



Making Sense of the Internet

Search Engine Tips and Tricks

Making Sense of the Internet



- What is the Internet?
- What is the World Wide Web?
- How do you access the Internet?
- What can you do with the Internet?
- Are there any rules?

There is no single authority or set of laws (try searching for them)

<http://internetsociety.org/>

What is the Internet?

Interconnection of Computer Networks



- An idea that was conceived in 1973 with early adaptations in use from 1977
- Millions of computers and smart devices connected to a common network via a cable or wirelessly
- Connection can be via ISP or public WiFi
- The Internet is the interconnecting infrastructure

What is the World Wide Web?

A collection of HTML pages available via the Internet



Web v1: Basic text, simple graphics 1989

- Corporations →
- Read →
- Personal Websites →
- Britannica →
- Publishing →
- Advertising →
- Content Management →
- HTML →

Web v2: Late 1990's

- Communities
- Read and Write
- Personal Blogs
- Wikipedia
- Participation
- Viral Marketing
- Wikis
- XML

What is the World Wide Web?

A collection of HTML pages available via the Internet



Web v2a: Invisible/Deep Web

Surface Web (5-20%)

e.g. Google, Yahoo, Wikipedia, MSN

Invisible/Deep Web (80-95%)

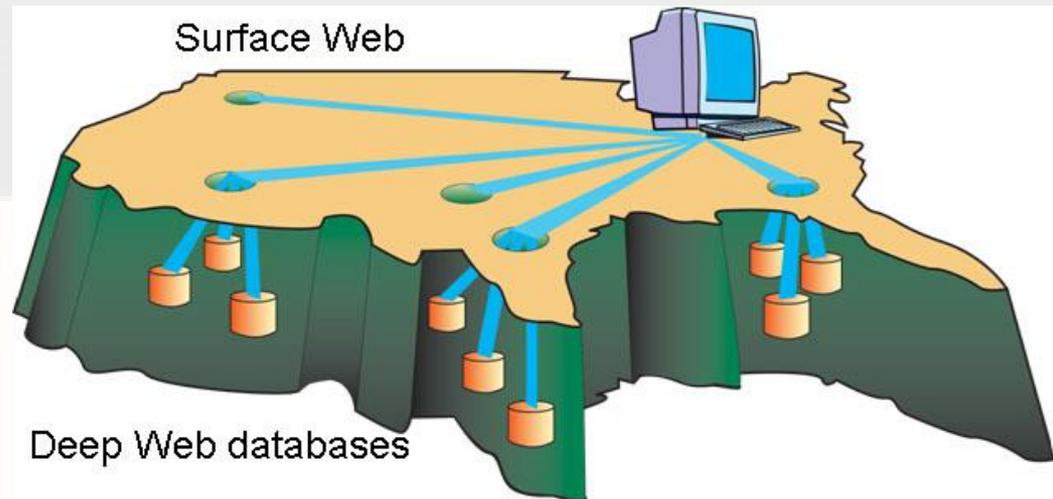
Specialised databases

Dedicated search engines

Paid Information

Restricted Access Information

Unlinked sites



How to Access the Internet

You need to connect to the network



- Internet Device
- ISP (Internet Service Provider)
Connection Methods
3G/4G, WiFi, ADSL, Cable, Satellite
 - Modem
 - Public WiFi service
- Internet software e.g. Browser
Internet Explorer, Safari, Firefox, Chrome



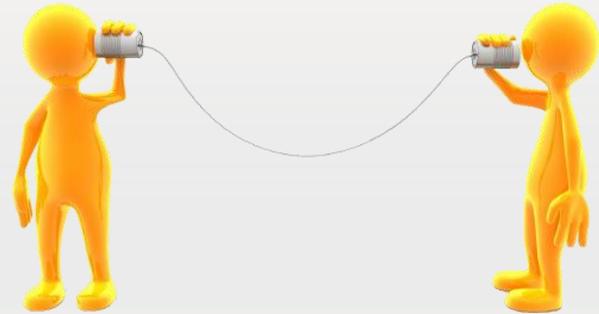
What can you do on the Internet?

Lots – lets group into broad categories



1. Information

2. Communication



3. Entertainment

4. Commerce



1. Information

How do you access the information you are looking for?

- Search engines
- Maps
- Target Sites (e.g. News, Movies, Entertainment)
- Education and Employment
- Library Services and E-Books
- Web Directory

web-directory-australia.info

dmoz.org

cybrhome.com

botw.org

joeant.com

www.vlib.org

hotfrog.com.au



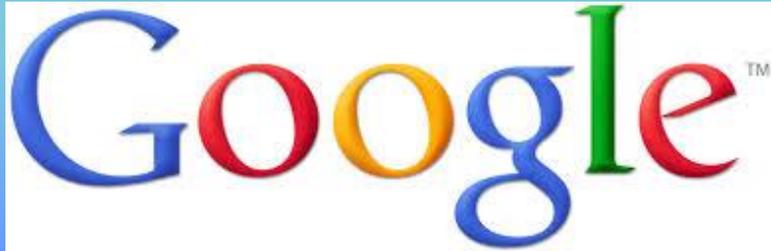
Search Engines

Which ones to use - (let's explore them)



