### What is a search engine?

A **search engine** is a Website that is specifically designed to help find other Websites.

**Search engines** are indexes for the Web, like an online catalog is an index of the items in a library.

### Presentation topics:

- How search engines work
- Advanced search options
- Meta search engines
- Filter bubbles
- Human searching
- Directories
- Web search strategies

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**Library 10 – Information Competency**

**Search Engines**

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How search engines work

The results are stored in a database that is made searchable by the Web.

It matches words you type with words in the index and lists the Web pages that contain your words.

The results are usually ranked with the best matches displayed first.

Ranking may consider:
- Frequency of terms
- Relevancy or appropriateness
- Popularity

Search engine’s four basic components

1. Spiders or crawlers
2. Indexing program and index
3. Search engine
4. HTML interface

Example of a search engine
Advanced search options

Results page

Meta search engines

A Meta Search Engine searches several search engines at the same time.
Filter bubble

Customized results from search engines that are geared to the individual based on that person's past search preferences. It means two people searching for the same thing receive a different sequence of results.

From PC Magazine Encyclopedia (http://www.pcmag.com/encyclopedia/term/64417/filter-bubble)

“Human friendly” searching

The results match the meaning behind the search, rather than just individual words.


Private searching

startpage

DuckDuckGo

The search engine that doesn't track you.
Directories

**Directories** contain selected lists of Websites organized by categories and subcategories.

- Often contain reviews/abstract.
- Arranged hierarchically to easily browse categories and subcategories for results.
- For broad topics to very specific information.
- Some directories can be searched by using a directory's search option.

Directories index Websites by subject. A person reviews the Website and assigns subject headings.

Collections of links

**art history AND links**

Mission College Web guides

![Mission College Library](image-url)
Web search strategies

• Think about key terms and synonyms
• Refine your search
• Use Boolean operators or the advanced search option
• Look at more than the first results page
• Try more than one search engine

Not an appropriate resource

Quiz

Search Engines
Click the "Start Quiz" button to proceed

Click the Quiz button to edit this quiz
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