

# San Jose City College – Internet IID

## Searching the Web for Fun and Profit

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To find your Web site, users often select a search engine. Located on many Web sites, a search engine is a software program that finds Web pages and indexes the Web site for you. There are many different types of search engines that are designed to produce different results even if you type the same information.

There are many large search engines such as Yahoo, AltaVista, Infoseek, and Googlesearch. These Web sites, which are also referred to as Web portals, provide access to a wide variety of information if you know how to find the information. When visiting such popular web pages, you can search using two fundamental strategies:

- Category search-Use for reference and general topical searching.
- Key word search-Use when searching for specific information within a general topic.

Specific search engines such as AskJeeves and Askme.com can provide intelligent answers to questions you ask. For example, Askme gives you a chance to ask a question of several experts who will answer your question using a list server (a computer that allocates space on the hard drive to store information) that posts all of the questions and answers related to the same topic. This way, you can compare answers received from several sources. These sources can respond to each other's answers also.

In fact using a search engine has become such a popular pastime that Web sites are devoted to finding search engines for your area of interest, whether that be science, education, sports, or animals. After you visit these Web sites, you select the search engine you wish to use to find the most appropriate and best information related to your topic of interest.

For more information on search engines, visit the Web site [www.searchenginewatch.com](http://www.searchenginewatch.com). On that site is a comprehensive chart describing how search engines display results.

## Searching for Information

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Searching for information involves narrowing your search until you find exactly what you need. The more general the category or keyword you use, the more general are the results. If you use what are called Boolean searches, you can narrow the results you find so that you find what you need in one try, instead of five or six attempts.

## Boolean Searches

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You can use special words, referred to as Boolean operators, to narrow your search. The search engine evaluates each search item (referred to as a "hit") according to the keywords as well as the relationship specified by the Boolean operator. The following table lists and describes several commonly used Boolean operators.

OPERATOR	DESCRIPTION
AND	Finds only those documents containing both of the specified words. If your search string is CATS and PEOPLE, your search engine lists only those documents that included both words.
OR	Finds documents with at least one, but not necessarily both, of the specified words.
NOT	Excludes from the search results those documents containing the specified word or phrase. For example, the search phrase, Cats and not people, would find those documents about cats and exclude documents about both cats and people.
NEAR	Finds documents containing both words, but the words must be within a specified number of words from each other (10 is a commonly accepted range.)

## What you do

Double-click the icon for the Internet Explorer

In the Search Box, type:

MLA Style Guide

In the Search Box on the GoogleSearch Web site, type:

Articulation Assistance

Type the name of a College you would like to attend:

Click the Back button one or more times.

In the Address bar, type:

<http://www.itknowledge.com/>

## What you see

The program opens an Internet Web Browser screen.

You go to this Web site:

[http://www.mla.org/style/style\\_top\\_index.htm](http://www.mla.org/style/style_top_index.htm)

You go to this Web Site:

<http://www.assist.org>

Statewide Student Transfer Information for California.

Display the Web page for GoogleSearch.



Type the word English in the Keyword Search Box

Click the Advanced Search hypertext link.

A list of books containing English in the title.



Follow the instructions for the Advanced Search and enter the words: English, Instructions

Books containing those words are listed.

Click the Next Button on the Toolbar in the Search Bar.

A Search menu of various search engines is displayed.

Click AltaVista.

The AltaVista simple search form appears in your Browser window.

Click the Close button.

The Alta Vista simple search form closes.

Select a language from the language box.

The language appears in the drop-down list box.

Enter a keyword search for apartments.

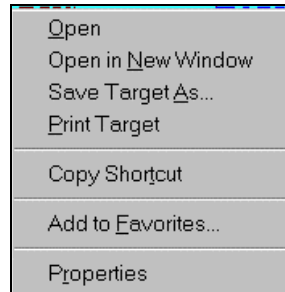
The word apartments appears in the keyword list box.

Choose the Home and Family category.

The Home and Family category is selected.

Right Click the Advanced Link.

A properties menu appears.



The Advanced Link Web page appears.

Select Open in New Window from the Link Properties menu.

A new window opens containing the Advanced Link Web page.

Enter the search Boolean expression,

The results are displayed.

Apartments AND NOT \$700.00

Enter the Boolean search string:

The results are displayed.

Apartments OR houses and Santa Clara County

Enter the Boolean search string:

The results are displayed.

Apartments and houses NOT in San Francisco

Enter the Boolean search string:

The results are displayed.

Houses and Apartments NEAR San Jose

Click the close box on the title bar for each open window containing a Web page. Click as many times as necessary to close all but the original Web browser page.

