Kenya Search Workshop

full master lessons at:

https://sites.google.com/site/gwebsearcheducation/bycountry

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One More Thing...

In this course we will write queries in square brackets like this:

[how to change oil peugeot]

The brackets indicate a search box, into which you type a query.

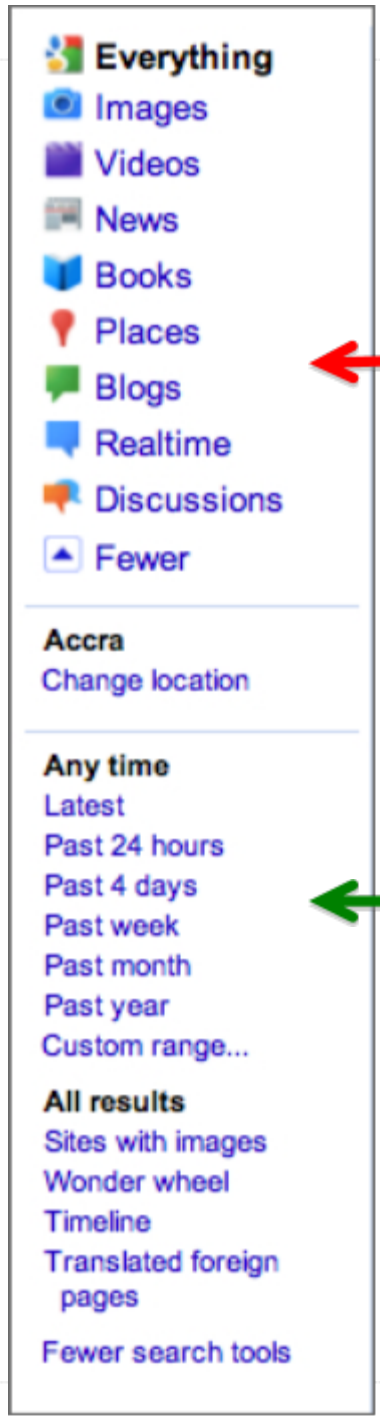
You do not type the brackets into Google.

Your search looks like this:

The Left Hand Panel

Focusing Your Results

What is it?



Results in different media.

Ways to filter and sort your results.

Your First Results

wangari maathai

Search

About 307,000 results (0.25 seconds)

Advanced search

- Everything
- Images
- Videos
- News
- Shopping
- Books
- More

Any time
Latest
Past 24 hours
Past 2 days
Past week
Past month
Past year
Custom range...

All results
Sites with images

Wangari Maathai - Wikipedia, the free encyclopedia
Wangari Muta **Maathai** (born April 1, 1940 in Ihithe village, Tetu division, Nyeri District of Kenya) is a Kenyan environmental and political activist. ...
Early life and education - Activism and political life - Nobel Peace Prize
en.wikipedia.org/wiki/**Wangari_Maathai** - Cached - Similar

Wangari Maathai - Biography
Wangari Maathai Wangari Muta Maathai was born in Nyeri, Kenya (Africa) in 1940. ...
Wangari Maathai obtained a degree in Biological Sciences from Mount St. ...
nobelprize.org/nobel_prizes/peace/.../**maathai**-bio.html - Cached - Similar

The Green Belt Movement | Wangari Maathai
Wangari Maathai at The official site of the Green Belt Movement and its founder, 2004 Nobel Peace Prize winner **Wangari Maathai**.
www.greenbeltmovement.org/w.php?id=59 - Cached - Similar

The Green Belt Movement | About Wangari Maathai
About **Wangari Maathai** at The official site of the Green Belt Movement and ...
www.greenbeltmovement.org/w.php?id=3 - Cached - Similar

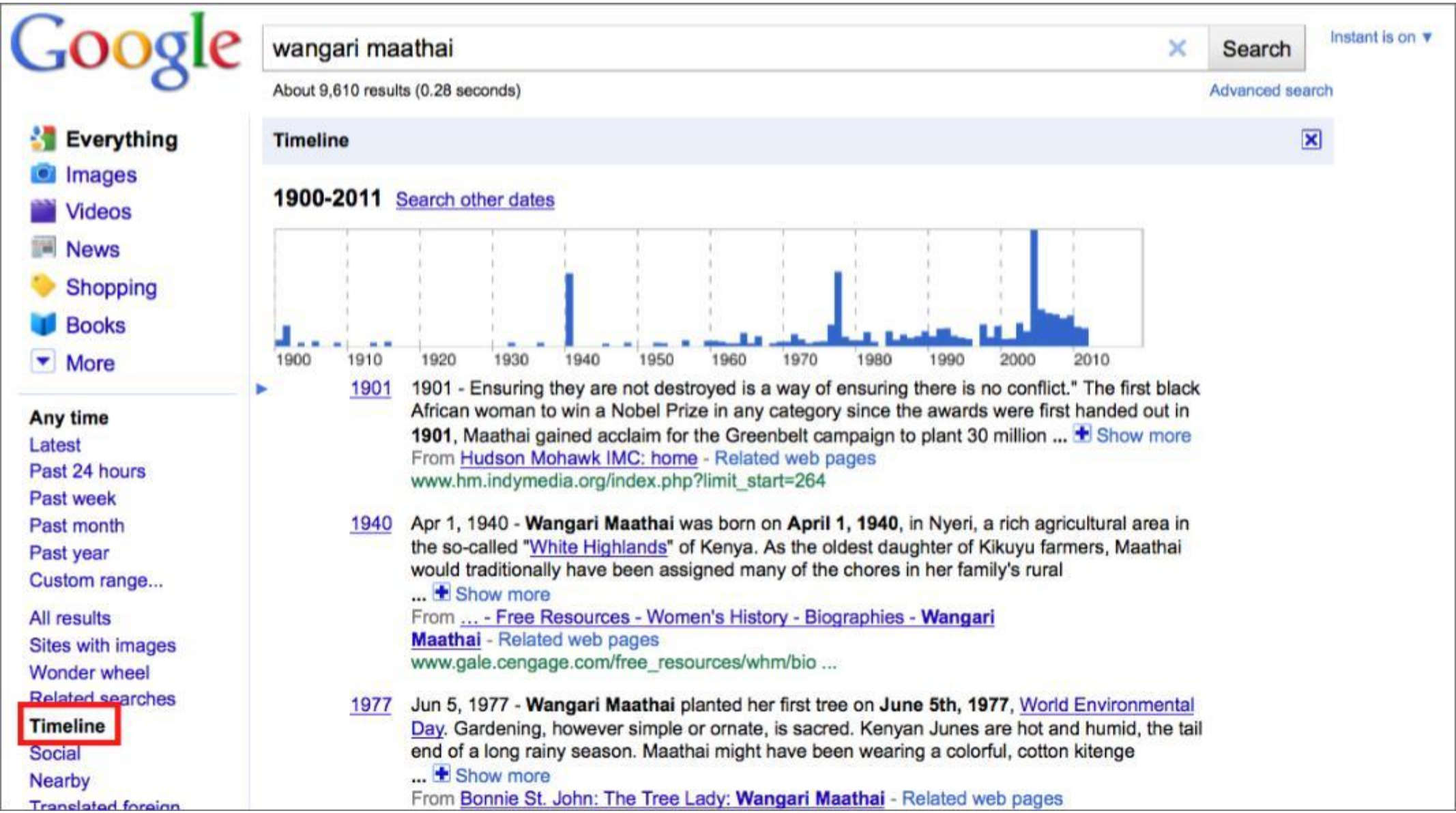
The Green Belt Movement | Home
GBM Founder and 2004 Nobel Peace Prize Winner **Wangari Maathai** ...
www.greenbeltmovement.org/ - Cached - Similar

Show more results from greenbeltmovement.org

Try clicking on Books or Images over on the left of the screen.

Notice that your results change, and the bottom half changes, too.

Everything (Basic Web) Search--Timeline



What are three major events in Wangari Maathai's life?

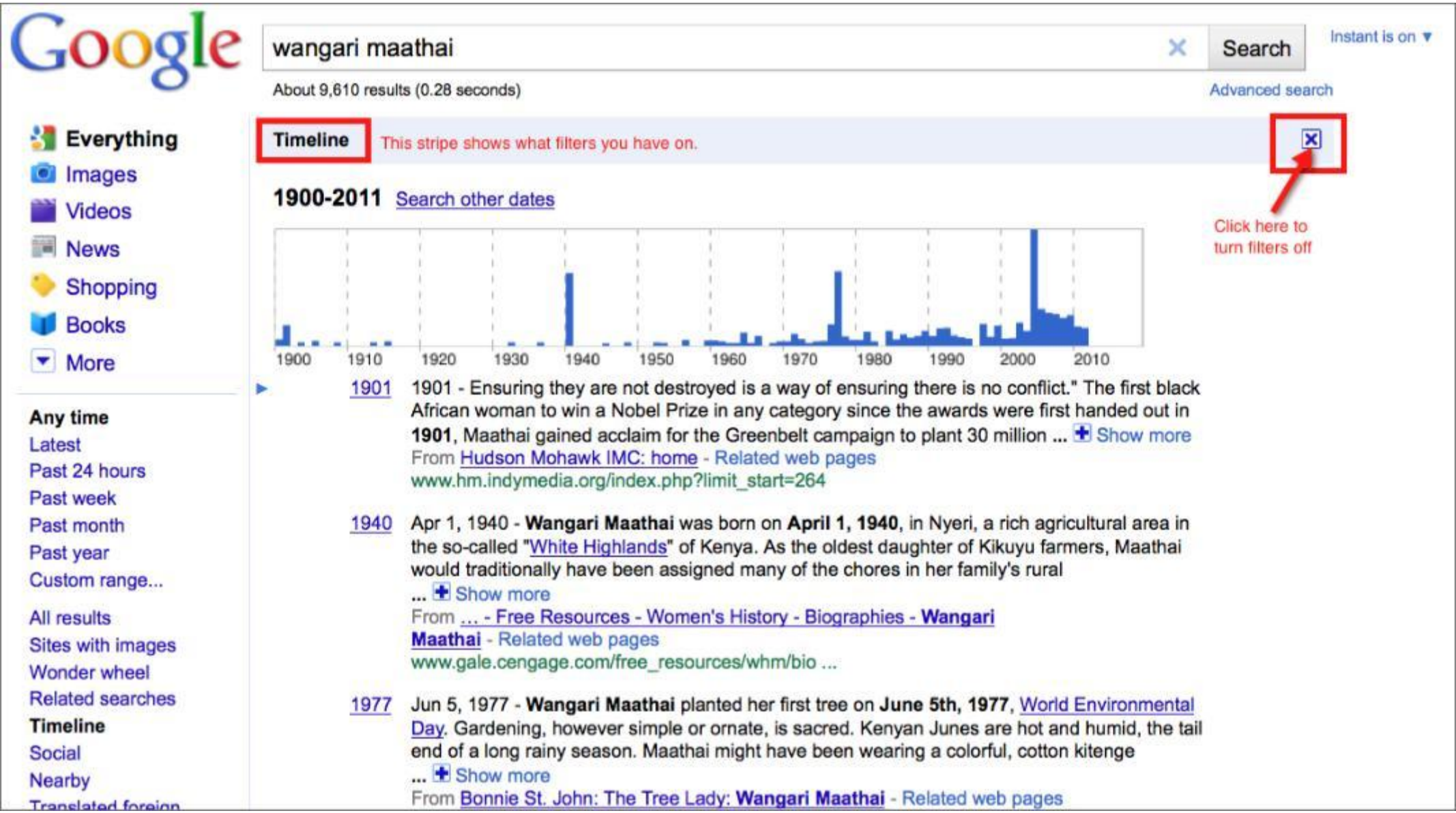
Use the timeline view to discover specific search terms for your research:

