

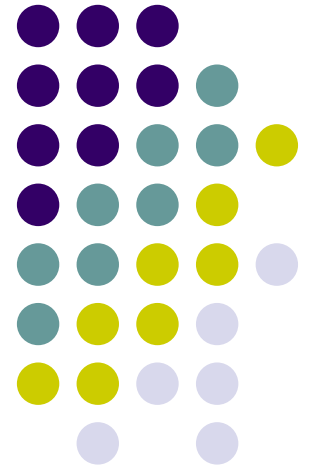
# Mastering Google for Physiotherapists

Prepared for PABC members by Eugene Barsky, Physiotherapy Outreach Librarian, Irving K. Barber Learning Centre, UBC

Spring 2005

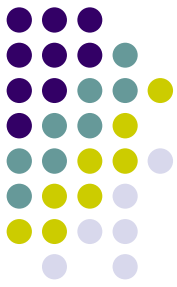
[eugene.barsky@ubc.ca](mailto:eugene.barsky@ubc.ca)

<http://weblogs.elearning.ubc.ca/physio/>



# Agenda:

- Introduction
- Goals and structure of the seminar
- How search engines work
- Review of Google expert searching
- Future directions in search
- Questions





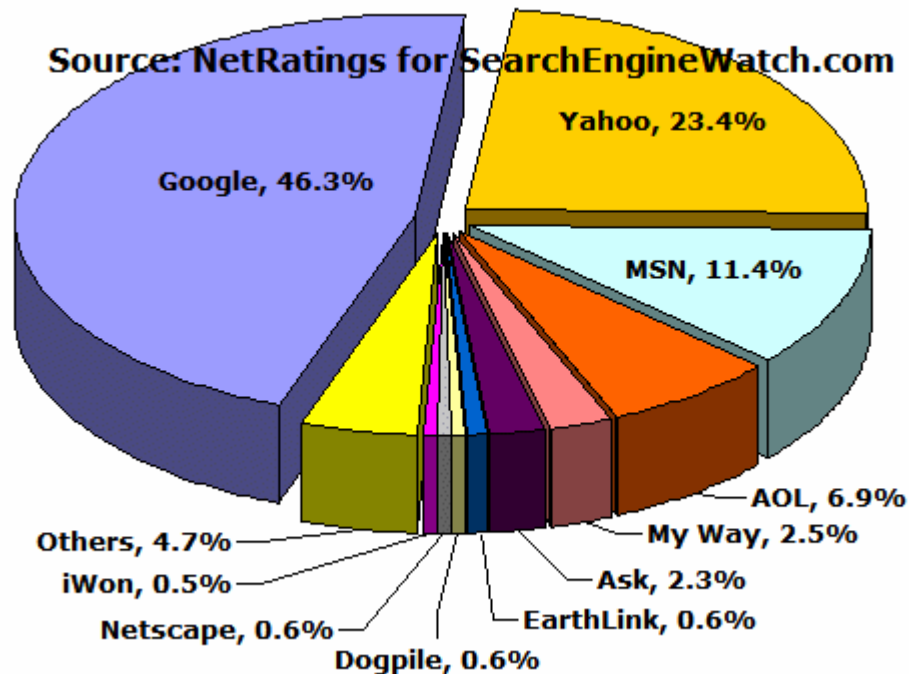
# Goals of the seminar

- Understand how search engine work
- Understand the limitation of a simple keyword search
- Comprehend some of the powerful commands and “Advanced Search” options
- Understand search beyond Google

