

Browser Wars



By
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Effective Internet Browsing

- What is the difference
- Major browsers and Search engines
- Getting around the window
- Extras

What Is The Difference

- What is the difference between a browser and a search engine?
- A browser is –A *browser* is software that is used **to access the internet**. A *browser* lets you visit websites and do activities within them like login, view multimedia, link from one site to another, visit one page from another, print, send and receive email, among many other activities.
 - Stop cookies , Stop popups
- A search engine is - Search engine is a service that allows Internet users to **search for content via the World Wide Web (WWW)**. A user enters keywords or key phrases into a search engine and receives a list of Web content results in the form of websites, images, videos or other online data. The list of content returned via a search engine to a user is known as a search engine **results page**.

Major Players

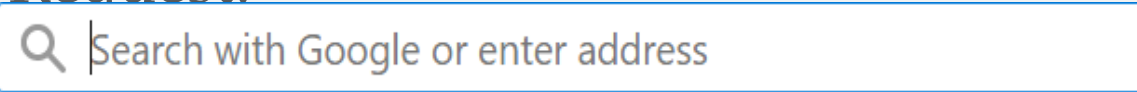
- Major Web Browser are:

- Firefox – Mozilla
- Google Chrome - Google
- Internet Explorer - Microsoft
- Edge – Microsoft
- Safari – Apple
- Opera
- Brave
- Netscape



- Major Search Engines are:

- Google.com
- Bing.com
- Yahoo.com
- DuckDuckGo.com
- Ask.com
- Aol.com
- Baidu.com
- wolframalpha.com

Common Aspects

- What Is A URL?
 - **Uniform Resource Locator (URL)**, Colloquially Termed A **Web Address**, Is A Reference To A Web Recourses Specifies Its Location On A Computer Network.
- Address/ Search Bar – All Browsers Have A Place To Enter The URL Or A Search Request.
- Links (The Finger) – If You Click It You Will Go To A Different Web Page.
[Http://Www.Bing.Com](http://www.bing.com)
- Security Lock – You Are Accessing A Secure Site.
 - HTTPS – make sure the web address is correct.
- Back Button And Forward Button.
- Tabs – Open Multiple Web Sites At Once
 - Click + To Add A Blank Tab Or Right Click Link To Open A New Tab .
- Bookmarks (Favorites) - Remember This Site Address.
- Favorites Bar – Bookmarks That Show Up On The Browser Screen.
 - Make It Easier To Quickly Go To A Web Address.
- History – A Log Of Web Addresses You Have Visited.

HTTPS

  <https://www.google.com/search?source=hp&ei=>

- Look for the HTTPS and green lock on your browser's navigation window. Sure, HTTPS doesn't protect your data completely, but it's a really good start.
- Be picky about the sites with which you share your data. If you aren't familiar with the company try to learn more about its reputation before filling out any of their forms.
- Check to be sure you have the correct website URL. *YourBank.com* is probably right. *YourBankInfoVerification.com* or *YourBank.com.ru* probably are not.
- Paste URLs from emails instead of clicking on them because the code behind the link may not match what you see.
- Only provide websites with the minimum information required, and opt out of having your data saved, particularly if you don't plan to use a site frequently.



