

Googling
to the MAX

Introduction to Google

Part 2- Google Tools and Shortcuts
Fun with Google

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COURSE PAGE URL:
<http://www.lib.berkeley.edu/TeachingLib/Guides/Internet/Google.html>

Slide design and some material was provided by Joe Barker and John Kupersmith of the University of California at Berkeley. These slides are used with their permission.

Goals and Objectives

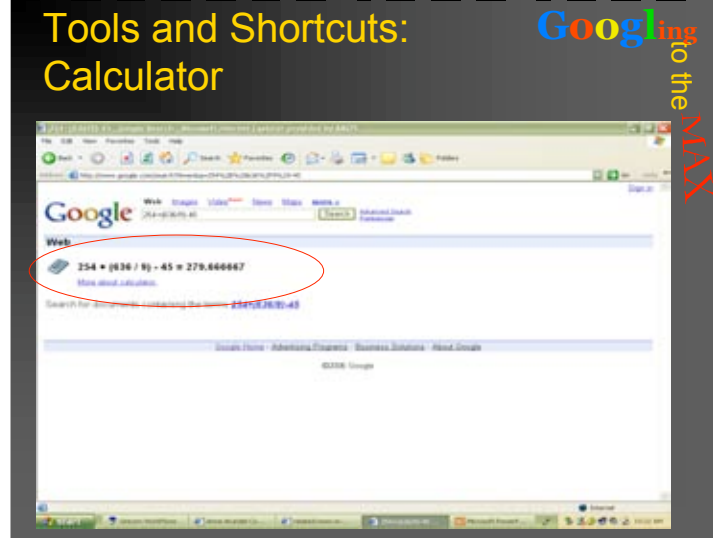
- Learn about the tools and shortcuts that are available within the Google search box
- Learn how Google's corporate culture affects their product development
- Have some fun with Google



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Tools and Shortcuts: Calculator

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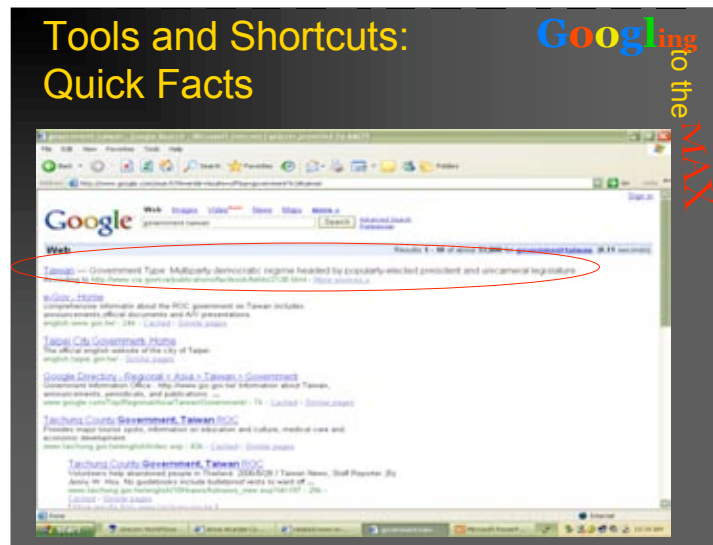
You can use the google search box to do mathematical calculations. It will do basic math – addition, subtraction, multiplication, division, percentages and square roots. It will also do advanced math such as trigonometry, logarithms, exponents, factors and more. Sometimes when I'm at the information desk, patrons will ask if we have a calculator they can borrow. Although we don't, they've always been quite pleased when I've shown them how to use this handy google tool.



Google will convert mass, length, volume and area; units of time, electricity, energy, and power, quantity and numbering systems, such as roman numerals or hexadecimal.

