

Lucy Gray
Minot Google Days
June 6 - 9, 2011

# Topics

- Search Options Review
- Custom Search
- Using Advanced Operators
- The Art of Search
- Search Curriculum and Resources

# Google's Mission

To organize the world's information and make it universally accessible and useful.



# Guiding Thoughts

- Search is the essential 21st century skill.
- The responsibility of teaching search to kids lies within the entire school community.
- How can educators help students to organize, access, and leverage their collection of information in useful ways?

# Reviewing Search Options





#### florida schools digital textbooks

Search

SafeSearch strict v

About 15,400,000 results (0.29 seconds)

Advanced search

#### Everything

**Images** 



News







#### Northbrook, IL 60062

Change location

#### All results

Wonder wheel Timeline

More search tools



#### Digital Textbooks May Be Required in Florida Public Schools by 2015

May 19, 2011 ... Panama City- While supporters say there are a number of advantages, some are concerned about the conversion's long-term costs.

www.wjhg.com/home/headlines/Florida Public 122209494.html - Cached

#### [PDF] From Paper to Pixel: Digital Textbooks and Florida Schools (2010)

File Format: PDF/Adobe Acrobat - Quick View by J Newsum - Related articles

not digital textbooks, to date. Florida Virtual School is the largest in the nation and expanding rapidly. In 2008-2009 the school's ...

www.palmcenter.fsu.edu/documents/digitaltextbooks whitepaper.pdf

#### Florida looks at taking school textbooks completely digital by ...

Feb 17, 2011 ... Florida education officials rolled out a five-year proposal this week that calls for all students in K-12 to use only digital textbooks, ...

www.tampabay.com/.../florida...school-textbooks...digital.../1152138 - Cached Michelle Bourgeois shared this on Twitter - Mar 24, 2011

#### Digital Textbooks on the way to Florida Public Schools | West ... Q

May 16, 2011 ... Lugging heavy textbooks in backpacks could be a thing of the past, if an education budget bill, which sets up a timeline for a conversion to ... westorlandonews.com/.../digital-textbooks-on-the-way-to-florida-public- schools/ - Cached

#### Palm Beach County school district says it'll need more time, money ...

Apr 18, 2011 ... PALM BEACH COUNTY, Fla. - As the state tries to push textbooks into the digital age in the next two years, the Palm Beach County School ...

www.wptv.com/.../palm-beach-county-school-district-says-it'll-need-more- time,-money-toswitch-to-digital-textbooks - Cached

#### Florida education news: Financial aid, Facebook, digital textbooks ...

Apr 18, 2011... Facebook, digital textbooks and more. tom-false.gif NO ... www.tampabay.com/.../florida-education-news-financial-aid-facebook-digital -textbooks-andmore - Cached

#### Florida education news: School board salaries, high school sports ...

Apr 5, 2011 ... DIGITAL TEXTBOOKS: Florida school districts try to temper ... www.tampabay.com/.../florida-education-news-school-board-salaries-high-schoolsports-digital-textbooks-and-more - Cached

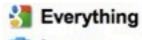
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#### Northbrook, IL 60062 Change location

#### Any time

Latest
Past 24 hours
Past week
Past month
Past year
Custom range...

#### All results

Sites with images
Wonder wheel
Related searches
Timeline
Visited pages
Not yet visited
Dictionary
Reading level
Social
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#### Digital Textbooks May Be Required in Florida Public Schools by 2015

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Michelle Bourgeois shared this on Twitter - Mar 24, 2011

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May 16, 2011 ... Lugging heavy textbooks in backpacks could be a thing of the past, if an education budget bill, which sets up a timeline for a conversion to ... westorlandonews.com/.../digital-textbooks-on-the-way-to-florida-public-schools/ - Cached

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digital age in the next two years, the Palm Beach County School ...
www.wptv.com/.../palm-beach-county-school-district-says-it'll-need-more- time,-money-to-switch-to-digital-textbooks - Cached

#### Florida education news: Financial aid, Facebook, digital textbooks ...

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#### Lawmakers approve move to digital textbooks | StAugustine.com Q

May 16, 2011 ... The proposal (SB 2120) requires Florida public schools to adopt digitalonly textbooks by the 2015-16 school year, and spend at least 50 ... staugustine.com/...05.../lawmakers-approve-move-digital-textbooks - Cached

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May 16, 2011 ... The proposal (SB 2120) requires Florida public schools to ... m.staugustine.com/.../lawmakers-approve-move-digital-textbooks - Cached

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Monday, June 20, 2011

pages

Translated foreign

-

# Custom Search

- Roll your own search engine at:
  - http://www.google.com/cse/
  - use sites you select or
  - emphasize sites you select
- Embed your custom search engine on a blog or wiki
- Manually add sites to your search engine or use the Google Marker bookmarklet:
  - http://www.google.com/cse/tools/marker
- People can collaborate on CSEs using <u>Admin Accounts</u>



Overview

New search engine...