1. Relevant results (results you are actually interested in)
 2. Uncluttered, easy to read interface
 3. Helpful options to broaden or tighten a search
- Google
 - Duck Duck Go
 - Ask (Ask Jeeves)
 - Bing
 - Yippy (Clusty)
 - Webopedia
 - Yahoo
 - Dogpile
 - The Internet Archive
 - Mahalo
 - Pininterest
 - Wolfram Alpha
 - IMDB





Tips



Go and Google Yourself

- https://www.google.com/intl/en_u/insidesearch/tipstricks/all.html

Search operators

- <https://support.google.com/websearch/answer/2466433>

Search Images

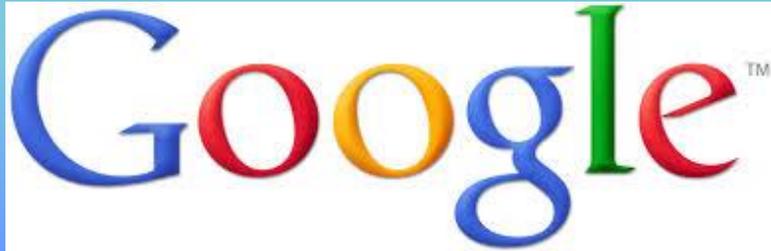
- <https://support.google.com/websearch/answer/112511>

Advanced Search and Filter Tools

- https://www.google.com/advanced_search
- https://www.google.com/advanced_image_search

Search Old Newspapers

- <https://news.google.com/newspapers>

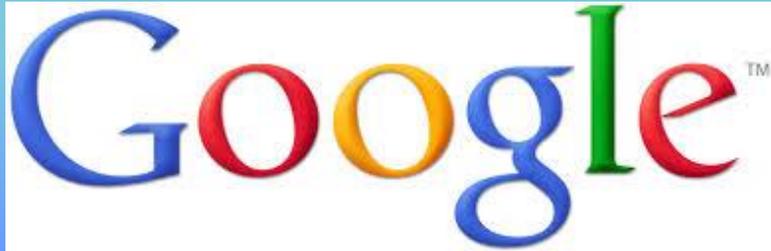


Tips



Examples

- use quotes “”;
- asterisk *;
- use “vs”;
- define::
- criteria site:sitename;
- weather:location;
- allintitle:words;
- minus(-);
- filetype:
- OR;
- define::
- cache:
- use the Mic for search
- Advanced search Tools
image size; colour
- Search Settings – (Search by
voice link, e.g. weather, map)



Tips



Is data ever really gone from the Internet?

maccione site:www.kwinana.wa.gov.au

maccione site:.gov.au

1 result (0.39 seconds)

Ordinary Council Meeting

<https://www.kwinana.wa.gov.au/.../Agenda---Ordinary-Council-Meeting---23-July-2014>

Jul 23, 2014 - Melannie Byrne. Cat sterilisation subsidy x 2. 2718.6578-01. 11/06/2014. 6578. \$200.00.

A Maccione. Public Online Safety training session -

You've visited this page many times. Last visit: 20/02/17

← → ↻ ▲ Not secure | <https://www.kwinana.wa.gov.au/Documents/Agendas-and-minutes/2013-Agendas-and-Minutes/Agenda---Ordinary-Council-Meeting---23-July-2014>

404 NOT FOUND

<http://archive.org/web/web.php>

2. Communication

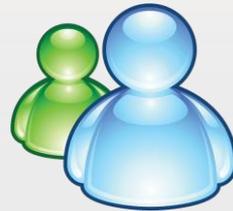
What methods are available over the Internet



- Email



- Instant Messaging



- Newsgroups/Forums

- Chat Rooms



- Audio/Video Conferencing



- Dating Sites



- Social Networking

- Blogs



- VoIP



3. Entertainment

What can you do just for fun?



Play Games

- Game Fudge
- BigFish Games
- Pogo
- Yahoo Games



Entertainment

What can you do just for fun?



Watch movies and video clips

- Youtube (bestofyoutube)
- Crackle
- Popcornflix
- Classic Cinema Online
- Top Documentary Films



Entertainment

What can you do just for fun?



Watch TV episodes

- Tenplay.com.au 



- Channelnine.ninemsn.com.au

- Abc.net.au 



- Au.tv.yahoo.com

- www.sbs.com.au/ondemand 

and There's More Entertainment...

Most things you can think are available in some way shape or form over the internet.



Music

- iTunes 

- Live streaming



- Podcasts 

- Books (audio and text)



4. Commerce

Internet based money



- Shopping - buying and selling online



- Internet Banking



- Payments



- Bookings and Reservations

- and more...