# Major search engines today

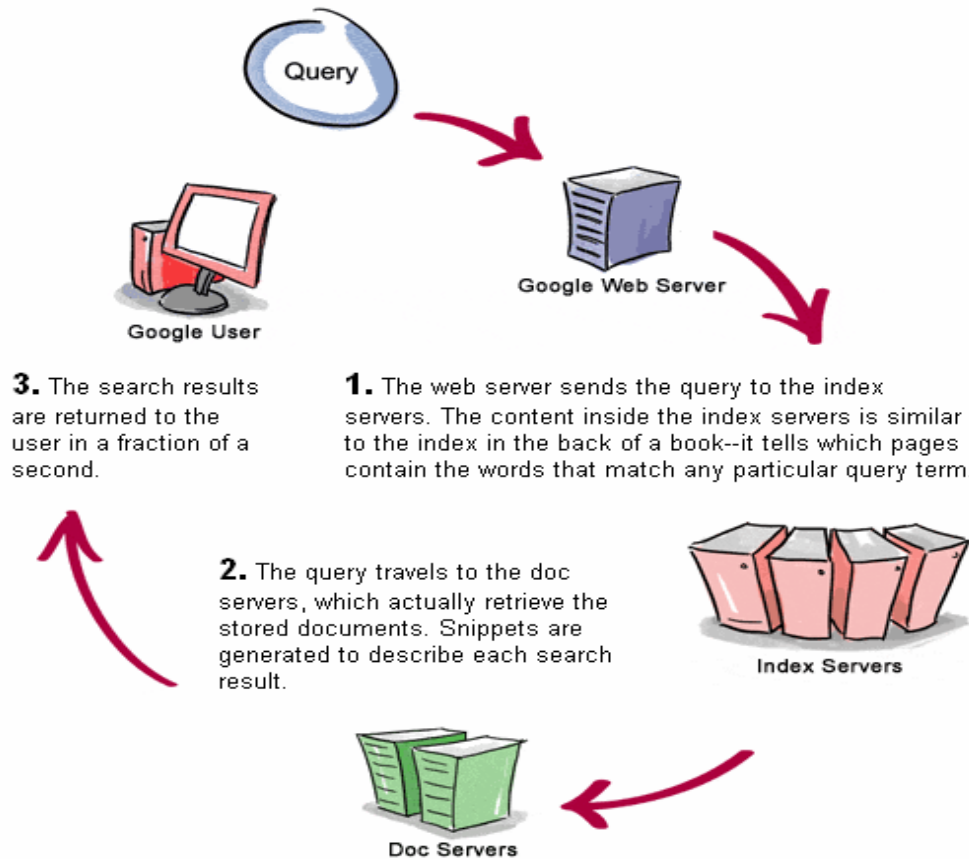


- Today Google, Yahoo, and MSN are most popular search engines world-wide, according to the November 2005 Nielsen/NetRatings statistics and SearchEngineWatch.com, with Google leading the parade (at the moment)





# How search engines work?



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# How search engines work?

- There are many parameters that would put webpages as first hits in search engines. Google's PageRank, one of the most famous algorithms, uses a number of links to a webpage as one of the major factors (there are more than 100 other factors as well)

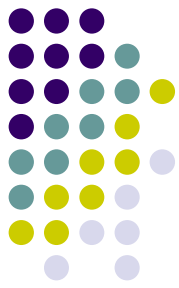




# How search engines work?

The screenshot shows the White House website header with navigation links: President \* News \* Vice President \* History & Tours \* First Lady \* Mrs. Cheney. Below this are links for YOUR GOVERNMENT, KIDS, ESPAÑOL, CONTACT, PRIVACY POLICY, SITE MAP, and SEARCH. The main content area features a breadcrumb trail: Home > President > Biography. The main heading is 'George W. Bush PRESIDENT OF THE UNITED STATES'. Below this is a navigation bar with links for Home, News, Issues, and Photo Essays. The main content area is titled 'Biography of President George W. Bush' and includes a link for 'En Español'. On the right side, there is a 'Family' section stating 'Married to First Lady Laura Bush'. A sidebar on the left lists various 'Issues' such as Budget Management, Education, Energy, Health Care, Homeland Security, Hurricane Recovery, Immigration, Jobs & Economy, Medicare, National Security, Pandemic Flu, Patriot Act, Renewal in Iraq, Social Security, and More Issues. There is also a 'News' section with a link for 'Current News'.

- This is an example of **Google Bomb**, when many popular webpages link to a particular webpage using a certain phrase



# Basic search in Google

- How would we usually search Google to see whether vitamin C can help or prevent common cold?

