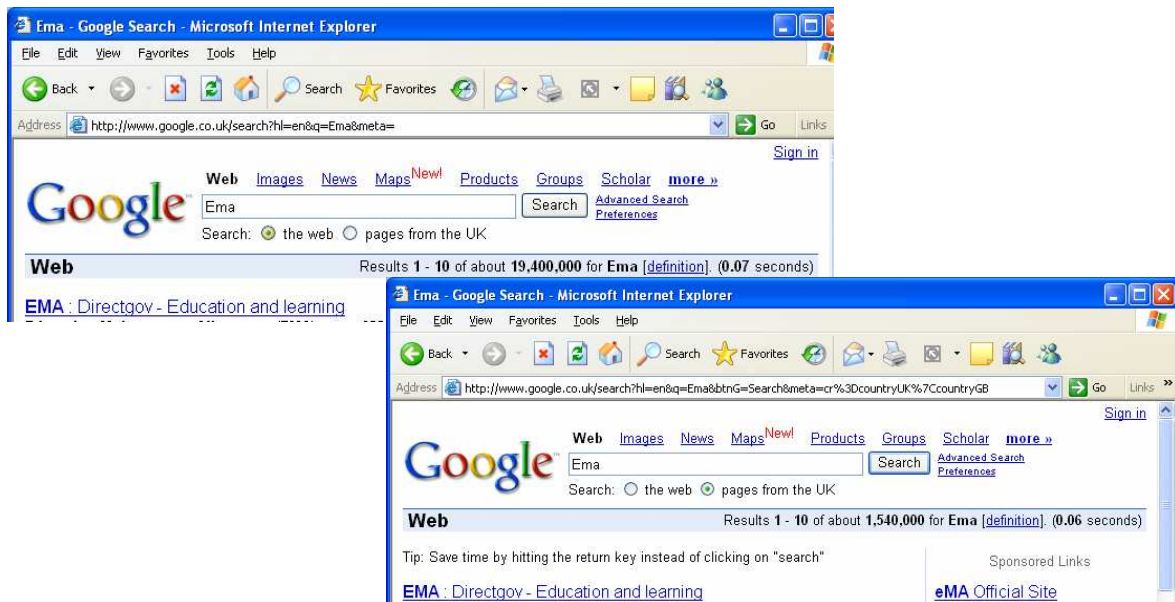


Advanced search operators

Examples of an advanced search

This is my first search, not advanced this shows me searching for EMA, the first thing I can see is the amount of websites is much more than I would have thought, as EMA is only one company and only for one thing (to pay 16-19 year olds for been in education) I would have expected less than 19,000,000 searches but what I can see is it is not on 'pages only in uk' this then reduces my search by nearly 15 million.



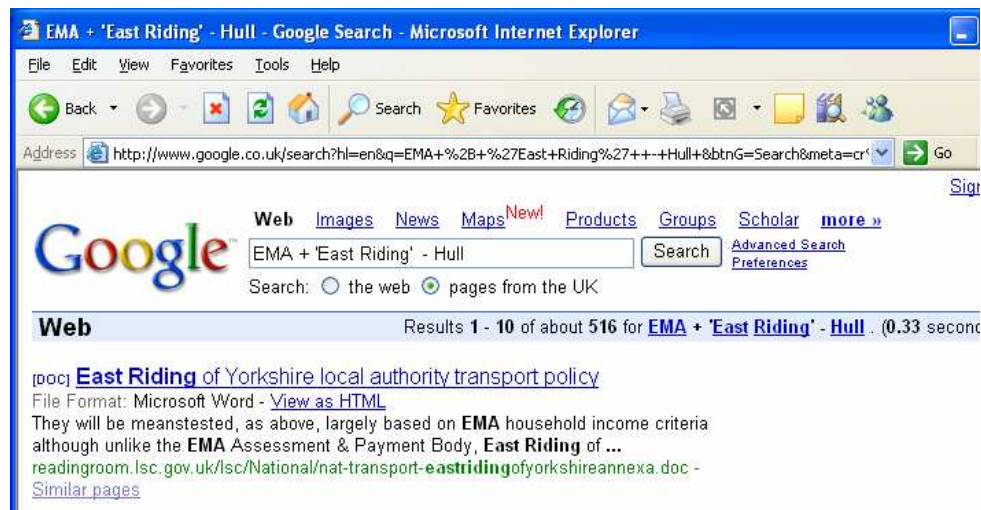
Just EMA + East Riding came up with a lot more, than I except, as East Riding is not that big of a region. And it shocked me that the search came up with 30,400 searches so that is still to many I need to narrow my search more!