#### My search engines

#### Resources

**Documentation** 

Google Marker

Blog

Discussion group

Support

Terms of service

Google™ Custom Search

Search

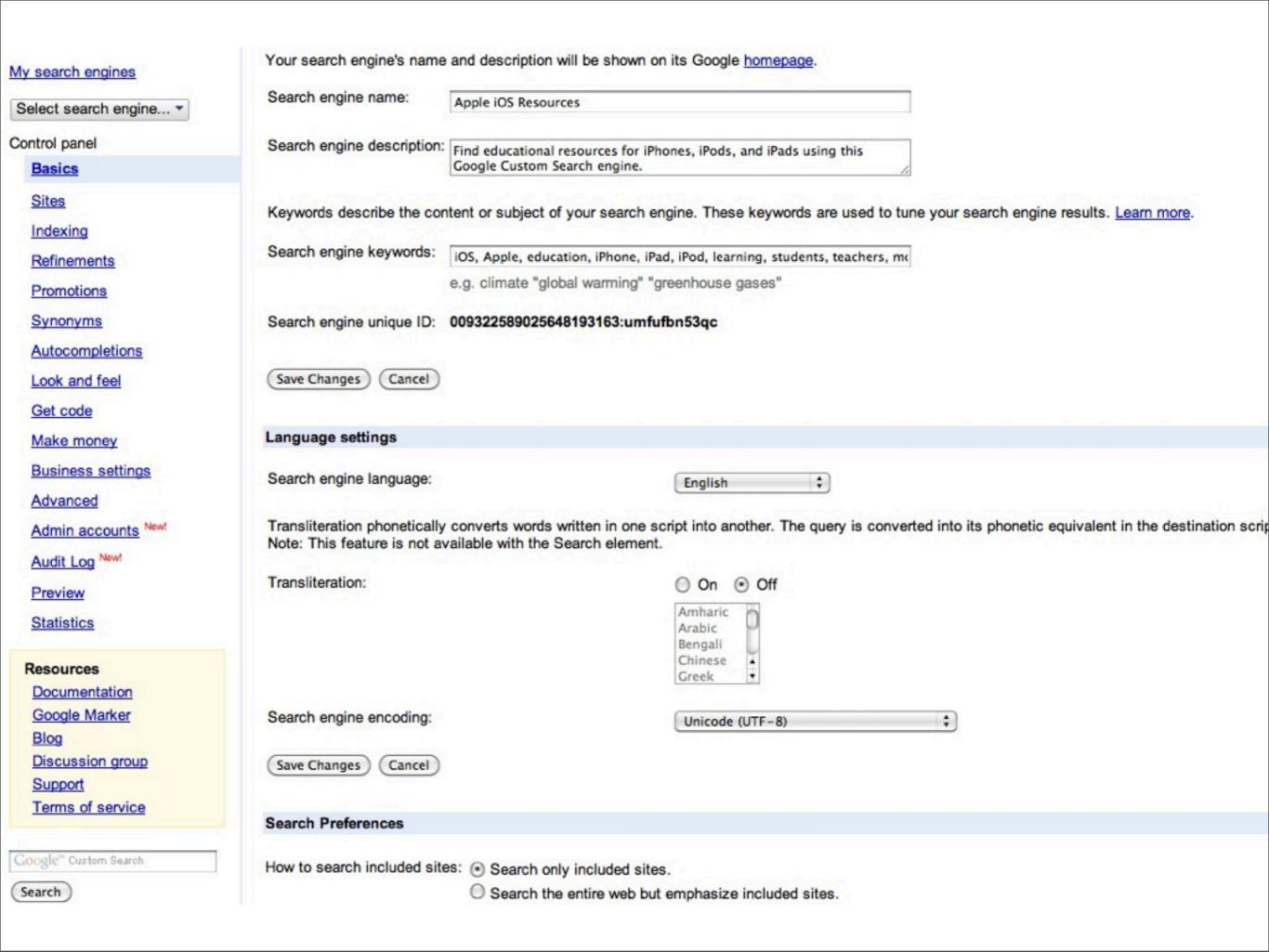
#### My search engines

#### Search engines I've created

Apple iOS Resources	control panel	statistics	delete
High Techpectations Search Engine	control panel	statistics	delete
The Global Education Conference	control panel	statistics	delete
Education Reform	control panel	statistics	delete
Science Companion Student Search Engine	control panel	statistics	delete
Lucy Gray's Search	control panel	statistics	delete
Resources for Teachers	control panel	statistics	delete
CUE: Macworld Educator Academy: Blogs, Wikis, & Collaborative Docs	control panel	statistics	delete
Lucy Gray's Education Feeds	control panel	statistics	delete
The Best of Educational Technology	control panel	statistics	delete
Test	control panel	statistics	delete
The Infinite Thinking Machine Search Engine	control panel	statistics	delete
The Friday 5 Search Engine	control panel	statistics	delete
Chicago Classroom 2.0 Search Engine	control panel	statistics	delete
ISLMA	control panel	statistics	delete
iSummit	control panel	statistics	delete
GTACO	control panel	statistics	delete
Gray's Geography Search	control panel	statistics	delete
Mrs. Gray's Research Sites for Kids	control panel	statistics	delete
Recipes	control panel	statistics	delete
ICE Conference Search	control panel	statistics	<u>delete</u>

#### Search engines I'm contributing to

Edublogs	control panel	stop contributing
Geography	control panel	stop contributing
Elementary Language Arts	control panel	stop contributing
K12 Curriculum: Topic/Concept Search SANDBOX	control panel	stop contributing





#### Apple iOS Resources



#### Search engine details [Edit this search engine]

Find educational resources for iPhones, iPods, and iPads using this Google Custom Search engine.

searches sites including: cybraryman.com/iphone.html, sites.google.com/a/eusd.org/eus..., www.appannie.com/top/australia/..., speirs.org, edudemic.com/2011/04/ipads-in-s...

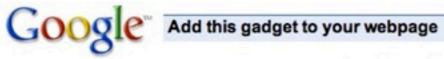
Keywords: iOS, Apple, education, iPhone, iPad, iPod, learning, students, teachers, mobile

Last updated: April 24, 2011

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		Create your own Cust	om Search Engine
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With Google Custom Search, you can harness the power of Google to create a customized search experience for your own website.



- Include one or more websites, or specific webpages
- Host the search box and results on your own website