- Besides [wangari maathai 1977], what are some good search terms for what she was doing at that time?

- What are some good search terms to look into what she was up to in November of 2006?

Turning It Off

Google



More in the Bottom Half

Google

- What web pages about Maathai are from Kenya, specifically?
- What web pages have been published in the last month that mention Maathai?
- What webpages were published between October 8, 2004 and October 14, 2004 that mentioned Maathai?
- Since Norway awards the Nobel Peace Prize, what do websites in Norwegian have to say about Maathai?

Exploring Different Media—The Top Half

Google

- What was that children's book about Maathai, where she is wearing a turquoise-colored dress on the cover?
- I'd like to see a full lecture by Maathai, not just excerpts.
- Maathai started getting a lot of international attention in the 1980s. What newspaper articles can I see about her from the years 1985-1995?
- What books about her can I view part or all of in Google Books?

Give It a Try!

Use the bottom of the Left-Hand Panel to find:

1 You heard about a feature that was new at Google in the past week or so. How would you find out what it is using the bottom half of the left panel?

Possible answer: Search *[new OR announced google]* and click on *Past week*

2 In 2009, there was an uproar over the place of Kiswahili in the schools of Uganda. Can you find webpages for the search [kiswahili schools uganda] just for 2009?

Possible answer: Search, then click on *Custom range* and enter *2009* in each box

3 What are French-speaking writers saying about South African musician Farryl Purkiss ?

Possible answer: Search *[farryl purkiss south africa]* and click on *Translated Foreign Search.* Select *French.*

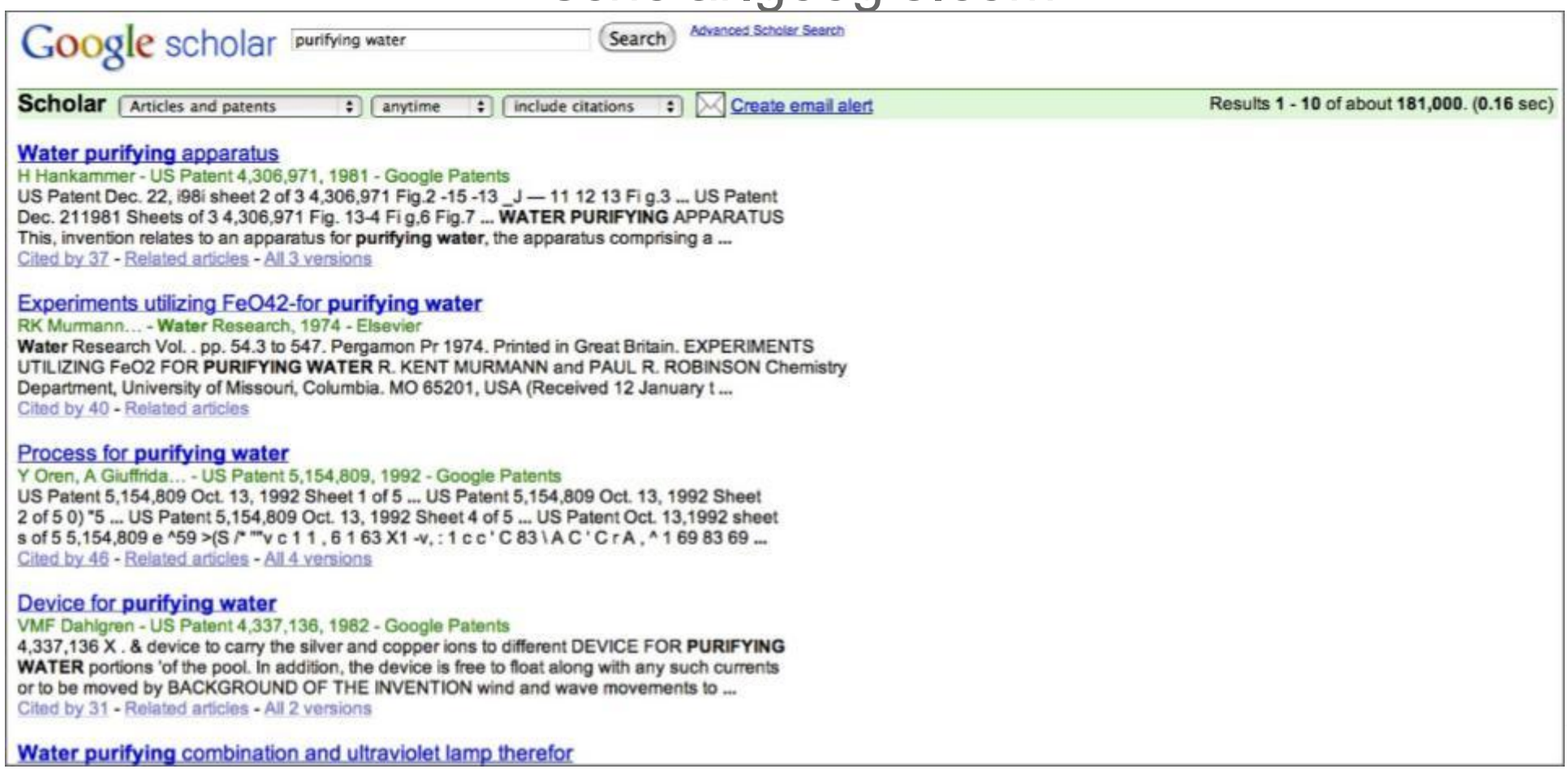
4 How can you get a visual overview of when there were major earthquakes in the world? Where was the big one in the 1700s?

Possible answer: Search *[earthquake]*, click on *timeline*, and click on the timeline to zoom in to the 1700s.

One More: Google Scholar

For academic writing from articles, books, theses, abstracts, and US patents go to:

scholar.google.com



Information in a Single Result

Google

An integrated genetic map of the **African** human malaria **vector mosquito**, Anopheles gambiae [PDF] from genetics.org
L Zheng, MQ Benedict, AJ Cornel, FH Collins... - Genetics, 1996 - Genetics Soc America
*Department of Molecular and Cellular Biology, The Biolopcal Laboratories, Harvard University, Cambridge, Massachusets 02138, tEuropean Molecular Biology Laboratoly, 691 17 Heidelberg, Germany and $Malaria Branch F(12), Centers for Disease Control, ...
Cited by 153 - Related articles - BL Direct - All 9 versions

Can you find where it tells you:

1) The title
2) The authors' names?
3) When and where it was published?
4) Information from the text of the article?
5) Which other articles cite this one?
6) What other articles exist on similar topics?
7) What pay-for-access sources offer it?
8) A list of all the places Google has found it online?

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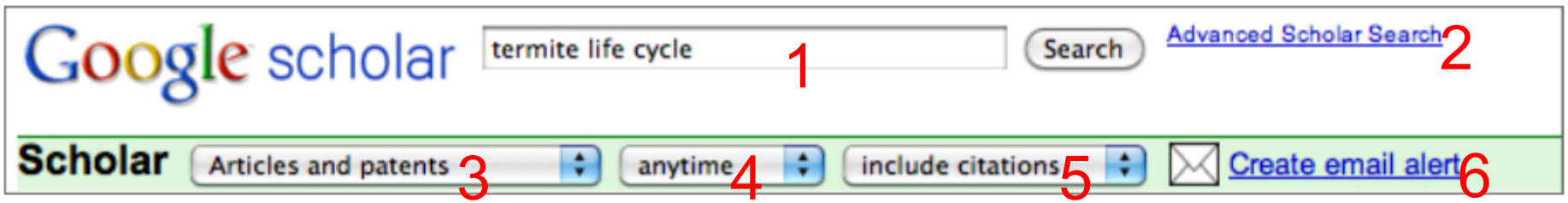
7) What pay-for-access sources offer it?
8) A list of all the places Google has found it online?
9) A free source (when available)?

Managing Your Results



1) Modify your search
2) Advanced Search
3) Select source types
4) Control for publication date
5) How much information do you want?
6) **Ask Google to e-mail you whenever it finds new articles matching your query.**

Give It a Try!

Use Google Scholar (scholar.google.com) to find:

1 Articles similar to "Water Supply and Pollution Control" by JW Clark.

Possible answer: Search *[water supply and pollution control jw clark]* and click on *Related articles*

---

2 "The Cost Structure of Sensemaking" has been cited over 250 times. Find the articles that cite it.

