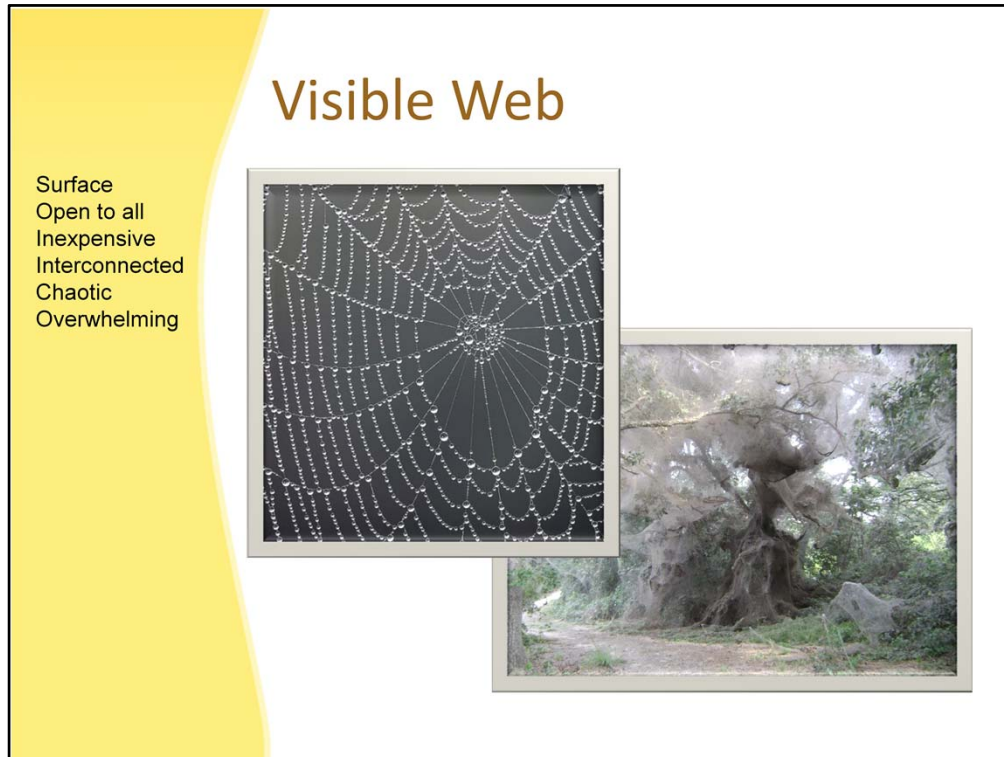




In this lecture...

- Visible Web
- Invisible Web
- Search the Invisible
- Golden Google



This is the part of the web you reach when you use a standard search engine such as Google, Yahoo, or Bing. This part of the web can be easily indexed by automated tools (spiders and crawlers) used by that type of search engine.

This is a truly amazing repository of information: millions of pages and free to anyone with basic internet access. There are a number of downsides to the visible web:

It's overwhelming: Do a search and it might return a list of 200,000 to 2,000,000 pages. How can anyone sort through that?

It's chaotic: There's no rhyme or reason for the way pages are organized. It's been likened to what would happen if all the pages were cut out of all the books in a huge library and then thrown up in the air. The resulting pile would be very difficult to sort out.

It's full of junk: Even though there is a lot of valuable, important information, there's probably at least two or three times that amount in junk. There are personal web pages, copied and recopied information, misinformation, junk.

If you use only the visible web for research, you will not be getting the highest quality information.

Invisible Web

Deep
HUGE
Dynamic
Restricted
Formats
Interactive



The invisible, or hidden, web is estimated to be 500 times larger than the visible web. The difference is its contents are not searchable using regular search engines. It's frustrating to realize the most valuable, scholarly information is often buried in the databases, dynamically generated, and deliberately excluded pages of the invisible web. And that is exactly the information you need to be able to access.

Search the Invisible

- Campus research subscriptions
 - COS: <http://www.cos.edu/library/electronic.htm>
 - Reedley: <http://reedleycollege.edu/index.aspx?page=403>
- Scholarly & Academic Research
 - <http://www.weblens.org/scholar.html>
- Invisible Web Research Tools
 - <http://www.weblens.org/invisible.html>

Your first research step may be a stop at Wikipedia (see the Wikipedia lecture).

Each college and university subscribes to a variety of services which provide full-text access to professional journals, newspapers, and magazines that would require expensive individual subscriptions if you wanted to access them on your own. Those online sources provided by YOUR campus should be your next research stop.

Go into our class site. Click on Resources and then on Research resources. That's where you'll find the login and password information for your campus's subscription resources. You can also get a handout from your campus library.

Web Lens keeps track of search tools that can find many resources on the invisible web. Two of the links to those pages are on this slide.

<http://www.googleguide.com/>



Google Guide

Making Searching Even Easier

Nancy Blachman nancy@googleguide.com

Google Guide is an online interactive tutorial and reference for experienced users, novices, and everyone in between. I developed Google Guide because I wanted more information about Google's capabilities, features, and services than I found on Google's website. --Nancy Blachman

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Search:

Google Guide in other languages:   
Dansk German Hebrew

If Google (or Yahoo or Bing) is your favorite search engine, take an hour or two and **learn how to use it to your greatest advantage**. Each of the major search engines has a tutorial to help you.