The screenshot shows a Google search interface. The search bar contains the text "common cold vitamin c", which is circled in red. Below the search bar are buttons for "Google Search" and "I'm Feeling Lucky". To the right of the search bar are links for "Advanced Search", "Preferences", and "Language Tools". Below the search bar, there are radio buttons for "the web" (selected) and "pages from Canada".

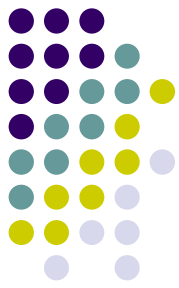
Below the search interface, the search results are displayed. The word "Google" is on the left, and the search bar contains "common cold vitamin c" with a "Search" button. Below the search bar, there are radio buttons for "the web" (selected) and "pages from Canada".

The search results are displayed under the heading "Web". The results show "Results 1 - 10 of about 5,850,000 for", where "10 of about 5,850,000 for" is circled in red. The first result is titled "Vitamin C: Do High Doses Prevent Colds?" and the second result is titled "Cforyourself: Colds & Flu & Vitamin C".

**Vitamin C: Do High Doses Prevent Colds?**  
Vitamin C and the Common Cold also suggested that most people need a daily vitamin C intake of 2300 mg or more for "optimum" health and to meet stresses, ...  
[www.quackwatch.org/D1QuackeryRelatedTopics/DSH/colds.html](http://www.quackwatch.org/D1QuackeryRelatedTopics/DSH/colds.html) - 28k -  
[Cached](#) - [Similar pages](#)

**Cforyourself: Colds & Flu & Vitamin C**  
Megadoses of vitamin C are controversial. The controversy surrounding vitamin C swirls around the discussion of Vitamin C and the common cold. ...  
[www.cforyourself.com/Conditions/Colds\\_\\_Flu/colds\\_\\_flu.html](http://www.cforyourself.com/Conditions/Colds__Flu/colds__flu.html) - 62k -  
[Cached](#) - [Similar pages](#)





# Phrase searching, using quotes – “ “

- Putting quotes around a phrase – two words or more – improve our precision as it limits results to an exact phrase. This search has also as implied “AND” between phrases

The screenshot shows a Google search interface. The search bar contains the query "common cold" "vitamin c". The search results are displayed under the "Web" tab, showing the first 10 results out of approximately 341,000. The first result is from cforyourself.com, the second is from kidshealth.org, and the third is from niaid.nih.gov. The search bar and the results count are circled in red.

Google [Web](#) [Images](#) [Groups](#) [News](#) [Local](#) [Scholar](#) [more »](#)

[Advanced Search](#)  
[Preferences](#)

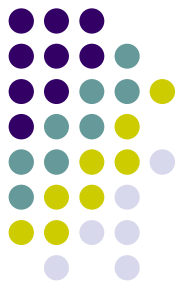
Search:  the web  pages from Canada

**Web** Results 1 - 10 of about 341,000

[Cforyourself: Colds & Flu & Vitamin C](#)  
Megadoses of **vitamin C** are controversial. The controversy surrounding **vitamin C** swirls around the discussion of **Vitamin C** and the **common cold**. ...  
[www.cforyourself.com/Conditions/Colds\\_\\_\\_Flu/colds\\_\\_\\_flu.html](#) - 62k - [Cached](#) - [Similar pages](#)

[Common Cold](#)  
Researchers aren't sure whether taking extra zinc or **vitamin C** can limit how long cold ... That may not always be true, but in the case of the **common cold**, ...  
[kidshealth.org/parent/infections/bacterial\\_viral/cold.html](#) - 27k - [Cached](#) - [Similar pages](#)

[The Common Cold, NIAID Fact Sheets](#)  
Although the **common cold** is usually mild, with symptoms lasting 1 to 2 weeks, ... Many people are convinced that taking large quantities of **vitamin C** will ...  
[www.niaid.nih.gov/factsheets/cold.htm](#) - 17k - [Cached](#) - [Similar pages](#)



# Site / domain search operator – site:

- Search for your topic by limiting your search to reliable websites or domains. For example: `ubc.ca`; `.gov`; `.edu`; `.org` domains



## [The Common Cold, NIAID Fact Sheets](#)

Although the **common cold** is usually mild, with symptoms lasting 1 to 2 weeks, ... Many people are convinced that taking large quantities of **vitamin C** will ...

