WEB SEARCHING AND RESEARCHING TOOLS

Alice A. Christie, Ph.D.
Arizona State University
President's Professor Emeritus

Overview

- Why research?
- Plagiarism
- Google Advanced Search and Search Strategies
- Google Advanced Image Search and Search Strategies
- Google Trends
- Diigo
- Primary Source Material

Why Research?

- To find information
- Expand our knowledge base
- To solve problems
- Is there more?

Of Course!!!

Information has the potential to be powerful

-if-

you can access it, use it and share it
to create new knowledge

The Hunt

Advanced Search Strategies

HOW TO FIND* INFORMATION IN THE GOOGLE JUNGLE

*Locate CREDIBLE sources

Develop a search strategy

BEGIN WITH THE QUESTION OR QUESTIONS???

Develop a focus.

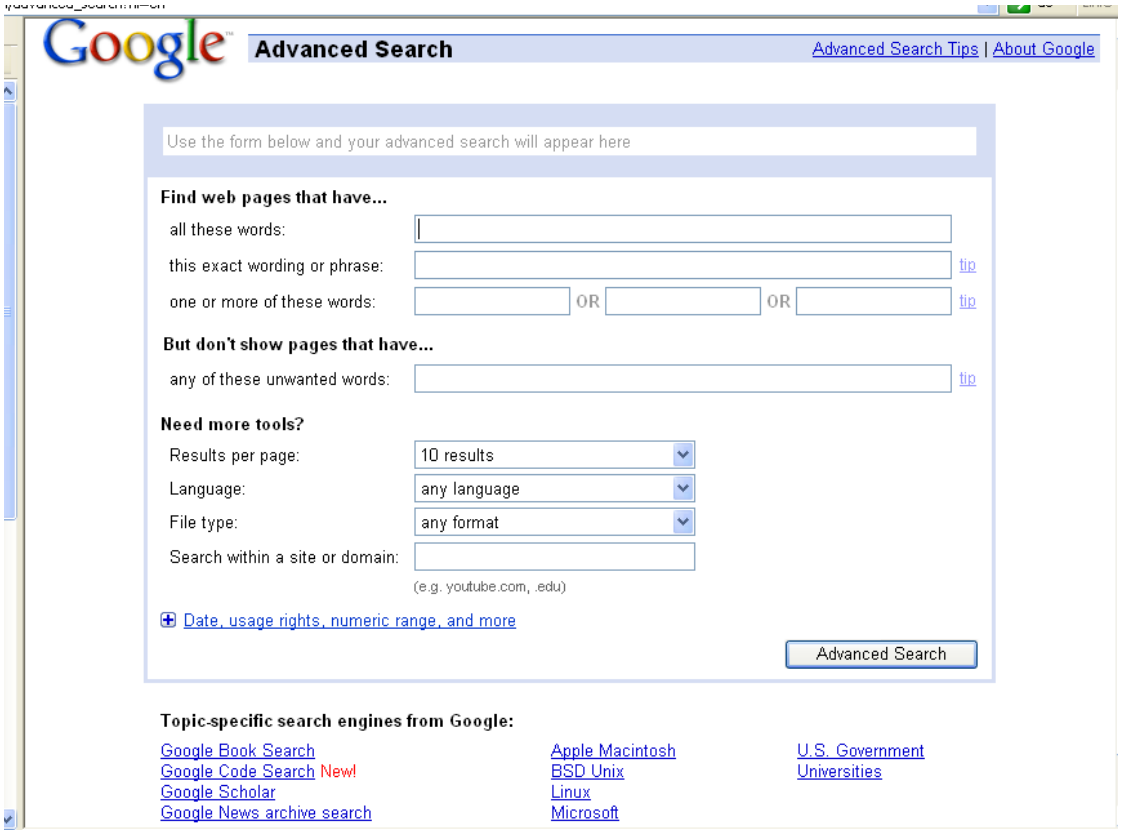
Here's How!!!

