

Google It

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Changing and Rearranging

Behind the Scenes

Google is constantly tweaking its search formula in its quest to deploy a “Universal Search” capability. This is kind of a “One Stop Shopping” research. Your search terms will eventually be applied to indexes covering the Web, Images, Video, News, Maps and other features in the growing arsenal of free products offered by Google.

Don’t be surprised if you enter “Chicago” as a search term and you see a Google Map link to Chicago, interesting web links, Google Images and an offer to refine your results.

A New Look

Google’s home page has been improved. The navigation bar has been moved to the upper left and at the bottom you are invited to “Search within results.” If you enter “Chicago” you will get 211 million hits. But, if you search within the results by adding the words “deep dish pizza” you will narrow your search to a mere 806,000 hits.

Another new feature is the “Plus Box.” This is a + sign inside a box, naturally. It is an invitation to get more information and all you have to do is click on it.

For the time being, the Plus Box will provide map and company stock information. For example, if you enter the name of a recent addition to Chicago – “The Boeing Company” - you will find a Plus Box offering you a stock quote. Sorry, Seattle. Maybe Chicago’s zillion Starbucks stores are compensation.

Google Books

Thank you for all of your emails.

Scanning books and converting the images to alpha and numeric characters is difficult. It is easy for the software to make mistakes and the sheer volume of books being scanned prevents real-time proof reading.

Also, some books can be downloaded but will not open in Adobe Acrobat.

Some of the books recommended to me are extremely interesting. If you have a recommendation, let me know and I will print a compilation of recommend Google Books in a future edition.

Write to: nteumlp@gmail.com

Let’s Experiment

Google has graciously made its experimental laboratory available to those of us who have not yet reached full geekhood.

Go to <http://labs.google.com> and click on Experimental Search. Have some fun and let Google know what you think.

Next month – personalize your homepage with iGoogle.

iGoogle? Is Google going to buy Apple with its spare change? Google says “No.” It sounds like a faint “No” and we will have to see.

If you have any tips or suggestions feel free to send them to me at: nteumlp@gmail.com