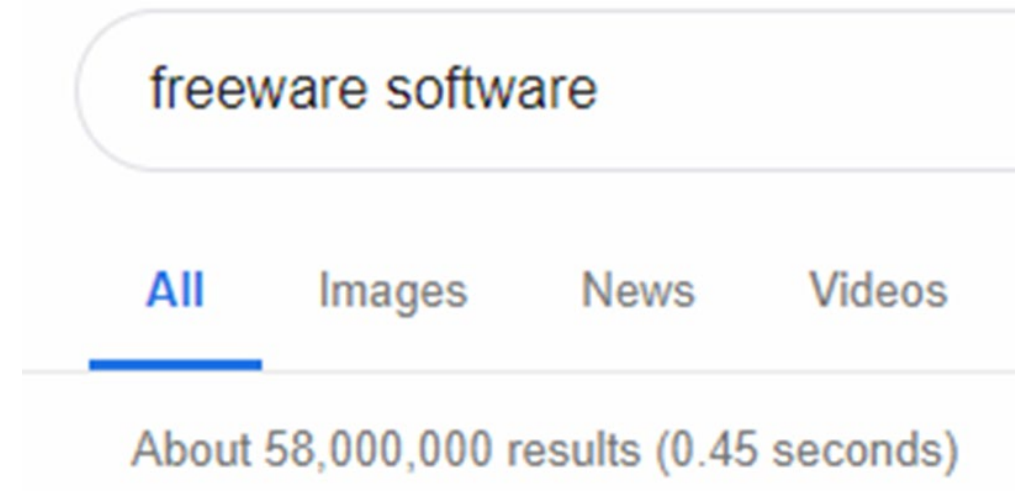
KEYWORD SEARCH

- Google can help with keywords
- Start typing a keyword into Google and the search engine provides a list of possible additions
- Selecting from the list will commence a search
- The example shows the user typing the word freeware into Google and one of the possibilities could be freeware software
- TIP: using the Thesaurus online or even in Microsoft Word can assist with keyword alternatives



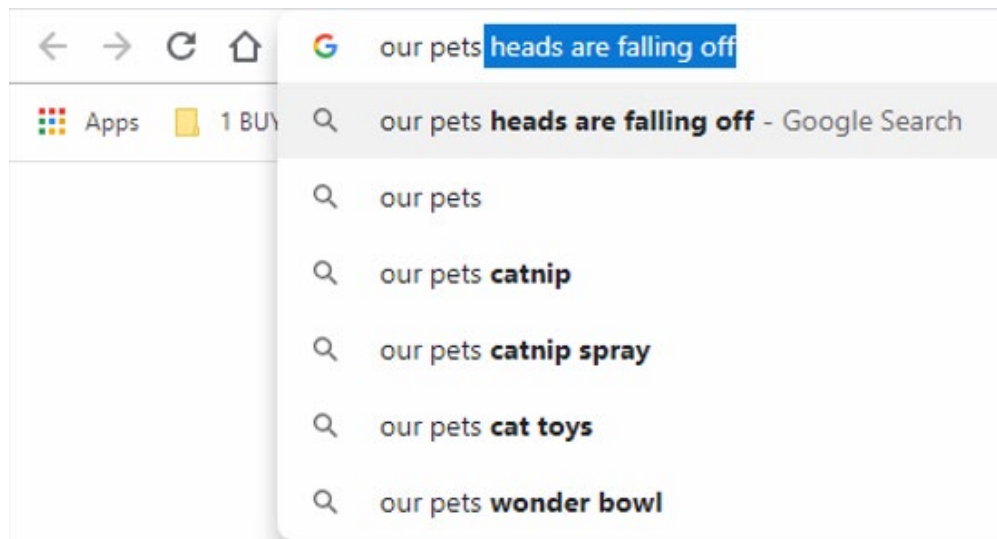
GOOGLE PROVIDED KEYWORDS

- The result of searching for the Google provided keywords is a possible number of 58 MILLION web pages
- We would never be able to see them all and know which ones are best for the topic we are researching
- In fact, Google does not allow anyone to get too far forward when clicking NEXT to see more results