[www.niaid.nih.gov/factsheets/cold.htm](http://www.niaid.nih.gov/factsheets/cold.htm) - 17k - [Cached](#) - [Similar pages](#)

## [Colds](#)

Much of the research on the transmission of the **common cold** has been done with ... Many people are convinced that taking large quantities of **vitamin C** will ...

[www.brown.edu/Student\\_Services/Health\\_Services/Health\\_Education/general\\_health/colds.htm](http://www.brown.edu/Student_Services/Health_Services/Health_Education/general_health/colds.htm) - 47k - [Cached](#) - [Similar pages](#)

## [Abstract of review: Vitamin C for the common cold](#)

Abstract of review: **Vitamin C** for the **common cold** ... Objectives: To determine whether **Vitamin C** taken orally either daily during winter months (as a ...

[www.montana.edu/wwwwebm/Archives/URICo1.htm](http://www.montana.edu/wwwwebm/Archives/URICo1.htm) - 6k - [Cached](#) - [Similar pages](#)



# Filetype Search Operators – filetype:

- This command will limit our retrieved documents by format , e.g. .pdf; .doc; or .ppt. Let's use Google “Advanced Search” screen to locate good-quality PowerPoint presentation on our topic

The screenshot shows the Google Advanced Search interface. The search bar contains the text "common cold" and "vitamin c". The search results are set to "10 results". The search button is labeled "Google Search".

The search options are as follows:

- Find results:** with **all** of the words (circled in red), with the **exact phrase**, with **at least one** of the words, and **without** the words.
- Language:** any language (circled in red)
- File Format:** Only (dropdown) return results of the file format (Microsoft Powerpoint (.ppt) (circled in red))
- Date:** Return web pages updated in the (anytime (dropdown) (circled in red))
- Occurrences:** Return results where my terms occur (anywhere in the page (dropdown) (circled in red))
- Domain:** Only (dropdown) return results from the site or domain (edu (dropdown) (circled in red))  
e.g. google.com, .org [More info](#)
- Usage Rights:** Return results that are (not filtered by license (dropdown))  
[More info](#)
- SafeSearch:**  No filtering  Filter using [SafeSearch](#)



# Filetype Search Operators – filetype:

- Using “Advanced Search”, commands we retrieve 59 documents, all of them university-level presentations on our topic, easy to do!

Google [Web](#) [Images](#) [Groups](#) [News](#) [Local](#) [Scholar](#) [more »](#)

[Advanced Search](#)  
[Preferences](#)

Search:  the web  pages from Canada

**Web** Results 1 - 10 of about 59 for "common cold" "vitamin c" site:edu filetype:ppt.

[\[PPT\] Herbal Remedies Vs OTC Products](#)  
File Format: Microsoft Powerpoint - [View as HTML](#)  
The **Common Cold** - Scurvy; **Vitamin C** helps with bone structure, cartilage, muscle, ... best known for his work with **Vitamin C**, the **common cold** and cancer. ...  
[webs.wichita.edu/uhms/docs/PPTS/Herbal%20Remedies.ppt](http://webs.wichita.edu/uhms/docs/PPTS/Herbal%20Remedies.ppt) - [Similar pages](#)

[\[PPT\] My Personal Health: The Science and Politics of Nutritional ...](#)  
File Format: Microsoft Powerpoint 97 - [View as HTML](#)  
POLITICS; **Vitamin C** Scare - Herbert; Hemila, H, 1996; "Studies ... have consistently found that **vitamin C** (> or = 1 g/d) alleviates **common cold** symptoms. ...  
[beloit.edu/~ordman/courses/chem12701/lec15myCresch.ppt](http://beloit.edu/~ordman/courses/chem12701/lec15myCresch.ppt) - [Similar pages](#)

# Intitle / Inurl search operators – intitle: / inurl:



- Title and URL commands are among the most powerful as they improve our precision drastically. Very often title words convey the subject content of the information
- Let's try to find what Canadian federal government has to say about arthritis

This is an example of **grey literature** – reliable health documents that are not indexed in major databases and therefore searchable only via the Web, by search engines

Web Images Groups News Local Scholar more »

Google intitle:arthritis site:gc.ca Search Advanced Search Preferences

Search:  the web  pages from Canada

Web Results 1 - 10 of about 117 from

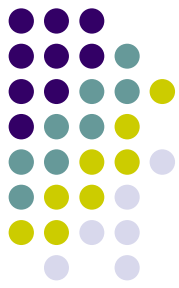
[Cure Your Dogs Arthritis](#)  
www.vetcares.com Proven Breakthrough Really Works! 99% Success with Dogs or its Free.