Possible answer: Search [*the cost structure of sensemaking*], then click on *Cited by ...*

---

3 Find academic articles about herbal drugs used in South Africa that were written after 2007.

Possible answer: Search *[herbal drugs south africa]* and use the drop down box to pick *2007*

---

4 Search for a subject you need for your academic work. Set up an alert to get new information as it appears. (You can chose not to complete the process)

Possible answer: Run your search, then click on the *create email alert* link.

Questions?

Google

Any questions?

Choosing Keywords

Telling Google What You Want

Expressing Your Situation

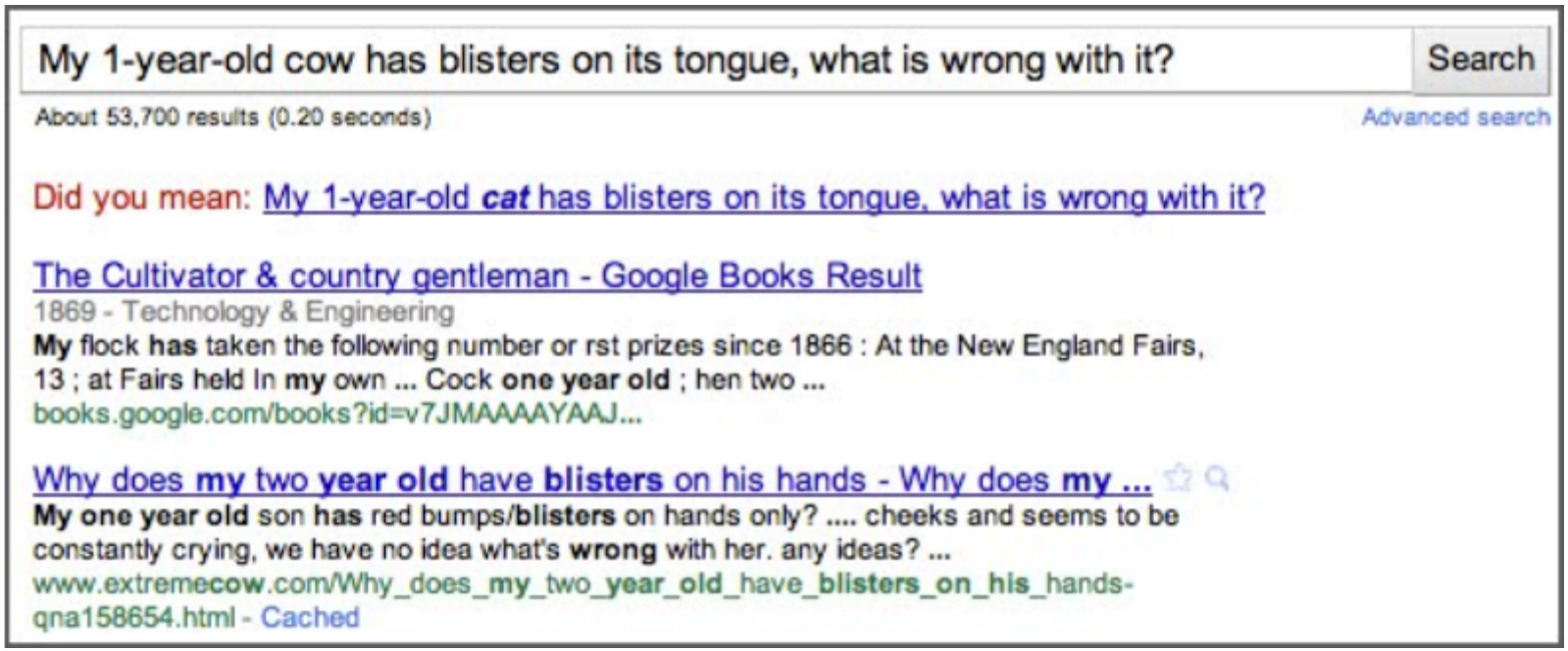
Google

My name is Bacia. My husband David and I have a farm which we work with our two young sons. My 1-year-old cow that has blisters on its tongue. What is wrong with it?

Which Part Has Your Question?

Google

My 1-year-old cow has blisters on its tongue, what is wrong with it?



Changing a Question into a Query

Google

You can actually write down your question:

- My 1-year-old cow has blisters on its tongue, what is wrong with it?

Break the question into individual concepts:

- My 1-year-old cow
- has blisters
- on its tongue
- what is wrong with it?

Try this search: [cow blister tongue]

Improving Your Query: Getting All the Ideas

Google

[cow blister tongue]

Are there any ideas missing from the original question?

What is wrong with it?

What are you really asking? You want to know if the cow is sick.

Try this search: [cow blister tongue sick]

Improving Your Query: Level of Formality

[cow blister tongue sick]

Think again about who might be answering this question on the Web.

Would formal sources use other words?

cattle instead of cow.

Try this search: [cattle blister tongue sick]

What My Source Says

Australia's Department of Primary Industries gives a list of signs of Foot & Mouth Disease, including:

- Blisters (vesicles) appear within a few hours after the animal becomes sick. They may appear around the tops of the claws or between them, on udders and teats, and on the nose, lips, gums, tongue and inside the mouth.
- The blisters vary in appearance. On the surface of the tongue of cattle they may rapidly develop to a length of 20-50 mm or more, with an irregular edge, and the surface of the blisters may be much paler than the surrounding tissues.

Source: http://goo.gl/kA9C2

A Query Is Not a Question

Google

Question: [My soybean plants are very spindly looking and I think they need better fertilizer. Which one should I use?]

Query: [fertilizer soybeans spindly]

Give It a Try

Google

Question: Who were the lead actors in the movie "Avatar"?

Look at this paragraph that holds the answer, and design a query that would find it.

> Starring little known cast members like lead actor Sam Worthington and a sprinkle of some veteran names like Sigourney Weaver of the Aliens fame, Avatar triumphs mainly in two areas; making a sci-fi movie look as human as possible and introducing a new kind of cinema to cinema-goers. If you liked Star Wars, this is Star Wars meets Dancing with the Wolves. It's a sci-fi flick with fantasy, action, romance, blue aliens and the lot.

Source: http://www.monitor.co.ug/LifeStyle/Theatre%20&%20Cinema/-/691234/860642/-/format/xhtml/-/117vmdm/-/index.html

Possible answers: [avatar starring], [avatar cast]

What Matters in My Search Query?

Google

1	Every word matters. Simplify, and only use words you really need. *Try searching for [who], [the who], and [a who]*
2	Order matters. *Try searching for [blue sky] and [sky blue]*
3	Capitalization does not matter. *Try searching for [john okafor], [John Okafor], and [jOHn oKaFor]*
4	Punctuation does not matter. *Try searching for [’harambee; stars?] and [harambee stars]*
*****	There are some exceptions! *$500 (meaning money), C++ or C# (programming languages)*

Tips For Better Searches

Google

1 Keep it simple. Describe what you want in as few terms as possible. It makes your life--and often your results--easier.

[quit smoking] not [I have smoked for five years, how can I quit?]

---

2 But not too simple! Make sure to represent the ideas in your problem.

[steam engine diagram] not [train]

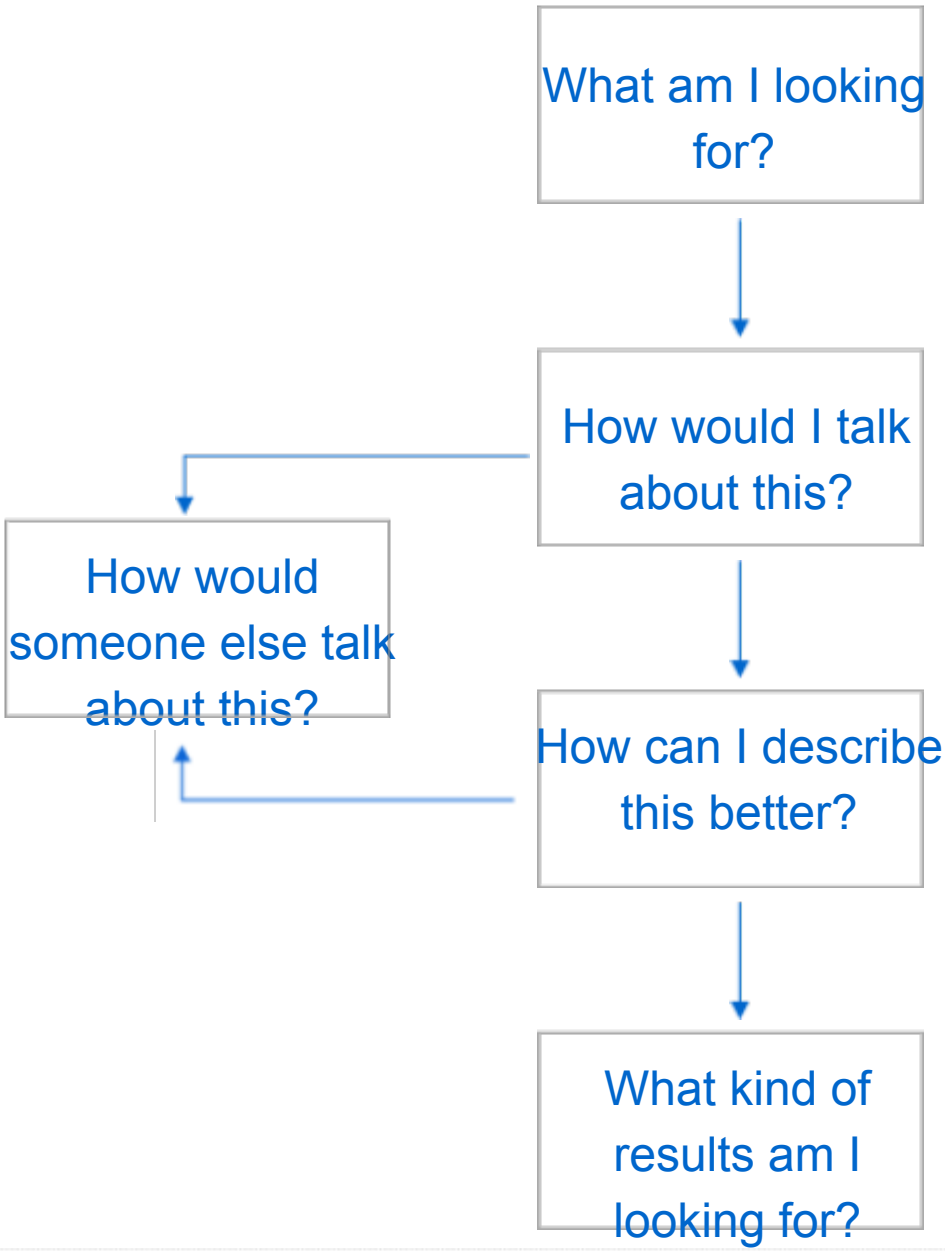
---

3 Once you know what your question is, think about the answer to the question, instead. How will it be written? Build your search from that.
[corona "0 to 100"] not [how fast can a corona accelerate?]

