



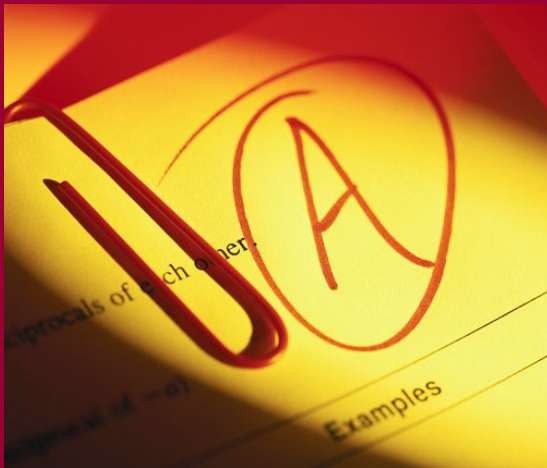
Social Sciences Inquiry: Evaluating & Citing Web Resources

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Objective: Search Smarter!

1. Search strategies & advanced search tips
2. Google alternatives: other search engines & subject directories
3. The good, bad & ugly: evaluating web sites.
4. Citing Web sources.



Challenge!

(2 minutes)

search the web for websites
on the **visible minorities**
and community

Hint: Use your favourite search engine!



Let's talk about what you did...

- where did you search?
- what did you type in?

Search Engines e.g. Google

- What Are They?
 - spider/crawler/robot
 - database of collected pages
 - search software
 - relevance-ranking engine

Tips & Tricks

Search engine tips:

- ✓ Phrase searching
 - double quotes
 - e.g. “visible minorities”

Tips & Tricks

Search engine tips:

- add and subtract: + / -
 - e.g. "visible minorities" +community
 - e.g. "star wars" +defense -movie

Tips & Tricks

Search engine tips:

Check out the **Advanced Search** screen, e.g.

- “**visible minorities**” +identity
- Date: **past year**
- Domain: **.edu**



Let's talk about Web search...

- What's your favourite search engine?
- why?

Why use anything other than Google...?

- No, Google doesn't search the entire Web!
- Google's relevance ranking can be flawed
 - Why is [this site](#) the top result in a search for "Martin Luther King"?
 - What's the [top result](#) for the same search on ask.com?
- Other search engines do some things better than Google:
 - Related searches
 - Expand/narrow your search



Why use anything other than Google...?

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Alternatives to Google!



Library's Internet Search Page

- go to Library home page
 - <http://library.mcmaster.ca>
- under  **SEARCH** click on the Web tab
- ...and click on [More Web Search Options >>](#) 

Subject Directories

Why use a subject directory?

- ✓ arranged by topic
- ✓ compiled by people!
- ✓ browse OR search
- ✓ high relevance

The good, bad & ugly: evaluating websites

- ✓ Accuracy
- ✓ Authority
- ✓ Objectivity
- ✓ Currency
- ✓ Coverage
 - ✓ see original evaluation checklists at [Evaluating Web Resources \(Widener\)](#)

The good, bad & ugly: evaluating websites

ACCURACY:

- ✓ Are the sources cited/documentated?
- ✓ Can you verify the legitimacy of the information & sources?
- ✓ Who is the author? Does he/she have the credentials to publish on the topic?

The good, bad & ugly: evaluating websites

AUTHORITY:

- ✓ Who is the author? (are there signs of self-publishing? Blogs? Wikis?)
- ✓ Known in the field?
- ✓ Is there an “about” section that provides more info? (institutional affiliation, education, contact info, etc.)
- ✓ Who links to the site? (check Google Advanced search to find out)
- ✓ What is the domain?

The good, bad & ugly: evaluating websites

OBJECTIVITY:

- ✓ What is the aim of the author in publishing the site?
- ✓ What's the purpose of the site:
 - ✓ To advertise a service or product?
 - ✓ Political?
 - ✓ Sway opinion?
- ✓ Can you trust the author?

The good, bad & ugly: evaluating websites

CURRENCY:

- ✓ What's the "last updated" date on the site?
- ✓ Are the information & resources current?
- ✓ Are there broken links?

The good, bad & ugly: evaluating websites

COVERAGE:

- ✓ Is the content of the site explored in-depth?
- ✓ Are there links to other sites of interest?
- ✓ Beware personal biases!

The good, bad & ugly: evaluating websites

Challenge:

Evaluate these 2 web sites & decide which is more authoritative:

<http://www.dhmo.org>

<http://www.greenfacts.org>

(3 minutes)

Citing Web Documents: Minimum Requirements

- document title or description
- date
 - date of publication or last update
 - date of retrieval
- address (URL)
- where possible:
 - author, and author's institutional affiliation

Example of a Web Citation

- Chou, L., McClintock, R., Moretti, F., Nix, D. H. (1993). Technology and education: New wine in new bottles: Choosing pasts and imagining educational futures. Retrieved August 24, 2000, from Columbia University, Institute for Learning Technologies Web site: <http://www.ilt.columbia.edu/publications/papers/newwine1.html>

Recap: what have you learned?

- Search strategies:
 - “phrase searching”
 - +/-
- Google’s advanced search:
 - Date
 - Domain
- Why use anything other than Google?
- Why use subject directories?
- Criteria for evaluating web resources

Questions?

Need Help? Just Ask!

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