[Arthritis Natural Remedy](#)  
www.elixirindustry.com Revitalize your arthritis joints. Experience the power of EZorb.

[Arthritis in Canada: An Ongoing Challenge - Table of Contents ...](#)  
Arthritis and related conditions make up a large group of disorders affecting the joints, ligaments, tendons, bones and other components of the ...  
www.phac-aspc.gc.ca/publicat/ac/index.html - 48k - [Cached](#) - [Similar pages](#)

[Arthritis - Info-sheet for seniors - Division of Aging and Seniors ...](#)  
There are many forms of arthritis. Osteoarthritis is the most common form and the most frequent joint disorder in seniors. It is also one of the major ...  
www.phac-aspc.gc.ca/seniors-aines/pubs/info\_sheets/arthritis/arthritis\_e.htm - 20k - [Cached](#) - [Similar pages](#)

[Rheumatology: 1. Is it arthritis? \[CMAJ - April 4, 2000\]](#)  
Contents. Cases; Introduction; Is the pain articular or nonarticular? Is the disorder inflammatory or noninflammatory? Is the disorder acute or chronic? ...  
epe.lac-bac.gc.ca/100/201/300/cdn\_medical\_association/cmaj/vol-162/issue-7/1011.htm - 34k - [Cached](#) - [Similar pages](#)



## Related search operator – related:

- This too is a powerful Google command that retrieves documents with similar semantic patterns
- Let's assume we want to retrieve webpages similar to PABC website

The screenshot shows a Google search interface. The search bar contains the text "related:bcphysio.org" and is circled in red. Below the search bar, there are radio buttons for "the web" (selected) and "pages from Canada". The search results are displayed under the heading "Web" and "Results".

**Web** Results

[PABC Public Site Template](#)  
Representing physiotherapists throughout the Province of British Columbia.  
[www.bcphysio.org/](http://www.bcphysio.org/) - 19k - [Cached](#) - [Similar pages](#)

[Canadian Physiotherapy Association - Physiotherapy, It'll Move You!](#)  
The Canadian Physiotherapy Association (CPA) is a national professional organization. Sections include information for the public including what is a ...  
[www.physiotherapy.ca/](http://www.physiotherapy.ca/) - 3k - [Cached](#) - [Similar pages](#)

[Ontario Physiotherapy Association](#)  
The Professional Association for the province of Ontario.  
[www.opa.on.ca/](http://www.opa.on.ca/) - 2k - [Cached](#) - [Similar pages](#)

[BC Balance and dizziness Disorders society, Vancouver, Canada ...](#)  
Information and support for persons with balance, dizziness, and all vestibular disorders. To develop awareness of the issues surrounding these disorders.  
[www.balanceanddizziness.org/](http://www.balanceanddizziness.org/) - 14k - [Cached](#) - [Similar pages](#)



## Linked to a website command – link:

- This simple command, also available from the “Advanced Search” screen will find all websites that link to a particular webpage
- Let’s see who links to the CPA website

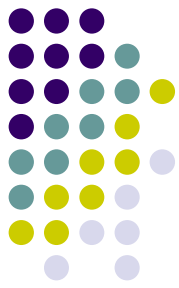
The screenshot shows a Google search interface. The search bar contains the text "link:physiotherapy.ca" and is circled in red. The search results are displayed under the heading "Web" and "Results".