---

4 Use descriptive, specific words. Avoid general or common words. [vj bibanda] not [vj video hall] (the words *video* and *hall* have too many uses).

Think Before You Search



What do I want? What am I trying to find? What am I trying to find out?

What words could I use in my search query?

Which of these words are common or general words? Which would be more specific? Are there better words I could use?

Do I want a definition, a database, a list, a map, an image, a video, or something else?

Search Challenge

Google

Pick the important words and try your query in Google:

1 What are some inexpensive hotels in Nairobi?

Possible answer: [inexpensive hotels nairobi]

2 I hear it is possible to get a small loan to start a business. How can I get one here in Kenya?

Possible answer: [microfinance kenya]

3 What effect will smoking have on my brother?

Possible answer: [smoking health effect]

Remember: Finding the right information sometimes takes a few tries!

Reading Search Engine Results

Google

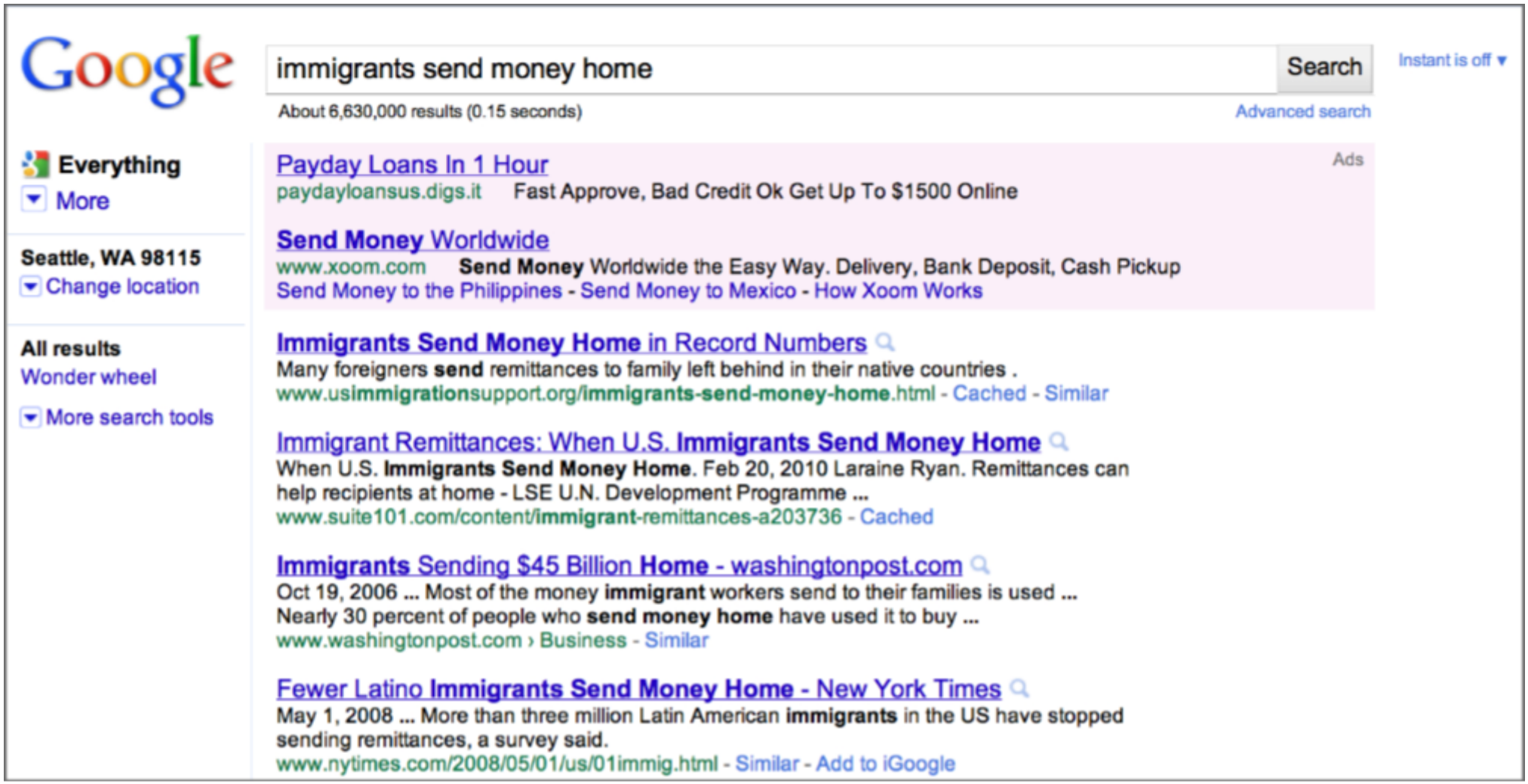
To use Google well, learn to read:

- Results pages
- Individual results

Reading Results to Get Better Words for Queries

Google

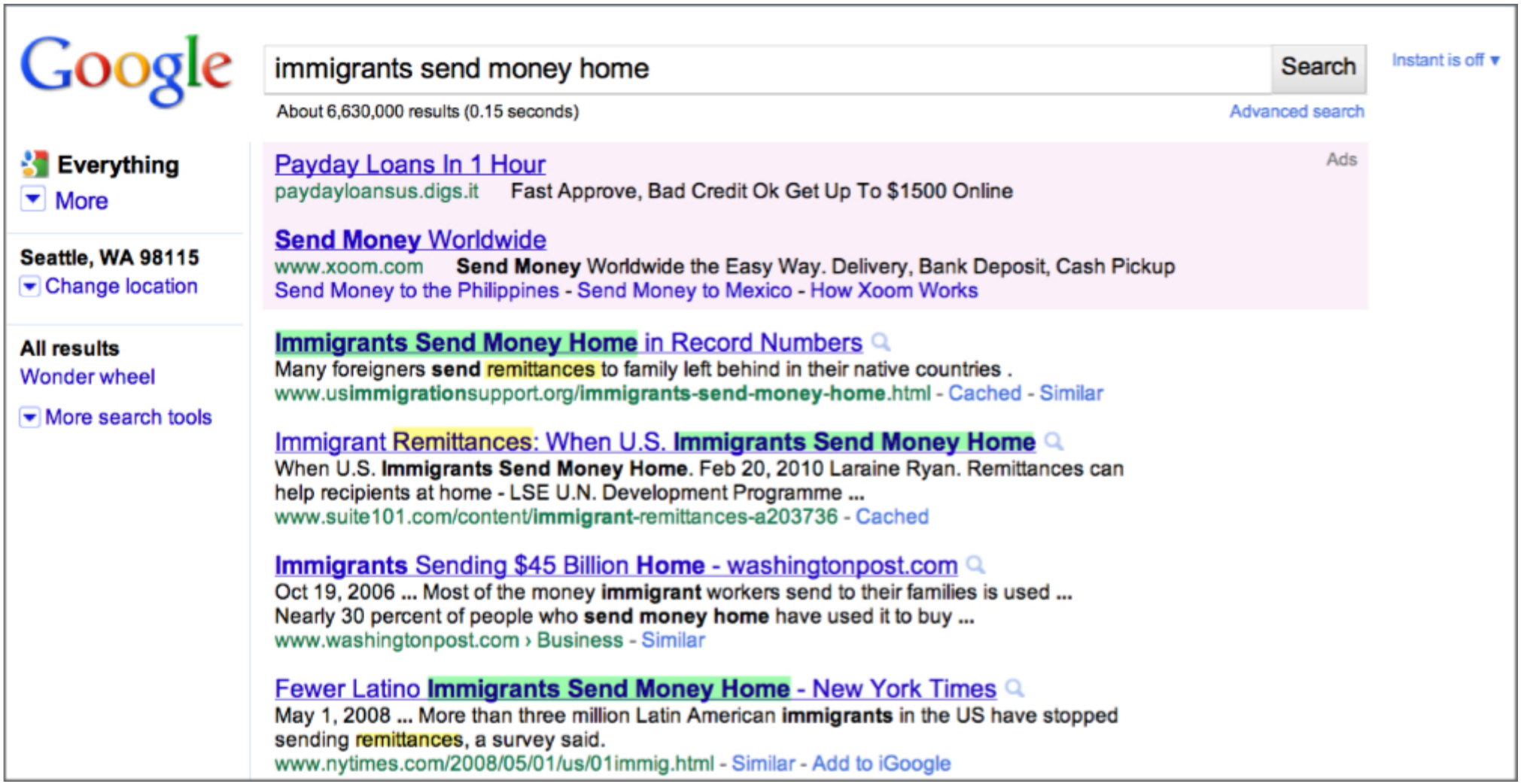
Results for the search [immigrants send money home]



Read these results. Do they suggest another word for the same idea?

Reading Results to Get Better Words for Queries

The search results show you a word you might not know.