- Customize the look and feel of the results to match your site

#### Custom Search for your website or blog

- Provide fast and relevant search results
- Make money with <u>AdSense for Search</u>
- · Invite your friends and community to contribute
- Automatically search across links, bookmarks or blogrolls with Custom Search on the fly

#### Site Search for your business or enterprise

- Use Google Site Search for enterprise-grade support and optional ads
- · Improve customer retention and conversions on your site
- · Control branding and enhance results presentation via XML results
- · Provide quick indexing of your website via On-Demand indexing

New! Enable <u>autocompletions</u> for your search engine to help your users get to the right results faster.

New! Google Site Search has <u>simplified the pricing structure</u> and <u>doubled on-demand indexing quotas</u>.

Learn more with our developer documentation, FAQs and discussion group.

#### Create a Custom Search Engine

Or, manage your existing search engines.

#### **Custom Search Blog** Custom Search Blog More powerful collaboration Apr 21, 2011 Until now, CSE has had a simple collaboration feature that lets the owner of a custom search engine invite friends or co... Google Site Search on the Royal Wedding Website Mar 10, 2011 Cross posted on the Google Enterprise Blog St. James's Palace just launched www.officialroyalwedding2... Got ideas? We're listening. Feb 22, 2011 In the past several months we've added several new features to Google Custom Search - and we have you to thank! M ... Read more » - Google

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i. Get up your searc	if engine 2. Try it out 5. Get the code
Describe your search	engine
Name:	
	for example, Real Climate Search Engine
Description:	
	for example, Climate Science from Climate Scientists
Language:	English
Define your search er	ngine Transfer of the Control of the
Sites to search:	
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# Custom Search Engines To Check Out

- Expanding Your Horizons
- High Techpectations
- The Global Education Conference
- Mrs. Gray's Research Sites for Kids

# Using Advanced Operators

# Focus on 4

- Term Exclusion
- Term Inclusion
- Numeric Range
- Related Search

## Term Exclusion





impala

Google Search I'm Feeling Lucky

Advanced Search
Preferences
Language Tools



Web Books Video Images

Results 1 - 100 of about 9,550,000 for impala [definition]. (0.15 seconds)

#### The Chevy Impala Site

Sponsored Link

www.Chevrolet.com/Impala

Research, Compare, and Build Your Impala on the Official Chevy Site.

