Ministry of ICT

AJIRA ajiradigital.go.ke | ICT Authority

ONLINE WORK TRAINING

SESSION 6: WEB RESEARCH

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Content

- Definition of Web Research
- Common Terminologies
- Benefits of Web Research
- Attributes of A Web Research
- Skills needed by a Web Researcher
- Techniques used in Web research
- Exercises and cases
- Exam

What is Web Research?

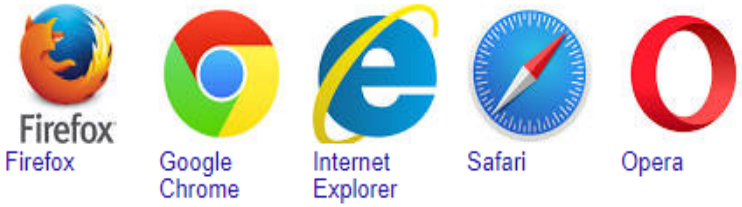
Web research - is the practice of using the internet as a resource to gather, organize and present Information from the World Wide Web using internet based resources like search engines, discussion platforms.

Common terminologies in web research

1. **The Internet** is a network of computers spanning the globe.

   It is also called the **World Wide Web.**

2. **Internet Browser** is a software program that enables you to view Web pages on your computer. Examples; Mozilla Firefox, chrome, internet explorer, opera min



Continuation…

3.Web Page is like a page in a book. Websites often have several pages that you can access by clicking on **links.** A Web site can be a collection of related **Web pages**.

4. Search engine software that is used to search for information on the Websites. It uses an automated process to generate the resources you want. E.g GOOGLE, BING, MSN .

Benefits of doing web research:

- Reduces the cost of doing research.
- Quality of research is superior hence improving data accuracy.
- A freelancer is exposed to more and wide pool of sources of information as compared to the traditional University based research.

Attributes of a web researcher:

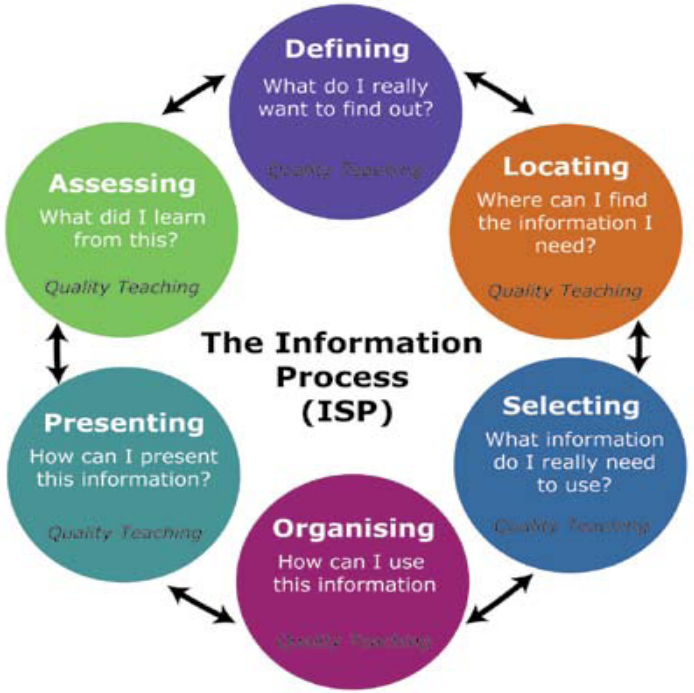
1. Web research is valuable skills a freelancer needs to possess .
2. Many online jobs require a freelancer to do thorough research online. It is not just using the internet to collect information, but how accurate is that information, organization, and presentation.
3. It is an important skill to possess as a freelancer.
4. It is a good opportunity and does not require any qualification like a certificate and anybody can do it at the comfort of their seat.

Skills required by a web researcher:

1. Data mining-It is the process of identifying patterns in large sets of data.
2. Microsoft office suite.
3. Data organization(presentation of data)

Techniques used in Web research

1. Keyword Searching
2. Boolean
3. Question
4. Advanced Search



1.Keyword Searching

Identifying key word in a question

Keyword is a particular word or phrase that describes the contents of a Web page.