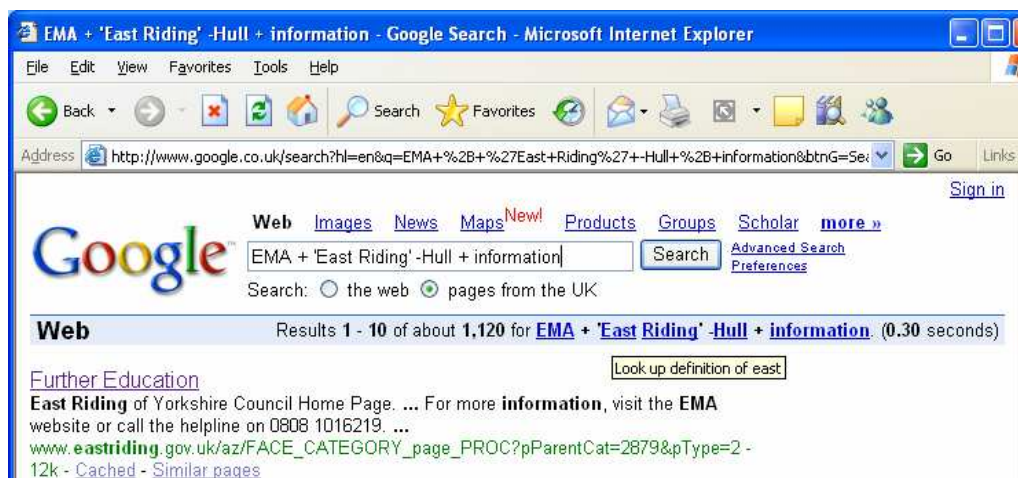
Charlotte Dawson

I then decided to narrow my search and search for EMA in East Yorkshire not in Hull. So my search looked like this and I found that my search went down from 1,540,000 to 30,400 then searching for not Hull I narrowed my search down to 6,000, and that was searching the web, not 'pages from the UK' this came up with a much smaller amount of only 678!

Now I will see how accurate my websites were that I found. I can now see that even on the information about the site I can read 'Ema is a weekly £30, for eligible students in full time education' this is telling me all I really need to know and I know it's the right information because its specifically for my local area.



I no assumed that by typing information about EMA + East Riding - Hull I would find less websites but more detail, but surpr isingly I found over 1,000 sites, and the site did have information on EMA but not as accurate as my last search. I conclude that sometimes you don't need to specify that much and if you find a perfect site then the search is over because you may end up lo osing that website as I have proven.



Advanced search comparisons

I will use two search engines to do my advanced search, Yahoo and Google. They are both well-known and popular search engines. An advanced search is a very good way of specifying exactly what you are looking for and will dramatically reduce the size of your found search websites, and the sites you have found should be of more relevance. We use searches all the time to help us in our everyday lives, and

Advanced search

The screenshot shows the Google Advanced Search page in a Microsoft Internet Explorer browser window. The address bar shows the URL: http://www.google.co.uk/advanced_search?hl=en. The page features the Google logo and a search bar with the text "car, driving, licence". To the right of the search bar, it says "10 results" and "Google Search". Below the search bar, there are several sections for refining the search:

- Find results:** Includes options for "with all of the words", "with the exact phrase", "with at least one of the words", and "without the words".
- Language:** A dropdown menu set to "any language".
- File Format:** A dropdown menu set to "any format".
- Date:** A dropdown menu set to "anytime".
- Occurrences:** A dropdown menu set to "anywhere in the page".
- Domain:** A dropdown menu set to "any domain".
- Usage Rights:** A dropdown menu set to "not filtered by license".
- SafeSearch:** A section with two radio buttons: "No filtering" (selected) and "Filter using SafeSearch".
- Page-Specific Search:** A section with a text input field and a "More info" link.

