





Smart searching for journalists

Part 1: Optimizing Google search

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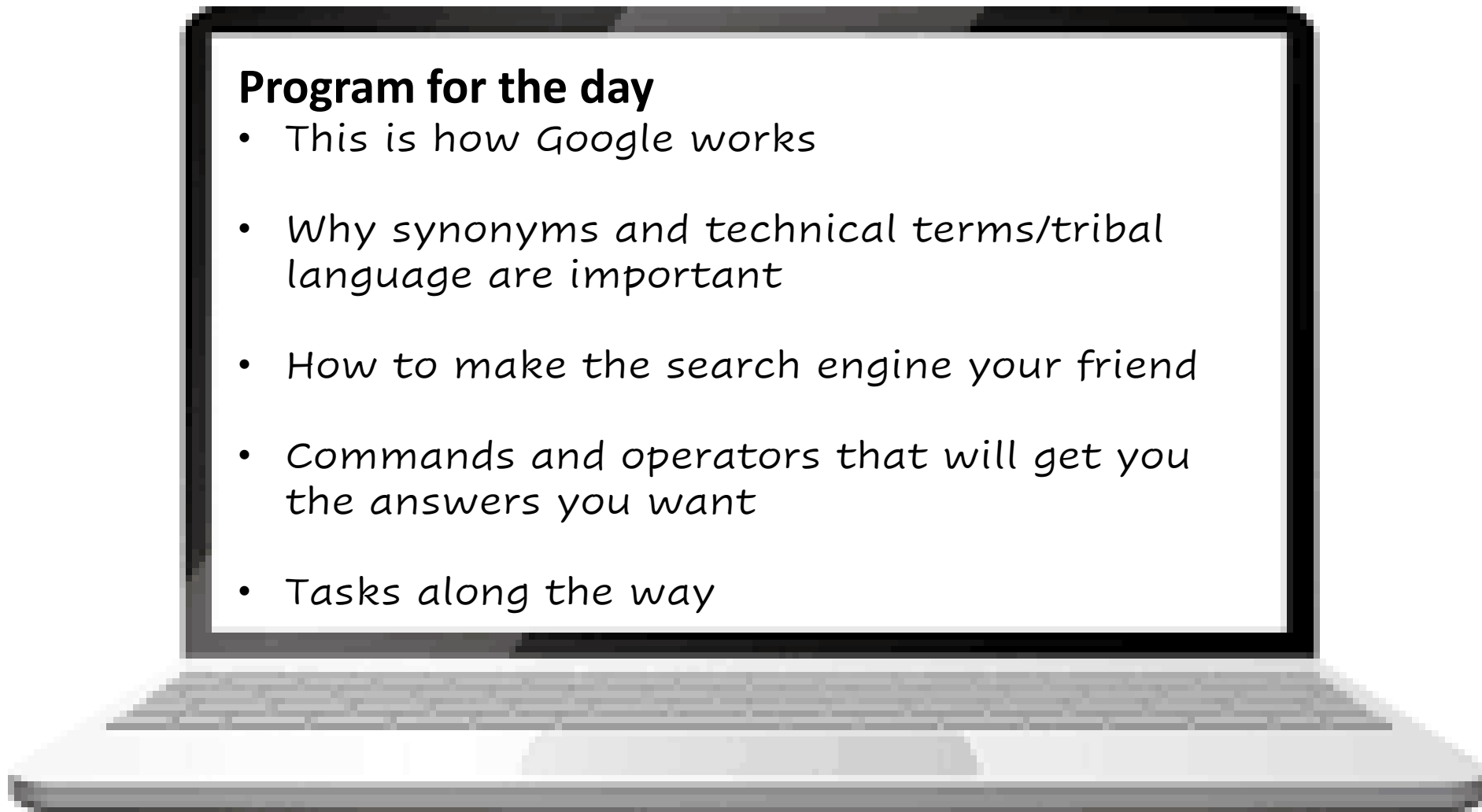
In charge of SKUP's investigative reporting school

Loves basketball and Disc Golf



Program for the day

- This is how Google works
- Why synonyms and technical terms/tribal language are important
- How to make the search engine your friend
- Commands and operators that will get you the answers you want
- Tasks along the way



Let's warm up!



slido



How good are you at finding what your're looking for online?

ⓘ Start presenting to display the poll results on this slide.

slido



Name your favorite website(s)

ⓘ Start presenting to display the poll results on this slide.

