Big, Fast, and Familiar: Looking at and past Google as BFF

1 result (0.77 seconds)

Big, Fast, and Familiar: Looking at and past Google as BFF

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Jul 29, 2015, Wednesday - Calvin H. Wang, Assistant Professor; Sciences Librarian & Copyright Consultant
Adam N. Hess, Assistant Professor & Digital Resources Librarian
2015 PA Forward Information Literacy Summit
Paterno Library, Penn State University, University Park, Pennsylvania 16802.

In order to show you the most relevant results, we have omitted some entries very similar to the 1 already displayed.
If you like, you can repeat the search with the omitted results included.
Best Friends Forever

- Frequency of contact
- Intimacy
- Trust
- Permanence

Best Friends Forever

• Frequency of contact
• Intimacy
• Trust
• Permanence
Google as BFF

• BFF means Big, Fast, and Familiar
• Big – It searches a large and growing amount of content.
• Fast – It doesn’t just return results quickly, it’s also everyone’s default search engine.
• Familiar – Searchers already know how to use it.
Google as BFF

• Google as BFF isn’t about using Google’s special search tools (Scholar or Books) or capabilities (Advanced or limiters).

• Google as BFF is about looking at Google’s search results critically, the way experienced searchers like librarians already tend to look at them.
Google as BFF

• Google as BFF is primarily about getting a lay of the land—the topical landscape—by analyzing Google search results.

• Concepts:
  – Results Features and Search Attributes
  – Don’t Lose the Forest for the Tree
  – The Cognitive Authority Spectrum
  – Search Results and Frequency Distributions
## Results Features and Topic Attributes

<table>
<thead>
<tr>
<th>Results Feature</th>
<th>Topic Attribute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autocomplete, autosearch</td>
<td>Popularity</td>
</tr>
<tr>
<td>Number of results</td>
<td>Popularity</td>
</tr>
<tr>
<td>Result headings, KWIC</td>
<td>Relevance</td>
</tr>
<tr>
<td>Type of results</td>
<td>Relevance</td>
</tr>
<tr>
<td>Dates, URLs</td>
<td>Currency</td>
</tr>
<tr>
<td>URL/Writing style of KWIC</td>
<td>Authority of Sources</td>
</tr>
<tr>
<td>Scope of results</td>
<td>Coverage: Breadth</td>
</tr>
<tr>
<td>Scope of results</td>
<td>Coverage: Depth</td>
</tr>
<tr>
<td>Scope of results</td>
<td>Coverage: Presence Elsewhere</td>
</tr>
<tr>
<td>Quality of results</td>
<td>Search Terminology: Suitability</td>
</tr>
<tr>
<td>KWIC</td>
<td>Search Terminology: Alternatives</td>
</tr>
<tr>
<td>Result headings, KWIC</td>
<td>Related Search Topics</td>
</tr>
<tr>
<td></td>
<td>Quality of Information</td>
</tr>
</tbody>
</table>
Consider a search—LSD and psychotherapy—from a Religion and Science course called Altered States of Consciousness.

If a searcher knew very little about LSD, the early autocomplete results would offer hints about its significance.
• An early match of autocomplete results to the searcher’s topic would hint at its popularity or relevance.

• There is none for LSD and psychotherapy which could raise suspicions.
Title suggests concept isn’t farfetched

Possible alternate search terms

Hint about complexity of affects

Hint about availability of scholarly information and distribution across time

Hint about legal or ethical issues

Relatively large number of results
Hints about recency of new research

Possible alternate search terms

Evidence of changing attitudes

Possible book resource
The Cognitive Authority Spectrum

• The cognitive authority spectrum begins with a look at the types of information from scholarly to popular.

