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Google search education

Get the most out of your search engine skills! While searching on the Internet is easy and fast, it's not intuitive or straightforward. This course, Power Searching With Google, covers everything you need to know to become a power searcher, someone who can find information quickly, effectively and accurately. This course will cover everything from search basics (how to make an effective query), up through advanced search tips and search feature methods (using operators like intext: filetype: and site: to narrow your search), along with ways to determine if what you're finding is credible. Each unit covers a fundamental aspect of online search, teaching you to be more guided and precise in your online research. Your instructor, Daniel Russell, has been on the inside of the Google Search engineering team since 2005. His research on how people use online search tools to find what they seek gets translated into effective tips and tricks everyone should know. 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 Lesson 1 1.1 Introduction 1.2 Tools menu, filtering by color and image type 1.3 How search works 1.4 Art of keyword choice 1.5 Word order matters 1.6 Shortcut for finding text on a webpage Lesson 2 2.1 Suggestions as you type and Related searches 2.2 From idea to understanding Using define: 2.3 Different modes of content: Web, News, Images, Shopping, Videos 2.4 Reading the SERP: Lateral Browsing 2.5 Google Scholar and Google Patents Lesson 3 3.1 How the web is organized (and why you need to know) Deep web vs. Visible web 3.2 Filetype: operator 3.3 Minus operator 3.4 The OR operator and Using double quotes 3.5 In-text operator and Advanced Google search 4.1 Search by image 4.2 Shortcuts: weather, flight information, and time 4.3 Use Google's calculator for conversions 4.4 Date range limiting Lesson 5 4.5 Using Advanced Search to limit by region/language & Google Translate 5.1 Understanding ranking/verifying via image search and multiple perspectives 5.2 Data changes depending on question asked/Confirmation bias 5.3 Verifying quotations using Google Books 5.4 Who owns a website? 5.5 Common misconceptions in online search Lesson 6 6.1 Combining search methods 6.2 How to think broadly in your searching 6.3 After the class: How to stay on top of thingsReceive an instructor-signed certificate with the institution's logo to verify your achievement and increase your job prospectsAdd the certificate to your CV or resume, or post it directly on LinkedInGive yourself an additional incentive to complete the courseedX, a non-profit, relies on verified certificates to help fund free education for everyone globallyQ: Will I learn SEO tricks in this class? A: No, this is a class to learn how to become a better search user, not a better search advertiser. Last Updated on February 11, 2021 Coca-Cola is an adored product the world over. While keeping yourself in good health means moderating how often you enjoy this drink, Coca-Cola lovers will be happy to hear that there are plenty of uses for the soda pop that don't involve ingesting it. Impressively, Coca-Cola can be used to help you clean, get rid of rust, and even help maintain your garden. Whether you are looking for a way to finally get rid of those pesky stains, or just want to find new ways to love this drink, these 20 jaw-dropping and unusual uses for Coca-Cola will blow you away.Kill pests in your gardenCoca-Cola is also an effective pest control method for your garden. To rid yourself of plant munching slugs and snails, pour a small bowl of Coca-Cola and place it near your garden or flowerbeds. The smell will attract these crawling bugs and the drink's acidity will kill them.Defrost your windshieldIncredibly, Coca-Cola can also defrost your windscreen in the wintertime. Simply pour Coke liberally across your windshield and wait about a minute. The ice should turn to slush for easy removal.Clean your pansCoca-Cola is also useful in the kitchen, especially on burnt pans. For any pan with burnt on messes, pour a can of Coke into the pan and simmer. The mess should easily wipe away. You can also soak kettles and other kitchen items in Coca-Cola to remove scale and build up. Clean bugs from your windshieldAnother way Coca-Cola can aid in your car care is by removing bugs and gunk from your windshield. Soak a cloth in coke, then rub across your windshield. Just be careful not to get any on your paint job.Remove rust from your carCoca-Cola is also useful when removing rust. The simplest method is to dip crumpled tinfoil in Coca-Cola, then give the item a scrub and you should be rust free.Loosen rusty boltsSimilarly, use Coca-Cola to loosen up a rusty bolt. Simply unscrew the bolt half a turn and pour on Coca-Cola. Let it sit, then give the metal a wipe. The bolt and screws will be one hundred percent in no time.Remove stains from your fabricSurprisingly, Coca-Cola is incredibly helpful when removing stains from clothing and fabric. Coke will easily remove grease stains, as well as blood spots. Remember that Coca-Cola itself is brown, so stains on light fabrics