

STAR Watch

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Google: More than just a search engine

Unless you have been living under a rock for the last decade, you know what Google is used for: You can use it to search for stuff. Beyond that, it can provide you with a free email account. But, is that all that Google does? Oh, wait a minute, it can also provide maps and driving directions.

The truth is Google does more than that – way more. In this article, we will discuss the search functions focusing on the lesser-known options that can greatly improve the results obtained by the searches. After that, we will introduce other features that you may not be aware of.

Yes, Google is a search engine...

The primary use of Google is to locate web pages on the Internet that have information that you desire. After entering one or more words in the search box, we click on “Search”, and get back any web pages that contain all of the words that were typed in. Many times, that is good enough for us to find what we are looking for. On many other occasions, we are inundated with web pages that contain exactly what we asked for, but not what we really want.

Fortunately, there are ways to improve the odds of getting what we really want. When searching for an exact phrase, enclose it in quotes. For example, searching for **four score and seven years ago** will find references to Lincoln’s Gettysburg Address, but it will also include any web page that happens to contain all of the words on it, regardless of the order in which the words appear. However, by placing quotes around the phrase, only web pages where all of the words appear in that exact order will be retrieved.

On some searches, there could be more than one choice for a search term. In that situation, the terms could be separated by



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the word **OR** (must be capitalized) or the “|” character (It’s called a virgule if you are interested. On the keyboard, it’s on the same key as the “\”. Why does it print out as a single unbroken vertical line when the key depicts it with a break in the middle? We don’t know either.). An example of this might be **recycle iron OR steel OR brass OR copper**.

Sometimes, users are unsure of the exact term to use in a search. A user might try the following: **diseases heart OR cardiac**. Another way to code the search would be: **disease ~heart**. The “~” (It’s called a tilde) operator means “similar to”. When Google encounters this symbol, it will repeatedly run the search using the word following the ~ and all of its synonyms.

There are times when the terms used in the search cause information to be displayed that is out of the context of the intended search. If the search terms include the word “batter”, it is unclear from just that search term whether the desired information is about cooking or baseball. If we need to eliminate possible selections from a search, it can be done by placing a “-” in front of the search term. So, if we wished to find out about “batter” but not in the context of baseball, the search could be constructed as **batter -baseball**.

On occasion, there are situations where a search term is so commonly used that it is found on virtually all web pages. That renders it useless as a search term and Google ignores it. But, for the desired search, it has significant meaning. Consider what would happen if a search for King Henry I of England was being constructed. One might type in **King Henry I England**. We tried it. The results also included information about King

Henry VIII. But when we added a single “+” to the search, making it **King Henry +I England**, only information about Henry I was displayed.

Wildcards can also be added to a search. What if we could not remember the exact text of Lincoln’s Gettysburg Address, but we remember part of the first sentence (“Four score” ending with “years ago”). The search could be constructed as an exact phrase with the wildcard character “*” in the place where the exact words did not come to mind. The search would be **“Four score * years ago”** (with the quotes). The wildcard can also be used in dates (ie. **10/*2010**).

In addition to the search operators just discussed, there are many special terms that can be added to a search to find some very special information:

filetype: or ext:	Only search for documents that have a specific file extension (ie PDF)
link:	Display web pages that point to the URL that follows this keyword
site:	Only search for information on the web site named after this keyword
cache:	Search for the information in the older versions of the web pages for this site that Google has cached
define:	Find the definition for the word or phrase following this term
rphonebook:	Find a residential phonebook listing
weather	Show the weather for a city/state or zip code



And, it's a powerful calculator

Before ending the discussion of the main search screen in Google, there is a feature that is usually overlooked. You don't need to carry a calculator -- Google can do it. Just type the calculation into the search box and the answer will appear. Not only could Google handle the really simple addition, subtraction, multiplication, and division, it could also handle exponentiation (numbers raised to a power), modulus, and factorials. To handle more complex expressions, Google will allow the use of parentheses to group expressions within the calculation. But does it really work?

Let's try the following calculation: What is the cube root of 10 factorial divided by the sum of $1.5 + 0.5$? We enter the following: $(10!^{(1/3)})/(1.5+0.5)$. Google immediately responds with the answer: 76.8347499, which is correct. If it can handle calculations of that kind of complexity, it will certainly handle any simple calculation.

It can also do percentages. Type the following in: **87% of 437**. Google will immediately provide the answer (It's 380.17.).

Need to convert from one unit of measure to another? Google can do it. Type in any of the following requests:

347 Kilograms in Pounds

5 Acres in Hectares

7 Pounds in Newtons

80 Euros in Canadian Dollars

And now, some more good stuff

Now, let's talk about some other powerful features of Google. In the top-left portion of Google's home page, are some links to some very useful services:

Gmail Need a free email service that works from anywhere, including your mobile phone? Of all of the extra services provided by Google, this is probably the most well-known.

Images This feature of Google will locate photographs, drawings, or clipart based on the search terms entered. If you allow the mouse to hover over any of the thumbnails on the page, a larger version of the image will be shown along with information about the exact size and format of the image. Clicking on the image or its thumbnail will take you to the site containing the full-size image.

Videos Need to find a video on a specific topic? Enter the search terms and Google returns a list of videos that meet the search criteria.

Maps Almost all Google users are familiar with this feature. Not only can users get maps of the area surrounding the specified address or location, they can also get driving directions to/from and get information about restaurants, hotels, and other businesses in the immediate area.

News If you are looking for information from news sources about an issue of interest, this feature can be useful to you. Based on the search terms entered, this service of Google will provide a list of news websites that have articles about the information that you are searching for.