• Literature on the subject has tended only to look at print sources at the expense of electronic sources.
Types of Information

**Type: SCHOLARLY**

- New England Journal of Medicine
- The Journal of Aesthetic Education
- The American Journal of Political Science
- Research findings on a Web site

Types of Information

Type: PROFESSIONAL or TRADE

• American Libraries
• Fire Command
• Nursing Times

Types of Information

Type: GOVERNMENT

• Congressional Record
• Supreme Court Reporter
• Studies conducted by government agencies

Types of Information

Type: NEWS

- New York Times
- www.newsweek.com
- TIME
- Washington Post

Types of Information

**Type:** ENTERTAINMENT or POPULAR

- Rolling Stone
- Glamour
- Entertainment Weekly
- The Sporting News

Types of Information

Type: SPECIAL INTEREST or OPINION

• We're Right, They're Wrong by James Carville (1996)

• National Rifle Association website; http://www.nra.org

Types of Information

Type: UNSUBSTANTIATED or UNCREDITED

• Personal websites
• Handwritten note found on the library table

Scholarly
Professional or Trade
Government
News
Entertainment or Popular
Special Interest or Opinion
Unsubstantiated or Uncredited
Unsubstantiated
Opinion
Popular
News
Government
Professional
Scholarly
Professional
Government
News
Popular
Opinion
Unsubstantiated
Google as BFF

• Google can collect information from across the cognitive authority spectrum in one search.
  – Deep and narrow
  – Shallow and wide
• Inexperienced searchers find popular sources, by design, easier to read and understand.
• Using them necessarily builds background knowledge.
• Well-designed academic assignments require searchers to use scholarly sources which deepen and narrow the information range in the cognitive authority spectrum.

• A critical look at Google result features provides a lay of the land about a topic which sets the groundwork for more sophisticated searching, possibly even using article databases.
Deep and narrow knowledge

Shallow and wide knowledge

Less deep and less narrow knowledge

General and terse can mean literature reviews

Scholarly articles for LSD and psychotherapy

LSD and psychotherapy - Yensen - Cited by 23
LSD and psychotherapy - Bliss - Cited by 7
LSD-assisted psychotherapy and the human encounter with death - Richards - Cited by 68

Psychedelic therapy - Wikipedia, the free encyclopedia

... such as LSD, psilocybin, DMT, and 2C-B, primarily to assist psychotherapy. ... in an extended psychotherapy session during the acute activity of the drug and...

History - Continuing trials - Recent resurgence - Methods

The New Science Of LSD Therapy - Popular Science

www.popsci.com/science/04/new-science-lsd-therapy - Popular Science
Apr 16, 2013 - Why Doctors Can't Give You LSD (But Maybe They Should) ... down boundaries, freeing the mind so patients could open up in psychotherapy.

LSD-Assisted Psychotherapy
General, terse title suggests reviews

Possible alternate search terms

Hint about complexity of affects

Hint about availability of scholarly information and distribution across time

Hint about legality or ethicality
Don’t Lose the Forest for a Single Tree
Don’t Lose the Forest for a Single Tree

• None of the previous analyses required consultation of the actual search result.
• Experienced searchers can reject the tendency to click on individual search results.
• Inexperienced searchers get waylaid easily and fruitlessly.
• Searchers who cannot resist the urge to open a promising link can right-click and open in a new tab.
Frequency Distributions

- Children learn in school early how to do them with M&M candy.
- Experienced searchers do them automatically, if informally, to determine relevance.
- Inclusion may not be because an item is identical but rather because it is similar.
2 hints about recency of research, certainly the same effort in both cases.

LSD, Reconsidered for Therapy - NYTimes.com

2 hints about availability of scholarly information across time

History of LSD Therapy - The Psychedelic Library
www.psychelic-library.org/grohist.htm
Jump to LSD-Assisted Psychotherapy - As indicated in the above survey of therapeutic experimentation with LSD, the efforts to exploit purely ...
• A search on shamanic journeying from the same course.

• Some alternate word forms appear with autocomplete and information, again, that reflects the topic’s significance.
• Related concepts appear with more typing that may be valuable to consider searching.

• Autosearch disappears which may reflect popularity of search.
The Shamanic Journey: A Brief Introduction. Shamanism has been called the first spiritual practice of humanity. For tens of thousands of years, its ways have...

Learn about and try this time-honored shamanic method of inner consultation. You need only journey within to find answers to your questions.

One of the major ceremonies a shaman performs is called a shamanic journey. A shaman is a man or woman who goes into an altered state of consciousness and travels outside of time into the hidden realms that many term non-ordinary. I see non-ordinary reality as a parallel universe to ours.

The Shamanic Journey is the ancient method of the shaman that can be used by everyday people for healing, personal growth, and to connect with nature.

Most shamans suggest that before we do journeying we first acquire a Power Animal or Guide. If you visit a shaman, he or she may do the journeying for you to...
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- Additional sample searching
- Questions
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