Locating information on the Internet is difficult, because there are so many places to look. To improve the chances of finding exactly the right stuff, look in the right places.

Principle: **Look for information where it is likely to be found**

You were told you need some IRS form to apply for financial aid but where do you get it?

Navigate the IRS Page

- Well-designed pages should facilitate search

**Financial Aid**

Search found 6 documents from 9184 in this subject.

Search for: **Financial Aid Forms**

Searching on "financial" alone yields 100 hits

The previous item is item number 8
Search Engines

- A Search Engine is a program that performs two basic functions:
  - "Crawls the Internet" building an index of URLs and key terms that characterize the content of the page
  - "Lists the URLs" associated with a given set of key word terms according to the index
- Crawling is an ongoing activity to keep up with newly added pages and to prune broken links
- Listing is performed on demand from users

The effectiveness of a search engine is related to the amount of the Internet that it has "seen" and how discriminating its index is.

Google

- Google is a relatively sophisticated search engine

The “basic search” is often effective based on their rankings

The “advanced search” is usually better if you spend a moment thinking
Google: Advanced Search

Google's Sophistication

- Google is a search engine that indexes a page by the words used in the pages that link to it

My favorite Thai places are
- thai-phoon.com
- www.bai_tong.com
- lemongrass.com

Lemon Grass (lemongrass.com) is a well-appointed eatery run by Chate Koolarong. Their specialty is Thai cuisine.
Google: Advanced Search

“AND constraints”: cat AND had AND rat

“OR constraints”: red OR blue OR green

“NOT constraints”: NOT square

Summary

- Search where you will find the information you seek
- Navigating around a site is often effective
- Local search can find candidate pages
- Search engines build indexes to assist in searching web
- When asking for two (or more) words or phrases, specify whether
  - Both words must be present: AND
  - At least one of the words be present: OR
  - The word(s) must be absent: NOT