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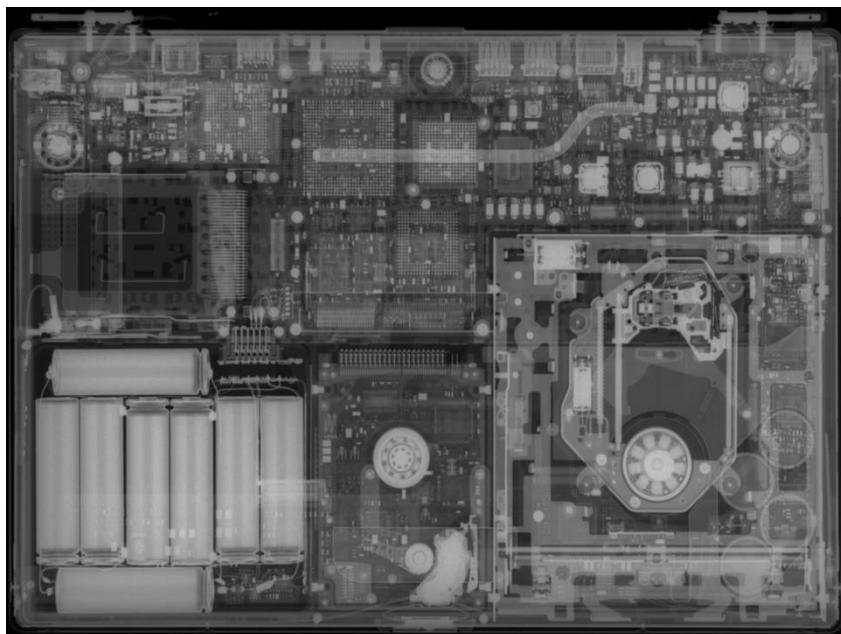


You can only eat one thing every day for the rest of your life. What is it?

ⓘ Start presenting to display the poll results on this slide.

Miracle Ln

DEAD END



Who is the smart one?

The importance of language



本公厕为免冲式
请您便后离开即可

This WC is free of washing
Please leave off after
Pissing or shitting

www.english.com

Synonyms

- The search engine does not understand that different words can mean the same!



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Can you find at least 5 synonyms to the word Company

ⓘ Start presenting to display the poll results on this slide.

COMPANY

CAN YOU FIND AT
LEAST 5 SYNONYMS
TO THE WORD
COMPANY?



Technical terms/ Tribal expressions

- Who have communicated what you are looking for?

A general in the armed forces or a nuclear weapons protester?

- Looking into tax issues – search like a tax expert!

http://www.oecd.org/document/29/0,3343,en_2649_34897_3393_3853_1_1_1_1,00.html

- Remember – some write as they talk...slang/jargon

[«OMG that was so sick»](#)