chrome

Operating Systems Supported



OS X Mavericks



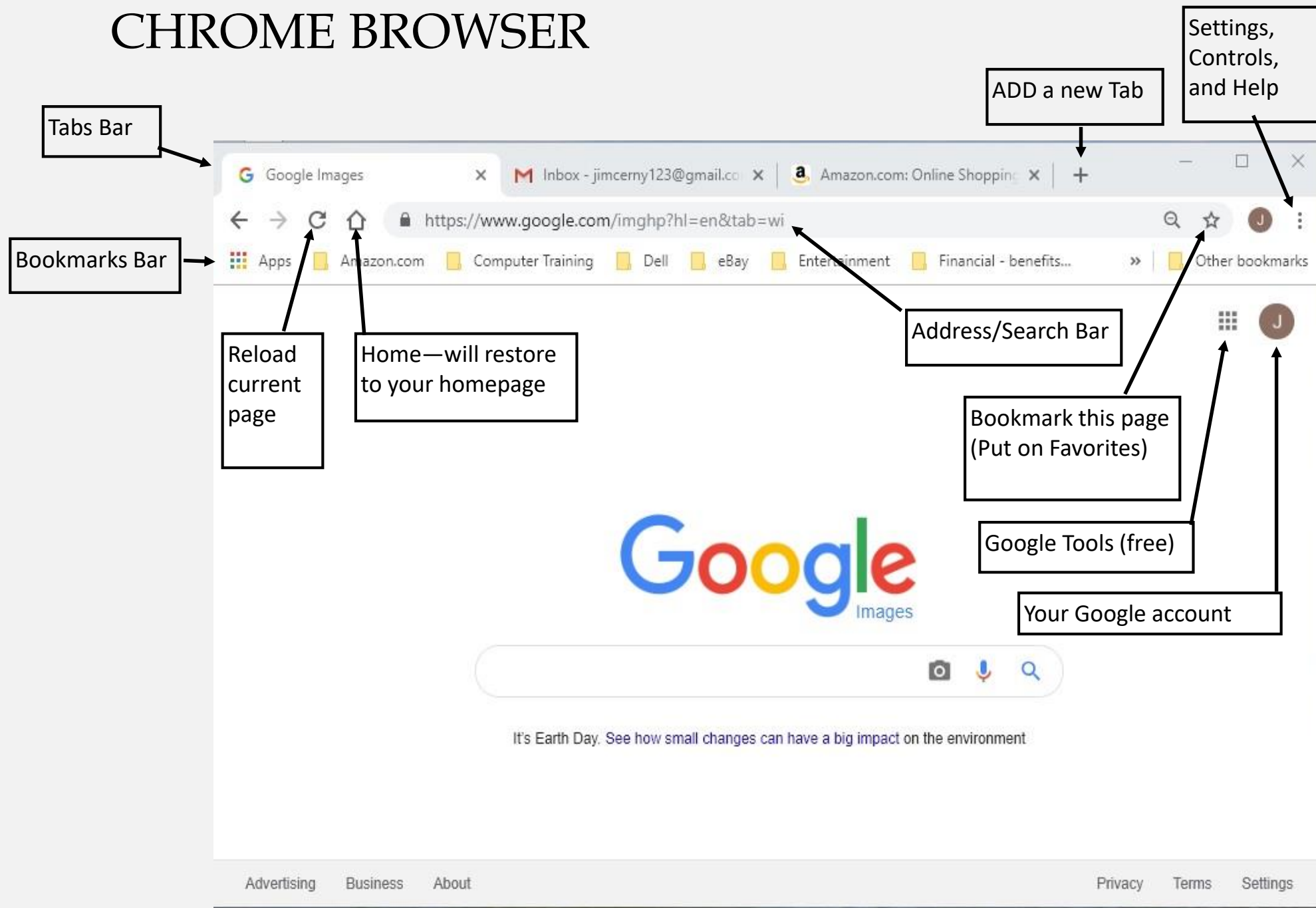
Chrome Performance

Avg Page Load Time: **1.45 s**

Avg CPU usage: **3%**

Overall Performance Rank: **1st**

CHROME BROWSER





mozilla