might be better removed another way. Remove oil spotsAnother way to use Coca-Cola is to remove oil stains from cement. Whether it's your garage or your driveway, soak the stain in Coca-Cola for a few hours then hose off.Relieve jellyfish stingsShould you be unwilling to neutralize a jellyfish sting the traditional way (with urine) pouring Coca-Cola on the sting will also do the job.Clean your car engineCoca-Cola is also an effective way to clean your car engine. Believe it or not, Coke distributors have reportedly been a fan of this technique for ages. Use it in cookingCoca-Cola is also a fantastic addition to many recipes. Using Coca-Cola to cook pot roast or steaks in will easily tenderize the meat for you. Mixing Coke with ketchup or barbecue sauce also makes for a delightfully sweet glaze. Clean your old coinsAnother way to use Coke to clean is to soak tarnished coins in the soda. About ten minutes should be enough to get rid of the muck.Clean your tilesIncredibly, Coca-Cola can also be applied to tiles to effectively clean grout. Let Coke sit on the tiles that need cleaning for a few minutes, then wipe away.Supercharge your compostCoke is also an impressive way to speed up your compost. The sugar in Coca-Cola feeds micro organisms, plus the acidity will help your compost break down faster.Remove gum from your hairCoca-Cola can also help you avoid a major hair disaster. If you have gum stuck in your hair, dip the gum into a small bowl of Coke and let it sit for a few minutes. The Coca-Cola breaks down the gum, allowing you to wipe it off. Fade unwanted hair dyeSimilarly, if you made a mistake with your hair dye, Coca-Cola comes to the rescue. It's probably best to get in the shower first, then pour Diet Coke over your hair. Let the soda sit for a few minutes, then wash your hair like normal. This method is effective in removing temporary hair dyes, but will likely only fade professionally applied dyes.Clean marker stainsCoca-Cola is also an easy way to remove marker stains from carpet. Apply a small amount of Coke, scrub the spot, then clean with soapy water. Again, remember that Coca-Cola is brown, so removing stains on white or light-colored carpets might be better achieved with another method.Clean your toiletCoca-Cola can also help you clean elsewhere in the house. To easily clean a toilet, pour Coca-Cola all around the bowl and let it sit. There's no need to scrub, simply flush and your toilet should be sparkling clean.Feed your plantsCoca-Cola is also a surprising way to add a little extra life to some flowering plants. Particularly with azaleas and gardenias, adding a small amount of Coca-Cola to the soil can deliver nutrients your plant may be low on. Get rid of bugs at a picnicThe last of our unusual uses for Coca-Cola is to safeguard your picnic or outdoor lunch from pests and wasps. Simply pour a small cup of Coca-Cola and set it out about a half hour before you start to eat. By placing the cup away from your site, bugs will be drawn to the soda and not your lunch.Featured photo credit: Omer Wazir via flickr.com Seventy percent of U.S. searches in June were done on Google Inc.'s search engine, according to Web measurement figures from market research company Hitwise Pty. Ltd.. In the four weeks ending June 28, Google accounted for 69.17% of all U.S. searches, up from 63.92%, or 8% from the same period a year ago, according to Hitwise.But Google's gain led to lower numbers for other search companies. Yahoo Inc. received 19.62% of U.S. searches in June, down from 21.31% last year, while MSN Search received 5.46%, down from 9.85% in June 2007.Ask.com, on the other hand, had better news, collecting 4.17% of searches, up from 3.42% a year ago, according to Hitwise."Google just continues to grab market share," said Hitwise spokesman Matt Tatham. "There's just no ceiling for them." And when searches on Google go up, searches on the other search engines go down, he said.The jump in searches at Ask.com was probably because it redesigned its home page and added some new functions to its search that may have drawn people in, Tatham said."Search engines continue to be the primary way Internet users navigate to key industry categories," Hitwise said. Year over year, the travel, news and media, entertainment, business and finance, sports, online video and social networking categories had double digit growth in traffic coming from search engines, the company said. This story, "Google Gets 70% of U.S. Searches" was originally published by Computerworld. Note: When you purchase something after clicking links in our articles, we may earn a small commission. Read our affiliate link policy for more details. We read a lot about the delivery, and popularity, of SMS services such as market prices, health advice and job alerts in developing countries, information there is clearly a need for. Only last week Grameen's ApLab initiative, in conjunction with Google and MTN, launched a suite of SMS services in Uganda. These are the services you'll get to hear most about when you search the Web, trawl the blogosphere and attend various conferences on the subject. It all seems pretty sewn up on the