Shopping Of all of the features in Google that we sampled, this one impressed us the least. If you have a good idea of what you are looking to purchase, it will help you connect with a vendor. But it just doesn't have the bells and whistles found at some of the better-known shopping sites.



more Hidden away under this link are some real gems. Most of us have never bothered to check this out. Do it! There are just so many really usable features such as...

Books Have you read a good book lately? In this part of the Google website, you can find previews of newly released books, copies of the text of entire books, and even copies of older magazines.

Calendar This neat little feature will allow you to create a shareable calendar that can be synchronized with Microsoft Outlook, Apple iCal, and Mozilla Sunbird. It can send event reminders to you via email or text message. It can create invitations to an event and track RSVP's. And it's accessible from your computer desktop or your mobile phone.

Translate What is the German word for "aardvark"? Want to know how to pronounce it? Just go to Google Translate, type in the word in question, choose the language to translate from/to and the answer will appear. To hear the correct pronunciation, click the "Listen" button.

Scholar As the name implies, this section contains scholarly articles that could be found in legal journals, court opinions, trade journals, and even patents.

Finance Looking for a company to buy stock in? Want to review your favorite company's latest financial report? This is the place.

Blogs Type in search criteria for the topic that you are interested in and get a listing of all of the blogs that have discussed that topic.

Photos Looking for a means to share your favorite pictures with other family members? This would be the place.

Documents Google Documents allows a group of people to collaborate on the creation and editing of documents, spreadsheets, presentations, and images. Information can be uploaded from your desktop and shared with anyone (of your choosing) from anywhere that has an Internet connection.

Reader Would you like to know when anything on your news site or blog changes? Google Reader will notify you when that happens. It will also allow you to share items that you find interesting with others.

Sites Would you like to create a simple web site of your very own? Google Sites provides you with dozens of customizable templates to choose from. After personalizing the template of choice and choosing the desired security settings, you can have a web site of your very own (and it's free).

Even more If you need a feature that we haven't mentioned yet, check this page. There are dozens of additional items on this page that range from apps for mobile phones to photo editors. Take a look. You might find something you like.

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Google is not just a search engine: It's a verb. When you need to find out about any topic or do almost anything: Google it.





Ethics Training Available

A new training are available for viewing over the web by attorneys and staff. There is no charge for viewing this training, but there is a processing fee for CLE credit..

To view the training...

- Go to this location:
<http://onlineresources.wnyc.net>
- On the left side of the screen, click on "Online Training"
- Click on the desired training; a registration form will be displayed
- Fill out the registration form; then click on "Submit form". A link to the presentation will be sent to the email address provided in the registration form

If you are an attorney and wish to receive CLE credit, you must fill out the course evaluation and attorney affirmation forms and mail it to the address on the form along with payment for processing of the CLE credit request. New York State Bar Association rules require that the forms be mailed. They cannot be submitted electronically.

Ethics Redux

This presentation was originally broadcast throughout the Seventh Judicial District in conjunction with the American Bar Association's Second Annual National Celebration of Pro Bono. The major topics addressed in this CLE include the following: confidentiality and candor to the tribunal, the historical perspective of the adoption of the Rules of Professional Conduct in April 2009, a discussion

of the most significant changes for practicing attorneys, the top areas for ethical violations, and an overview of the attorney grievance procedure.

Date of presentation: 10/29/2010

Presenters: Hon. Marian W. Payson, United States Magistrate Judge, Western District of New York; Gregory J. Huether, Esq., Chief Counsel, Attorney Grievance Committee, Appellate Division, Fourth Department; Christopher K. Werner, Esq. Viewing time: 1 hour 56 minutes

CLE credits: 2.0 Ethics

Cost for viewing this training if CLE credit is requested: \$60.00 for Not-for-Profit Agencies; \$90.00 for Private Practice Attorneys. There is no charge for viewing this training unless CLE credit is requested.

Attorneys located in or near Monroe County may receive CLE credit free of charge in exchange for a commitment to accept one Volunteer Legal Services Project of Monroe County, Inc. pro bono case within one year. The fee will be refunded after the attorney completes a case and requests a refund.

Financial Hardship Policy: Contact Linda Kostin at <lkostin@wnyc.com>.

Newly admitted attorneys in New York State cannot receive CLE credit for online training.

If you are an attorney who is not licensed in New York State and want CLE credit, please check to see if your state allows New York State CLE credits to be applied to your state's CLE requirements.



WNYLC Web Statistics For January 2011

Total Hits.....464,833
 Number of Pages Viewed.....150,225
 Total Visitors.....58,734
 Average Hits/Day.....14,994
 Average Pages /Day.....4,845
 Top Web Browsers Used:
 Internet Explorer 8.x.....32%
 Internet Explorer 7.x.....30%
 Internet Explorer 6.x.....20%
 Firefox.....15%
 Google Chrome.....1%

Top 5 Operating Systems Used:
 Windows 7.....11%
 Windows Vista.....12%
 Windows XP.....38%
 Mac OS.....3%
 Other.....36%



WHO WE ARE

- Joe Kelemen - Attorney
- Lauren Breen - Attorney
- Keisha Williams - Attorney
- Danielle Mayer-Dorociak - Attorney
- Amy Kaslovsy - Attorney
- Nicole Talev - Attorney
- Graham Leonard - Paralegal
- Dan Kresse - Paralegal
- Kate Timm - Paralegal
- Tom Karkau - Programmer
- Sherry Soules - Administrator
- Joy McDuffie - Data Analyst



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