#### Impala - Wikipedia, the free encyclopedia

Jan 18, 2009 ... The name **impala** comes from the Zulu language. They are found in savannas and thick bushveld in Kenya, Tanzania, Mozambique, northern Namibia ... en.wikipedia.org/wiki/Impala - 124k - Cached - Similar pages

#### Chevrolet Impala - Wikipedia, the free encyclopedia

Nov 23, 2008 ... The Chevrolet Impala is a full-sized automobile built by General Motors for their Chevrolet division. Ed Cole, Chevrolet's chief engineer in ... en.wikipedia.org/wiki/Chevrolet\_Impala - 146k - Cached - Similar pages

#### Chevrolet | 2009 Impala Sedan Models LS, LT, LTZ, and Impala SS

Learn about key features and pricing for 2009 Chevrolet Impala. Check out Chevy truck models and trim options.

Photo Gallery - Features & Specs - Colors & 360 - Accessories www.chevrolet.com/impala/ - 63k - Cached - Similar pages

#### Chevrolet | 2009 Impala Sedan - Vehicle Photo Gallery | Chevy

Check out the complete vehicle photo gallery of the 2009 Chevrolet Impala. View images of the interior, exterior, and engine, of the Chevy Impala!

www.chevrolet.com/impala/photogallery/ - 47k - Cached - Similar pages

More results from www.chevrolet.com »

#### AWF: Wildlife: Impala

Although fighting between two male can be fatal, **impalas** are protected by exceptionally thick skin over vulnerable areas. It is not the length of horn that ... www.awf.org/content/wildlife/detail/impala - 32k - Cached - Similar pages

Sponsored Links

#### **Impala**

Check Out Our Huge Inventory. Get A No-Risk Internet Price Quote Today! www.ChevyDrivesChicago.com Chicago, IL

#### Chevy Impala Includes:

Comprehensive 5yr/100k Warranty Standard with any New 2009 Purchase www.ChevyDealer.com/Chicago Chicago, IL

#### Chevrolet Impala

Prices Cut on Chevrolet Impala! Special Internet Pricing www.JackPhelanChevrolet.com 4000 S Harlem Ave, Lyons

#### Jerry Haggerty Chevrolet

Chevrolet Impala Massive Rebates Special Pricing on Impala Today! www.JerryHaggertyChevrolet.com

#### Sunrise Car Dealer

2009 Impalas Under Invoice Pricing 0% Incentive + \$500 Car Show Rebate SunriseChevrolet.net



19

## Term Exclusion





impala -cars

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#### Impala - Wikipedia, the free encyclopedia 📧 🔀

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#### 

The Independent Music Companies Association. www.impalasite.org/ - 2k - Cached - Similar pages - P

#### Video results for impala -car



Hippo Saves Impala 1 min 55 sec www.youtube.com



Buddy Holly's '58 Impala 3 min 40 sec www.youtube.com



Nelson racing engines 1965 chevy impala test on st 4 min 41 sec videos.streetfire.net

#### Impala 雨 🗙

There are tufts of dark hair above the rear hoofs which give the **impala** its specific name. The lyre-shaped horns, found only in males, are "S"-shaped and ... www.ultimateungulate.com/Artiodactyla/Aepyceros\_melampus.html - 10k - Cached - Similar pages -

impala -cars



## Term Exclusion





panthers

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Web News Video Images

Results 1 - 100 of about 16,300,000 for panthers [definition]. (0.24 seconds)

#### The Official Site of the Carolina Panthers

Official team site with audio and video clips, team news, depth charts, transactions, statistics, and player profiles.

www.panthers.com/ - 111k - Cached - Similar pages

Roster Depth Chart

Tickets The Official Store of the

News Training Camp

Cheerleaders

More results from panthers.com »

#### Carolina Panthers | Team

Panthers Insider (1:51). Panthers college scouts attend pro days across the country. ...

