

POWER SEARCHING

PT. 1: Advanced Search Operators

An Infopeople Webinar
Wednesday, January 14, 2015

Presented by Rita Gavelis

A photograph of a dark brown wooden door with a white rectangular sign. The sign features the word "Library" in a large, multi-colored font (blue, red, yellow, green, red, blue) and the tagline "the original search engine" in a smaller, black, sans-serif font below it. A small green plant is visible in the bottom right corner of the door.

Library
the original search engine

Search Engine Comparison

Enokson @ Flickr

85% unique URLs
12% overlap across 2
3% overlap across 3



How search engines work



Starmanseries @ Flickr

Indexing



Page Ranking



Advanced Search

Find pages with...

all these words:

this exact word or phrase:

any of these words:

none of these words:

numbers ranging from:

to



2014

Search Operator Chart

Type of search	Formula	Sample search phrasing
Search for an exact word or phrase	<i>"use quotes"</i>	"New England", "New Mexico", "2012 Presidential Election", "John Quincy Adams" NOTE: Only use this if you're looking for a very precise word or phrase, otherwise you could be excluding helpful results by mistake.
Exclude a word or website Boolean NOT	<i>-word</i> <i>NOT word</i>	Virus –computer (excludes results mentioning computer viruses) Microsoft tablets –Microsoft.com (searches for Microsoft tablets but removes results from Microsoft.com)
Synonyms	<i>~synonym</i>	~food facts (includes results for "nutrition facts") ~car repair (includes results for "automotive repair") NOTE: This is useful if you are not sure which keywords websites are using



Advanced Search Operators

SAMPLE SEARCHES

Thank You

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Part 2: Wednesday, March 11, 2015 @ 12 Noon Pacific

- Power Searching: alternative search engines, social media and subject indices

Part 3: Wednesday, May 13, 2015 @ 12 Noon Pacific

- Power Searching: databases and the hidden web

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