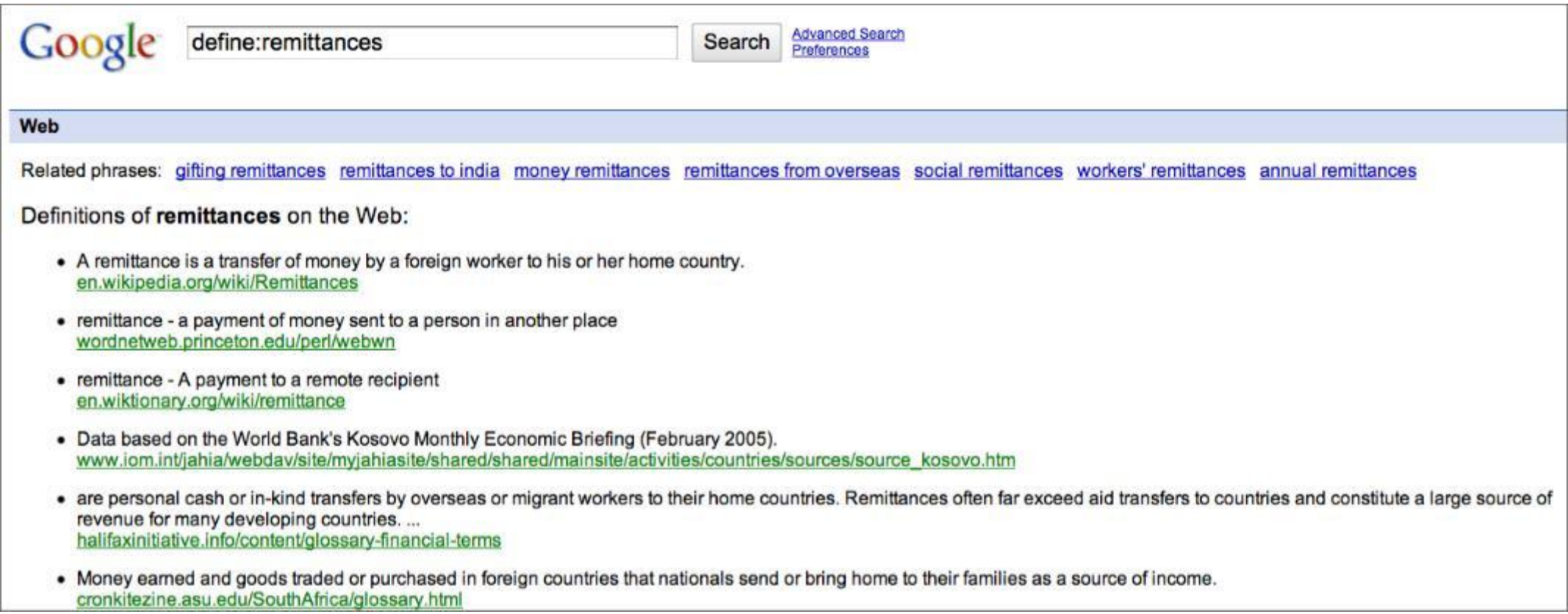


The word "remittances" appears again and again. What is that?

Reading Results to Get Better Words for Queries

Google

Search for [define:remittances] to see a definition.



Questions?

Google

Any questions?

Advanced Searching

Operators and Advanced Search Page

Google Search Operators

" "

An operator is a symbol or command that modifies the words or numbers around it.

..

-

In search, an operator changes your search query -- often with drastic results!

~

+

These operators can help you tweak, refine, and narrow your search.

*

There are nine basic operators in Google Search.

OR

site:

filetype:

Finding the Line

Google

Try this search:

[like black tape he is stuck to me]

What do you think will go wrong here?

Try it and see.

Try:

[“like black tape he is stuck to me”]

What happens now?

I Don’t Want ***that*** Word!

Google

I want to find information about the ANC, the African National Cup:

[anc]

What do you think this will do?

Try it and see if you are right.
Try:

[anc -congress]

Many Ways to Say It

I know Chinese explorers came to Africa in the 1400s, but just learned that the first to go around the Cape did so in the 1840s in a ship called Junk Keying, which can also be spelled Junk Qiying:

[junk keying qiying]

What do you think these results will look like?

Try it and find out.

Try this search:

[junk keying OR qiying]

What do you notice?

Looking Within

I want to know more about female footballers in Kenya:
[women football]

How specific do you think these results will be to Kenya?

Try these searches:

[women football site:ke]

[women football site:kff.co.ke]

The Right Type of Page?

Google

I want to know how many visitors the parks in Kenya have:

[visitors parks kenya]

What kind of results do you think I will get?

Try this search:

[visitors parks kenya filetype:xls]

What do you notice?

Number Range (..)

Google

I want to learn about young entrepreneurs in Nairobi—you know, business owners between the ages of, say, 20 and 35:

[kenya OR nairobi young entrepreneurs]

To be specific, I guess I could use:

[kenya OR nairobi young entrepreneurs aged OR “years old” OR “years of age” 20 OR 21 OR 22 OR 23 OR 24 OR 25 OR 26 OR 27 OR…]

Try this search:

[kenya OR nairobi young entrepreneurs "aged 20..35" OR "20..35 years old" OR "20..35 years of age"]

I Know What I Want

Google

I want to read about cassava production in Ghana:

[cassava bankye]

Any idea what will happen?

Try this search:

[cassava +bankye]

What do you notice?

Fill in the Blank

Google

I want to learn about Kenya, and know what things are popular here:

["most popular in kenya"]

What will my results look like?

Try this search:

["most popular * in kenya"]

What do you notice?

Similar Words (~)

I know there are good synonyms for my search:

[it dictionary]

Do I need to search :

[it OR computer OR …. dictionary OR vocabulary OR glossary OR terms …]

Try this search:

[~it ~dictonary]

What do you notice?

Search Challenge

Google

Use operators to build strong queries for Google:

1 What has the GDP (Gross Domestic Product) of Uganda been for the past decade? It will probably be in an Excel (.xls) spreadsheet.

Possible answer: [gdp uganda filetype:xls 2000..2010]

---

2 Nigerian musician Da Grin's real name was Oladapo um... something... Olaonipekun. What *was* his middle name?

*Possible answer: ["oladapo * olaonipekun"]*

---

3 I keep trying to search for [joiker], a kind of music, and getting results for [joker]. How can I keep Google from changing my search term?

Possible answer: [+joiker]

---

4 I am looking for information about certificates I can get in ICT, which can also be called just IT. I just want sites in Kenya, with the exact phrase *information technology* or the term *ICT*.

Possible answer: [certificate ict OR "information technology" site:ke]

Advanced Search Page: Another Option

Google

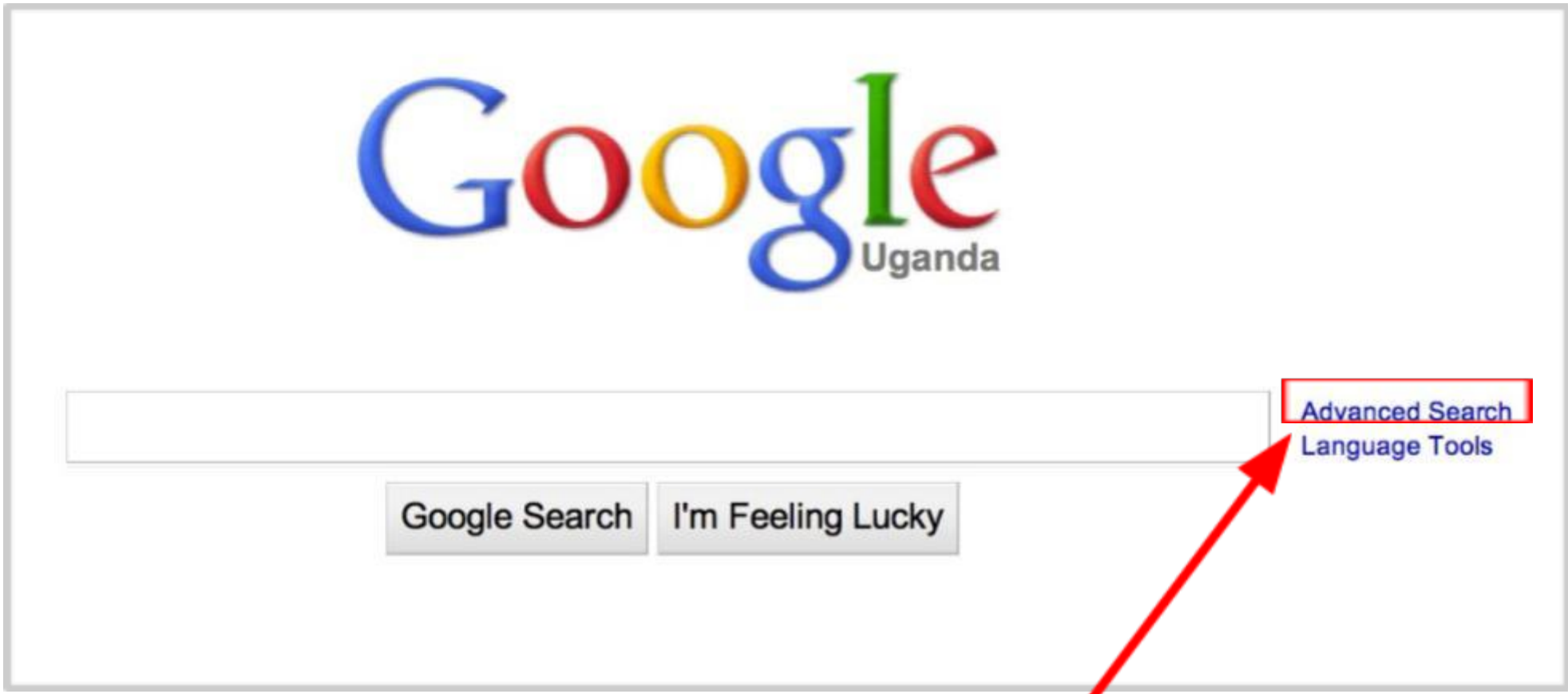
Many of the search operators are also available on the advanced search page, in case you cannot remember how to write them.

