



Computer Basics
Peninsula College Continuing
Education with Renne Emiko Brock-
Richmond

Week 3 T - Searching the Internet and
Web 2.0

■ Search Engines and Searching
Techniques

■ Blogs, Social Networking, and Wiki

■ **Search Engines and Searching**
Techniques

Search Engines are your treasure map to finding specific information on World Wide Web (WWW). Without these search engines, it would be unachievable to locate your interests on the Web without knowing the URL. Search engines really are databases of documents that gathered by robots (spiders or crawlers) or submitted by humans. So when you type in your query, it isn't actually searching through the Web, it is searching through their enormous databases of information. Each search engine uses an algorithm (A formula or set of steps for solving a particular problem) to build its index so that your results are significant. To receive a higher placement on search results is a means of commerce and might to continually update websites.

To improve your searching techniques, most search engines asset these symbols to enhance your search.

“ “ – to use quote symbols means this search must include these words exactly in this specific order.
”Brainy Smurf knows”

+ - to use the plus symbol means this search must include this term.
Smurfs+Smurfette

- - to use the minus symbol means this search must exclude this term.
Smurfs-Azrael

■ **Blogs, Social Networking, and**
Wiki

Web 2.0 is the marking term given to describe a second generation of the World Wide Web that is collaborative and allows people the ability to share information online. Web 2.0 really refers to the transition to a more dynamic Web that is more organized and is based on users input and web based applications from the static HTML websites coded by Webmasters. Blogs, Social Networking, and Wiki are all seen as components of Web 2.0.

Blog - short for **Web log**. They are Web pages that function as publicly accessible personal diaries, chronicles, and other written forms of personal musings with images for an individual, group, or company. A blogger is a person who blogs.

Start a free blog sometime to share with the your friends, family, and the world. Some are free and all are fun! These are:
www.blogger.com
www.wordpress.com

Social Networking - online communities that are filled with people who share interests and activities in an interactive, user-submitted network of friends with personal profiles, blogs, photos, music, and videos and use the site as a means to connect with people across the globe. It has been very successful at targeting people and companies that may otherwise be fragmented. It is now the industry standard to belong to a social networking website as much as having an individual website. The most popular in the USA are MySpace, Facebook, and Second Life.

Wiki - A collaborative website consisting of the continuous collective work of many authors. Like a blog, a wiki allows anyone to edit, delete or modify content. The term wiki refers to either the Web site or software used to create the site. The online encyclopedia Wikipedia and Amazon through customer reviews are good examples of wiki.

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