

How to Search and Browse effectively

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September 8, 2022**

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Places to Search

- Search engines
- Shopping/coupon clipping sites
- Video sites
- Information sites
- Social Media sites
- Debunking sites
- Specialty Sites (IMDB, LinkedIn, ZipRecruiter, etc.)

Search Engines – you can search for anything here, just beware that some of the results are ads, not ranked results

Shopping/Coupon Clipping – shopping sites can be searched for items you're looking for (amazon, home depot, lowes, ace hardware, zappos, etc) – there are also coupon-clipping additions. Honey is a shopping addition, Citibank has one of their own, and coupons.com and retailmenot.com are digital coupon search engines.

Youtube – excellent for how-to videos – learn piano, put up a deck, etc.... Also good for documentaries and just interesting time-wasters,

Wikipedia – many search engine searches end up here – put together by users, it's not always accurate, but it's definitely one source of information

Twitter – best for information about unfolding events

Snopes – hear a fact that doesn't sound quite right – check it out on snopes

Specialty Sites- many times a search will have a result from a site that specializes in what you're looking for – you can then go to that site and search.

Use the right search engine

- General searches
 - google, bing, duckduckgo, ecosia, dogpile, ask, boolify
- Informational sites
 - Wikipedia
 - Citizendium (“gentle” oversight)
 - Encyclopedia Britannica Online, Encarta, Infopedia. Scholarpedia
 - Conservapedia
- Stock Information
 - EDGAR - Sec.gov/edgar/search
 - Your broker

Conservapedia was created as a counter to the alleged left-wing bias of Wikipedia
Encyclopedia Britannica Online, Encarta and Infopedia are curated. Can be cited for references in University papers (Wikipedia cannot)
Scholarpedia articles are by invite only and always done by experts in a subject

Use the right search engine

- News
 - cnn.com, cnbc.com, foxnews.com
 - Specific local channel website
- TV & Movie
 - IMDB.com
- Shopping
 - Website of store you want to shop at
 - Google – shopping tab
 - Groupon, Honey.com, retailmenot.com, coupert.com, coupons.com, offers.com (coupons)

IMDB is great for settling arguments about who was in what movie or TV show.

Groupon is a great site for finding deals in your area.

Many of the other coupon sites will install browser helpers that will search for better deals than what you're looking at on whatever shopping site you're on.

Use the right search engine

- Social Media
 - Twitter, Instagram, WeChat, Facebook, Snapchat, TikTok, Youtube
- Videos
 - Youtube, Vimeo
- Debunking
 - Snopes, urbanlegends.about.com, breakthechain.org, truthorfiction.com. Hoax-slayer.com, hoaxbusters.org

Youtube has a ton of educational and how-to videos. Of course, since it's user-uploaded, you have to make sure the content is really what you're looking for, but most of the time, it is.

You can learn piano and guitar, learn how to unclog a sink, setup a computer or TV, etc....

Use the right search engine

- Specialty Sites
 - IMDB.com, TVDB.com, theTVDB.com
 - LinkedIn
 - tineye
 - ZipRecruiter, indeed, monster, ihire, glassdoor, careerbuilder
 - Recipebridge, yummy
 - Zillow, trulia, sturents, redfin, realtor, hotpads
 - Airbnb, vacasa, hometogo, vrbo
 - Travelocity, booking, hotels, priceline, kayak, expedia, etc.

LinkedIn – social media for the workplace

IMDB, etc. – information about movies and tv series

Tineye – find stock photo usage. This is great to check if a social media profile photo is actually a stock photo from somewhere else

zipRecruiter, etc – jobs and resumes

Recipebridge, etc – Food

Zillow, etc – Real Estate

Airbnb, etc – vacation rentals – Airbnb is normally homes, whereas the others are normally timeshares

Travelocity, etc – travel sites to book hotels, flights and rental cars.

Use the right search engine

- General search site often have buttons to help narrow the category
 - Shopping
 - Images
 - Books
 - Videos
 - News
 - Flights
 - Finance

Search Hints

- Use specific keywords
- Avoid filler words (the, a, an, etc.) although with google, it's ok
- Use quotation marks
 - Means you want that exact phrase in the search
- Use – (hyphen)
 - Put in front of a word excludes it from the search.
 - Use this if you're getting a lot of the wrong kind of results.
- Use "helper" phrases
 - "xxxx like", "like xxxxx", "near me", "near Tucson"

For instance, to see other sites like ziprecruiter, I googled "sites like ziprecruiter.com"
Very common to search on a phone something like "restaurants near me"

Search Hints

- Limit search to a specific website
 - Site:imdb.com
- Advanced stuff
 - And (or +), or, not (or -), parenthesis
 - Filetype:, site:, intitle:, inurl:, stocks:, map:, movies:
 - Around(x)
 - In (conversions)
- Don't use suffixes
 - Walk, not walked or walking (unless you're searching for a site about walking)

<https://ahrefs.com/blog/google-advanced-search-operators/>

Around(x) is used like: apple Around(3) ipod

Wants the two words no more than three words apart

In usage: \$329 in GBP, ounces in gallon, etc.

Search Hints

- Add a year
 - best graphics cards 2022
 - Budget graphics cards 2022
 - Best inexpensive graphic cards 2022
- Iterative search
 - Don't like your results – figure out why and modify your search parameters accordingly (NOT is often a good way to do this).
 - If you're not getting anywhere, change tactics – try a different search engine is usually good.

Search Pitfalls

- Don't just look at the first results
 - Quite often ads
 - SEO can put not-so-great results up front
 - Many sites (you'll get to learn which ones) answer queries for almost everything, but when you click – there's nothing appropriate there.

Example

- Google for math test (looking for sample calculus tests)
- Change to sample math test
- Add the word calculus
 - Could change the word math to calculus, but it's easier just to add it onto the end.
- Add –department
 - Gets rid of department of mathematics from colleges

Thanks for attending

If you have any questions, or would like to see some specific apps or app types demonstrated, please email

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