The windows are closed using the close box instead of the Back button.

## *Evaluating Web Site Resources*

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After you have searched for a Web site, a Web page, a graphic, a quotation, or any other Web research, you will want to evaluate the appropriateness, content, and value of the site. Because virtually anyone with the necessary equipment can publish information on the Web, it is especially important to evaluate the source of the information before you use the information.

### *What you do*

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Enter the URL for AltaVista: [www.altavista.com](http://www.altavista.com)

The AltaVista web site is displayed.

Enter the following Boolean search information:

A list of links to Web pages the search engine finds containing apartments and San Jose as well as apartments or Santa Clara.

### *What you see*

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The screenshot shows the AltaVista search engine interface. At the top, there are tabs for 'Search', 'Advanced Search', 'Images', 'MP3/Audio', and 'Video'. The 'Search' tab is selected. Below the tabs, there is a search bar containing the text 'Apartments and San Jose or Santa Clara'. To the left of the search bar, it says 'Boolean query:'. Below the search bar, there is a link to 'Advanced Search Cheat Sheet'. Further down, there are options for 'Sort by:' (set to 'location'), 'Language:' (set to 'English'), and a checkbox for 'Show one result per Web site'. At the bottom, there are date range selectors for 'From:' (set to '1/1/00') and 'To:' (set to '12/12/00'), with a note '(e.g. 31/12/99)'.

The screenshot shows the 'AltaVista Recommends' section. It has a blue header with the text 'AltaVista Recommends'. Below the header, there is a list of recommendations. The first item is 'Product listings for: Apartments and San Jose or Santa Clara', which is a blue hyperlink.

Figure 1. AltaVista Boolean Search

Type the following URL in your Web browser:

<http://www.searchenginewatch.com/webmasters/display.html>

Read the information about Web search results. Then, select one of the search engines listed to search the Internet for criteria you would use to determine the value of a Web site. On the Assignment sheet, list the criteria as well as your reason for selecting this information. Your assignment sheet gives you several examples to use.

The search engine watch Web site is displayed.

**ASSIGNMENT: On your *Getting Started with the Internet Assignment Sheet*, complete Assignment #1.**

The Web site at <http://www.searchenginewatch.com/resources/software.html> provides detailed information about search engines, how they operate, and criteria you can use to evaluate the effectiveness of various search engines. If you are designing Web pages or seeking a job as a Webmaster, this information will be of interest to you. Another search engine site is [www.atomz.com](http://www.atomz.com), which provides a customizable site search engine you can use or add links to from your web page if, however, you're willing to pay for the service.

## What you do

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Type the following URL in the Address Bar:

<http://www.searchengineguide.com/pages/Education/>

## What you see

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[Top : Education](#)

**Sub-Categories:**

[Higher Education](#) (24)

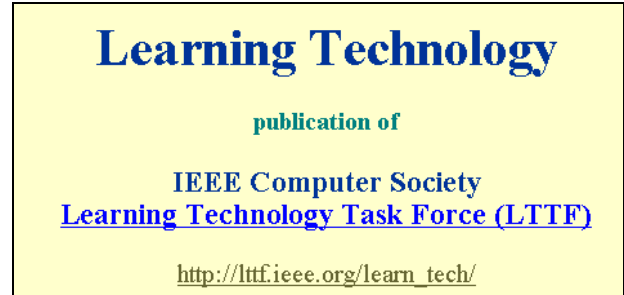
Type the following URL in the Address Bar:

<http://www.educationsearch.com/>



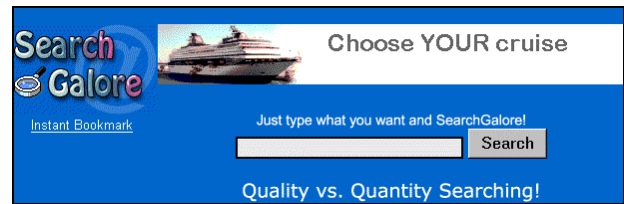
Type the following URL in the Address Bar:

[http://lttf.ieee.org/learn\\_tech/issues/july2000/index.html](http://lttf.ieee.org/learn_tech/issues/july2000/index.html)



Type the following URL in the Address Bar:

<http://www.searchgalore.com/>



Type: <http://www.2roam.com>

Are you wireless yet? Are you curious? What is WAP? Search the site for answers to questions you may have had but were afraid to ask about wireless computer services.