Firefox®

Operating Systems Supported



OS X Mavericks

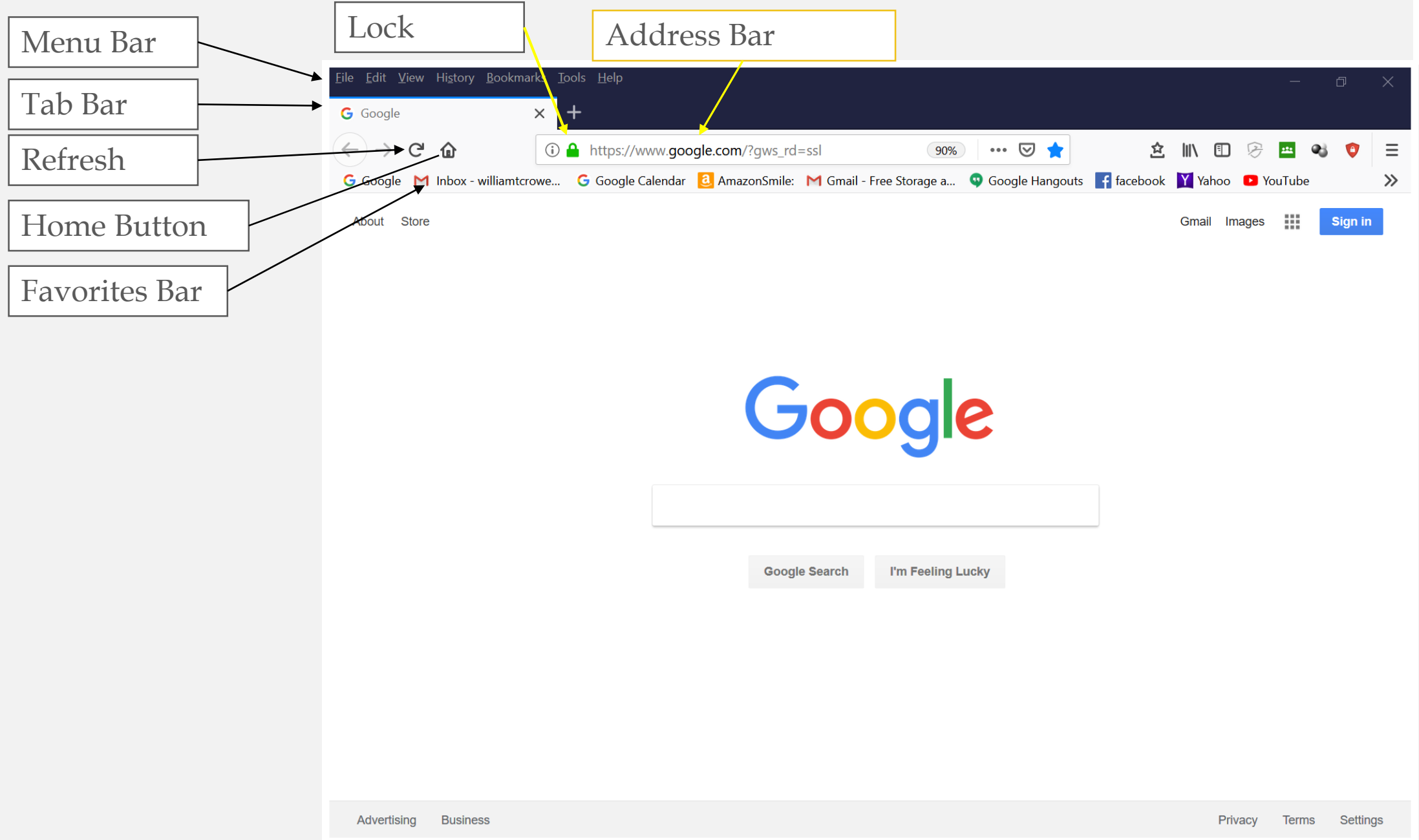


UNIX®

Firefox Performance

<i>Avg Page Load Time:</i>	<u>1.34 seconds</u>
<i>Avg CPU Usage:</i>	7.6%
<i>Overall Performance Rank:</i>	2nd

