Search mechanics

October 17, 2012

What is a database?

Badke: "a collection of data that can be retrieved using organized search"

[Wikipedia](): "a system intended to organize, store, and retrieve large amounts of data easily."

Examples?

What does a search engine do?

Search engines retrieve information from databases

Examples?

Liddy, "How a Search Engine Works"

- Indexable elements
- Stop words & weight assignments
- Document features that make a good match to a query:
  - Frequency of terms
  - Location of terms
  - Link Analysis/Popularity
  - Date
  - Proximity
  - Others?

Questions about search engines?

- Did you understand Liddy's explanation?
- Had you known any of this before?
- Google changes its search algorithm frequently
  - Effect on your search results?
  - Effect on traffic to certain websites?
- Questions?

Search Engine Optimization/ Search Engine Marketing

- Keywords and backlinks

- Website analytics

- Dynamic content to get a higher page rank

- Personalized results based on user's location
  - Privacy issues?

- Paid inclusion (advertising)
  - Ethical issues? Disclosure?

Advanced search techniques

- Boolean searching
  - *AND, OR, NOT*
- Truncation
  - truncat* finds variations: truncated, truncation, truncate
- Phrase searching
  - *"quotes around a phrase"*
- Nested searching
  - *(education or school) and (adolescent or teen)*

Have you ever used any of these? What do you consider your "power search" strategies?

Activity

Practice searching for your research topic:

- Choose keywords to describe your topic
- Search in one of the alternative search engines we just looked at
- Try using Boolean operators AND OR NOT, truncation, phrase searching, nested searching

For Monday, October 22

Discussion: The research process: needs assessment, preliminary strategies, topic development

Reading: Badke Ch. 2

Assignment: Comment on at least one blog post