content side -- I mean, what else could people earning a few dollars a day (at most) possibly want?I remember my days back in Nigeria, where I worked for the best part of 2002 at a primate sanctuary in Calabar. The mobile phone networks weren't quite operational yet -- there was sometimes a signal and sometimes it worked -- but the number of Internet cafes was on the rise. I remember going in during the evenings, usually to find people generally entering competitions to win cars or holidays, looking at females (and males) in varying degrees of undress, trying to find a partner on a dating site, or sending and receiving e-mail. Clearly, this wasn't the only use of the Internet in Calabar, but nevertheless it interested me to see what people did online once you gave them the opportunity to get there. Let's put it this way, few people were doing their homework, looking up university education options, checking the price of matoke or learning how to stay fit.A couple of years ago during my time at Stanford University, I met Rose Shuman, a young entrepreneur living in Berkeley, California. With a background working in developing countries and a masters in international development, Rose had developed a clever "intercom" style box which, when placed in a rural location, allowed people access to the information they sought in a slightly unusual, but innovative manner. It was a one-step-removed type of Internet access.It works like this: A villager presses a call button on a physical intercom device, located in their village, which connects them to a trained operator in a nearby town who's sitting in front of a computer attached to the Internet. A question is asked. While the questioner holds, the operator looks up the answer on the Internet and reads it back. All questions and answers are logged. For the villager there is no keyboard to deal with. No complex technology. No literacy issues. And during early trials at least, no cost. Put simply, Question Box, as it's called, provides immediate, relevant information to people using their preferred mode of communication, speaking and listening. I thought it was great and offered to help.When I first met Rose she was testing her first Question Box, which had been placed in Phoolpur village in Greater Noida, close to New Delhi, in September 2007. These early prototypes used landlines to connect the Box to the operator, and this has proved to be the weakest link in the technology chain. A reliance on landlines also severely restricts the location where a Box can be placed. It was clear she had a fixed-line problem waiting for a mobile solution -- expect to see these rolling out soon.Since I met Rose in 2007, a lot has happened. A number of shrewd appointments have seen African technology gurus such as Jon Gosier, of Appfrica fame, brought on board. This week Jon launched a very interesting Question Box-related Web site, "World Wants to Know", which displays the questions being asked in real time. As Jon himself put it, it's allowing "searching where Google can't."Because many users are, to all intents and purposes, off-grid, some of the data Question Box has been collecting is priceless. When you allow rural people in developing countries to ask any question, what do they ask? What's important to them? Does it follow our health information model, or market prices idea, or an anticipated need for paid employment? Rose, Jon and the team continue to work through the data, but I can tell you that the results are not only cool, they're fascinating.Sure, there are a few of the more likely suspects in there -- people asking for exam results, health questions, inquiries about land rights and food commodity prices. But there is also a demand for all sorts of other types of data, much of which I'd never have anticipated. Keep an eye on the Question Box Web site for more. All of this leads us to a wider, more fundamental issue. Often when we plan and build mobile solutions for developing (or emerging) markets, we forget, neglect or are just plain unsure how to ask the users what it is that they want. The irony might be that, here at least, Question Box might end up being the answer we're looking for.Ken Banks, founder of kiwanja.net, devotes himself to the application of mobile technology for positive social and environmental change in the developing world, and has spent the last 15 years working on projects in Africa. Recently, his research resulted in the development of FrontlineSMS, a field communication system designed to empower grassroots nonprofit organizations. Ken graduated from Sussex University with honors in Social Anthropology with Development Studies and is currently working on a number of mobile projects funded by the Hewlett Foundation. Ken was awarded a Reuters Digital Vision Fellowship in 2006, and named a Pop!Tech Social Innovation Fellow in 2008. Further details of Ken's wider work are available on his website at www.kiwanja.net Note: When you purchase something after clicking links in our articles, we may earn a small commission. Read our affiliate link policy for more details.

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