Breakdown of the Panthers wide receivers and tight ends ...

www.panthers.com/team/index.html - 116k - Cached - Similar pages

#### Black panther - Wikipedia, the free encyclopedia

A black panther is a black (melanistic) color variant of one of several species of larger cat which are known by the term panther in various parts of the ... en.wikipedia.org/wiki/Black panther - 50k - Cached - Similar pages

#### News results for panthers



Power play making the difference for Florida Panthers - 13 hours ago

The Florida Panthers' goalie Craig Anderson stops Jesse Winchester in the first period in a game against the Ottawa Senators at the BankAtlantic Center on ...

MiamiHerald.com - 219 related articles »

After pouring their hearts into it, Panthers are feeling empty again -

Boston Globe - 1011 related articles »

Atlanta Thrashers (33-38-6) at Florida Panthers (38-28-11), 7:30 pm -

MiamiHerald.com - 45 related articles »

# panthers



23

### Term Exclusion





panthers -sports

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#### Black panther - Wikipedia, the free encyclopedia

A black panther is a black (melanistic) color variant of one of several species of larger cat which are known by the term panther in various parts of the ... en.wikipedia.org/wiki/Black\_panther - 50k - Cached - Similar pages

#### Panthers on MySpace Music - Free Streaming MP3s, Pictures & Music ...

MySpace Music profile for Panthers. Download Panthers Metal / Classic Rock / Showtunes music singles, watch music videos, listen to free streaming mp3s, ... www.myspace.com/panthers - 112k - Cached - Similar pages

#### Panther on MySpace Music - Free Streaming MP3s, Pictures & Music ...

MySpace Music profile for Panther. Download Panther Other / Other / Other music singles, watch music videos, listen to free streaming mp3s, & read Panther's ... www.myspace.com/panthertouch - 116k - Cached - Similar pages

More results from www.myspace.com »

#### News results for panthers -sports



[1] Pittsburgh Panthers vs. [3] Villanova Wildcats East Region, 7 ... - Mar 27, 2009
Villanova Coach Jay Wright thought he would be finished with Pittsburgh after the Wildcats'
67-57 win over the Panthers on Jan. 28. ...

Washington Post - 1011 related articles »

Zednik, McCabe score in Panthers' 5-2 win - The Associated Press - 219 related articles »

Panthers rally past fading Stars 6-3 - The Associated Press - 213 related articles »

#### Florida Panther - Defenders of Wildlife

Get the facts on the Florida panther, one of the most endangered mammals on earth.

www.defenders.org/wildlife\_and\_habitat/wildlife/panther.php - 63k - Cached - Similar pages

#### Florida Panther Net - Official Education Site

Official Florida Panther Web Site - FL Fish and Wildlife Conservation Commission .

www.panther.state.fl.us/ - 22k - Cached - Similar pages

## panthers -sports



25

## Numeric Range





North Face jackets \$35..\$200

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#### Web

#### The North Face Apex Bionic Jacket - Men's from Backcountry.com

Is this considered a North Face Spring release jacket. Also, it says discontinued colors are \$99.99 . . . is black a discontinued color as I've seen it ...

www.backcountry.com/store/TNF2167/The-North-Face-Apex-Bionic-Jacket- Mens.html - 315k - Cached - Similar pages

#### The North Face Men's Jackets from Backcountry.com

Zip up The North Face Men's WindStopper Hybrid Jacket and head out the door for a brisk fall run. \*. Read Reviews. Available Sizes:S, L. ON SALE: \$121.46 ... www.backcountry.com/store/subcat/20/b88/The-North-Face-Mens-Jackets. html - 150k - Cached - Similar pages

More results from www.backcountry.com »

#### The North Face Jackets & Outerwear

The North Face Denali Jacket Mens Fleece Was \$164.95. Sale \$89.99, The North Face Denali Jacket Womens Fleece Was \$164.95. Sale \$89.99 ...

www.travelcountry.com/shop/north-face/jackets-outerwear - 26k - Cached - Similar pages

#### The North Face Denali Jacket Womens Fleece

The North Face Denali Jacket Mens Fleece. Was \$164.95. Now \$99.99 ... The North Face Denali Thermal Jacket Youth Fleece Closeout. Was \$98.95. Now \$49.99 ... www.travelcountry.com/shop/north-face/jackets-outerwear/north-face-denali- jacket-womens-fleece.html - 35k - Cached - Similar pages
More results from www.travelcountry.com »