The advanced search page offers other options for improving your search, as well.

Take a look at what advanced search has to offer....

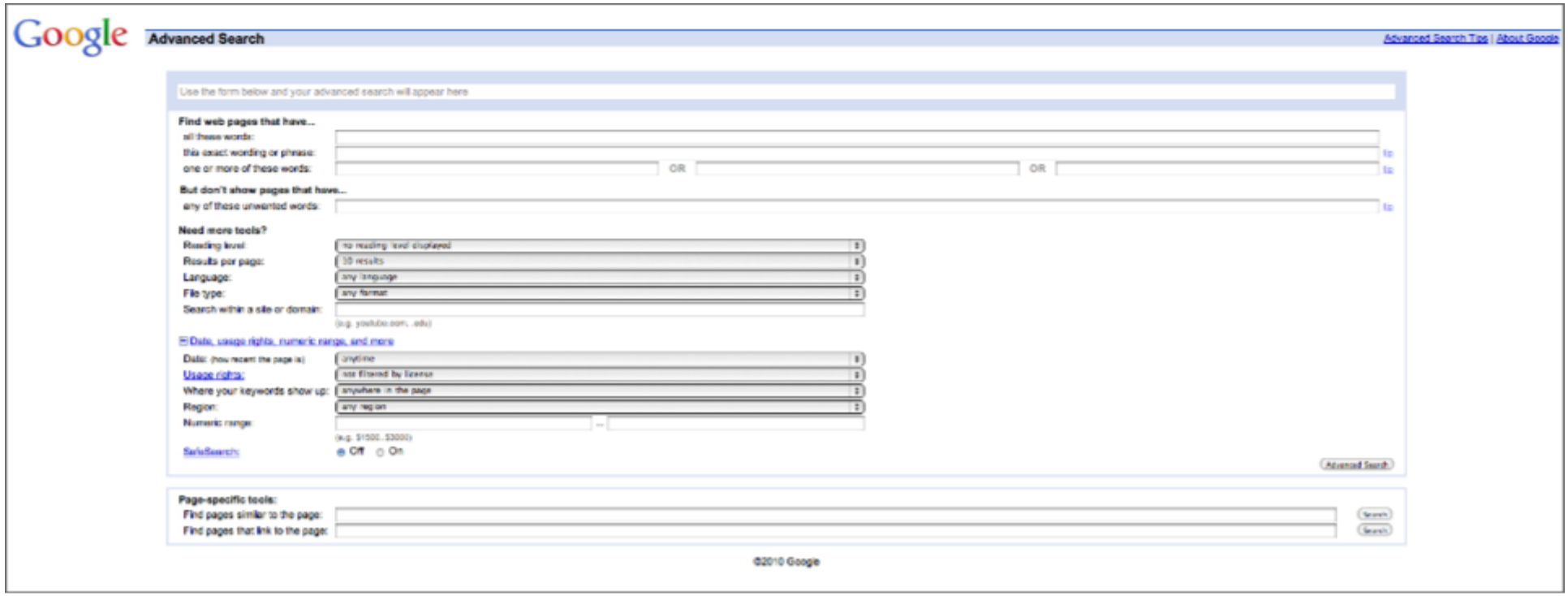
Getting to Advanced Search

www.google.co.ug



Click here.

Advanced Search Page

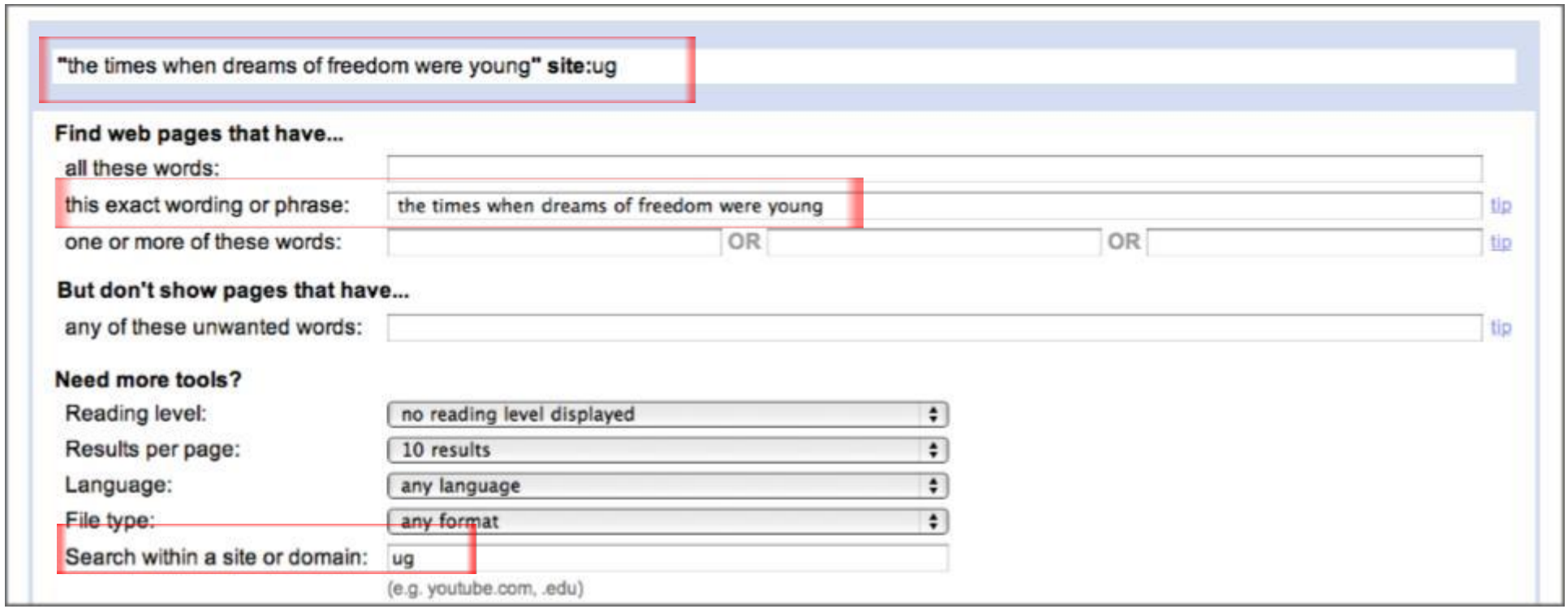


Go to the advanced search page and try locating the operators you have learned. What other options have you not seen before?

Try out some of the boxes, and click the button and observe what you get

Learning from the Advanced Search Page

When you enter information into the Advanced Search page, the top box shows you what the whole query will look like.



Advanced Search Page: A Closer Look (I)

Google

Which operators are these?

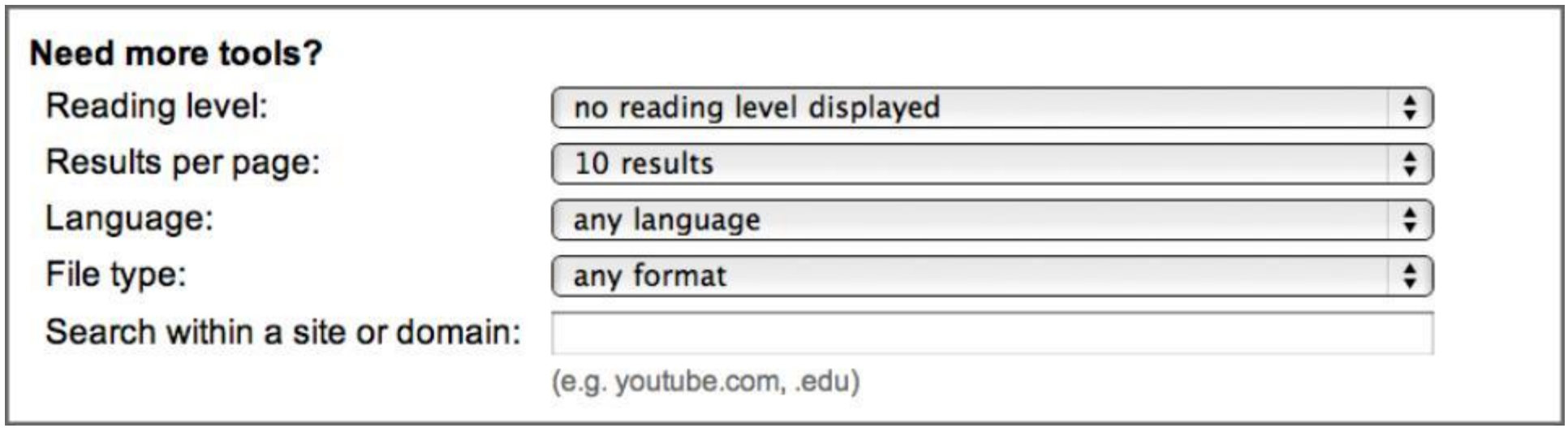
all these words gives a typical query: [uganda history]

this exact wording or phase gives quotes (" "): ["one time"]

one or more of these words gives OR: [recycle OR reuse]

any of these unwanted words gives a minus sign (-):
[fire masters -football]

Advanced Search Page: A Closer Look (II)



Reading level sorts results into beginning, intermediate, and advanced, based on vocabulary level and sentence structure