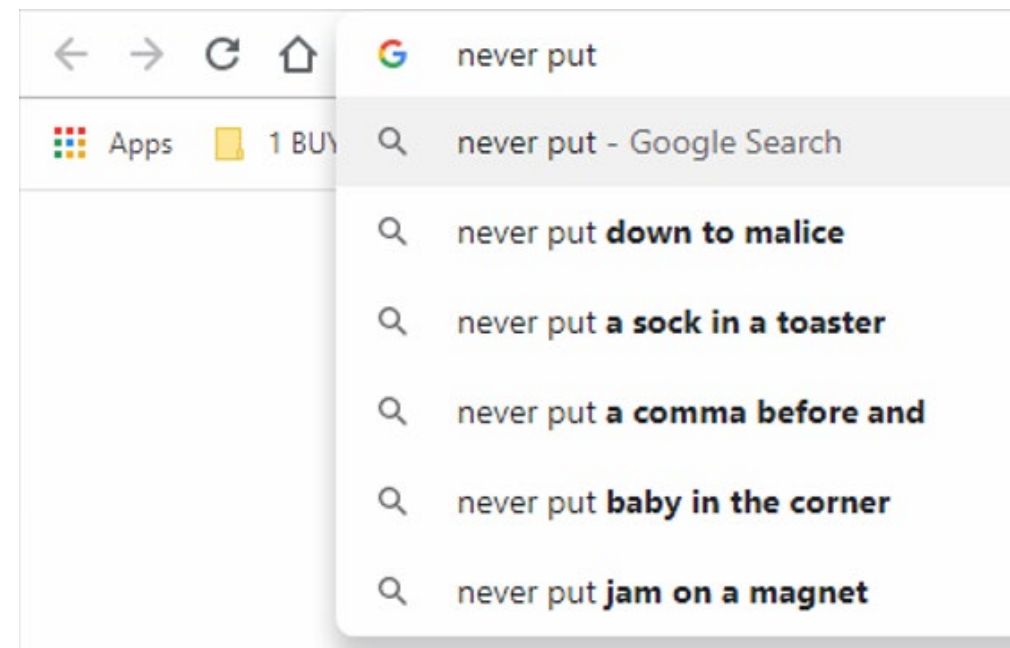


GOOGLE PROVIDES SOME STRANGE THINGS

Typing in the words: our pets



Typing in the words: never put



LOOKING THROUGH THE RESULT

- As mentioned, the results can be in the millions and we would never get to see more than just a few
- What if much better information was available within all those millions?
- What if we could improve our search to see a different batch of possible web pages in the return?
- The first top 10 for a search, can consist of the usual selling of books, definition of a word and web pages that do not provide anything related to the search at all
- The example shows the usual Wikipedia that does not provide the freeware software itself but only an explanation

Freeware - Wikipedia

<https://en.wikipedia.org/wiki/Freeware> ▼

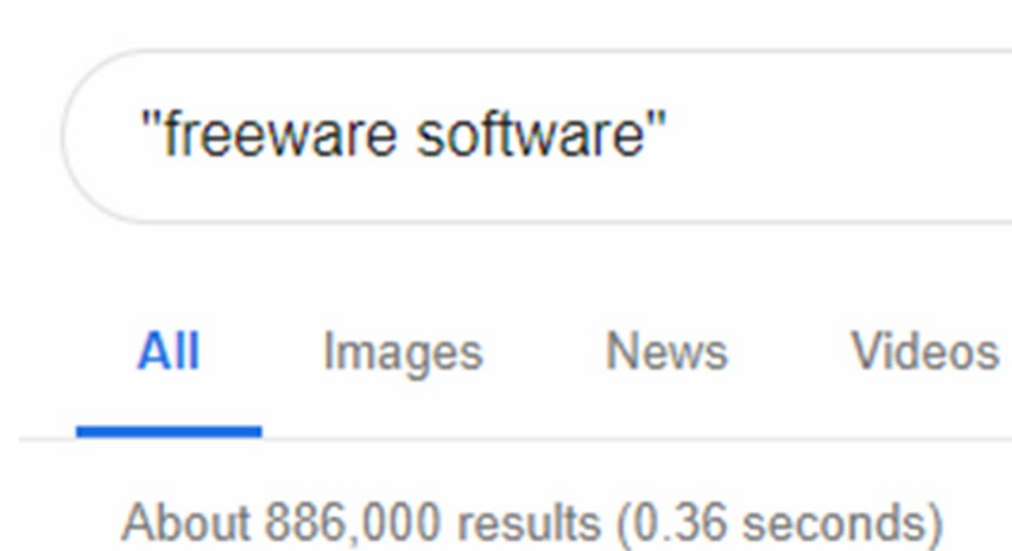
Jump to [Relation to other forms of software licensing](#) - Freeware (green) seldom expose their source ... from "freeware" or "shareware"; it is software where ...

[Definitions](#) · [Software license](#) · [Creative Commons ...](#) · [Restrictions](#)



PHRASES NARROW THE SEARCH

- Using phrases within quotation marks tend to narrow the search down
- This example shows the result of “freeware software” using quotation marks as being 886,000 possible web pages
- A huge narrowing down from the original return from just the keywords themselves without quotation marks of a massive 58 MILLION
- That’s right, just by using quotation marks, from 58,000,000 to 886,000
- We can narrow or broaden our searches by using boolean



THE DIFFERENCE

Massive return on all keywords

freeware software downloads for windows 10

All

Images

News

Videos

Shopping

About 2,050,000,000 results (0.49 seconds)

Using Boolean instead

"freeware software" AND "downloads for windows 10"

All

Images

Videos

News

Shopping

More

About 33,400 results (0.40 seconds)



scoosh
media

BOOLEAN CAN HELP

- From BILLIONS of possible web pages
- Down to only 33,400 possible web pages using the Boolean equivalent
- This means there had been BILLIONS of possible web pages that did not specifically have the phrases being searched
- It has discounted many possible web pages and concentrated upon much fewer
- The search might just provide the information required