#### The North Face Pamir Windstopper Jacket \$85 - dealnews.com

e-OMC.com offers The North Face Men's Pamir Windstopper Jacket for \$84.95. With free shipping, that's \$7 under our February mention and the lowest total ... dealnews.com/The-North-Face-Mens-Pamir-Windstopper-Jacket-for-85-free-shipping/288159.html?ref=smartspending... - 20k - Cached - Similar pages

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#### The North Face®

Never Stop Exploring™ Expeditions, Athletes, Gear & More www.TheNorthFace.com

#### The North Face -NORDSTROM

The North Face coats, boots & pants Free Shipping with Shoe Purchase! www.nordstrom.com/TheNorthFace

#### 60% Off North Face

Save 60% on North Face Low Priced North Face, Free Ship! NorthFace.OutdoorBits.net



27

## Numeric Range





U.S Presidents 1900..1950

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#### Web

#### Biography of Franklin D. Roosevelt

He was elected **President** in November **1932**, to the first of four terms. ... Roosevelt had pledged the **United States** to the "good neighbor" policy, ...

www.whitehouse.gov/about/presidents/franklindroosevelt/ - 48k - Cached - Similar pages - @

#### Biography of Calvin Coolidge → ×

The White House emblem · Flag of the **United States** of America ... Coolidge was both the most negative and remote of **Presidents**, and the most accessible. ... of his laconic statements, "I do not choose to run for **President** in **1928**." ...

www.whitehouse.gov/about/presidents/calvincoolidge/ - 48k - Cached - Similar pages - More results from www.whitehouse.gov »

#### #5: The Internment of the Japanese (Top 10 Mistakes by U.S. ... ▼ 区

In the wake of the Japanese attack on Pearl Harbor on December 7, 1941, ... #1: The Alien and Sedition Acts (Top 10 Mistakes by U.S. Presidents) ...

www.britannica.com/blogs/2009/01/5-the-internment-of-the-japanese-top-10 -mistakes-by-us-presidents/ - 50k - Cached - Similar pages -

#### Franklin D. Roosevelt - Wikipedia, the free encyclopedia 7

Elected to four terms in office, he served from 1933 to 1945 and is the only U.S. president to have served more than two terms. Franklin D. Roosevelt and ... en.wikipedia.org/wiki/Franklin D. Roosevelt - 377k - Cached - Similar pages -

#### List of Presidents of the United States - Wikipedia, the free ... T

"Presidents of the United States" and "US Presidents" redirect here. .... [94] [ 95] [96] [97], March 4, 1897, September 14, 1901 [n 5], Republican ... en.wikipedia.org/wiki/List\_of\_Presidents\_of\_the\_United\_States - 367k - Cached - Similar pages -

More results from en.wikipedia.org »

#### American President: Theodore Roosevelt \* X

American President: An Online Reference Resource for U.S. Presidents. Theodore Roosevelt. At a Glance. Term: 26th President of the United States (1901-1909) ... millercenter.org/academic/americanpresident/roosevelt - 27k - Cached - Similar pages - >

#### American President: Warren Gamaliel Harding 🔺 🗙

29th President of the United States (1921-1923). Born: November 2, 1865, Corsica (now Blooming Grove), Ohio. Nickname: None. Education: Ohio Central College ... millercenter.org/academic/americanpresident/harding - 24k - Cached - Similar pages - >

Google

29

Topic:

### Related





related:www.sandiegozoo.org

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#### Web

#### Los Angeles Zoo and Botanical Gardens

The Los Angeles Zoo and Botanical Gardens is located in Griffith Park at the junction of the Ventura (134) and Golden State (5) freeways.

www.lazoo.org/ - 26k - 23 hours ago - Cached - Similar pages

#### Welcome to gaslamp.org | Shop Dine Play Gaslamp - Issue 1 - title

The Gaslamp Quarter is San Diego's dining, entertainment and urban shopping district. This is the official web site of the Gaslamp Quarter Assn.

www.gaslamp.org/ - 25k - Cached - Similar pages

#### Philadelphia Zoo - Home

1800 animals. America's first zoo. General information, program and event summary, a complete list of animals with photos, descriptions, videos and webcams, ... www2.philadelphiazoo.org/ - 40k - Cached - Similar pages