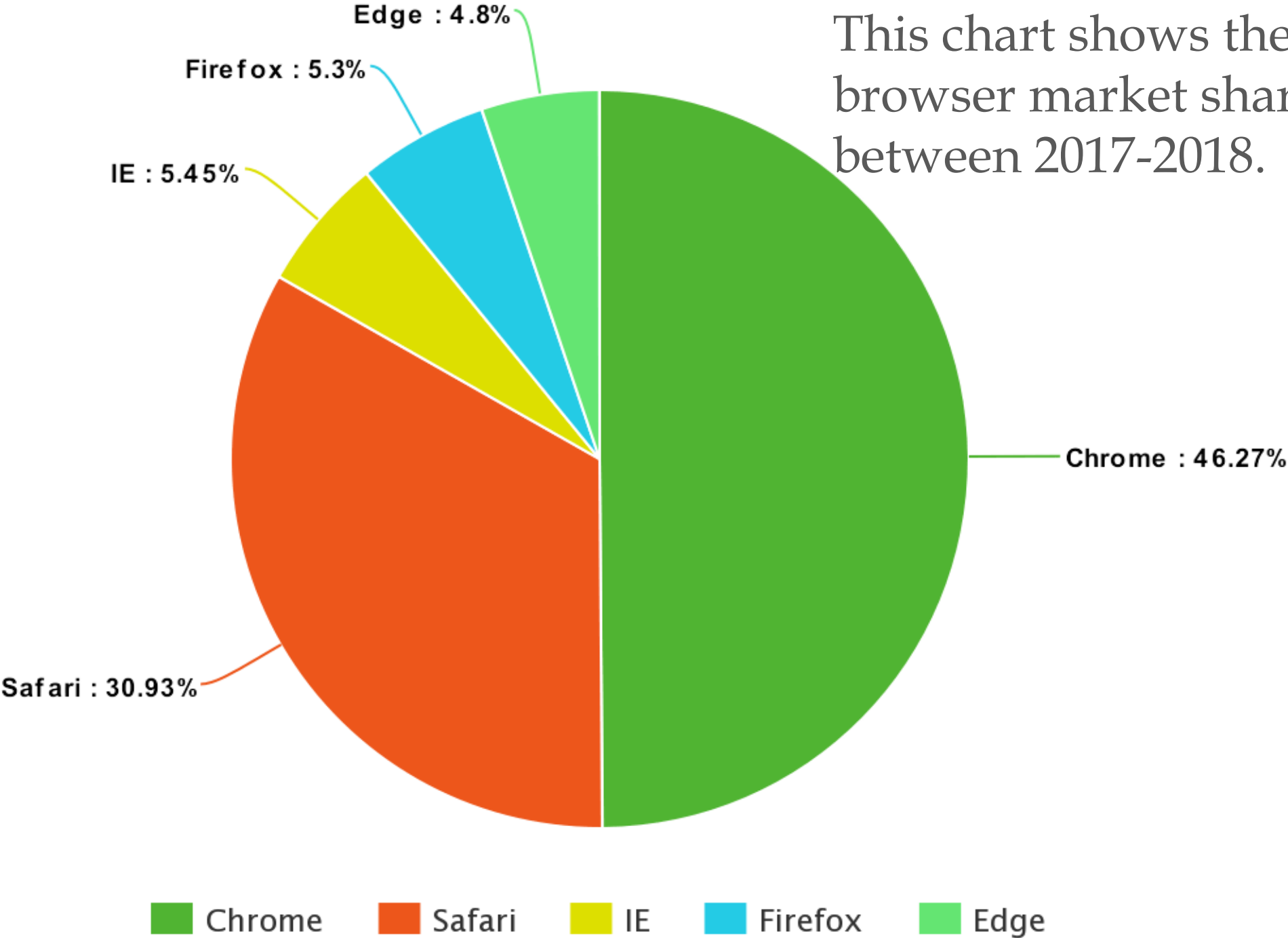
Firefox Browser



Usage Comparison