## Summary of Search Techniques

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To find information on the Web, use your skills at narrowing the search topic initially to save time. The steps involved in finding information include:

1. Open a Web browser such as Internet Explorer

2. Type the URL of the search engine in the Address Bar of the Web Browser. Typical search engine URLs are:

- |  |  |  |
|--|--|--|
| ▪ <a href="http://www.yahoo.com">www.yahoo.com</a>   | ▪ <a href="http://www.altavista.com">www.altavista.com</a> | ▪ <a href="http://www.google.com">www.google.com</a>     |
| ▪ <a href="http://www.excite.com">www.excite.com</a> | ▪ <a href="http://www.infoseek.com">www.infoseek.com</a>   | ▪ <a href="http://www.inktomi.com">www.inktomi.com</a>   |
| ▪ <a href="http://www.hotbot.com">www.hotbot.com</a> | ▪ <a href="http://magellan.com">http://magellan.com</a>    | ▪ <a href="http://www.nlsearch.com">www.nlsearch.com</a> |

3. In the search box of the Web search page, type the information you are looking for. This information can be in the form of the following:

- ◆ Keywords - single words such as apartments, houses, Santa Clara County.
- ◆ Sentences - Questions such as, Where is the least expensive apartment in Santa Clara located?
- ◆ Boolean expressions - Keywords connected by a Boolean operator, e.g., Apartments and Santa Clara

When the search engine displays the page with the links to your requested information, click the various links until you reach the page containing the information you are looking for. If you right click the link, you will open a separate window for each page. By clicking the links using this method, you can close each window when you want to go back to your original window.

## *Retrieving Information from the Web*

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You can save information, images, and web pages by using commands available through your Web browser. In general, the process of retrieving information involves

1. Determining the content you wish to find
2. Using a search engine Web site
3. Typing a search string
4. Following the links to find the Web site containing the relevant page of information
5. Saving a page of text information

You can also save graphics that may help to enhance the explanation of information in your document. Before you copy a graphic, however, make sure that you have permission to use the file in your paper. For detailed information about legal copyright and fair use regulation within the academic environment, see our Developing materials for the Web site at the following URL: <http://members.tripod.com/LDodge> and click the link titled, "Evaluate copyright and fair use issues for academic institutions." This PowerPoint presentation identifies several rules and regulations regarding the use of an author's copyrighted materials.

### *What you do*

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Type the following URL in the Address Bar:  
<http://www.loc.gov>

### *What you see*

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The Library of Congress Web page

- 1) Click on the "Copyright Office" section.
- 2) Click on "Copyright Basics."
- 3) Click on "What is Copyright."



Highlight (select) the text defining a legal copyright.

The text is selected.

Click Edit, Copy from the Web browser menu.  
(or press Ctrl+C)  
Do NOT close Internet Explorer.

Copies the definition of a legal copyright to the clipboard (a temporary location in memory where information is stored).

Open Microsoft Word. Select File, New to open a new document.  
Click Edit, Paste (or Ctrl+V) on the blank document.

The document appears in the Word edit window..

In order to save this page for future reference, click File, Save As.

A dialog box appears asking where on your disk you want to save the web page, what you want to name it, and which type of file you want to save the document as. Type the name of the Web page and save it on your floppy disk as either a Word or an HTML document.

## *Saving Graphics*

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Several Web sites provide free graphics and pictures that you can use in your documents. For a list of resources, visit the online course materials Web site at <http://members.tripod.com/LDodge> and click the link for URLs - educational, graphics, cultural. Scroll down the table of links and click the link for the Art Today. After you register, you can use any of a wide variety of graphics for your papers.

## What you do

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To save an image (picture), place your pointer on the image you wish to save and right click the mouse.

## What you see

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The pointer may or may not become a hand. A file menu is displayed.

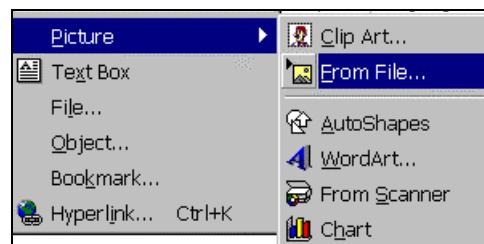


Select Save Picture As. (Note: Images and graphics are usually saved as .gif and .jpeg files, which are two common types of file formats used in HTML for creating and displaying graphics on a web page. For use in text documents alone, you can also save the file as a .bmp (bitmap) file.)

A Save Picture dialog box is displayed. Select the directory where you want to save the picture and click Save. Be sure to remember where you save the graphic. Once the graphic is saved, you can view it using your Web Browser and any one of several graphics programs. (Remember, use your online Web encyclopedia for detailed definitions of different types of graphics.)