The screenshot shows the Yahoo! Advanced Web Search page in a Microsoft Internet Explorer browser window. The address bar shows the URL: <http://uk.search.yahoo.com/web/advancedsearch?UTM=89wice%2C+driving%2C+licence&st=dr>. The page features the Yahoo! logo and a search bar with the text "car, driving, licence". To the right of the search bar, there is a "Yahoo! Search" button. Below the search bar, there are several sections for refining the search:

- Show results with:** Includes options for "all of these words", "the exact phrase", "any of these words", and "none of these words".
- Updated:** A dropdown menu set to "anytime".
- Site Domain:** Includes radio buttons for "Any domain", "Only .com domains", "Only .gov domains", "Only .org domains", "Only .co.uk domains", and "Only .ie domains".
- Only search in this domain/site:** A text input field.

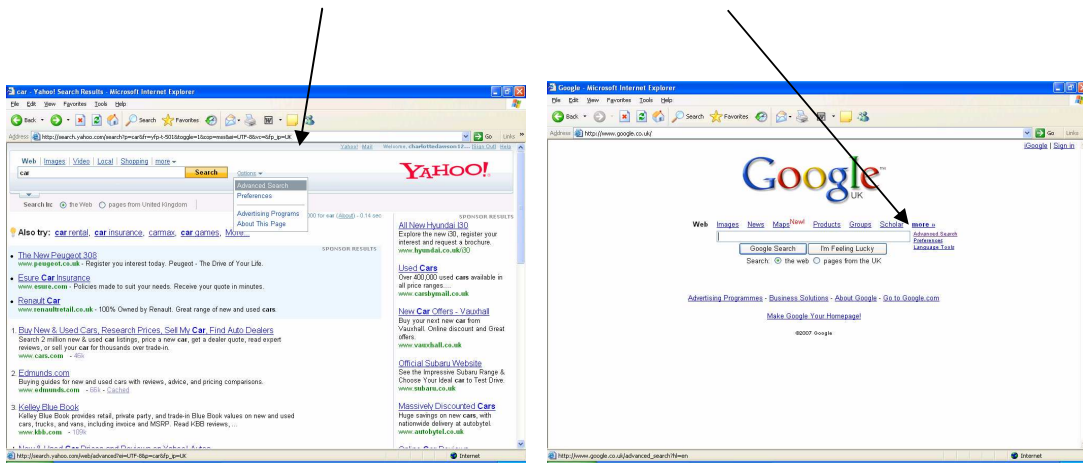
When searching there is four main boxes to put information into, asking you to narrow down your searches. With all the words, exact phase, main word, and words you don't want to include. Also on Google advanced search there is many other boxes like language: you can then be specific from a list of hundreds of languages, this is a good way of speaking for thousands of people, as its not just English and American people that use goggle. Also you can view sites that have copy write or sites that don't and sites were you can copy information and share information, of homework or revision purposes.

