



Basics

Or

Why I am a Google-Head



- Original mission: To organize the seemingly infinite amount of information on the web
- Formed in 1998 to do web search better
 - Search results based on popularity NOT amount paid – UNUSUAL at that time
 - Paid results separated and unobtrusive
 - User interface uncluttered
 - Most search engines now emulate this look & feel
- Constantly evolving by adding online tools and apps that bring the power of the internet to individuals

Google's Philosophy:

“Never settle for the best”

1. Focus on the user and all else will follow.
2. It's best to do one thing really, really well.
3. Fast is better than slow.
4. Democracy on the web works.
5. You don't need to be at your desk to need an answer.
6. You can make money without doing evil.
7. There's always more information out there.
8. The need for information crosses all borders.
9. You can be serious without a suit.
10. Great just isn't good enough.

BTW: “Googol” =

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Search and...

- Search of many types
- Useful tools available from Google Search box
 - Calculator
 - Converter
 - Definitions
 - [Translation](#)
 - [Movie Times](#)
- Desktop applications
 - Google Earth
 - Google Sky
 - Google Moon
 - Google Mars
- Google SketchUp
- Other – Cell Phone searches
 - 1-800-Goog411
 - Send Text Message to Google
- Online Applications
(available with free Google account)
 - Applications & Online Storage
 - Word Processing
 - Spreadsheet
 - Presentation
 - Picasa – Photo album
 - Calendar
 - Research
 - Notebook – Save webpages
 - Bookmarks – Save URLs
 - Reader
 - iGoogle
 - Blogspot
 - Webpages
 - Websites
 - Email (Gmail) – Requires free Gmail ID

Types of Search

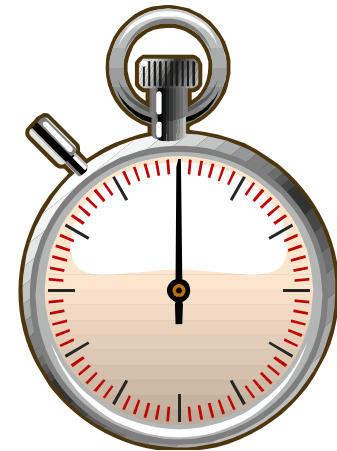
- Search different forms of information
 - Websites
 - News
 - Images
 - Video
 - Books
 - Scholar
 - Maps

Try it!

Go to www.google.com

Type a search term (like China)

Click on the different types of searches to see how the results differ



OR

- Search specific topic areas
 - [US Government](#)
 - [Patent Office](#)
 - [Finance](#)
 - [Code Search](#) – Search open source code
 - [Computer Science](#) – More than code; programming classes and tools
 - [Universities](#) – Search a specific school
 - [Directories](#) – The web organized by topic

Try it!

Go to www.google.com/usgov

Or www.google.com/patents

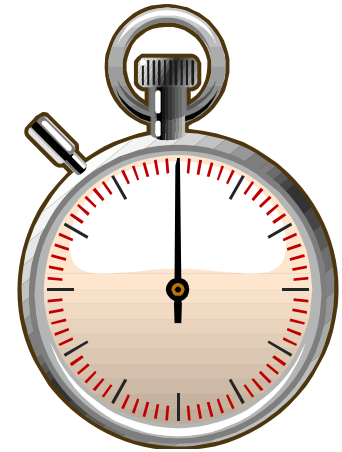
Or www.google.com/finance

Or www.google.com/codesearch

Or www.code.google.com/edu

Or www.google.com/options/universities.html

Or www.google.com/dirhp



Google Earth

- [Basic](#) – Download program to your computer then “fly” to anywhere you want
- Map mash-ups
- [Google Outreach](#)
- [Lit Trips](#)

Google Sky

- Combines images from Hubble and NASA with information in both written and audible form
- Downloaded with Google Earth or [online](#)
- (equal time for Microsoft's WWTelescope)
- Also Google [Moon](#)
- And Google [Mars](#)

Google SketchUp

- Does for drawing what word processing programs does for writing
- [Special version for education](#) – including lab packs
- Teachers can get Professional version free

Google for Educators

- Tools for Educators
- Ideas for Using the Tools
- Custom Search
- Geo Education
- Activities
- Groups
- Posters
- Blogs
-

[Special site for Librarians, too!](#)

The Final

Courtesy of the Google Librarian
Center

And that's just the beginning!

- Move your life into cyberspace...
 - Email (Gmail)
 - Calendar
 - Word Processing
 - Spreadsheet
 - Presentation
 - Blogging
 - Photos
 - Videos
- Organize your world
 - Reader/RSS feeds
 - Bookmarks
 - iGoogle
 - Notebook
 - Google Desktop

Your Homework

- Sign up for a GMAIL account so you'll be ready for the Google 2 class
- Download Google Earth at home
- Download Google Sketchup at home
- **Play!**