

07 – Web Search

Searching the Web

- As a Web searcher for a long time, I agree with good old +Fravia and like to quote him when he says that:
 - everything is on the web
 - you can search rather effectively without using google
 - some “alternative searching paths” can be quite useful for seekers

- I would add some more to these:
 - once you learn even some less-known basics about how to search, you will realize that you were just scratching the surface before
 - you can employ the techniques that are shown here in many different contexts

- How are search engines used?
 - Mostly queries with one or few words
 - (which ones? Give a look at [zeitgeist!](#))
 - Mostly you look just at the first hits (check for “eye-tracking studies” [here](#) and the “Google golden triangle” [here](#) and [here](#))

Advanced word-based search

- Many different operators are available instead:
 - Quotes (**without** vs **with**)
 - **link**
 - **allinanchor**
 - **inurl**
 - **filetype**
 - **intitle** (try searching **Wordpress categories with intitle!**)
 - **related**
 - ... and of course boolean ones
 - ... and this is just Google: try, for instance, Bing's **linkfromdomain!**

There's more than simple word-based search!

- Try other search engines, and exploit their unique features
 - i.e. ever searched for **images** or **data**?
- Exploit Webbits (see [here](#) and [here](#))
 - Check, for instance, the old but still working "**index of**" trick
- Try different, unusual search engines
 - i.e. **Concept-related search**
 - Search for **related:www.google.com**
- Try other protocols (remember? Internet is not the Web!)
 - **IRC search**

- Use “arrows”, exploiting the vocabulary of communities of practice to enhance search
 - What are screener, scanlation, gtd, diy, slam, etc?
- Try the *epanaleptical* approach:
 - repeat the word many times
 - if it is more than one word, use quotes
 - examples: *slam*,
- Go social (try *folksonomies*, *blogs*, wikis [1,2], and *forums*)
- Go systematic...
 - Try the *form* you can find [here](#)
- ... or foster serendipity
 - check upper dirs in URLs
 - follow links
 - always look at the status bar