But first...some fun stuff

When is Good

sporcle

ACL. That crazy festival.

And a lot like online searching
Searching for a
Two key concepts

Lots of power searching
Better searching: it’s all about...

making this *bigger* ...

and

this *smaller*
So you get this  Instead of this
Some “Search Engine” talk
Needle and Haystack Talk

**Needle**
- Keyword
- Index
- White Pages
- Searching (typing)
- Search engine
- Computer intelligence
- Google
- Later strategy
- Needs > evaluation
- More hits, less relevancy (scattered target)

**Haystack**
- Subject
- Table of contents
- Yellow Pages
- Browsing (clicking)
- Directory
- Human intelligence
- Original Yahoo
- Earlier strategy
- Needs < evaluation
- Fewer hits, greater relevancy (bull's-eye target)
Shrinking the Haystack

• Books!

• $$$ databases @ your library

• Online directories

• Meta search engines

• RSS feeds
Needle modifications...

After selecting a haystack of appropriate size and content, make your needle bigger and sharper using...

• Words, words ... and more words
• Search commands for quality and relevance
Evaluation all along the way

• Another benefit of the directory (DMOZ)...
• EasyWhoIs/BetterWhoIs/DomainTools.com
• Analyzing URLs

Happy searching!