Topic: Wild Horses

Question:
What is the impact of the wild horse* population on conservation* efforts in the National Park*?

Keywords: ???

Google search = 7 million +
Google advanced search = 383,000



Developing search strategies puts you on target to developing research skills and information literacy skills

Even with good skills,
we need to play by the rules

Plagiarism

The heart of avoiding plagiarism is to make sure you give credit where credit is due.

Plagiarism

Why Cite?

- To acknowledge ownership of information
- To show the basis of your knowledge

Note: Databases provide credible sources and create ready made citation lists.

Tips for Avoiding Plagiarism

Cite when:

- Using or referring to someone else's words or ideas
- Information gained through interviewing
- Copying exact words or "unique phrases"

Avoiding Plagiarism

Cite when:

- Using diagrams, illustrations, charts and pictures, videos, music
- Bottom line: If you didn't create it, it is someone else's intellectual property

Plagiarism

No documentation necessary:

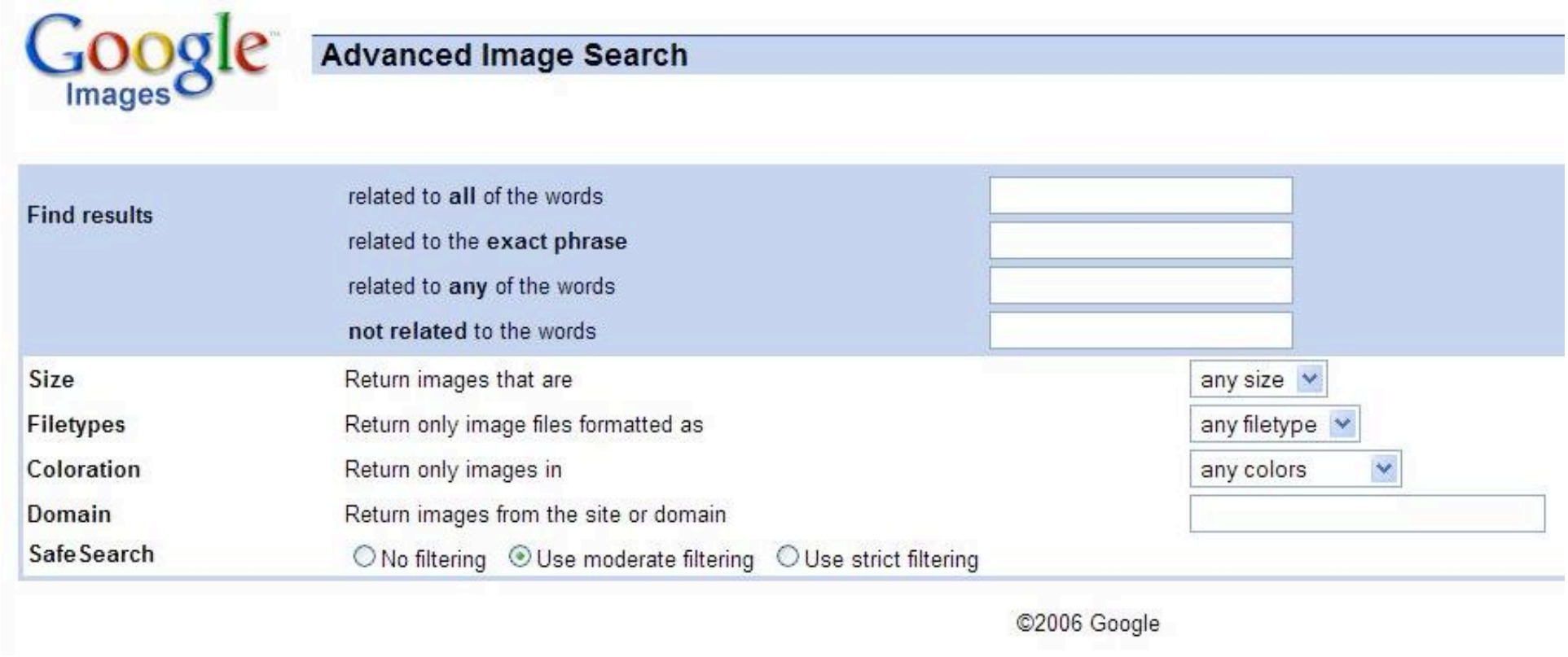
- Recording your experiences, observations, thoughts or conclusions
- Common knowledge or generally accepted facts
- Folklore

Google vs. Google Advanced

Link

Will you ever use REGULAR Google Search again?