You can also search specifically for '.co.uk' or '.com' sites and not search for .Gov or .Org sites. Another handy devise on the search engine is the use of filtering

Charlotte Dawson

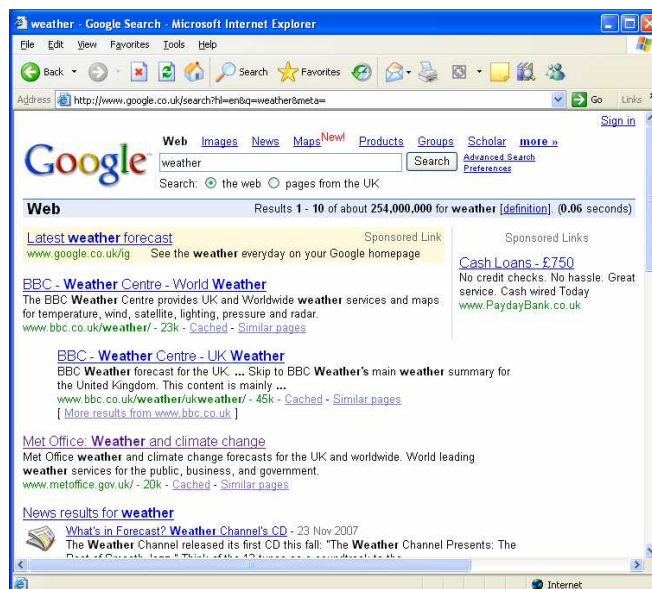
and safety search. When viewing yahoo's search engine it's not as specific and as compact the advanced search page is very long unlike the advanced search goggle page, it looks like this may be a better advanced search as it looks more detail led but on the yahoo search there is no Copy right advanced search

When searching for advanced search, it is easy to find the Google advanced search as it is on the homepage, so you can advance search straight away yet, when using Yahoo, you have too sear ch then click advanced search so its not easy to find. . It is much more un-convenient to have the advanced searches in a scroll down bar, and if you don't find it straight away you may the look on google instead of using yahoo.



My search

Google



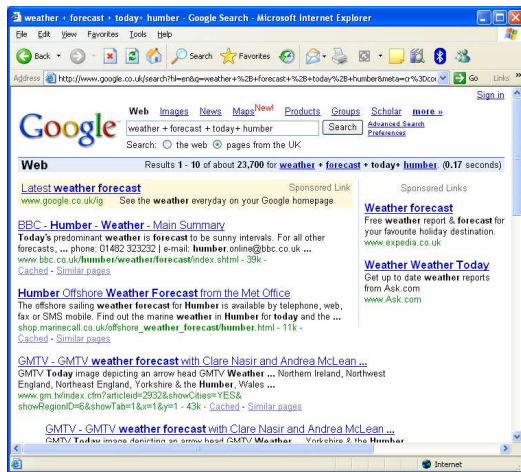
When I first search for 'weather' without advanced search, 254,000,000 come up, yet there are many ways of specifying my search. Straight away, I can minimize the amount of sites by specifying to in the UK my sites to choose from dramatically decrease to 58,800,000. So first of all I will start by searching for weather, then I want to narrow my search down so I will now search for weather + today, something that I didn't expect was for my first weather + today search to come up with in UK websites was BBC, world weather, then below that was, BBC weather centre, UK which is more appropriate and what I wanted, I had specifically asked for UK sites hoping that UK weather would come up. Overall for my second search this is good.



Over 1 million searches is a lot and it is not accurate or precise, so I think I will need to specify my search again to see what happens, I predict putting 'weather + forecast + today' and see what happens, on yahoo there was only a small reduction from 1.7 million to 1.4 million so even though that is 30,000 decrease out of nearly 2 million it is not that much of a decrease in WebPages.

So now I will specify where about in the UK my search is going to be, because I live in the Humber I will now type 'weather + forecast + today + Humber' this search has now been dramatically lowered from over 1 million to 23,000 that was very effective.

Charlotte Dawson



Now I have proved that adding more words will reduce my search I will do the same with yahoo to draw my conclusion, and compare the two.

Yahoo

Similarly to Google when you search using Yahoo the first thing you can do to de-crease the number of searches is search only in the UK, and the search will go down, from 110,000,000 to just 145,000,000. This is very useful but there are many other ways to use an advanced search.