Internet Terms

Some useful terms you will come across



- HTML, http, https
- Browser
- URL
- ISP
- P2P
- Downloading, Uploading
- Virus, Spyware, Malware, Spam, Flaming, Bloatware, Phishing
- Modem, Router
- LAN, WAN, WIFI
- Cloud
- Apps
- Encryption, Authentication
- Ports, Port Forwarding
- Firewall
- Backup, Archiving
- Favorites, Bookmarks
- e-commerce
- e-mail, IM
- Social Networking

Search Engines

Additional Information

http://netforbeginners.about.coms_for_beginners.htm



- **Mahalo** is the one 'human-powered' search site in this list, employing a committee of editors to manually sift and vet thousands of pieces of content. This means that you'll get fewer Mahalo hit results than you will get at Bing or Google. But it also means that most Mahalo results have a higher quality of content and relevance (as best as human editors can judge).
- Mahalo also offers regular web searching in addition to asking questions. Depending on which of the two search boxes you use at Mahalo, you will either get direct content topic hits or suggested answers to your question.
- **The Internet Archive** is a favorite destination for longtime Web lovers. The Archive has been taking snapshots of the entire World Wide Web for years now, allowing you and me to travel back in time to see what a web page looked like in 1999, or what the news was like around Hurricane Katrina in 2005. You won't visit the Archive daily, like you would Google or Yahoo or Bing, but when you do have need to travel back in time, use this search site.
- **Dogpile** was the fast and efficient choice before Google. Things changed, Dogpile faded into obscurity, and Google became king. But today, Dogpile is coming back, with a growing index and a clean and quick presentation that is testimony to its halcyon days. If you want to try a search tool with pleasant presentation and helpful crosslink results, definitely try Dogpile.

Search Engines

Additional Information



- **Yahoo!** is several things: it is a search engine, a news aggregator, a shopping center, an mailbox, a travel directory, a horoscope and games center, and more. This 'web portal' breadth of choice makes this a very helpful site for Internet beginners. Searching the Web should also be about discovery and exploration, and Yahoo! delivers that in wholesale quantities.
- **Webopedia** is one of the most useful websites on the World Wide Web. Webopedia is an encyclopedic resource dedicated to searching techno terminology and computer definitions. Teach yourself what 'domain name system' is, or teach yourself what 'DDRAM' means on your computer. Webopedia is absolutely a perfect resource for non-technical people to make more sense of the computers around them.
- **Yippy** is a Deep Web engine that searches other search engines for you. Unlike the regular Web, which is indexed by robot spider programs, Deep Web pages are usually harder to locate by conventional search. That's where Yippy becomes very useful. If you are searching for obscure hobby interest blogs, obscure government information, tough-to-find obscure news, academic research and otherwise-obscure content, then Yippy is your tool.

Search Engines

Additional Information



- **Bing** is Microsoft's attempt at unseating Google. Bing used to be MSN search until it was updated in summer of 2009. Touted as a 'decision engine', Bing tries to support your researching by offering suggestions in the leftmost column, while also giving you various search options across the top of the screen. Things like 'wiki' suggestions, 'visual search', and 'related searches' might be very useful to you. Bing is not dethroning Google in the near future, no. But Bing is definitely worth trying.
- The **Ask/AJ/Ask Jeeves** search engine is a longtime name in the World Wide Web. The super-clean interface rivals the other major search engines, and the search options are as good as Google or Bing or DuckDuckGo. The results groupings are what really make Ask.com stand out. The presentation is arguably cleaner and easier to read than Google or Yahoo! or Bing, and the results groups seem to be more relevant. Decide for yourself if you agree... give Ask.com a whirl, and compare it to the other search engines you like.
- At first, **DuckDuckGo.com** looks like Google. But there are many subtleties that make this spartan search engine different. DuckDuckGo has some slick features, like 'zero-click' information (all your answers are found on the first results page). DuckDuckgo offers disambiguation prompts (helps to clarify what question you are really asking). And the ad spam is much less than Google. Give DuckDuckGo.com a try... you might really like this clean and simple search engine.

Internet usage around the world

Follow the link to see statistics



- <http://www.internetworldstats.com/stats.htm>
- Australia makes up 0.8% of world internet users
- Penetration was 93% of 22.7 million in 2015
- Facebook users in 2015 totalled 14 million

Finding an ISP in Perth

Researching plans on the internet



- <http://broadbandguide.com.au/>
- <http://bc.whirlpool.net.au/>
- Main Providers include:

- Telstra



- iiNet



- Amnet

- TPG

- iPrimus

- Optus

- Westnet

- Dodo



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Upcoming sessions 2017

City of Bayswater Libraries
February eLearning Sessions

Internet & Search Engine Tricks
Computer guru, Tony Maccione will demonstrate how to use the Internet effectively using search engines such as Google and Bing. Feel free to bring along your own device.

Bayswater Public Library - Mezzanine Floor, stair access only
Wednesday, 22 February 2017 - 10:00am to 11:30am

21:10:04
Hours Minutes Seconds

***NEW* Register online at**
<http://bayswater.evanced.info/signup>

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support@magooit.com.au
www.magooit.com.au