Google vs. Google Advanced



Google Images

Advanced Image Search

Find results	related to **all** of the words	
	related to the **exact phrase**	
	related to **any** of the words	
	not related to the words	
Size	Return images that are	any size
Filetypes	Return only image files formatted as	any filetype
Coloration	Return only images in	any colors
Domain	Return images from the site or domain	
SafeSearch	○ No filtering ◉ Use moderate filtering ○ Use strict filtering	

©2006 Google

Link

Will you ever use REGULAR Google Image Search again?

Google Trends

Google Trends

Link

Topics

Subscribe

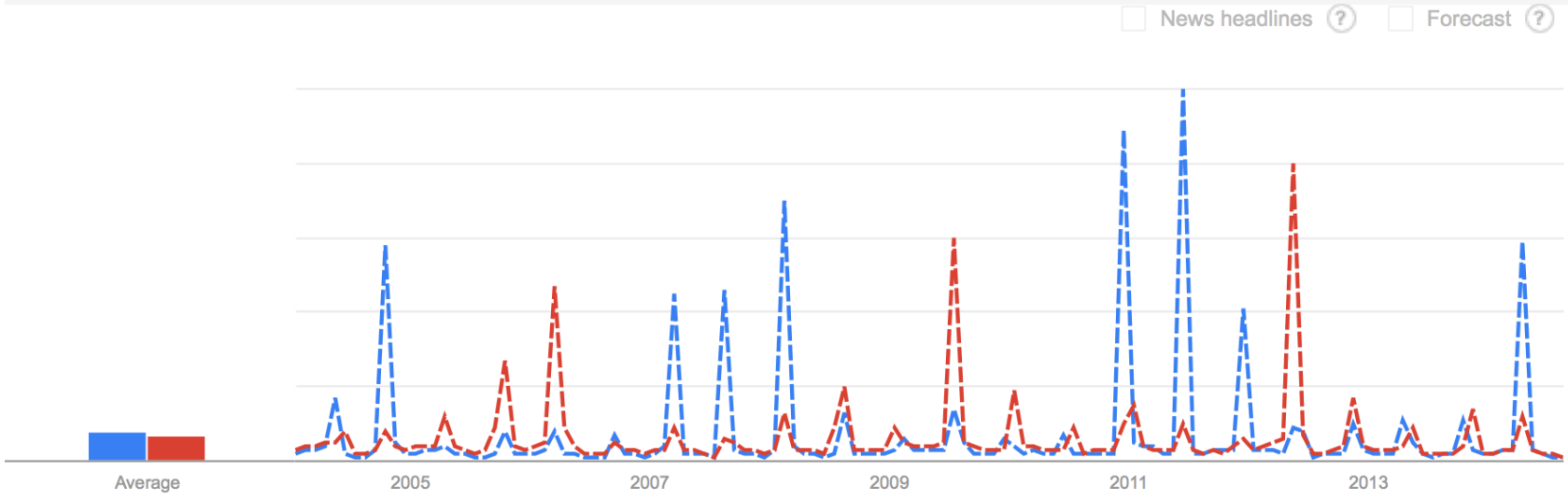
Lunar eclipse
Literature Subject

Solar eclipse
Literature Subject

+ Add term

Beta: Measuring search interest in *topics* is a beta feature which quickly provides accurate measurements of overall search interest. To measure search interest for a specific *query*, select the "search term" option.