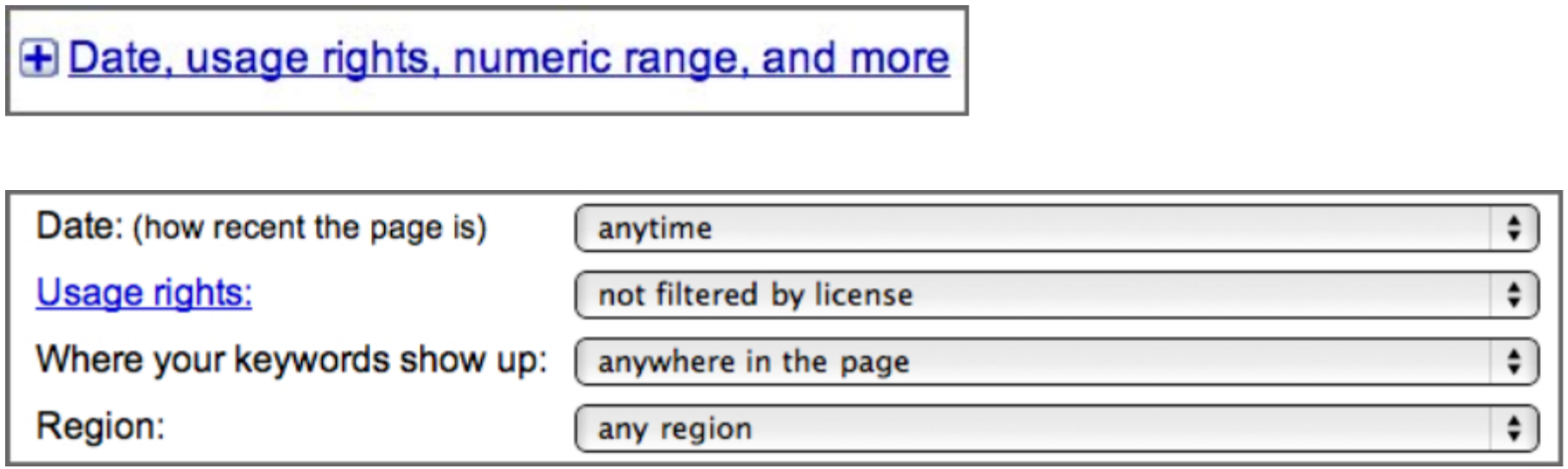
Results per pages sets the number of links on each results page

Language lets you search in various languages

File type filetype: search [ugali filetype:pdf]

Search within a site or domain site: search [arts site:ncdc.go.ug]

Advanced Search Page: A Closer Look (III)



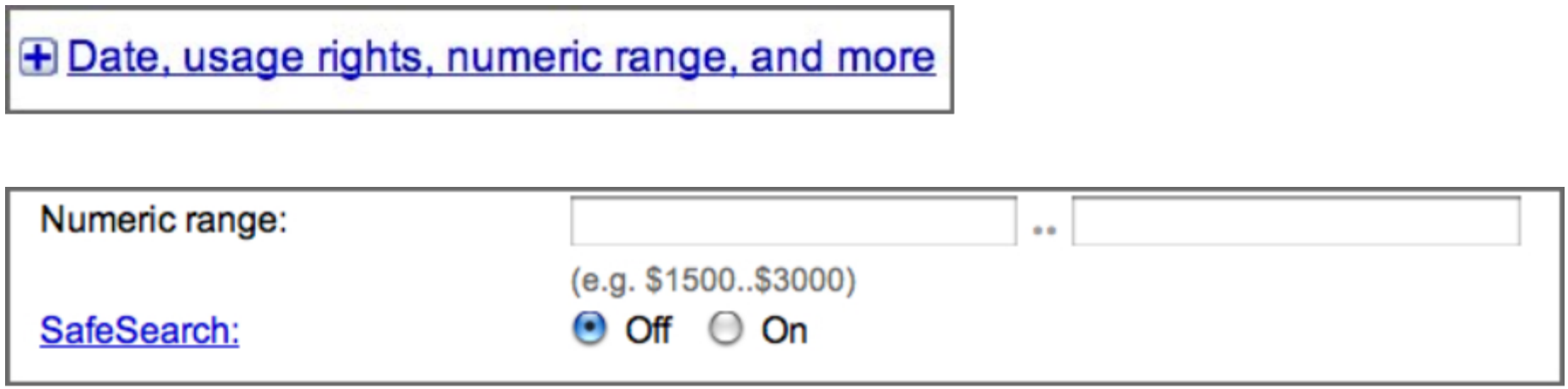
Date sets how new a page needs to be (past week, month, etc.)

Usage rights finds sources from which you can reuse the content in specified ways (such as copying it, modifying it, etc.)

Where your keywords show up looks for certain words just in the title, web address (URL), page text, etc.

Region sets area of the world where the website is put on the Web

Advanced Search Page: A Closer Look (IV)



Number range finds any number between two specified values, like the search: [220..230].

SafeSearch helps filter out adult content, such as pornography. You can set more precise controls under your Search Preferences.

Advanced Search Page: A Closer Look (V)

Find pages similar to the page looks for pages on topics similar to one you like. Same as using related: in basic search, like this: [related:beyonceonline.com].

Finds pages that link to the page identifies webpages that link to a particular page. Same as using link: in basic search, like this: [link:health.go.ug].

Search Challenge

Google

Use the advanced search page to create searches:

1. You want to learn about how to prevent (or avoid) worms in goats. You want the pages you read to be from Kenya, so that the suggested solutions might be available to you.

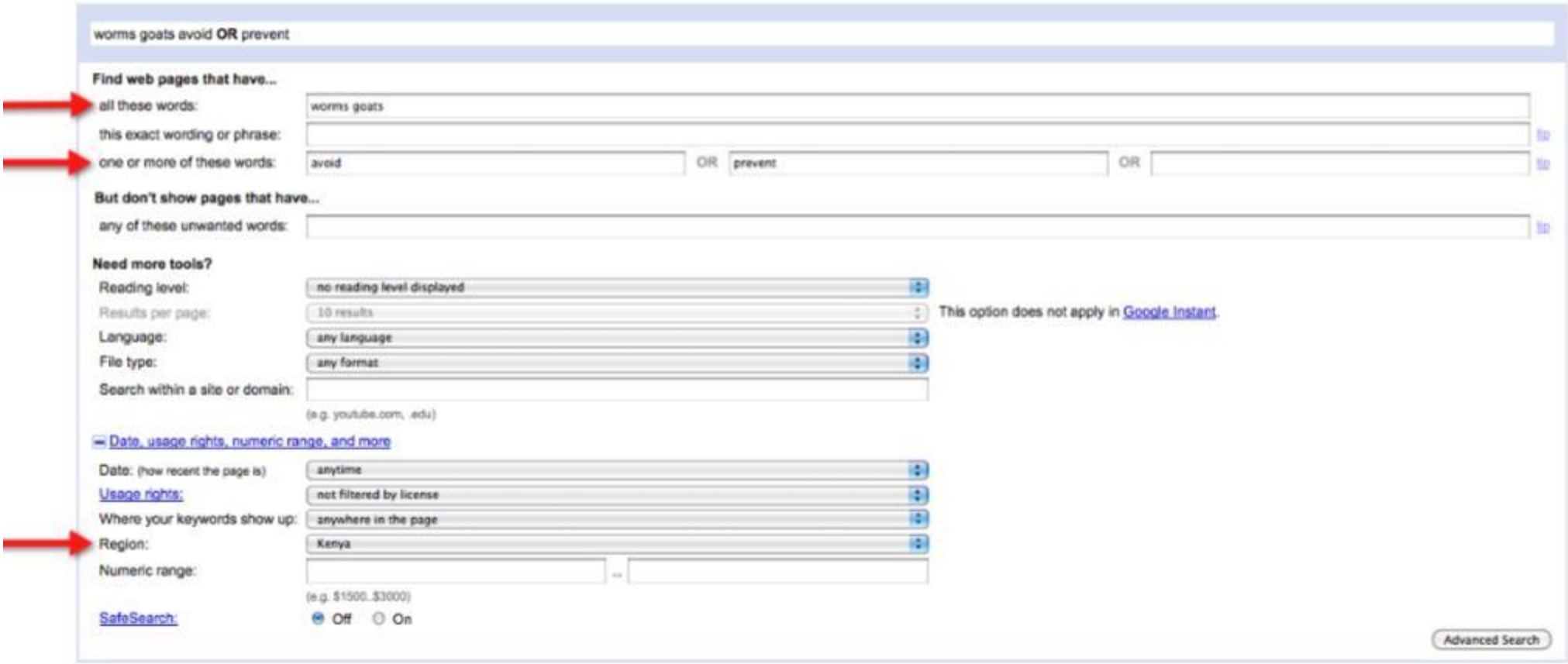
2. You are looking for materials for a business association meeting about supply chains, or value chains, for vegetables in Uganda. You want materials at an intermediate reading level that you can easily print out--maybe a PDF file.

3. You are in the tourism industry, and want to know who cared about the campaign launched in 2009. Find the web address for Friend-a-Gorilla, and find out who linked to it.

Possible answers on the slides that follow:

Search Challenge #1 Answer

You want pages from the Kenya region about how to prevent (or avoid) worms in goats.



