

Searches Compared

BY MARK GILLAN

Common comments

- ▶ *I find it easier without advanced search techniques and find what I want*
- ▶ **Mark: “You might find some information but not as much, I can show you”**
- ▶ *Quotation marks 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**

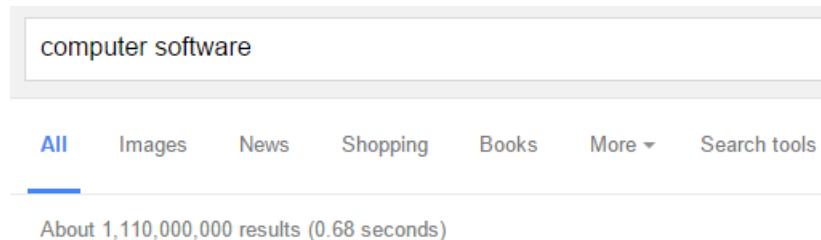


Search Technique

FOR BETTER OR WORSE

Quotation marks – Part 1

Searching without quotation

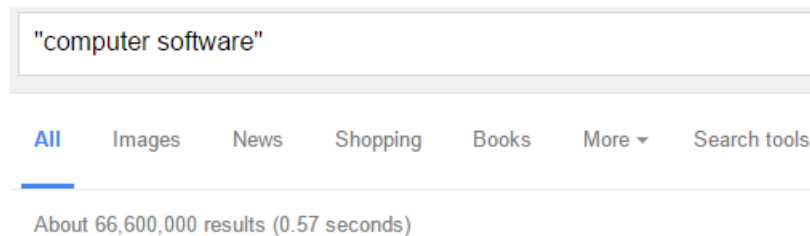


Result

- ▶ 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!

Quotation Marks – part 2

Searching with Boolean

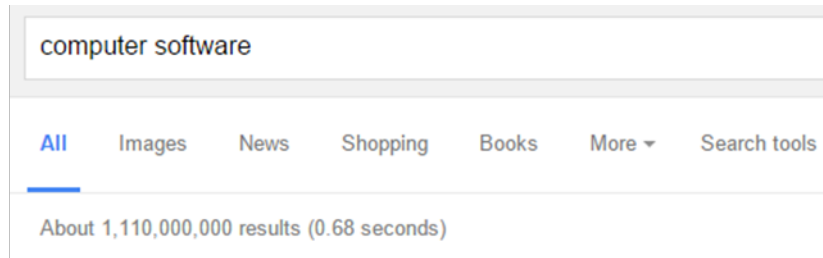


Result

- ▶ 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!

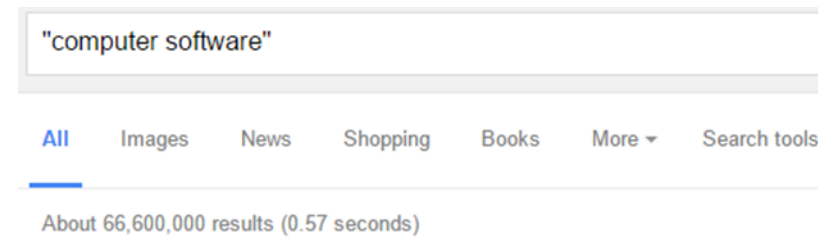
Quotation Marks – part 3

Without quotation marks



1.11 BILLION

With quotation marks



66 MILLION

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...

What is the best?

- ▶ They 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 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”
 - “computer application software”
 - “software for text processing”
 - “application software for word processing”

Search Tips

HINTS AND TIPS

Plan, record and evaluate



- ▶ Use quotation marks (2 or more words)
- ▶ Plan the search
- ▶ List search criteria
- ▶ Evaluate the information found
- ▶ Use different search engines
- ▶ Remember each search is different
- ▶ Try Search Tools
(you can search for these!)