When typing in 'weather + forecast' on Yahoo 'uk based search', I thought I would have less than 13,000,000 WebPages but it is still not that accurate and because the weather + forecast can be linked to different types of websites not just weather sites like. 'BBC, sky, GMTV' more websites will come up, and other links to other sites i.e. weather forecast on holidays, as well even when I wanted

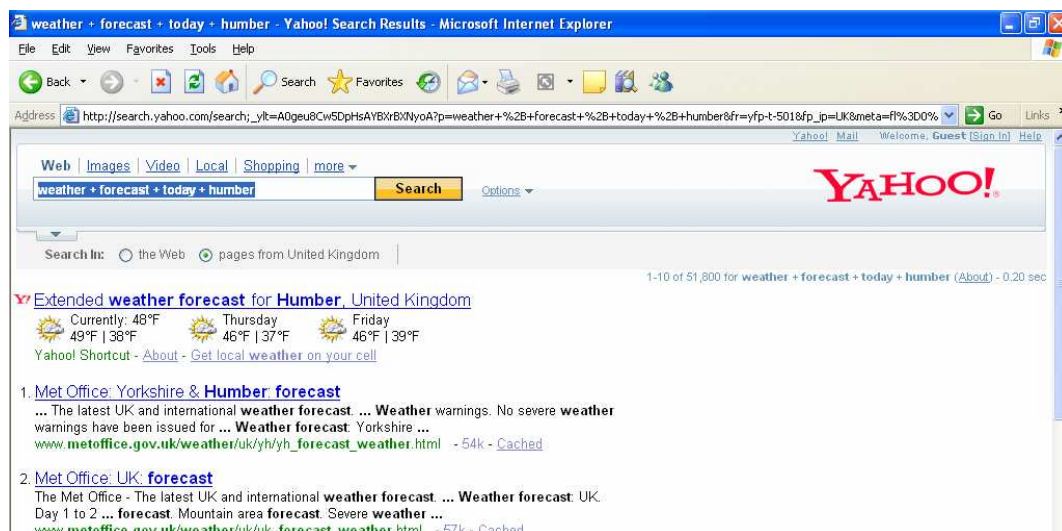
Charlotte Dawson

only websites in the UK a weather forecast for Canada, was in my top 10 WebPages on yahoo, when this is not what I wanted at all.

6. [Weather - Environment Canada](#)
Meteorology, **Weather**
[weatheroffice.ec.gc.ca/canada_e.html](#) - 22k - [Cached](#)

But mostly the searches were UK and BBC, based. This is very useful and the top site was Metoffice.co.uk, which is a very useful website for anything to do with weather forecast but now I want to specify my search more I now want to search for 'weather + forecast + today + Humber' my search was very accurate and was dramatically reduced, they appear to be very appropriate responses to my search, from 13,000,000

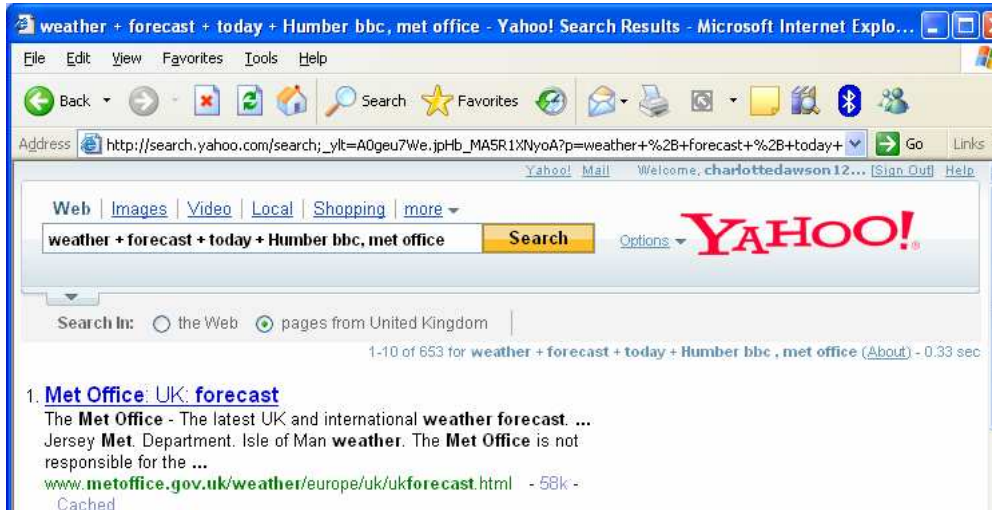
I now have 54,000 pages and many of those are the same website, but different links which is sometimes not a good thing though. I.e here you can see for number one search there is something that is just what I wanted but, I have for the second search the Metoffice.co.uk site for the second time and this site is not for the Humber, and its not Humber weather today, all though it is a good website for weather it is not what I needed. I was surprised that this came up because for number three it was BBC Humberside weather, which again is a very appropriate and useful website.



