

Search mechanics

March 12, 2013

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 (SEO/SEM)

- Keywords issues: language, alphabets, spelling
- Website analytics
- Dynamic content to get a higher page rank
- Personalized results based on user's location, other info collected by browser
 - 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 Google or try an alternative search engine
- Try using Boolean operators AND OR NOT, truncation, phrase searching, nested searching

For Thursday, March 14

The draft of your research topic proposal is due!

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

Reading: Badke Ch. 2

Assignment: Comment on at least one blog post