Tools and Shortcuts: Quick Facts

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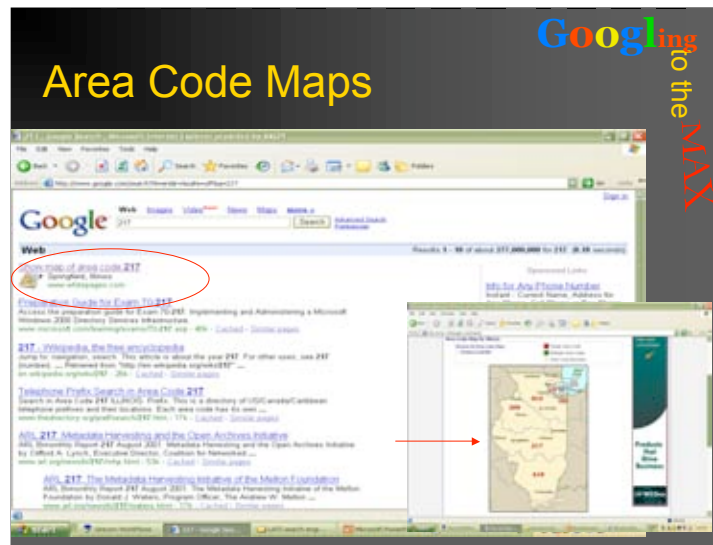
You can get quick facts about things like currency, population and government by using the same search format that I demonstrated when searching for dictionary definitions. In the example on this screen, I've asked google to give me a quick fact about the government of taiwan. Note that the results of these searches come from the CIA world factbook.



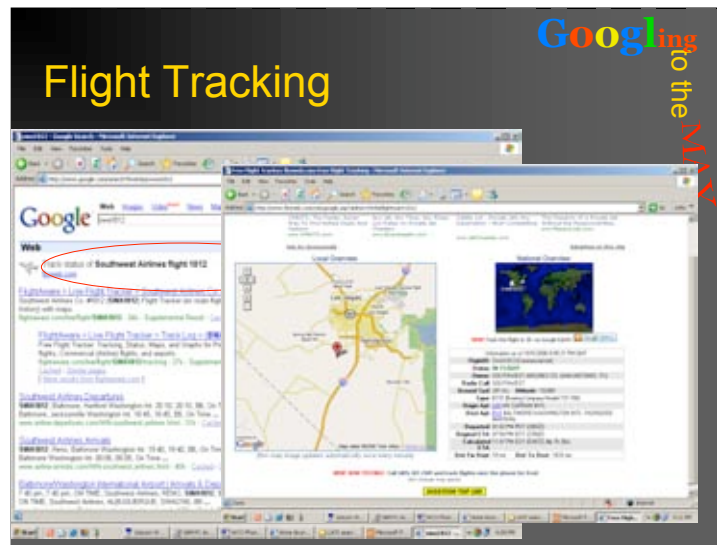
The next few slides will demonstrate a few other google shortcuts--These are by no means all-inclusive.

Area Code Maps

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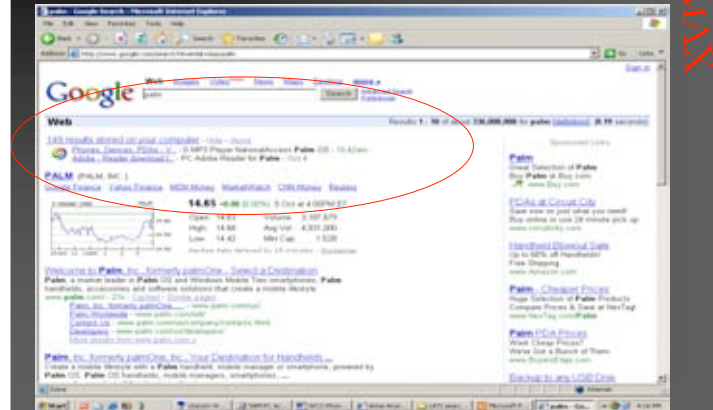
Type any three digit U.S. area code into the search box and the first thing that pops up is a link to a map of that zip code area. The inset screen shows what you see when you click the Show Map link.