**Web** Results

[University of Saskatchewan: School of Physical Therapy](#)  
Used with permission of Department of Anatomy & Cell Biology <http://www.usask.ca/physther/links/> - 10k - [Cached](#) - [Similar pages](#)

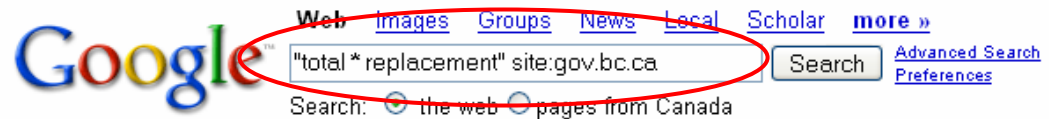
[Interlake Regional Health Authority - Web Links](#)  
Interlake Regional Health Authority, Stonewall, Manitoba, Canada works with Interlake residents and communities to ensure sustainable, accessible, ...  
[www.irha.mb.ca/links.htm](http://www.irha.mb.ca/links.htm) - 21k - [Cached](#) - [Similar pages](#)

[The Travelling Physio](#)  
What Is Physiotherapy? Physiotherapy is a regulated health care profession directed towards the prevention or treatment of injury ...  
[www.thetravellingphysio.com/faq.html](http://www.thetravellingphysio.com/faq.html) - 11k - [Cached](#) - [Similar pages](#)



# Expanding your search – wildcards - \*

- Asterisk symbol in Google will replace any single word in our search
- Let's see what “total \* replacement” phrase query can find on the BC government website



## Web

Results 1 - 10 of about 51

### [Hansard -- Friday, June 21, 1985 -- Morning Sitting](#)

He requires a **total hip replacement**. He was driving a semi-trailer for Public Freightways. He had to give up his work. Of course, that's a financial loss to ...

[www.legis.gov.bc.ca/hansard/33rd3rd/33p\\_03s\\_850621a.htm](http://www.legis.gov.bc.ca/hansard/33rd3rd/33p_03s_850621a.htm) - 136k - [Cached](#) - [Similar pages](#)

### [Hansard -- Thursday, April 27, 1989 -- Afternoon Sitting](#)

"I was told I needed a **total hip replacement**. The procedure was explained to me in detail, including the fact that the bone in the femur is thinning, ...

[www.legis.gov.bc.ca/hansard/34th3rd/34p\\_03s\\_890427p.htm](http://www.legis.gov.bc.ca/hansard/34th3rd/34p_03s_890427p.htm) - 188k - [Cached](#) - [Similar pages](#)

### [\[PDF\] How Healthy Are We?](#)

File Format: PDF/Adobe Acrobat - [View as HTML](#)

The number of **total knee replacement** surgeries performed in British Columbia ...

Distribution of wait times (months) for **total knee replacement** surgery, ...

[www.health.gov.bc.ca/cpa/publications/how\\_healthy\\_sept2002.pdf](http://www.health.gov.bc.ca/cpa/publications/how_healthy_sept2002.pdf) - [Similar pages](#)

Moreover, ~ symbol will retrieve numerous synonyms for the word being searched – try it out!





# Having fun with Google

- Google calculator and converter - To use these Google's built-in functions, simply enter the calculation or conversion you'd like done into the search box

The screenshot shows the Google search page. The search bar contains the text "150 lb in kg" and the "Search" button is visible. Below the search bar, the "Web" tab is selected, and the search results display a calculator icon followed by the text "150 pound = 68.0388555 kilograms". A link "More about calculator." is provided below the result. At the bottom, a search suggestion reads "Search for documents containing the terms [150 lb in kg](#)."



# Having fun with Google

- Using Google as your dictionary – use **define:** command



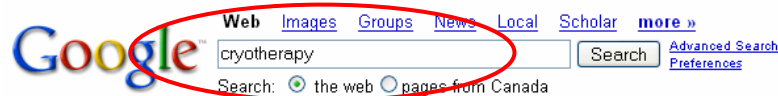
## Web

Related phrases: [cryoablation or cryotherapy](#)

Definitions of **cryotherapy** on the Web:

- The use of cold to treat disease.  
[nydailynews.healthology.com/nydailynews/15836.htm](http://nydailynews.healthology.com/nydailynews/15836.htm)
- Any method that uses cold temperature to treat disease.  
[www.spineuniverse.com/community/cancerdictionary.html](http://www.spineuniverse.com/community/cancerdictionary.html)

- Or use just type your term and click the **definition** link on the right upper corner of your screen



## Web

Results 1 - 10 of about 825,000 for **cryotherapy** [[definition](#)].



