Google: More than a Search Engine

Google™

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Google is the world’s largest search engine as it responds to more search queries than any other search engine online. But Google is much more than just a search engine that crawls the web looking for relevant sites that match one’s search query. This class will introduce you to some of Google’s other features and services.

**Quick Company Profile**

Google’s mission is to organize the world’s information and make it universally accessible and useful.

Google began as a college research project in 1995 by Larry Page and Sergey Brin. They met as Stanford University graduate students in computer science.

Google’s accuracy and ease of use have made it one of the world’s best known brands almost entirely through word of mouth from satisfied users.

Google.com is the most visited website on the Internet and is used around the world by millions of people.

More than 50% of Google’s traffic is from outside the United States.

Google’s world headquarters is located in Mountain View, California but contains offices around the globe.

Fortune magazine consistently rates Google within the top 5 companies to work for in America (#1 in 2013 & 2014)
Google's Website can be found by typing **www.google.com** in the address field of your browser.

In past classes we have used Google to search for websites. The default is set for Google to search the web for websites relating to your search query. Today we are going to explore other features and services Google offers.

Google contains many services other than searching for websites. These features can be found in the app launcher button in the upper right corner of the Google website.
Google Image Search

Google claims to have the most comprehensive image search on the Web, with billions of images indexed and available for viewing.

- Select “Images” in the upper right corner
- Enter a query in the search box
- Press “Enter” on the keyboard

The results page displays images in thumbnails (smaller versions of images). Click on any thumbnail image to see a larger version of the image, as well as the image size in pixels and the web address to the site where the image can be found.

Find images from websites of the following:

- Cats
- Zion National Park
- Gaudi
- Red Wing pottery
- Angkor Wat
- Van Gogh’s Starry Night

Images identified by the Google image search may be protected by copyrights. You may locate them using Google, but they cannot grant you any rights to use them for any purpose other than viewing them on the Web. Google advises you to contact the site owner to obtain requisite permissions.
YouTube

YouTube contains millions of videos indexed and available for viewing. Using YouTube, one can search for and watch an ever-growing collection of TV shows, movie clips, music videos, documentaries, personal productions, and more from the World Wide Web.

YouTube can be found under the “app launcher” button in the upper right corner of Google's homepage.

As with Google Image Search, the videos identified by YouTube may be protected by copyrights and suggest you contact the video’s publisher to obtain requisite permissions.

*Warning* The results you see with both the image and video feature may contain mature content. The mature content filter may be enabled (found under the ‘SafeSearch’ tab) to help filter such content out but it is not always foolproof.

Google News

Google News is a computer-generated news site that offers headlines from more than 4,500 news sources worldwide. Google scans the Web for news stories and displays them on this site.
Click the headline that interests you and you'll be taken directly to the site which published the story.

Under each link:
- The publisher is listed
- How long ago the story was published
- Links from other publishers with articles relating to the same story (Provides a wide variety of perspectives from which to choose).

The page resembles a newspaper that is divided into topics: Top Stories, World, U.S., Business, Sports, etc. Users can scroll down and choose an article or select a topic from the menu on the left side.
Type keywords into the search box and Google news will display stories containing your search terms used.

Use the drop-down menu and search for top stories from specific countries displayed in the language of that country.

Google also provides an Archive Search. Users can search for events, people, or ideas and see how they have been described over time.
Google Maps

There are many Websites that provide excellent map services. Google Maps is a map service that you view in your web browser. You can view address locations, local business information, and print driving directions.

Search Google Maps by typing in an address or geographic location.

A marker showing your location on the map will appear. Click the marker to view information about that address.

Navigation controls are displayed on the bottom right corner of your map.

- Click “+” to zoom in on the center of the map, click “−” to zoom out.
- Use your mouse wheel to zoom in or out incrementally.
- Click and drag anywhere on the map to pan in any direction.

The Satellite view gives you access to satellite and aerial images that you can zoom in, zoom out, or pan in any direction.
In certain locations you can view and navigate within *street level imagery*.

To view street-level imagery for a specific location, click and drag 🏡 to the location you want. Roads with available street-level imagery appear with a blue border. A thumbnail image shows you a preview of the location your cursor is over.

Navigate to the location you want. Zoom in all the way. If street-level imagery is available, it appears when you zoom in all the way. When using Street View, use the “+” or “-” buttons to zoom in or out, click and drag to change your orientation, or click on the road to virtually walk down the street.

Users can also retrieve **driving directions** to a location by clicking the “directions” link near the top of the page. Simply type in a start and end address. Google Maps plots the route for you, displaying it on the map, together with step-by-step directions.
Google Books

One of Google’s initiatives is to create a worldwide catalog. Finding books with Google Book Search is as easy as finding websites with Google Web Search.

Just enter a title, author, keyword, or phrase you’re looking for into the Google Search box. For example type “rock climbing” and Google will retrieve books whose contents match your search terms. Or type a title. For example type “When the Lion Feeds.”

Links direct you to bookstores where you can buy the book or libraries where you can borrow it.

Each book includes an “About this book” page that contains basic bibliographic data like title, author, publication date, length, and subject.
For each book indexed, links are provided directing you to bookstores where you can buy the book and libraries where you can borrow it.

What can you actually view?

- **Read** – If the book is out of copyright or the publisher or rights holder has given Google permission, you'll be able to page through the book from start to finish.
- **Preview** – If publisher or author has joined the Partnership Program, you'll be able to see some pages from the book as a preview. You can also conduct multiple searches within the book, or browse through the available pages (there's a limit to the amount of the book you can view online).
- **Snippet view** or **No Preview** – Many titles you will only be able to see snippets of the text from the book or no preview at all. You will, however, be able to view bibliographic information, plus links to help you find it in a bookstore or library.

Where do the books come from?

The books in Google Book Search come primarily from publishers and libraries.
- **The Google Books Partner Program** is an online book marketing program designed to help publishers and authors promote their books by showing you a limited number of pages as a preview.
- **The Google Books Library Project** involves including library collections in order to make the books searchable and discoverable.

Find your favorite book, search for your favorite author, or find books containing your favorite characters.
Even More Google Products...

This is just the tip of the iceberg as to the many products Google has to offer. Click the app button from Google’s homepage, then “More,” and then “Even More” to get a list of all the resources Google has developed. Many of the products require you to set up a free Google account.

Explore Google’s technology playground:

**Google Sites** – A free tool that lets you create web pages in your browser and publishes them to the Web with a single click. There's no software to download and no web designer to hire. The pages you create are hosted on Google servers. Users need to have a Gmail account to use this free service.

**Google Docs** – Create and share your online documents, presentations and spreadsheets

**Google Calendar**- Organize your schedule and share events with friends and family.

**Google Translate** – Instantly translate text, web pages, and files between over 50 languages

**Google Trends**- See what the world is searching for
One-to-One Computer Help

Do you need extra help on the computer, tablet or other piece of technology? Are you searching for a job or working on a resume? Let us answer your questions about surfing the Internet, setting up an email account, or working with documents. Registration not required.

Mondays 3-5        Wednesdays 5-7        Thursdays 1-3
RCL – Maplewood    RCL – Roseville    RCL – Roseville

One-to-One e-Reader Help

Have you purchased a new e-reader or tablet computer? Are you curious how to use your new device with the Library’s e-book services, Overdrive and 3M Cloud Library? Help is available for your questions. Bring your Nook, Kindle, iPad or other device for some hands-on instruction. Registration not required.

Tuesdays 2-4
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