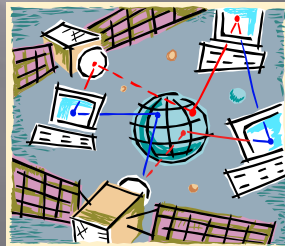


SEARCHOLOGY 101

Exploring Theories and Practices for Learning Efficiency and Learning Productivity



Department of Teacher Education
Shippensburg University

Han Liu, Ph.D.

Introduction

▣ What is Searchology?

- **Background:** Development of information technology: the Internet, especially Internet 2.0

- **Related theories**
 - E-Learning
 - Connectivism
 - Digital environment/ecology
 - TPACK

- **Related Technology**
 - Database
 - Search engines
 - Multimedia dissemination
 - Blogging

- **Principles**
 - Immediacy
 - Relevancy
 - Accuracy
 - Currency
 - Efficiency

- **Conclusion**
 - Learning is a process facilitated by searching technology that enables the learner to get whatever he/she wants
 - Learning by searching
 - Searching is learning

Theoretical Foundations-1

▣ Library Science

- Information System/ Architecture
- Information Resources & Services
- Information Organization & Transmission
- Information Retrieval System
- Cataloging and Classification
- Internet Database & Management
- Digital Library

Theoretical Foundations-2

- ▣ Internet Databases and Search Engines
 - Database Category
 - Discipline Areas
 - Access Limitations
 - Services of the Database
 - Internet 1.0
 - Internet 2.0
 - Connectivism
 - Wisdom of the Crowds - Blogging
 - New Frontiers – Chaos or Order?
 - Search Engines

Theoretical Foundations-3

- ▣ Cultural Awareness and Basic Skills
 - Media Literacy
 - Information Literacy
 - Guide for the 21st Century Literacy
 - 21st Century Literacy
 - 21st Century Skills
 - Metalearning
 - Futurology
 - TPCK

Searching Technology in Practice

- ▣ Effective use of various search engines with unique features and digital library services
- ▣ Data Mining
- ▣ Text Mining
- ▣ Bookmarking
- ▣ Automatic Searching
- ▣ Personalized Searching
 - Search engine preference
 - Use of special tools fitting in personal interest areas
 - Building database of databases

Sequence of Search

- ▣ Define Searching Objectives
 - ▣ Scope
 - ▣ Focus
- ▣ Define Search Strategies
 - ▣ Choice of Database
 - ▣ Choice of Search Tools
- ▣ Define Key Words and Search Methods
 - ▣ Limiters
 - ▣ Truncation
 - ▣ Boolean
 - ▣ Logic
 - ▣ Nesting
- ▣ Results Evaluation
 - ▣ Website Evaluation
 - ▣ Content Evaluation
- ▣ Use of a Search Results
 - ▣ Understand the Context
 - ▣ Choose what you really want
 - ▣ Archive the by-products

Indicators of Quality Search

- ▣ Immediacy
- ▣ Currency
- ▣ Relevancy
- ▣ Accuracy
- ▣ Efficiency

Google and Searchology

- ▣ Searchology has becoming Google's buzzword in its research and propaganda recently
- ▣ Google's most recent presentation on searchology. Watch the [Webcast](#) with Marissa Meyer, Craig Silverstein and others.

Question for You

- ▣ Will Google be obsolete or degraded to a second class search engine soon?

Debut of World's First Live Search Engine

- ▣ Challenge Google and other first generation search engines!
- ▣ A new searchological revolution is booming along!
- ▣ [Mylivesearch](#) is said to be the first of its kind in the world.

Special Searching Strategy-1

Learn as Digital Native Does

- ▣ Digital natives don't like to read paper books
- ▣ Digital natives read everything online
- ▣ Online information are webbed and interactive
- ▣ Searching is in the flow with reading activities
- ▣ [Try this blog site](#)

Special Searching Strategy-2

Hunting for Windfalls

- ▣ Use of references on academic papers
- ▣ Use of specific databases

Special Searching Strategy-3

Serendipity: Incidental Finding

- ▣ Go to [elearningspace](#)
- ▣ When you submit your email for newsletter subscription, see what you can see on next page
- ▣ You see “[Archive](#)”. That is the treasure you accidentally find.
- ▣ What is that URL about under the “Submit” button? [Powered by ymlp.com](#)
- ▣ Aha, it is a Mailing List provider, it is free... Won't you try it?