Example: Do students Who participate in sports get higher grade?

Keyword: Students Sports Grades

Activity- magnetic keyword (www.lib.jmu.edu/games/MagneticKeyword/)

Continuation…

i) Search for a price

Put $ in front of a number.

Example laptop $600

ii) searching for an exact match

Put a word or phrase inside a quotes

Example: “richest freelancer”

iii) Including keywords in your search

Put + sign in front of the keywords in your search

Example : Do +students Who participate in +sports get higher +grade?

Continuation…

iv) Exclude words from your search

Put –(minus) in front of a word you want to leave out
Example: Jaguar speed –car

v) Searching for Unknown words or wildcards

Put a * in your word or phrase where you want to leave a placeholder
Example: largest * in the world .

vi) Search for related sites

Put the word related in front of a web address you already know
Example related : facebook.com

vii) Search for a specific site (gov, org, com, edu)

Put Site in front of a site or Domain
Example: population update site gov

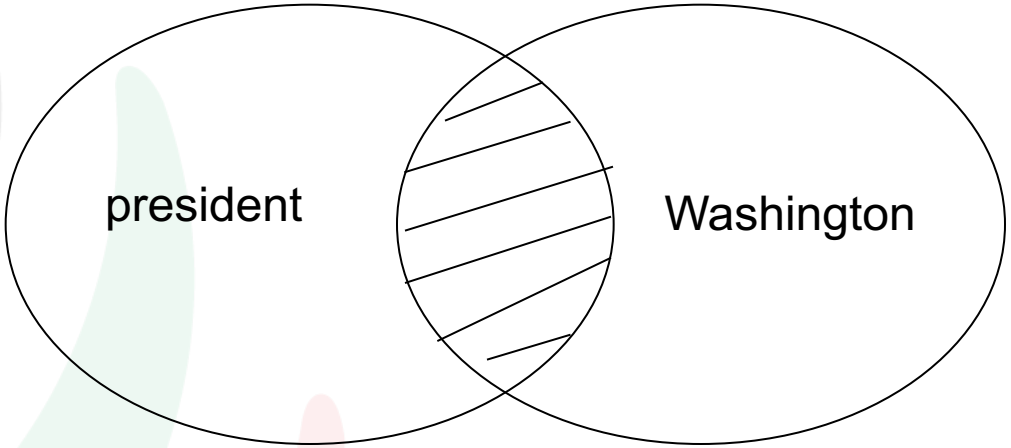
2. Boolean Searching

Boolean search is a type of search allowing users to combine keywords with operators (or modifiers) such as AND and OR to further produce more relevant results.

Types of Boolean Searching

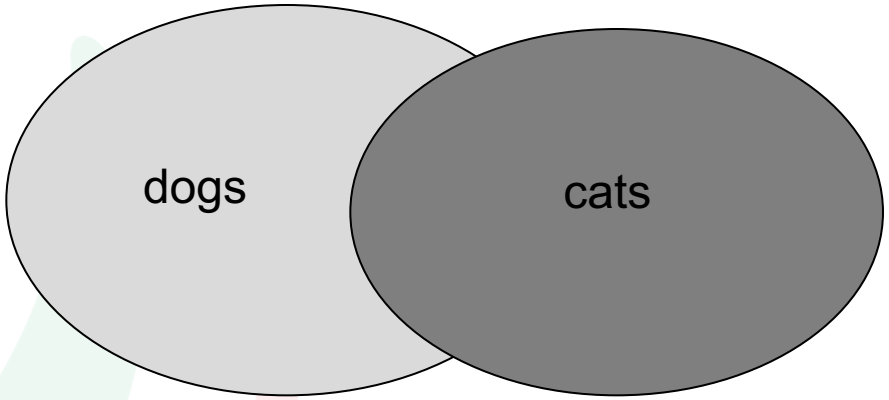
- Boolean Searching - AND
- Boolean Searching - OR

a)Boolean Searching - AND



Enter words connect with AND - it will include sites where both words are found
Uses: joining different topics
(ie. “global warming” AND California

b)Boolean Searching - OR



Enter words connect with OR - requires at least one of the terms is found
Uses: join similar or synonymous topics
(ie. “global warming” OR “greenhouse effect”)

3. Question Searching

A question may be entered in the search field of a search engine.
Ask Jeeves is a search engine that encourages the use of question searching
Example: Why is the sky blue?

