

Searches Compared

BY MARK GILLAN

Common comments

- ▶ *Boolean doesn't help*
- ▶ **Mark: "It can help if used correctly, I can show you how it helps"**
- ▶ *I find it easier without Boolean and find what I want*
- ▶ **Mark: "You might find some information but not as much, I can show you"**
- ▶ *Boolean can make it worse with my search*
- ▶ **Mark: "If used incorrectly, it could make it worse, possibly!"**
- ▶ *Google is great and I don't need other search engines*
- ▶ **Mark: "Google is great but using other search engines can offer different returns, different information, availability for greater flexible search criteria using more Boolean with other search engines, it is worth trying out for each different search as not all searches are the same – not every search engine is the same or indeed every search"**

Improving the search efficiency

- ▶ If the top 10 returns for a web search has 3 web pages that help with information
- ▶ The search is:
- ▶ **30% efficient**
- ▶ If the top 10 returns for a web search has 8 web pages that help with information
- ▶ The search is:
- ▶ **80% efficient**



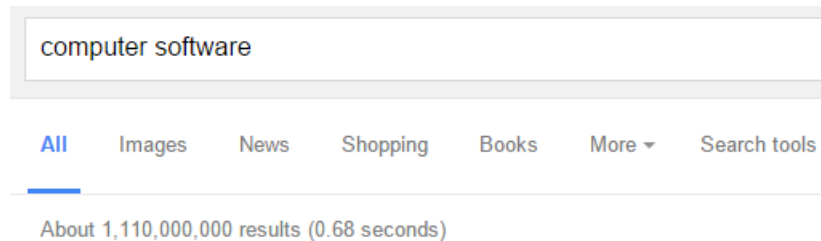


Boolean

FOR BETTER OR WORSE

Boolean or not Boolean – part 1

Searching without quotation

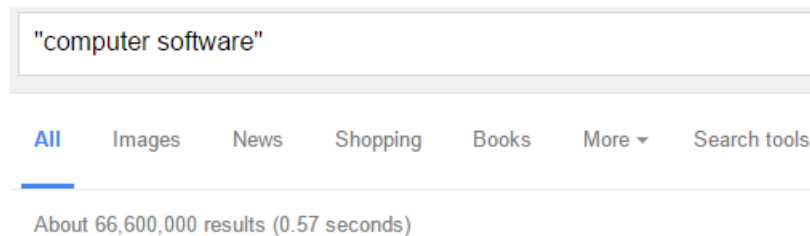


Result

- ▶ The search would include any web page with the two individual words anywhere within the web page
- ▶ The example shows a search for the word 'computer' as well as the word 'software' with any web page with these two individual words being located therein
- ▶ About **1.1 BILLION** results ... quite a lot!

Boolean or not Boolean – part 2

Searching with Boolean

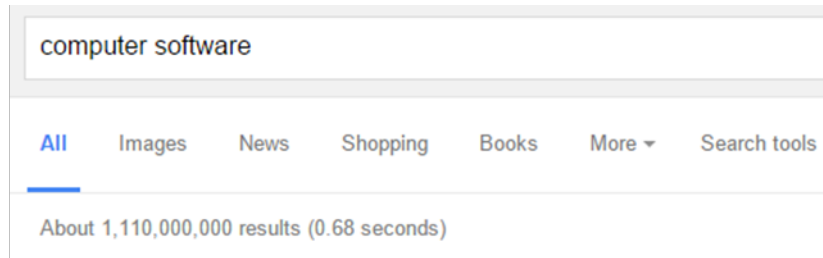


Result

- ▶ The quotation marks declare the search is for both words together as contained within the quotation marks "computer software"
- ▶ From 1.1 BILLION down to 66.6 million
- ▶ Quite a difference!

Boolean or not Boolean – part 3

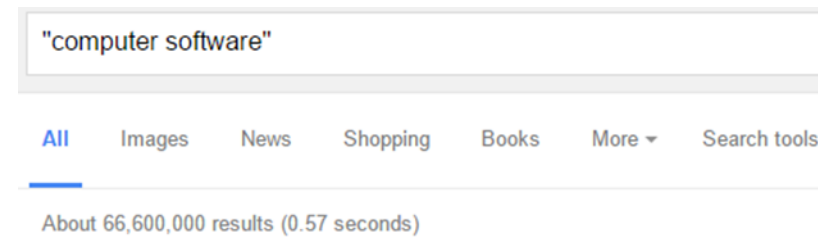
Without quotation marks



A screenshot of a Google search interface. The search bar contains the text "computer software". Below the search bar, there are tabs for "All", "Images", "News", "Shopping", "Books", "More", and "Search tools". The "All" tab is selected. Below the tabs, it says "About 1,110,000,000 results (0.68 seconds)".