Special Searching Strategy-4

Be a Sniffer Dog

- ▣ Imagine how kids today mess up on the website? They surf around the screen and click on everything.
- ▣ See what you can find on [Ask for Kids](#). Are you going to sniff on everything?
- ▣ Use of sidebar resources. Read the sidebar on [elearningspace](#).
- ▣ Be a sniffer dog. Don't miss anything valuable to you from the nook and cranny of the screen.

Special Searching Strategy-5

My Friends Have Done It For Me

- ▣ Use of Social Bookmarks
- ▣ Blog websites
- ▣ Facebook
- ▣ MySpace

Special Searching Strategy-6

Let the Machine Do It

- ▣ Automatic & Semi-Automatic Searching
 - SDI (Selective Dissemination of Information) service
 - Use of Database Alerts e.g. Try PsychINFO in ODU Library
 - Newsletter subscription e.g. [Globalization 101](#)
 - Listserv subscription e.g. [ASCDSmart](#) [Results](#)
 - RSS (Really Simple syndication) Feeds subscription. IE7 has RSS read built in.
 - iPod feeds subscription
 - Use of Search Engine Alerts, e.g. Google Alert e.g. [Future of Education II - 10 years later](#). Try Yahoo Alerts too!
 - [Your webpage monitor](#) – Free & [Website Watcher](#)

Special Searching Strategy-7

Be an Archeologist

- ▣ Uncover the “Antiques”

Special Searching Strategy-8

Be a True Believer of “You Can Find Anything Online”

- ▣ My Story of finding a commercial online.
“Save Big Bucks”

Special Searching Strategy-9

Database of Databases: Build Your External Brain

- ▣ Personalized Database Examples
 - PPT templates
 - Search Engine [Tutorials](#)
 - Statistics
 - SPSS
 - [Survey Monkey](#)
 - [Experiment Design](#)
 - Use of Gadgets:
 - [PDA](#)
 - Cell phone
 - iPod
 - Pocket PC

Special Searching Strategy-10

Be an Active Player in the Digital Learning Community

- ▣ Be a contributor, not only a consumer
 - Create your website
 - Start your blog
 - Manage your e-mail newsletter at <http://www.ymlp.com>

Conclusion: Searching is Learning

- ▣ Learning by doing
- ▣ Learning by gaming
- ▣ Learning by connecting
- ▣ Learning by socializing
- ▣ Learning by searching
- ▣ Searching is learning

Reflection on Terms

- ▣ Data – Information – Knowledge
- ▣ Tab vs. Tag
- ▣ Directory/Folder vs. Tags
- ▣ Plug-Ins vs. Add-Ons
- ▣ Deep link vs. Home page link/Front Page
- ▣ Firefox vs. Explorer
- ▣ Online search vs. Inline search
- ▣ Menu Bar vs. Ribbon (MS Office 2007)
- ▣ ...

Issues

- ▣ Educational technology vs. Learning Technology
- ▣ Information Explosion vs. Learning Efficiency
- ▣ Distractions vs. Learning Opportunities
- ▣ Digital Divide vs. Learning Opportunity Equalizer
- ▣ Formal Searching vs. Incidental Searching/Learning
- ▣ Physical Isolation vs. Over Cyber Socializing
- ▣ Technology vs. Pedagogy & Content Knowledge (TPCK)
- ▣ Learning Theory from the Cooperate world vs. Learning Theory from the Educational World
- ▣ Universal Truth: Necessity is the Mother of Invention
- ▣ **Mind boggling question: Why do educators lag behind in learning theory research and application?**

Reference

- ▣ [What is Web 2.0? Ideas, technologies and implications for education](#)
- ▣ [Connectivism Web2.0](#)
- ▣ [Association for Educational Communications and Technology](#)