Interest over time



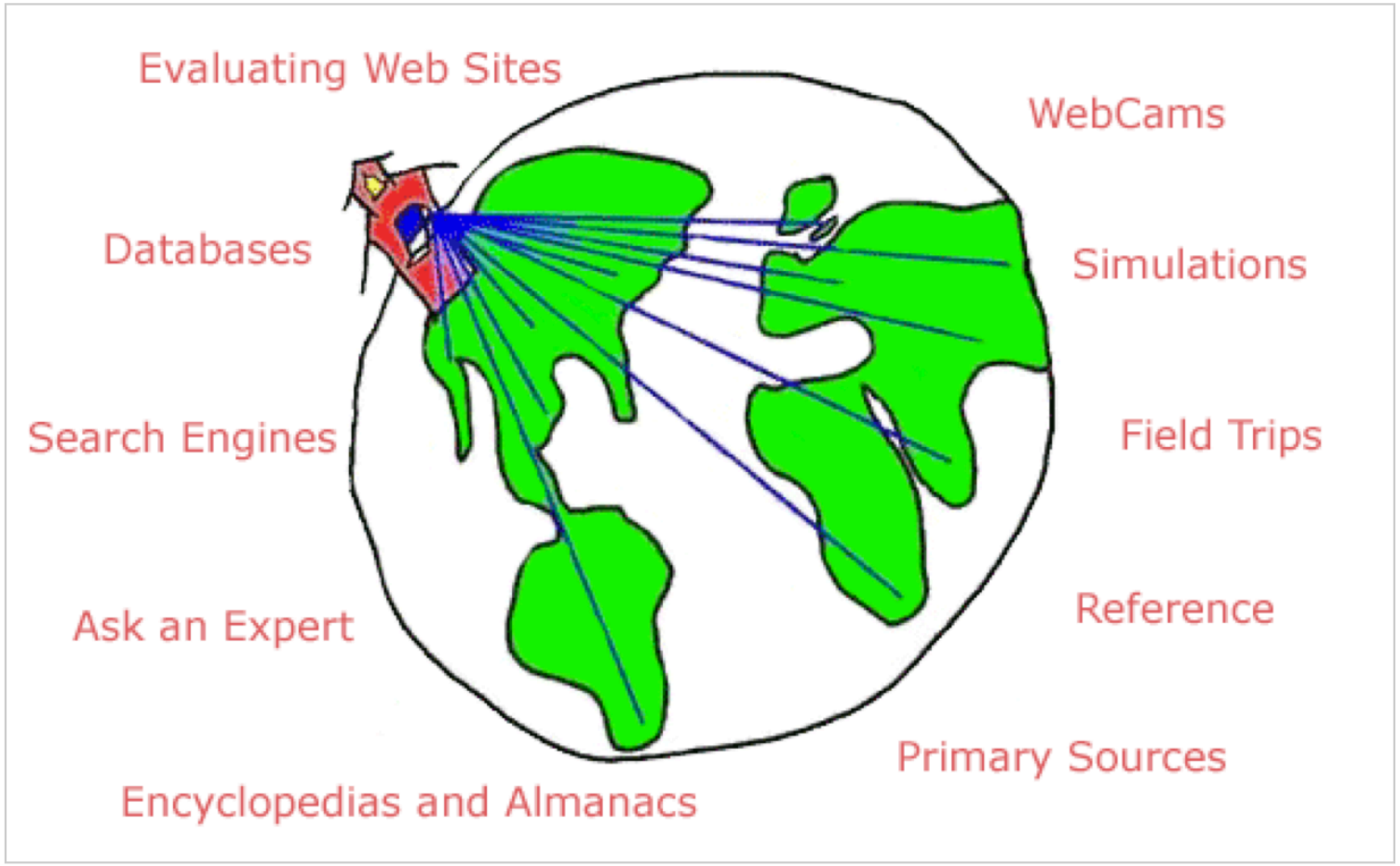
diigo

Link

Primary Source Material

Link

Dr. Christie's Online Researching Resources



Contact Information

alice.christie@asu.edu
www.alicechristie.org