Searching the WWW

Locating the right information on the WWW requires effort

Looking In the Right Place

Google is not the first place to look

- Go directly to a site -- www.irs.gov

Guessing a site's URL is often very easy, making it a fast way to find information

- Go to right site -- dictionary.cambridge.org
- Go to the library -- www.lib.washington.edu
- Go for the kind of information you want -- www.npr.org

Ask, "What site provides this information?"

Search Engines

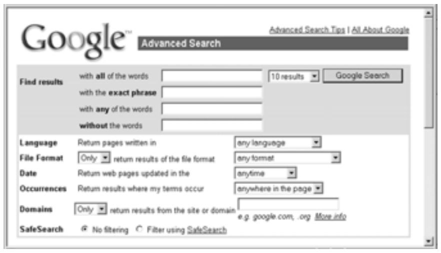
No one controls what's published on the WWW ... it is totally decentralized

To find out, *search engines crawl* Web

- Two parts
  - *Crawler* visits Web pages building an *index* of the content (stored in a database)
  - Query processor checks user requests against the index, reports on known pages

Only a fraction of the Web's content is crawled

Google Advanced



Google™ Advanced Search

Advanced Search Tips | All About Google

Find results
with **all** of the words [ ] 10 results ▾ Google Search
with the **exact phrase** [ ]
with **any** of the words [ ]
without the words [ ]

Language Return pages written in: any language ▾
File Format Only ▾ return results of the file format: any format ▾
Date Return web pages updated in the: anytime ▾
Occurrences Return results where my terms occur: anywhere in the page ▾
Domains Only ▾ return results from the site or domain [ ] *e.g. google.com, .org More info*
SafeSearch ● No filtering ○ Filter using SafeSearch

Boolean Queries

Search Engine words are independent

Search for ▶ Mona Lisa

- Words don't have to occur together
- To be explicit about occurrences use Boolean queries and quotes
  - Logical Operators: AND, OR, NOT

    monet AND water AND lilies

    "van gogh" OR gauguin

    vermeer AND girl AND NOT pearl

Demonstration

- Google Images
  - monet AND water AND lilies
  - "van gogh" OR gauguin
  - vermeer AND girl AND NOT pearl

Queries

Searching strategies ...

- Limit by top level domains or format
- Find terms most specific to topic
- Look elsewhere for key words, e.g. bio
- Use exact phrase only when universal
- If too many hits, re-query
- "Search within results" using "-"

Queries

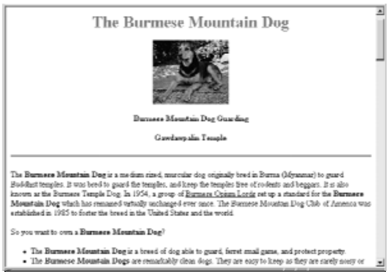
- Once found, ask if site is best source
  - How authoritative is it?
  - Can you believe it?
  - How crucial is it that the information be true?
    - Cancer cure for Gramma
    - Hikes around Seattle

Truth on the Web

- Much Web information is wrong
- Using the Web effectively means recognizing quality information
  - Information from reliable organizations is usually preferred -- check out ownership
  - Look for accuracy, currency, ...
  - Follow links to verify that the content supports the original page

Best: Locate independent verification

A Bogus Site



The Burmese Mountain Dog

Burmese Mountain Dog Guarding

Gawdawpalin Temple

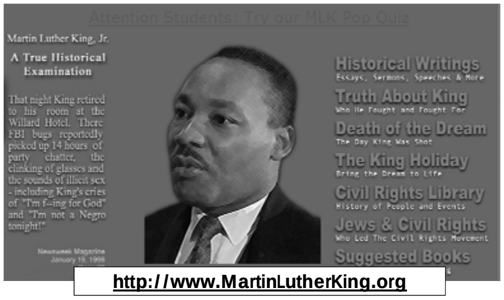
The **Burmese Mountain Dog** is a medium sized, muscular dog originally bred in Burma (Myanmar) to guard Buddhist temples. It was bred to guard the temples, and keep the temples free of rodents and beggars. It is also known as the Burmese Temple Dog. In 1954, a group of Burmese Opium Lords set up a standard for the **Burmese Mountain Dog** which has remained virtually unchanged ever since. The Burmese Mountain Dog Club of America was established in 1985 to foster the breed in the United States and the world.

So you want to own a **Burmese Mountain Dog**?