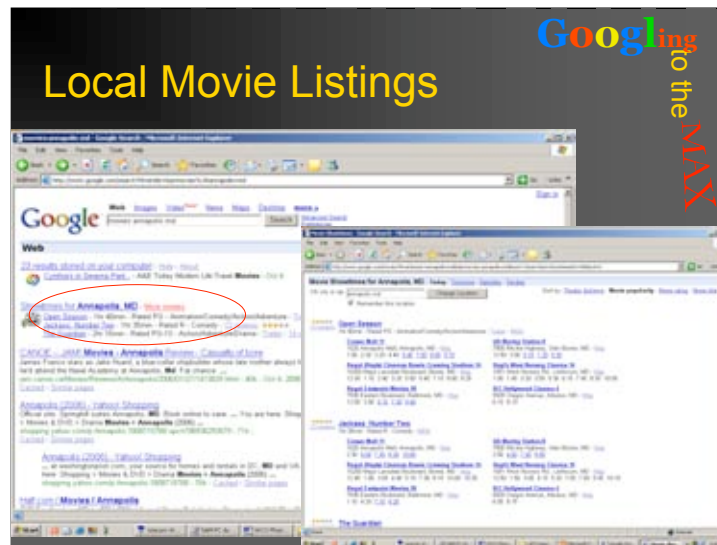
You can track the status of airline flights by simply entering the flight number into the google search box. In my example, I entered the number for Southwest Airlines flight 1812. In the left window you can see my search term and results; in the right window, you can see what happened when I clicked on the F B O Web link.

Stock Information

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Simply typing in the term PALM brings up the NASDAQ information for Palm, incorporated. Note that the data has a 15 minute delay time before posting to the Internet.



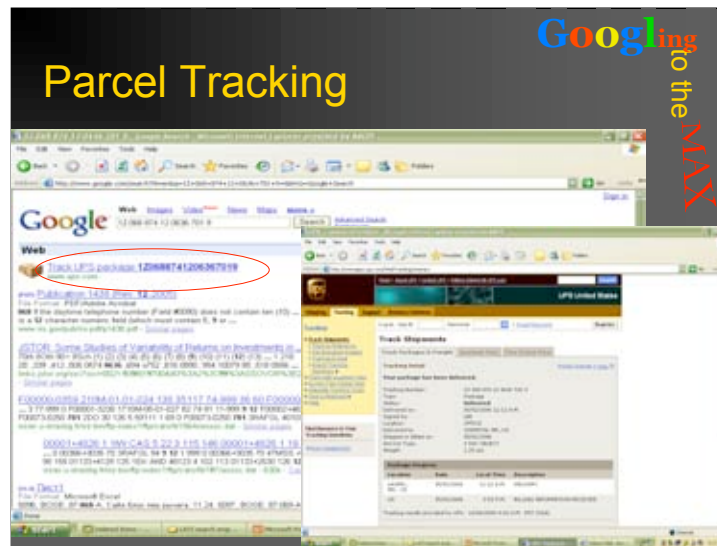
Typing movies colon followed the city and state will bring up local movie listings as show in the window on the left. The window on the right shows the results I got when I clicked on the More Movies link.

Weather

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Typing the term weather followed by the city and state into the search box brings up the current weather and a short range forecast. Note that you don't have to put a colon after the term weather.



You can get package tracking information from UPS, FedEx and the US Post office by entering the tracking number into the google search box.

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Don't lose sight of the fact that the *Journal of Management Education* is a peer-reviewed journal. The *Journal of Management Education* is a peer-reviewed journal. The *Journal of Management Education* is a peer-reviewed journal.



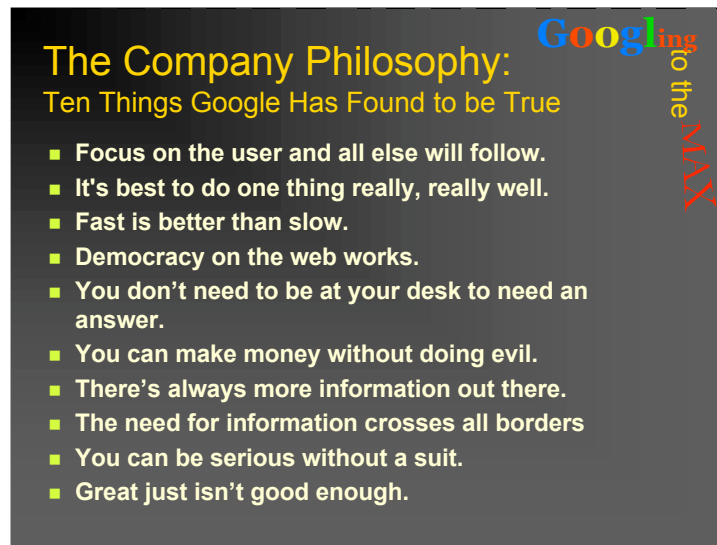
Enter a Vehicle Identification Number into the google search box to get vehicle history information.