Open a Word document. Locate the place in your document where you want the picture to appear and left click the mouse to select that area. Then, select Insert, Picture, From File.

The Insert Picture dialog box appears.



Locate the directory where you saved the picture, Highlight the picture, and click Insert.

The picture appears in your document at the place where the cursor was located.



# Creating Bookmarks

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When searching the Internet, you will want to save favorite pages or bookmark the page. A bookmark is a shortcut to a Web site that you can activate by clicking the name in your Web browser. Because there are many pages or sites that you will find and wish to re-visit, you can add your favorite URL or address to the favorites folder. Organizing information into folders will help you find Web sites quickly without having to search through a long list of names.

## Saving Bookmarks

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To save a bookmark, go to the Windows directory on your computer system. Find the Favorites subdirectory. Right click the subdirectory or name of the individual file. Insert a floppy disk into drive A. Then select Send to from the Properties menu and select Drive A. The Favorites file or folder will be saved on your floppy disk. When you go to your next computer, simply copy the file from your floppy disk to your favorites directory on the computer you are using currently.

### What you do

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Type the following URL in Web browser address bar:

<http://www.plagiarism.org>

Click Favorites from the Web browser window.

Click Add to Favorites. Make sure No, just add the page to my favorites is selected..

Type the name of the bookmark, for example, Plagiarism. Ordinarily, Internet Explorer suggests the URL as the name of the page, but you can type another name if you wish.

Click OK.

Click Organize Favorites from the Favorites menu selection.

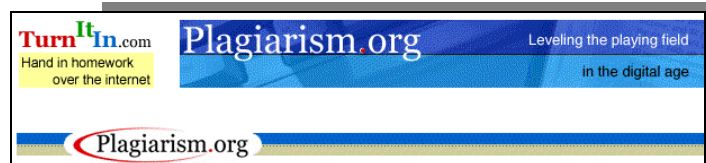
Click Create New Folder in the Favorites dialog box.

Name the Folder Utilities.

Select the Plagiarism bookmark and drag the bookmark into the Utilities folder.

### What you see

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The Add Favorite dialog box appears giving the suggested name of the bookmarked page.

The bookmark is added to your list of favorite Web URLs.

The Organize Folder dialog box appears.

The Plagiarism bookmark is now stored within the Utilities folder.

You will want to bookmark several Web sites that let you search for information you want to include in the papers you write and Web pages you create. Metasearch engines can save you time because they use the databases of other search engines.

**ASSIGNMENT: On your *Getting Started with the Internet Assignment Sheet*, complete Assignment #2**

## *Downloading WINZIP*

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**Note:** Decompression tools such as WINZIP may be found on the Internet. Go to **www.winzip.com** for downloading information. **Caution:** The term *PKUNZIP* has also carried a virus with the name; therefore, ensure that you are downloading software from a known and trusted Web site. After WINZIP is installed, programs will **automatically** associates all .zip extension files with WINZIP.

If WINZIP is not already loaded on your computer, you can download an evaluation copy to use until you purchase your own copy. Many of the computers in our labs already have WINZIP installed. If so, you can skip this step. To see if WINZIP is installed, click Start, Programs, and look for the WinZip program group.

### *What you do*

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Type the following URL in your Web browser:  
<http://www.winzip.com>  
Click [Download WinZip 8.0 for Windows 95/98/NT/2000](#) (winzip80.exe - 1,259,448 bytes).  
Follow the instructions for downloading the file.

### *What you see*

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WinZip is downloaded and associated with any files containing a .ZIP extension.

## *Reading Adobe Acrobat Files*

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A popular format for reading and printing files is the portable document format (.pdf) developed by Adobe. This format is used when authors and companies want to preserve the original format of a document that may include many pictures and diagrams that are not reproduced properly in Word or other file formats. The Adobe Acrobat company creates and distributes the free software you must use to read files in the pdf format. You can easily download the software from their Web site.

### *What you do*

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In the Web browser address bar, type the following URL.:  
[www.adobe.com](http://www.adobe.com)

### *What you see*

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The Adobe Acrobat home page.

Follow the instructions on the Adobe Acrobat home page to download a copy of the Adobe Acrobat Reader on your local machine. (Note: Adobe sells several programs, but you are only downloading the latest version of the Reader for Windows.)

Click the Adobe Acrobat icon (or go to Start, Programs, Adobe)

Close Adobe Acrobat.

Open the Internet Explorer Web browser by double-clicking the icon the desktop.