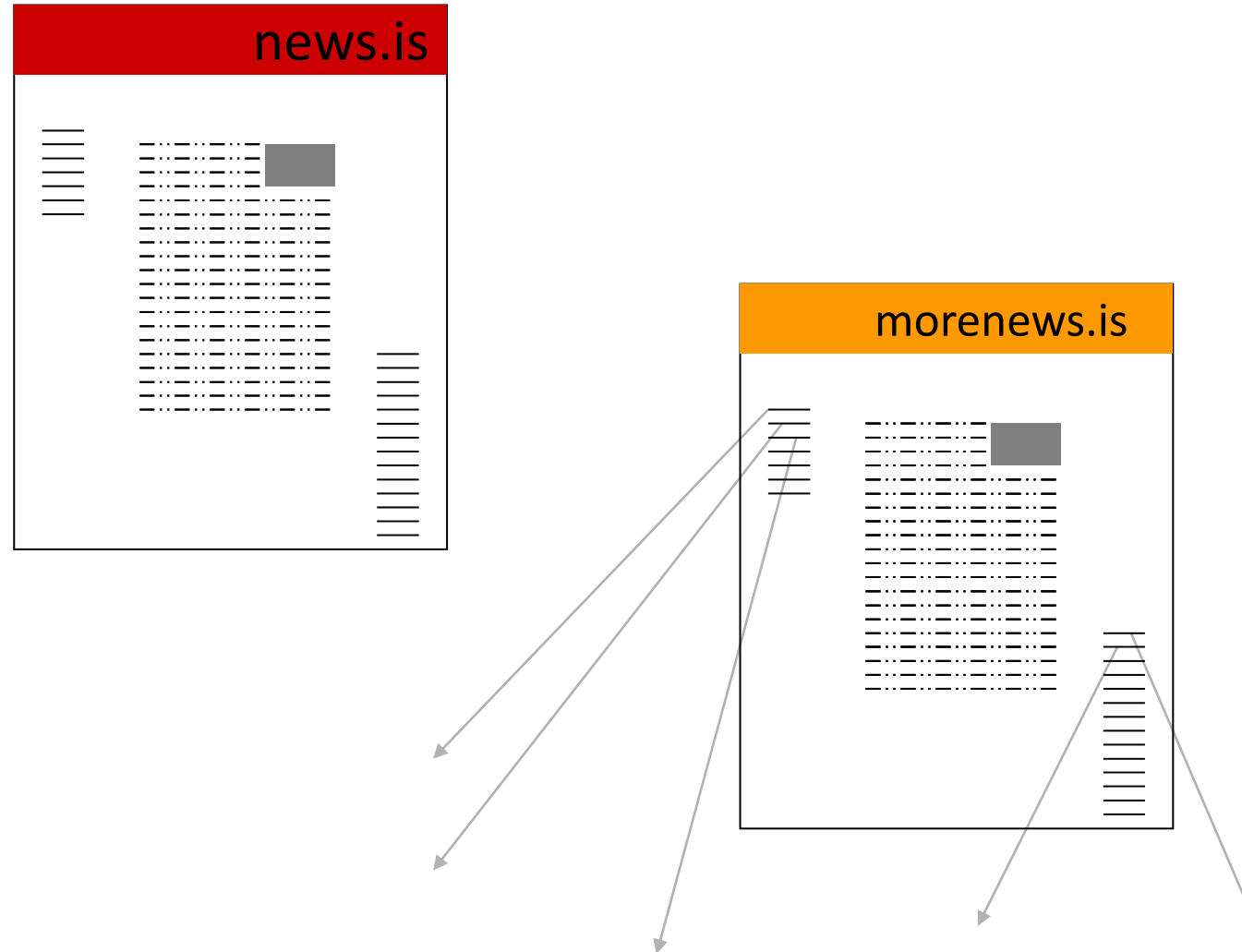
Search It!



You are doing a story with global ties, and need to find info on The World Bank

Can you find their website?

The surface web – how a search engine finds information



The deep web:
Why the search engines fail

- Robots go from link to link to link
- Copies website to their own database
- Using a search engine means searching in its database
- If the search engine doesn't find it first, you won't find it later



4%

SURFACE WEB
VISIBLE WEB



When you search the internet, you only browse around 4% of all the content published online!

4 % because...

The search engine can only show information that is has already stored!

It is a machine, and not a human being. We often solve problems better on the go.

It is friendly (😊) and does only what we tell it to do.

Eating in Liepaja?



- You are meeting an important source for a bite to eat in Liepaja.
- The source is said to be a vegetarian.
- Can you find a list of suitable eateries, with good customer feedback?

Google

So – how to browse billions of pages effectively on Google?

Google Search

I'm Feeling Lucky

What we need – to make Google our friend!



Search tricks to know in GOOGLE

SITE:

FILETYPE (ext):

CACHE:

Google Date search (before, after):

- **Build your own Google with** Google Custom Search (<https://cse.google.com/cse/>)