4. Advanced Searching

Advanced search features are offered on many engines by going to an “Advanced Search” page and making selections

This is effective in narrowing search returns to a specific topic or phrase

Google Advanced Search

Review

- What is the difference between a Search Engine and an Internet Guide?
- Why do search engines return different results for the same search query?
- Which Boolean search term broadens a search?
- Which Boolean search term narrows a search?
- What built-in tool in most search engines is helpful in narrowing a search?

Thank You!

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GURU.COM

- Guru.com is a freelance online marketplace for businesses and freelancers to connect, collaborate, and get work done. Find, hire and manage talented freelancers around the globe. It allows companies to contract freelancers.
- There are a lot of similarities between up work and guru.com and though it is more cutthroat than most platforms it is easier to get a hang of it once you establish yourself as a serious freelancer.

- One distinctive feature of guru.com is its membership stance people who purchase membership bundles are usually prioritized over the other free members which makes the whole bidding process a lot tougher

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SIGN UP ON GURU.COM

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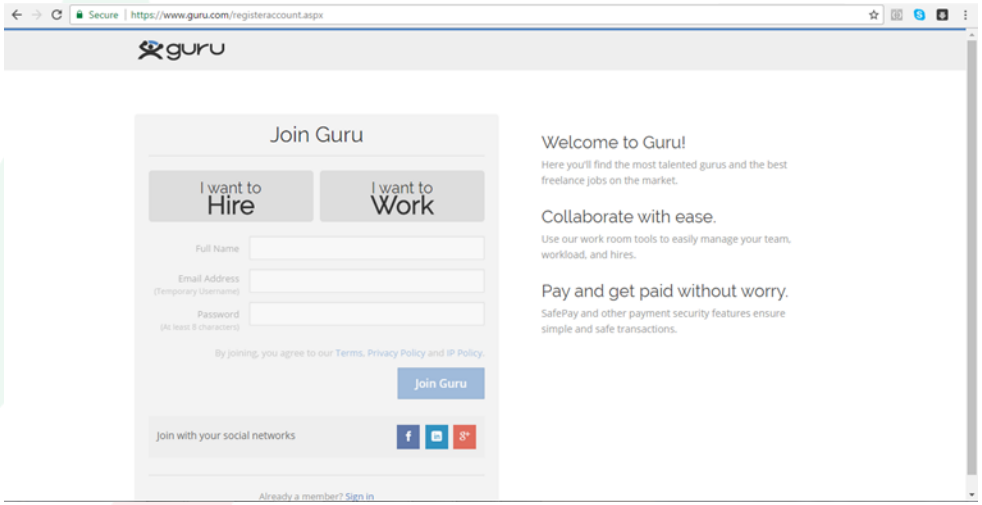
- How do you sign up? Here we go.
- Go to www.guru.com click on sign up then click on I need a job and sign up. Next, you will need to verify the email address that you signed up with.
-
- Step 1: Search for www.guru.com on your web browser
- Step 2: Select the REGISTER LINK to create an account on Guru.com
- Step 3: Select the section of work that you would like to do on the platform .2 options are listed as follows
- I want to hire
- I want to Work

SKILL TRAINING



Step 4: Once completed you will get a notification message to verify the account by going to your email.

www.guru.com/emailVerification.aspx

guru

Thanks for creating an account

To complete your registration, please verify your email address.

We emailed a link to you. Please check your email and click the link to verify your email address. Once verified, you'll be able to sign in to your account. Please note that you'll have 24 hours to use this link before it expires.

Having trouble?

Change email address

Resend verification email

I never got the email

Welcome to Guru!

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Use our work room tools to easily manage your team, workload, and hires.

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