For more information about searching with Google and using it's special tools and services, go to
[www.google.com slash support](http://www.google.com/support).



At the heart of Google's development is its corporate culture. Within the organization, they have taken Dale Carnegie's philosophy to heart. In order to foster creativity and teamwork, employees are encouraged to take play breaks. Bright lava lamps decorate desks, tables and shelves. The company provides free food and snacks to its employees, on-site health care, a day care center, generous maternity and parental leave and free shuttle service to San Francisco and nearby towns.



On its own Our Philosophy webpage, Google lists 10 things statements with brief supporting paragraphs that clearly states their service goals.

Focus on the user and all else will follow.

It's best to do one thing really, really well.

Fast is better than slow.

Democracy on the web works.

You don't need to be at your desk to need an answer.

You can make money without doing evil.

There's always more information out there.

The need for information crosses all borders.

You can be serious without a suit.

Great just isn't good enough.

Think about these statements and weigh them against the service values of your library system. How do they compare? Where is there room for improvement? What more could you be doing for your patrons if



So What does this have to do with searching?

Google's success as a company directly relates to our success as searchers. The best searchers learn to combine creativity with structure to get the best results; google's employees do the same thing. One of Google's work policies is to follow the 20 percent rule—that means that 20 percent of each engineer's work time is devoted toward working on their own special projects. This allows for product development that doesn't have to go through many layers of management and committees. Google empowers its employees so that ideas go from Aha! to implementation in much shorter times than the norm.

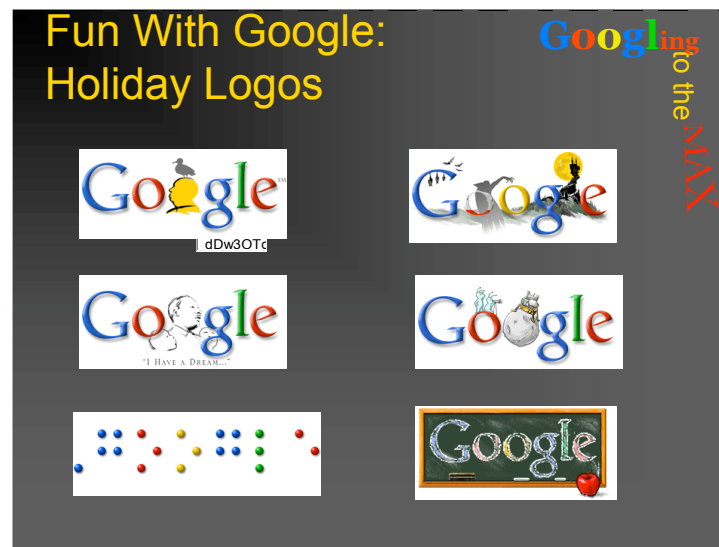
This means that Google's products are under constant change. In order to take full advantage of Google's search potential, master searchers must keep on top of the latest developments. To continue to improve your own searching skills, I suggest signing up for the Google newsletter, subscribing to Google blogs and checking out websites such as [search engine watch dot com](http://searchengine.watchdotcom) or [search engine showdown dot com](http://searchengine.showdowndotcom). Library science publications and computer magazines also have great articles about the latest developments in search technologies.

And now... on to more fun with Google...because, because I believe in their company philosophy and don't think that this course should be all work and no play!

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Alfred Hitchcock's birthday, Martin Luther King Day, Lewis Braille's birthday, Halloween, the anniversary of the lunar landing and National Teacher's Day are just a few of the logos displayed on Google's website. If you click on one of those special logos on Google's homepage, a search is performed about that topic. Results are displayed using Google's patented PageRank system.



Google has a history of releasing new products on April Fool's day and they do such a great job with their April Fool's jokes that sometimes it's hard to tell the difference.

In 2004 Google announced that they were hiring staff for their new Copernicus Center, which would be opening on the moon in Spring 2007. In 2005, the announced Google Gulp, a free software drink that was guaranteed to increase your intelligence, thereby making you a smarter searcher. But perhaps the best joke was the one that poked fun at their PageRank system, which they called PigeonRank in which pigeons determine the pecking order of search results.



Congratulations! You've completed part two of this online Google training course. Practice some of the things you've learned before moving on to part three, Special Databases and Services.