Google

Google Search

I'm Feeling Lucky

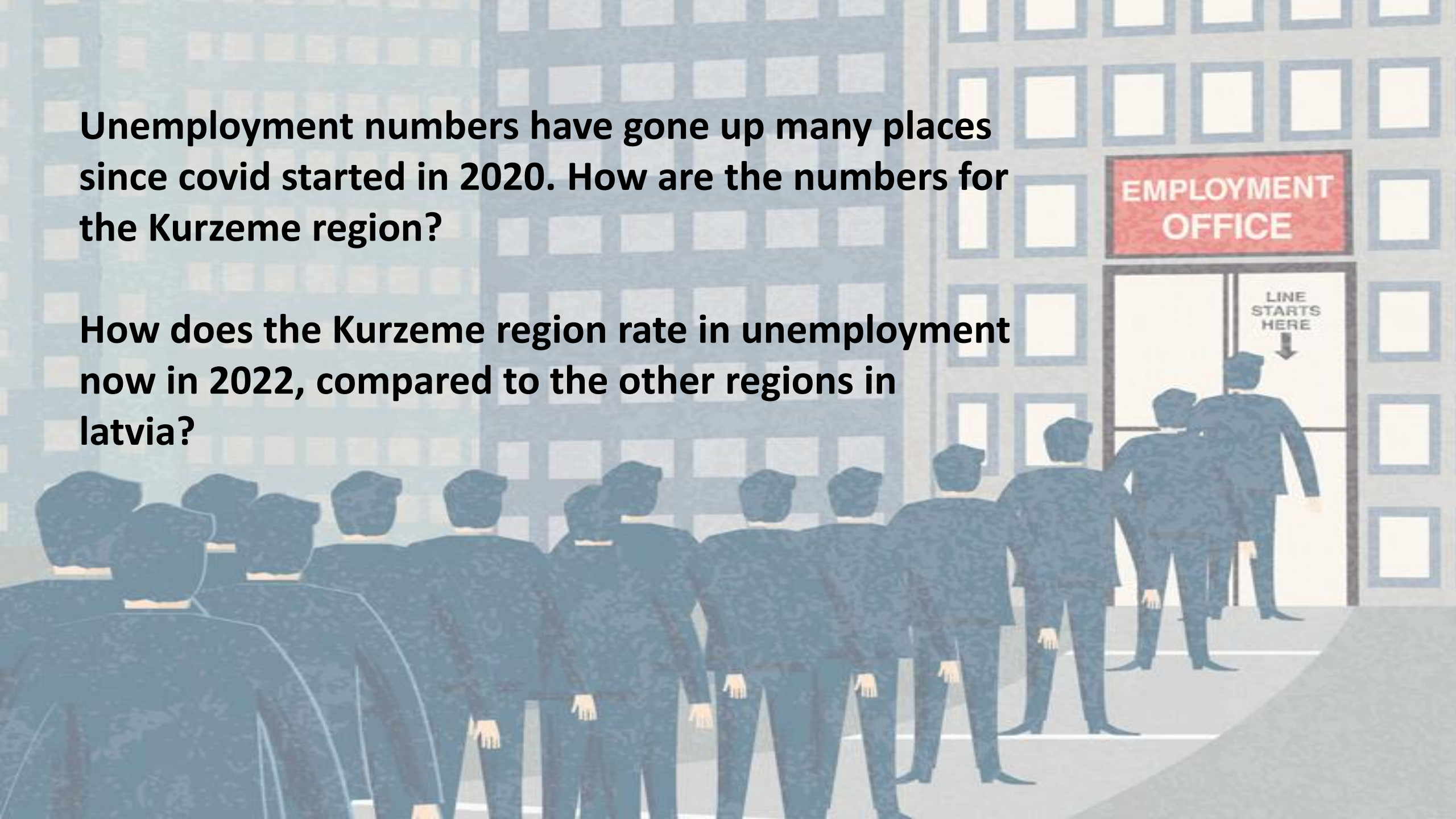
Google offered in: [norsk](#)

Google Advanced tasks


- Find web pages only from **.gov**, where Liepāja are mentioned
- Can you find pdf-documents from before 2016, mentioning Kristaps Porzingis?
- Can you find web pages in the latvian language, where Liepāja is mentioned in the URL of the page?
- Please find an overview of lectures/conference talks from after 2016, on the theme of «depresija». Choose only webpages on **.lv**

Unemployment numbers have gone up many places since covid started in 2020. How are the numbers for the Kurzeme region?

How does the Kurzeme region rate in unemployment now in 2022, compared to the other regions in latvia?



Homework














Oficiālās statistikas portāls
Latvijas oficiālā statistika

LATVIEŠU ENGLISH

Meklēt

Izvēne

TĒMAS

 Iedzīvotāji	 Darbs	 Sociālā aizsardzība un veselība	 Izglītība, kultūra un zinātne	 Valsts un ekonomika	 Finanšu, ieguldījumu un kredītu tirgus
 Tirdzniecība un pakalpojumi	 Uzņēmējdarbība	 Informācijas tehnoloģijas	 Nozares	 Vide	VISAS TĒMAS

> [Datu tabulas \(datubāze, cits formāts\)](#)

> [Kāršu pārliūks](#)

Do an article/case, or start researching a case based on local statistics you find in <https://stat.gov.lv/lv>

Thanks! Questions?



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