Power Searching

About this course

- How to create an effective query, including how to choose the right keywords
- The inside story of how Google creates its index and serves up good results to your query
- How to use all of the advanced operators, including how to read the inside of a URL to your advantage
- How to determine if a site is credible or not
- Ways to use image searches to find examples of things you need (in ways you haven't heard about)
- How to use Google Scholar, the repository of peer-reviewed scholarly information
- How to use Google Books for more than extracting a quote from a famous author

수업 내용

- 올바른 키워드를 선택하는 방법을 포함하여 효과적인 query 를 만드는 방법
- Google 이 색인을 생성하고 query 에 좋은 결과를 제공하는 방법에 대한 내부 이야기
- URL 내부를 유리하게 읽는 방법을 포함하여 모든 고급 operator 를 사용하는 방법
- 사이트의 신뢰성 여부를 확인하는 방법
- 이미지 검색을 사용하여 필요한 것의 예를 찾는 방법 (들어본 적이 없는 방식으로)
- Peer-Review 학술 정보 저장소인 Google Scholar 사용 방법
- 유명 작가의 인용문을 추출하는 것 이상의 용도로 Google 도서를 사용하는 방법

What you'll learn

• Lesson 1 1) Introduction 2) Tools&menu, filtering 3) How search works 4) Art of keyword choice 5) Word order 6) Shortcut for finding text on a webpage	**• Lesson 2** 1) Suggestions as you type and Related searches 2) Using define: 3) Different modes of content 4) Reading the SERP: Lateral Browsing 5) Google Scholar and Google Patents	**• Lesson 3** 1) How the web is organized: Deep web vs. Visible web 2) Filetype: operator 3) Minus operator 4) The OR operator and using double quotes 5) In-text operator and Advanced Google search
• Lesson 4 1) Search by image 2) Shortcuts: weather, flight information, and time 3) Use Google's calculator 4) Date range limiting	**• Lesson 5** 1) Using Advanced Search to limit by region/language & Google Translate 2) 5.2 Understanding ranking/verifying via image search 3) Data changes depending on question asked/Confirmation bias 4) Verifying quotations using Google Books 5) Who owns a website? 6) Common misconceptions in online search	**• Lesson 6** 1) Combining search methods 2) How to think broadly in your searching