Close Adobe Acrobat. Go to the URL:  
[http://www.irs.ustreas.gov/prod/forms\\_pubs/form\\_s.html](http://www.irs.ustreas.gov/prod/forms_pubs/form_s.html)

- 1) Select PDF format. Highlight one of the files in the drop-down list box.
- 2) Scroll to the bottom of the page.
- 3) Click **Review Selected File**.

The Adobe Acrobat icon on your computer desktop.

The Adobe Acrobat program opens. Read the Help file to see how to use the program.

The program closes and the desktop is displayed.

The web browser with an address bar appears on the computer's desktop.

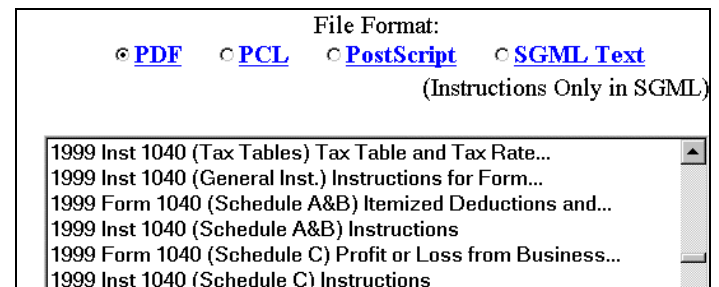


Figure 2. U.S. Gov. Tax Forms-PDF format

The Your File Request Results page is displayed. Right click the name of the selected file and Save it to your computer.

Open the Adobe Acrobat Reader. Click File, Open and open the .pdf file you just saved from the U.S. government publications site.

Select File, Print and print one page of the document.

Close the Adobe Acrobat Reader.

The file is saved in the directory you specify on your computer.

The file is displayed in Adobe Acrobat.

The page is printed. The Adobe Acrobat program closes.

# Glossary

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## **Backbone**

The main network of connections that carries traffic among computers attached to the Internet.

## **Browser**

Software that lets users read HTML documents and pages from the Web.

## **Cookies**

Small text files (less than 4K) stored on a user's computer containing information about a user's preferences and actions when accessing a Web page. Web page programmers can use this information to modify a Web page each time the user revisits the page.

## **Domain Name**

The address of a Web page containing two or more groups of words separated by periods. Domain names become more specific as you read from left to right.

## **FTP**

FTP (File Transfer Protocol) is a standardized file format used to save and distribute files on the Internet.

## **HTML**

Hypertext Markup Language is the most commonly used language and way of preparing a document that a browser can display. HTML pages contain codes that tell a browser how to display information.

## **HTTP**

The Hypertext Transfer Protocol defines the rules whereby documents and information is transmitted on the Web. FTP; gopher, and Telnet are the names of other protocols used on the Web.

## **Internet**

A global system of interconnected computer networks.

## **Meta Words**

Descriptive words or phrases added to the <HEAD> section of your Web page so that search engines can find and classify your Web page. For example, <META NAME="keywords" CONTENT="CA302, SJCC, Internet">

## **IP Address**

An IP address or Internet Protocol address is the unique address of each Web page on the Internet.

## **Kilobyte (K)**

Computer term used to measure the number of bytes or characters in programs, files, documents, etc. A K is equal to 1,024 bytes, which are equivalent to a single letter, number, or special character. For example, the word, Kilobyte, contains 8 characters or bytes. Each byte can be further subdivided into 8 bits of information.

## **Newsgroup**

A collection of articles, e-mails, FAQs, etc. about a common topic such as technical Windows information or recreational activities such as bicycling.

## **Robot**

A category of intelligent, automated programs. One example is a spider that searches Web pages and displays those that correspond to criteria entered by a user.

## **Search Engine**

A search engine is a software program that finds information for you on the Internet. It searches through its own database and displays a list of Web sites that contain links to information you might find useful. In addition to search engines, there are also "metasearch" engines such as MetaCrawler and SavvySearch that find information faster. These engines use databases of other search engines, including AltaVista, Excite, Lycos, etc.

## **Spider**

A spider is a program that automatically searches Web pages and feeds the pages to search engines. Also called webcrawlers, these programs "crawl" through the Web to find the pages. Many search engines and search engines sites use different spiders to find the information displayed on their pages. Spiders belong to the category of programs called robots, that is, programs having a types of artificial intelligence that allows them to respond to information they find.

## **URL**

An URL or Uniform Resource Locator is the name of a location or Web page address, which consists of a protocol, a domain name, and the type of organization responsible for maintaining the Web site where the page is located.

## **World Wide Web**

The World Wide Web (WWW) is a collection of hyperlinked addresses and pages throughout the Internet.