#### San Francisco Zoological Society - Home Home Page

Houses 250 species and includes a children's zoo, miniature train and carousel. Site has general information, animal photos and descriptions, a virtual tour ... www.sfzoo.org/ - 18k - 6 hours ago - Cached - Similar pages

#### Saint Louis Zoo

5000 animal from 700 species on 90 acres, including an insectarium, a children's zoo, and a miniature train. Site has general information, animal photos, ... www.stlzoo.org/ - 14k - 17 hours ago - Cached - Similar pages

#### San Diego Harbor Excursion - San Diego Dinner Cruises, Harbor ...

valentine's dinner cruise, san diego, dinner cruise, yacht charter, whale watching, san diego harbor cruise, san diego boat tours, san diego yacht charter, ... www.sdhe.com/ - 48k - Cached - Similar pages

# related:sandiegozoo.org



31

Topic:

### Related





related:kids.nationalgeographic.com

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Advanced Search Preferences Language Tools



#### Web

#### The Official Home Page for All Things Disney | Home | Disney.com

The official online resource to all things Disney: theme parks, resorts, movies, Disney Channel programs, characters, games, videos, music, shopping, ... disney.go.com/ - 29k - 10 hours ago - Cached - Similar pages

#### Kids Games - Play Kids Games welcomes you to playkidsgames.com for ...

Play Kids Games provides free online educational kids games where learning and fun come together. The focus of the site is to provide online fun through ... www.playkidsgames.com/ - 20k - Cached - Similar pages

#### Kids Games - Yahoo! Kids

Play over 100 free online games including Movie & TV Games, Arcade Games, Sports Games, Card & Board Games, and Word & Knowledge Games on Yahoo! Kids Games. kids.yahoo.com/games - 60k - Cached - Similar pages

#### Cartoon Network | Free games and online video from shows like ...

Cartoon Network is the best place for free games online, video and your favorite TV shows like Naruto, Pokemon, Ben 10 and Total Drama Island.

www.cartoonnetwork.com/ - 28k - Cached - Similar pages

#### Cool math 4 kids - math games, math puzzles, math lessons ...

Math games, fun math lessons, puzzles and brain benders, flash cards for addition, subtraction, multiplication and division, geometry, fractals and ... www.coolmath4kids.com/ - 24k - Cached - Similar pages

#### Learn to Read at Starfall - teaching comprehension and phonics

A free website to teach children to read. Perfect for kindergarten, first grade, and second grade. Contains exciting interactive books and phonics games.

www.starfall.com/ - 18k - Cached - Similar pages

# related:kids.nationalgeographic.com

Google

33

# Summary

- exclusion: use minus symbol without a space in front of a search term, e.g salsa -dance
- inclusion: use plus symbol without a space in front of a search term, e.g Stars Wars +1
- numeric range: use two numeric parameters with two dots in between, e.g. nobel peace prize winners 1980..2009
- related: use related: plus the url of a web site, e.g related:nytimes.com



# Searching with Google



This lesson was developed by the following Google Certified Teachers:

Cheryl Davis
Kathleen Ferenz
Lucy Gray



Monday, June 20, 2011 35

Search Service	Search Operators
Web Search	allinanchor:, allintext:, allintitle:, allinurl:, cache:, define:, filetype:, id:, inanchor:, info:, intext:, intitle:, inurl:, link:, phonebook:, related:, site:
Image Search	allintitle:, allinurl:, filetype:, inurl:, intitle:, site:
Groups	allintext:, allintitle:, author:, group:, insubject:, intext:, intitle:
Directory	allintext:, allintitle:, allinurl:, ext:, filetype:, intext:, intitle:, inurl:
News	allintext:, allintitle:, allinurl:, intext:, intitle:, inurl:, location:, source:
Product Search	allintext:, allintitle:

# Even More Operators

http://www.googleguide.com/advanced\_operators.html

### The Art of Search

# Organizing a Search

- What is it I'm looking for?
   (think about common keywords)
- How would someone else talk about it?
   (what words would they use? how would THEY describe it?)
- Which of those terms would be most common?
- Which of those terms would be very specialized to this topic?
- What kind of thing would make me happy?
   (do I want a single web page, a definition, a collection, an image.... or ...?)