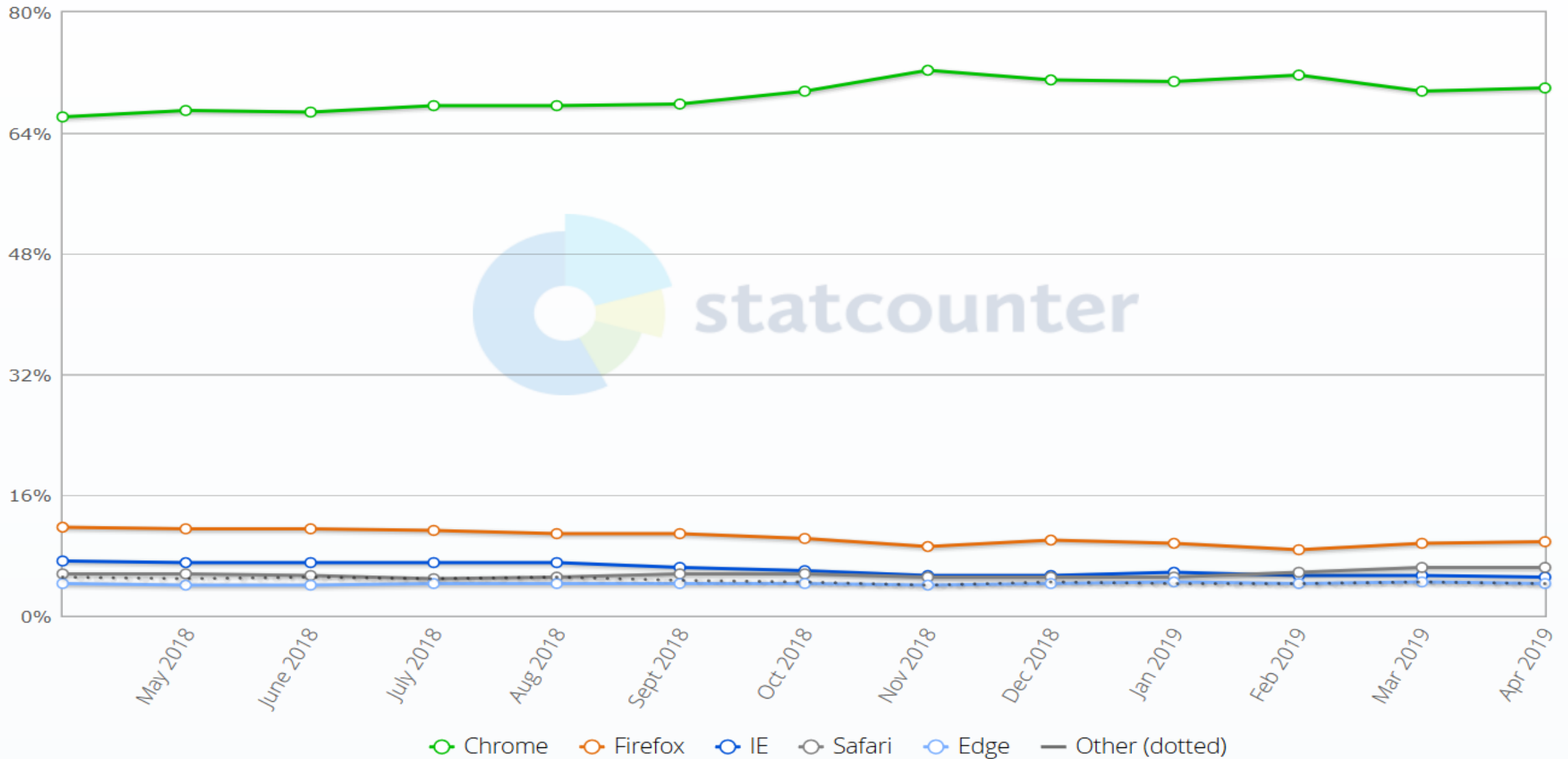


This chart shows the browser market share between 2017-2018.