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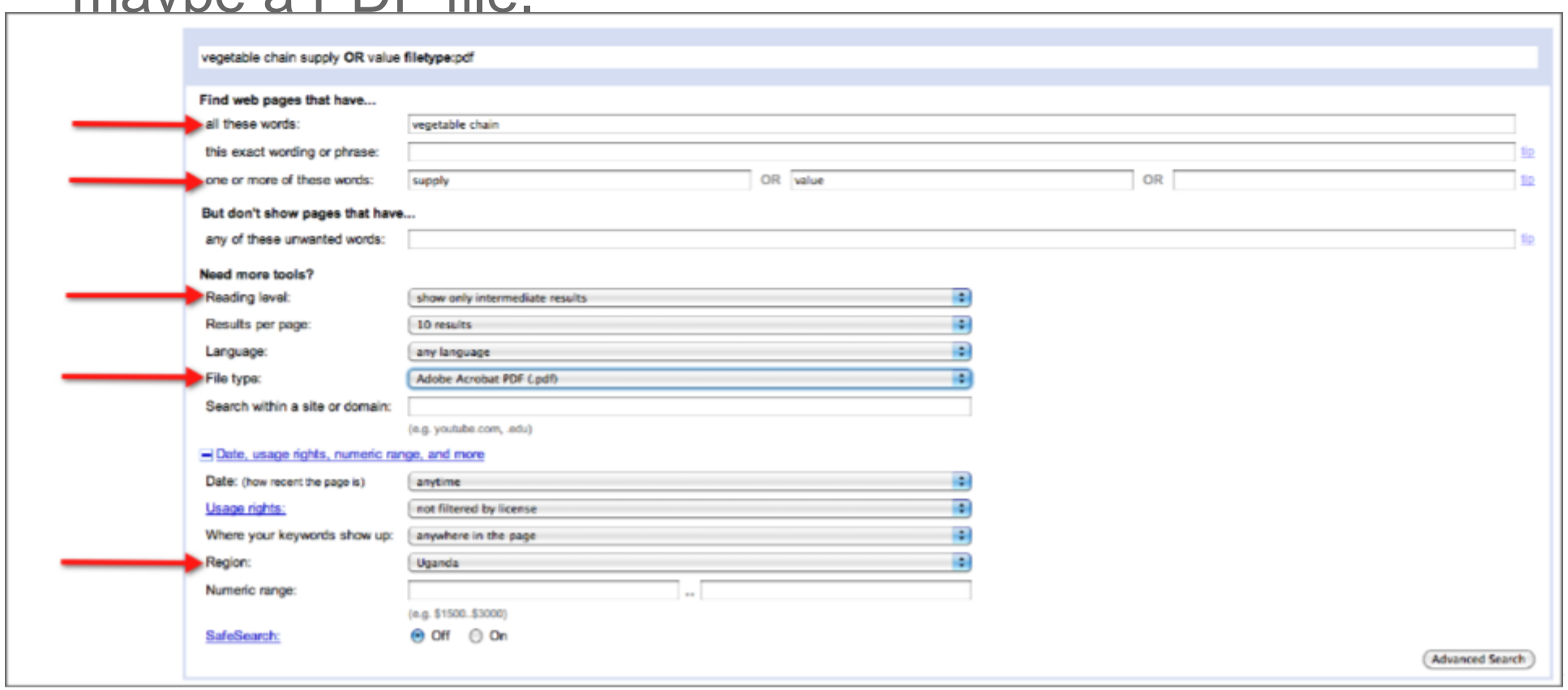

Search Challenge # Answer

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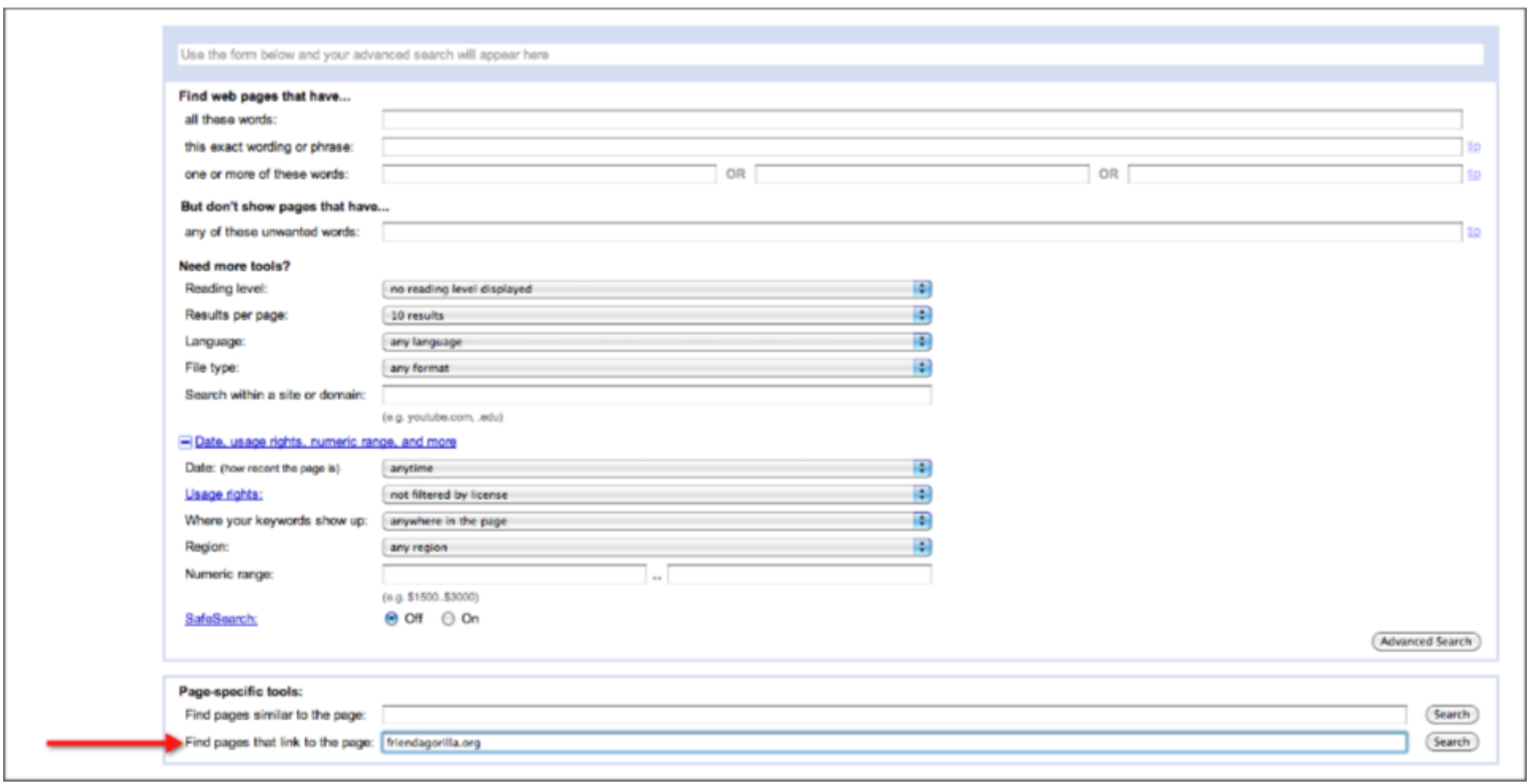


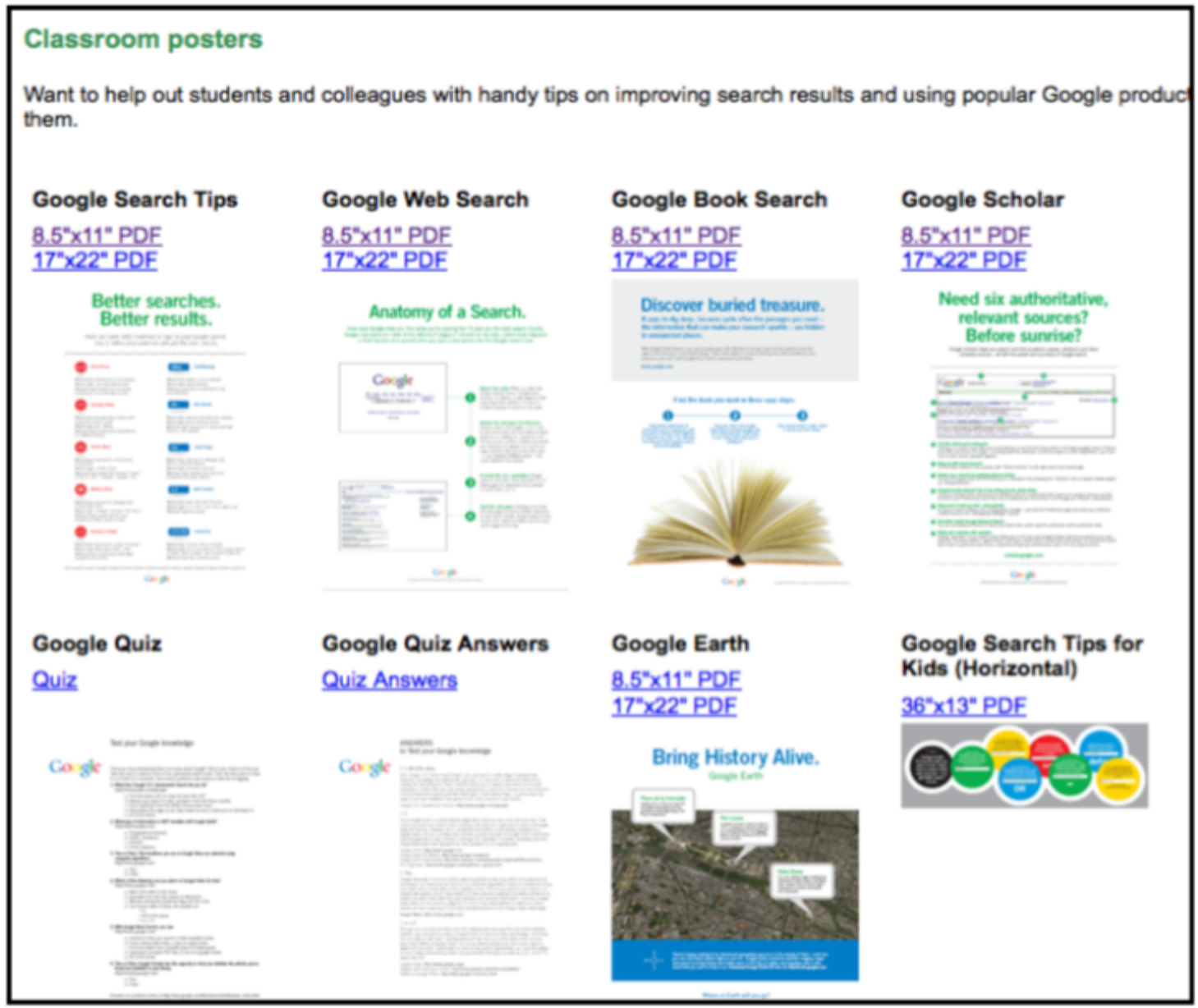
Putting It All Together

Google

Can you think of particular examples when these search operators could help you?

- Exclusion (-)
- Inclusion (+)
- Similar Words (~)
- Multiple Words (OR)
- Number Range (..)
- Fill-in-the-Blank (*)
- Exact Phrase (" ")
- Site search (site:)
- Filetype search (filetype:)

Help with Posters



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