1.11 BILLION

With quotation marks



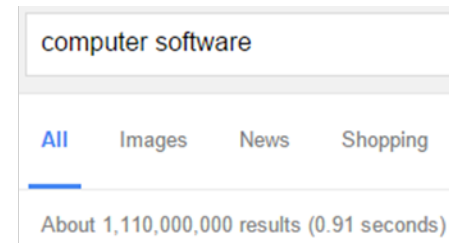
A screenshot of a Google search interface. The search bar contains the text "computer software" in quotes. Below the search bar, there are tabs for "All", "Images", "News", "Shopping", "Books", "More", and "Search tools". The "All" tab is selected. Below the tabs, it says "About 66,600,000 results (0.57 seconds)".

66 MILLION

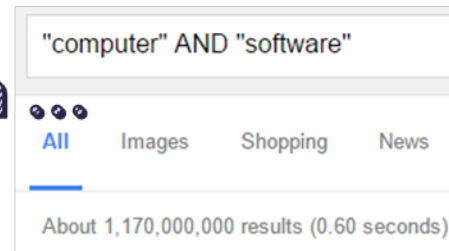
Boolean or not Boolean – part 4

- ▶ Words of warning...
- ▶ If we use a Boolean Operator for just two words, the return makes not difference because it is searching for exactly the same as without any quotation marks or operators, in other words ... two individual words anywhere on a web page
- ▶ So, Boolean must be used correctly to be useful
- ▶ See the next page...

Without quotes
Without Boolean operator



... with ...



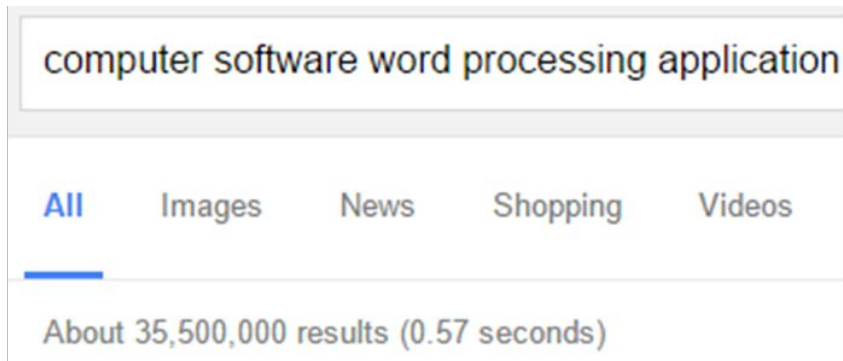
Actually worse!

Boolean or not Boolean – part 5

- ▶ If the search has more than 2 words it might be more useful to use Boolean with operators
- ▶ Imagine we need to search for:
computer software word processing application
- ▶ Trying this first without Boolean will mean the search engine returns any web page within its listings with the individual words where the web page contains these words anywhere at all, listing the closest first
- ▶ However, using Boolean plus an operator such as AND ... we have a more targeted search and narrows down the web pages more attuned to the requirements and not as individual words, for example:
“computer software” AND “word processing application”
- ▶ Let’s see how Boolean would help – it certainly doesn’t make it worse this time!

Boolean operator AND

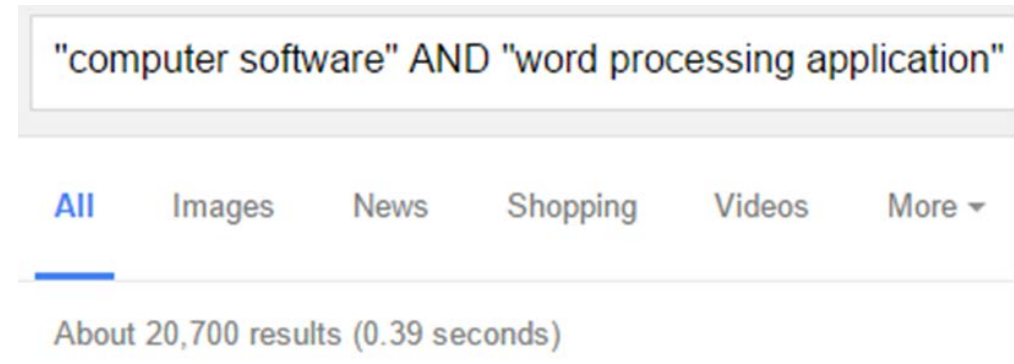
Without Boolean – see results



A screenshot of a Google search interface. The search bar contains the text "computer software word processing application". Below the search bar, there are tabs for "All", "Images", "News", "Shopping", and "Videos". The "All" tab is selected and underlined. Below the tabs, it says "About 35,500,000 results (0.57 seconds)".