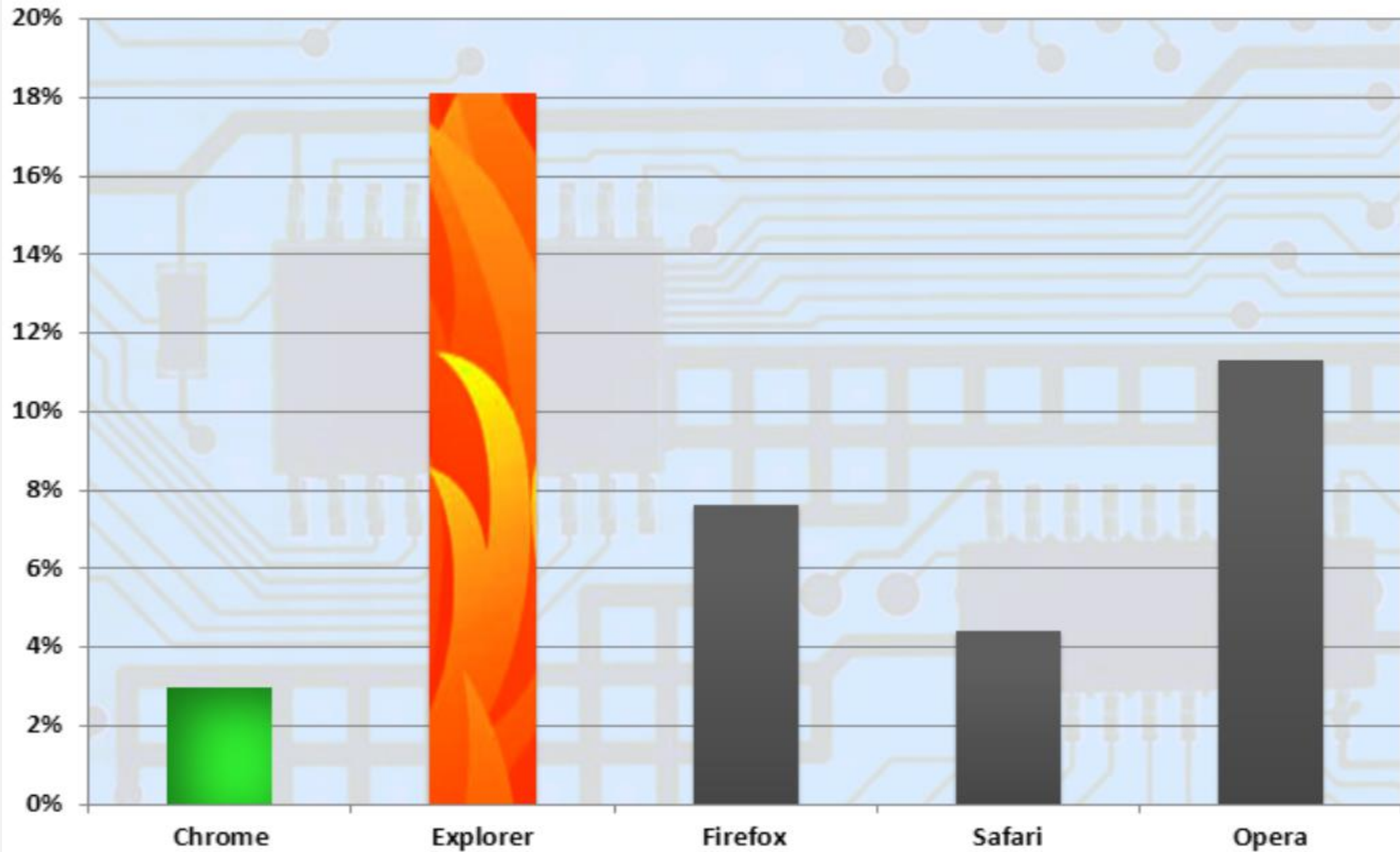


Desktop Browser Market Share Worldwide

Apr 2018 - Apr 2019



Average CPU Usage



AND THE WINNER
IS?