# Having fun with Google

- Going to Seattle for the weekend? Check out the weather using Google (unfortunately, doesn't work for Canada yet) – type **weather Seattle WA**

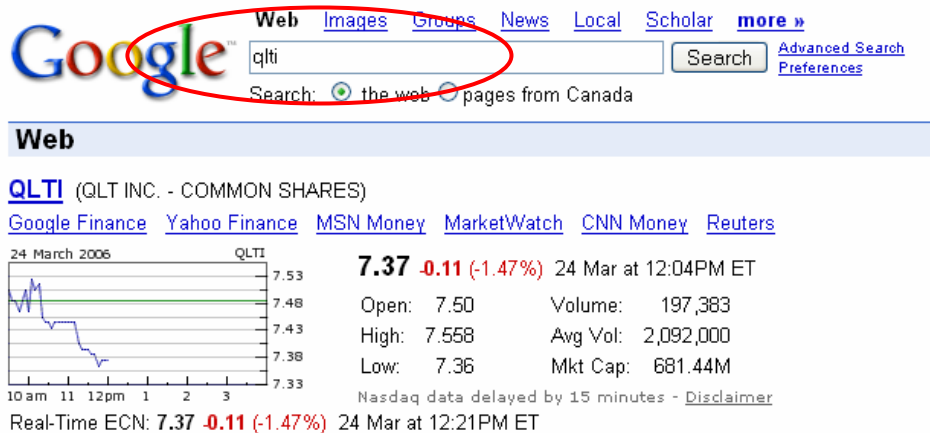
The screenshot shows a Google search interface. The search bar contains the text "weather seattle, wa" and is circled in red. Above the search bar are links for "Web", "Images", "Groups", "News", "Froogle", "Local", and "Sch". Below the search bar, the results are categorized under "Web" and "Person". The "Web" results show "Weather for Seattle, WA" with a current temperature of 54°F and a "Mostly Cloudy" condition. Below this, there are four weather icons for Thursday, Friday, Saturday, and Sunday, each with its respective high and low temperatures.

Day	High	Low
Thu	60°	47°
Fri	55°	39°
Sat	53°	38°
Sun	52°	39°



# Having fun with Google

- How is your favorite stock is doing lately? Check it out with Google – type in the stock ticker – try **QLTI**





# Beyond Google - visual search engines

- New concepts in Internet searching include visual search engines - **Kartoo**, **Mooter**
- Visual search engines will cluster webpages by topics and present them **visually** - larger cluster means more relevant documents, related documents are also interlinked



# Beyond Google – specialized search engines → PhysioEngine



- You can tune-up these specialized search engines according to your particular needs
- For instance, our own **PhysioEngine** (available on our blog - <http://weblogs.elearning.ubc.ca/physio/> or here - <http://rollyo.com/tuta1/physioengine/> is searching only for high-quality physiotherapy content on the Web
- Please see how it works in my recent blog post here - <http://tinyurl.com/rldeh>





# Beyond Google - social search engines

- Yahoo's My Web 2.0 is an example of such social search tool that allows you and me to save our preferred webpages and share these among ourselves. So search engine will be working only with these selected webpages selected by our communities of users. Exciting!

**YAHOO!** SEARCH

**My Web 2.0** BETA [Home](#) [Invite](#) [Contacts](#)

Fri, 3/24/06 10:01am PST Now Serving **914,879** pages

**My Web 2.0** makes it easy to save and share bookmarks

[Sign Up Now](#)

**Save** your bookmarks in a place where you can always find them.

**Share** your bookmarks with

**My Saved Pages:** [Sign in](#) to start saving web pages

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**My Contacts' Pages:** [Sign in](#) to see pages from your contacts

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**Everyone's Pages:** [914,879 Saved Pages](#) | [187,060 Tags](#)

[Recent Pages](#) | [Popular Pages](#)



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Web: <http://www.ikebarberlearningcentre.ubc.ca/>