35.5 MILLION

With Boolean – see results



A screenshot of a Google search interface. The search bar contains the text "\"computer software\" AND \"word processing application\"". Below the search bar, there are tabs for "All", "Images", "News", "Shopping", "Videos", and "More". The "All" tab is selected and underlined. Below the tabs, it says "About 20,700 results (0.39 seconds)".

Down to only 20,700

Think about it

35,500,000



20,700

- ▶ Boolean can help reduce the amount of results a search engine provides
- ▶ Thus, targeting the results to increase efficiency of the search
- ▶ Boolean can make the search worse if incorrectly used but MUCH better with correct usage
- ▶ Think about it ... a search returning the top 10 of:
 - A) 35.5 BILLION possible web pages
 - B) only 20,700 possible web pages ...
- ▶ Pick A or B

Search Engines

THE BIG FIGHT:
GOOGLE VERSUS BING

Use more than one search engine

- ▶ Various search engines – the world does NOT revolve around Google HQ
- ▶ Google is a good search engine - opinion
- ▶ Bing is also a good search engine – opinion
- ▶ Other good search engines are available – opinion
- ▶ It very much depends upon how you are searching, what you are searching for, when you are searching. Search engines operate in slightly different ways.
- ▶ Let's compare Google and Bing for a search...

Google – using Boolean: requesting exclusion of “Dementia Care”

FAILED

Results have
dementia

"care in scotland" NOT "dementia care"

All Images News Shopping Maps More Search tools

About 18,800 results (0.59 seconds)

[PDF] Living and dying with dementia in Scotland - Marie Curie
<https://www.mariecurie.org.uk/.../living-and-dying-with-dementia-in-sco...>
symptoms3, but dementia is not curable and is a terminal and appropriate care. In Scotland, everyone diagnosed care and most of their dementia care.

Quality and Excellence in Specialist Dementia Care - The ...
www.gov.scot/Publications/2015/11/3937/1
24 Nov 2015 - Quality and Excellence in Specialist Dementia Care (QESDC): baseline ... Scotland's Five- and Eight-pillars Models, dementia care in Scotland is ... and treatment not necessarily related to dementia, but whose needs are ...

Concerns raised over dementia care in Scotland (From ...
www.heraldsotland.com/.../13191830.Concerns_raised_over_dementia...
29 Nov 2014 - Concerns raised over dementia care in Scotland ... has flagged up concerns over issues such as wards not being "dementia friendly" and a lack ...

BING – using Boolean: Excluding Dementia from search returns

Bing allowed for the Boolean and excluded “dementia care” as requested



Ignore the advert at the top and the rest are relevant to the search

"care in scotland" NOT "dementia care" 

Web Images Videos Maps News Explore

2,020,000 RESULTS Date ▾ Language ▾ Region ▾

Help for dementia - Care for a loved one with dementia? ⓘ
Ad · www.telmenow.com/HelpForDementia
Care for a loved one with dementia? Here's some advice to help you.

Scotland - In Your Area - Arthritis Care ⓘ
<https://www.arthritiscare.org.uk/in-your-area/scotland> ▾
Arthritis Care Scotland is working for those with arthritis in Scotland. Find local information including upcoming events & the latest news in Scotland.

Arranging Live in care in Scotland..... - access-care.co.uk ⓘ
www.access-care.co.uk/live-in-care-scotland ▾
Access Care has introduces care worker to clients across Scotland that wish to live at home but need full-time support to do so.

Care in Scotland - It's Life Changing Work! ⓘ
<https://www.c-i-c.co.uk/care-scotland-its-life-changing-work> ▾
Community Integrated Care is proud to support a campaign launched by the Scottish Social Services Council (SSSC) which aims to raise awareness of the amazing ...

What is the best?

- ▶ The are all good in their own way
- ▶ Google will be good for some searches but not others
- ▶ Likewise Bing and likewise many others
- ▶ Some searches best suit one or another but it is worth trying a couple
- ▶ Meta search engines, directories and using Advanced Search Tools can also benefit a search ... sometimes!
- ▶ Plan your search by splitting down into a few topics
- ▶ Describe or question the exact information required by the search
- ▶ List at least 3 different search criteria that could be similar, for example:
 - “computer software” AND “word processing application”
 - “word processor” AND “computer application software”
 - “computer application for word processing” OR “software for text processing”
 - “application software for word processing” NOT “computer processor”

Search Tips

HINTS AND TIPS

Plan, record and evaluate



- ▶ Use Boolean correctly
- ▶ Plan the search
- ▶ List search criteria
- ▶ Evaluate the information found
- ▶ Use different search engines
- ▶ Remember each search is different
- ▶ Try Advanced Search Tools
(you can search for these!)