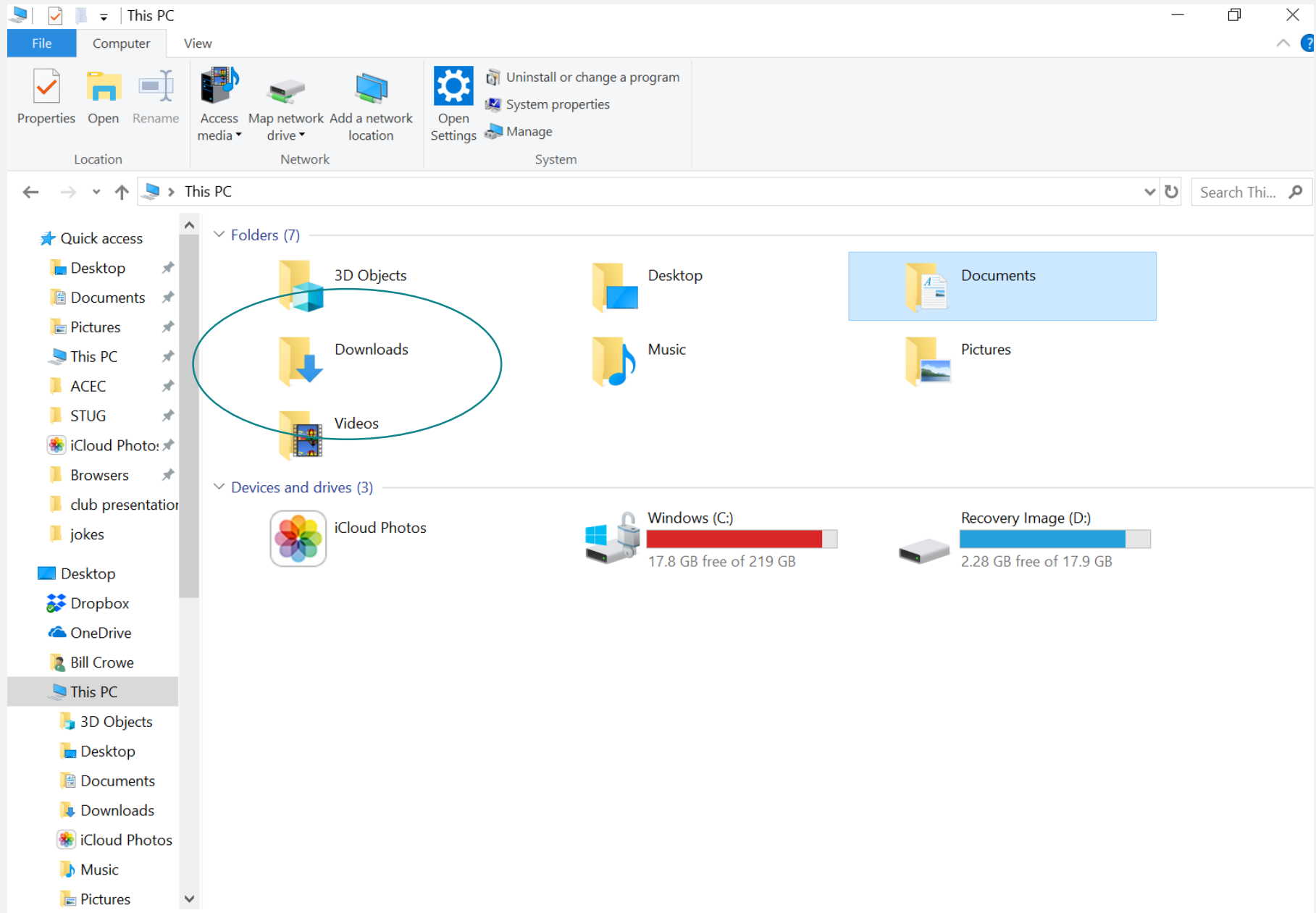


Extras

- Downloads
- Blocking Ads - Adblock Ultimate
- Cookies
- Best Ideas for Searching

Downloads

- Where do downloads go?
- Most of the time they go to the downloads folder on your computer. Some users change the download location.