But now I have this low amount of web pages I predict by putting BBC, Met office on top of my other search I predict this will reduce my search into low

Charlotte Dawson

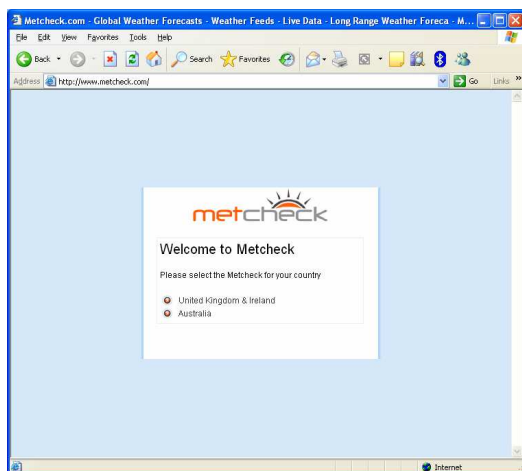
numbers again. This is very effective and now it has been reduced from 14,000 to 645 this is like I predicted very effective. In conclusion I think using OR i.e. cat or dog, so no rabbits come up but both cats and dogs come up, not just one.



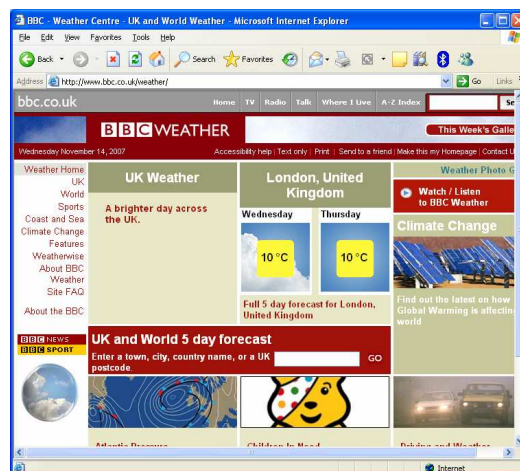
Bad searches

On the first page of searches when I searched for weather on yahoo, this website came up, it only has 2 places united kingdom and Australia, Yahoo has clearly misunderstood my search, they are both very far apart and weather for them both will be very different, so searching for UK weather and getting this is un appropriate. My 1st search on yahoo came up with the BBC weather channel which is much more appropriate and I was surprised at this, I thought it would be much better search ion Google, and when you specify your search it does come out well but still there is less efficient web sites with Google than yahoo, and the amount of websites it finds it much more (200) I was surprised to find this.

Google search for weather



Yahoo search for weather



Conclusion,

My final search which was weather + forecast + today + Humber. BBC, was of a much better search on yahoo. I generally found more 'bad' websites on Google than yahoo, this was unlike my prediction because, I usually use Google as I thought Google was a better search engine but my results say differently.

Advanced searches are more professional and quicker ways to search for things yet just narrowing down your search is also a good way to search. Many things made think Google would be a better search because, it looks clearer it looks easier to use. I have now shown it is easier and is clearer to use, especially as I have shown the advanced search is very easy to find on Google, but I have been proved wrong as the good searched and more accurate searched tended to be on Yahoo not Google.

Charlotte Dawson