# Keyword Choice

- Think about what you are trying to find
- Choose words that you think will appear on the page
- Put yourself in the mindset of the author of those words
- Use synonyms
- Start broad and use just a few words, then go deep
- Use contextual terms

Monday, June 20, 2011

# Other Search Tips

- Use specifiers
  - Example: [North Dakota population wikipedia]
- Try an image search when normal means fail, you might find something that will be useful or spark your interest in a different way.
- Word order matters—when it's not working one way, try another.
- When searching for common phrases, don't leave out the "stop words." (e.g., [Lord of the Rings])
- Use double quotes to find a particular sequence of words
  - Example: "Daniel M Russell" or "Ursula K Le Guin"



### Dan Russell

#### SearchReSearch

A blog about search, search skills, teaching search, learning how to search, learning how to use Google effectively, learning how to do research. It also covers a good deal of sensemaking and information foraging.

Saturday, July 3, 2010

#### Answer - What's happening with employment in California?

When I asked "What's happening with employment in California?" I was purposefully framing the question in a way that someone might think of it. That is--I did NOT prime you with the search term [ unemployment ].

If, however, you managed to see your way through that obstacle, you might have done a query like this:

#### [ California unemployment rate ]

Which would bring up a Google shortcut result in position one, like this:



#### About Me



DANIEL M. RUSSELL

I study the way people search and research. I guess that makes me an anthropologist of search. While I work at Google, this blog reflects

my own thoughts and not those of my employer.

View my complete profile

#### Search the SearchResearch Blog

Search powered by Google

#### Followers



### Control + F



#### Upcoming classes

Get Invited to Upcoming Classes Classes for K-12 Educators Webinar Archives Class Schedule

#### Web Search Master Lessons

What Kinds of Lessons Do We Offer?

Master Lessons

Lesson Plans for Educators

Localized Lessons

#### Have More Questions?

Find answers in Google's Help Center!

### Welcome to the Search Education Evangelism site.



#### **Get Inspired**

Check out our <u>9 lesson plans for teaching search</u>, and bring Google to your classroom!

We also have <u>master lesson presentations</u> for each of the classes offered by our team.

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



Education Home

Tools for your classroom

Classroom activities

Classroom posters

Google Teacher Academy

Teacher Community

#### For Educators



#### Google Web Search - Classroom Lessons and Resources

Web search can be a remarkable research tool for students - and we've heard from educators that they could use some help to teach better search skills in their classroom.

The following Search Education lessons were developed by Google Certified Teachers to help you do just that. The lessons are short, modular and not specific to any discipline so you can mix and match to what best fits the needs of your classroom. Additionally, all lessons come with a companion set of slides (and some with additional resources) to help you guide your in-class discussions.

	Start out (Basic lessons)	Step up (Intermediate lessons)	On top (Advanced lessons)
Q Understanding search engines	Start your engines	Which link should I follow?	Believe it or not
Search technique and strategies	The Keys to Search City	Your search toolbox	The advanced search squad
Features and operators	Quick Finds	Advanced Advantage	The Search Summit



#### Module A: Understanding Search Engines

Understanding the fundamentals of how search engines work will help your students become better searchers. This module starts with basic concepts and concludes with something that educators overwhelmingly asked us to cover: teaching students how to judge search results and validate the authority of sources they use.

Monday, June 20, 2011 45

# In Search of Things

A Curriculum for Understanding Web Search Strategies, Copyright, Bias and Credibility

Stanford University Graduate Students

Anthony Schloss Paul Franz Amrita Thakur

Palo Alto Unified School District
Esther Wojcicki

http://www.yolinkeducation.com/education/iste/creative.jsp

### Did You Know?



http://www.youtube.com/user/SearchStories

# Google-A-Day

Enter your answer Submit > Share   Follow	spacecraft ha	2010 a spacecraft rendezvoused dearlier photographed another cophotographed?	

http://agoogleaday.com/

# Help

- Google Search Basics
- Advanced Search Tips
- Explore Google Search
- Google Guide Quick Reference

### Conclusion

- Plan on learning new skills.
- Nothing stays constant on the web.
- Search engines are continually improving.
- New search tools are always being developed
- Make research to be a part of everything that you do in the classroom. Teach and model this attitude to your students.
- Help students and colleagues develop a research stance across content areas using News, Scholar, and Book Search.
- Encourage your school or district to adopt search tools and strategies globally.

# Lucy's Resources

- High Techpectations: <a href="http://lucygray.org">http://lucygray.org</a>
- Google in Education Diigo Group
- Find me on delicious, diigo, etc: elemenous
- Email: elemenous@gmail.com