- The **Burmese Mountain Dog** is a breed of dog able to guard, ferret small game, and protect property.
- The **Burmese Mountain Dogs** are remarkably clean dogs. They are easy to keep as they are rarely noisy or

http://www.burmesemountaindog.org/

A Bogus Site



Attention Students: Try our MLK Pop Quiz

Martin Luther King, Jr.

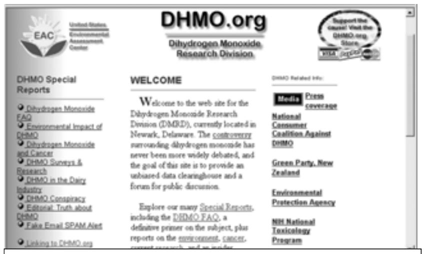
A True Historical Examination

That night King retired to his room at the Willard Hotel. There FBI bugs reportedly picked up 14 hours of party chatter, the clinking of glasses and the sounds of illicit sex - including King's cries of "I'm f--ing for God" and "I'm not a Negro tonight!"

Newsweek Magazine
January 19, 1998

http://www.MartinLutherKing.org

True Site, Bogus Implication



EAC
United States Environmental Assessment Center
DHMO.org
Dihydrogen Monoxide Research Division
Support the cause! Visit the DHMO.org Store.

DHMO Special Reports

- Dihydrogen Monoxide FAQ
- Environmental Impact of DHMO
- Dihydrogen Monoxide and Cancer
- DHMO Surveys & Research
- DHMO in the Dairy Industry
- DHMO Conspiracy
- Editorial: Truth about DHMO
- Fake Email SPAM Alert
- Linking to DHMO.org

WELCOME

Welcome to the web site for the Dihydrogen Monoxide Research Division (DMRD), currently located in Newark, Delaware. The controversy surrounding dihydrogen monoxide has never been more widely debated, and the goal of this site is to provide an unbiased data clearinghouse and a forum for public discussion.

Explore our many Special Reports, including the DHMO FAQ, a definitive primer on the subject, plus reports on the environment, cancer, current research, and an insider

DHMO Related Info:

Media Press coverage

National Consumer Coalition Against DHMO

Green Party, New Zealand

Environmental Protection Agency

NIH National Toxicology Program

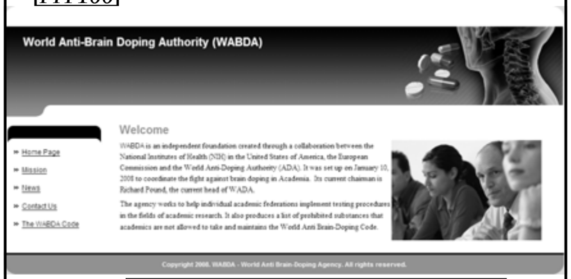
http://www.dhmo.org

April Fool's Prank Site

"The US National Institutes of Health is to crack down on scientists 'brain doping' with performance-enhancing drugs such as Provigil and Ritalin, a press release declared last week. The release, brainchild of evolutionary biologist Jonathan Eisen of the University of California, Davis, turned out to be an April Fools' prank. And the World Anti-Brain Doping Authority website that it linked to was likewise fake."

—*Nature* magazine

April Fool's Prank site



World Anti-Brain Doping Authority (WABDA)

- Home Page
- Mission
- News
- Contact Us
- The WABDA Code

Welcome

WABDA is an independent foundation created through a collaboration between the National Institutes of Health (NIH) in the United States of America, the European Commission and the World Anti-Doping Authority (ADA). It was set up on January 10, 2008 to coordinate the fight against brain doping in Academia. Its current chairman is Richard Pound, the current head of WADA.

The agency works to help individual academic federations implement testing procedures in the fields of academic research. It also produces a list of prohibited substances that academics are not allowed to take and maintains the World Anti Brain-Doping Code.

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http://wabda.org/Home_Page.html

Unit I Project

Create a bogus (fictitious) Web page

To appreciate how easy it is to fake "quality" info you will build a bogus Web page

- Modify photograph, changing its meaning
- Write misleading text
- Add "authenticity" links, fake credentials …

Unit I Project

- Your page should look as legitimate as possible, but contain false information
- A site visitor should start out believing your site, but by the time they finish reading, they should realize that it's a hoax
- Forget subtlety!

Turn In Steps

- Publish your page by uploading to the Web server
- copy your Project1A files into a Project1B folder
- Submit your Word or .txt with project URL in Catalyst Collect It
- Do not touch anything in your 1A folder after the deadline
  - So the TAs can grade it

We will check the timestamps