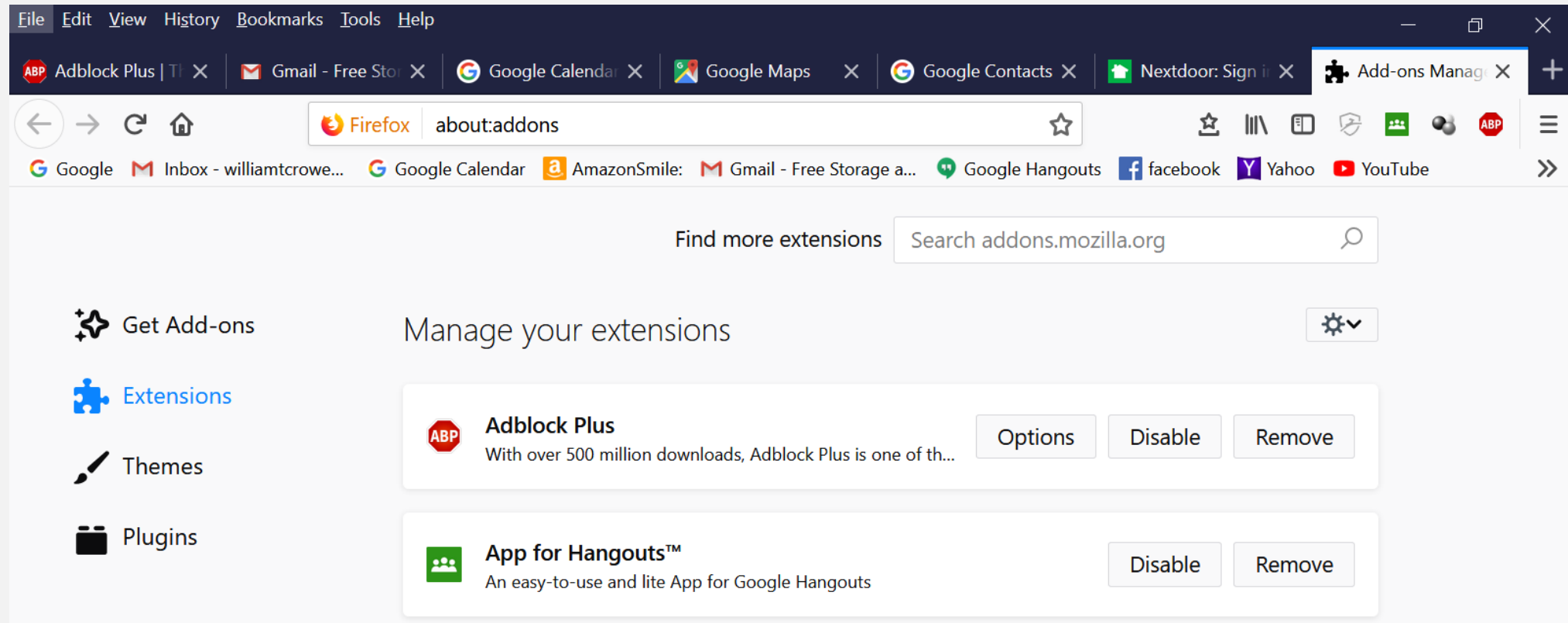


Add Blocker

- What is an Ad Blocker?
 - An ad blocker is a program that will remove different kinds of advertising from a Web user's experience online. These programs target certain kinds of ads, such as pop-ups, banner ads and other common forms of online advertisement, allowing a user to surf the Web without annoying distractions or interruptions.
- The best Ad Blocker is : **AdBlocker Plus**

Add blocker - AdBlocker Plus

Web site is Adblock Plus.org



Cookies

- What are Cookies?
- Called web cookie, Internet cookie, browser cookie, or simply cookie) is a **small piece of data sent from a website and stored on the user's computer** by the user's web browser, while the user is browsing.
- Cookies were designed to be a reliable mechanism for websites to remember information (such as items added in the shopping cart in an online store) or to record the user's browsing activity (including clicking particular buttons, logging in, or recording which pages were visited in the past).
- They can also be used to remember arbitrary pieces of information that the user previously entered into form fields such as names, addresses, passwords, and credit card numbers.

Clearing Cookies

On Google Chrome -

- At the top right, click the three vertical dots, then click on “Settings”.
- Scroll all the way down to the bottom and click “Advanced”.
- Scroll down again to click on “Clear browsing data”.
- Click to check the boxes you want to delete, such as “Cookies and other site data”.
- Click on “Clear data” at the bottom.

- On Firefox –

- Click on History in the menu bar
- Click Clear History
- Select the items to be deleted
- Click Clear Now

Or

- At the top right, click the three parallel lines, then click on “Options”.
- Then click the lock “Privacy & Security”.
- Scroll down again to “Cookies and Site Data” then click on “Clear Data”.
- Click to check the boxes you want to delete, such as “Cookies and other site data”.
- Click on “Clear data” at the bottom.

Searching the internet

We will be using the Google Search Engine



Searching The Internet

- There are many different search engines
 - [Google](#)
 - [Yahoo!](#)
 - [Bing](#)
 - [DuckDuckGo](#)
- To perform a search, you'll need to navigate to a search engine in your web browser, type one or more **keywords** — also known as **search terms** — then press **Enter** on your keyboard.

Searching The Internet

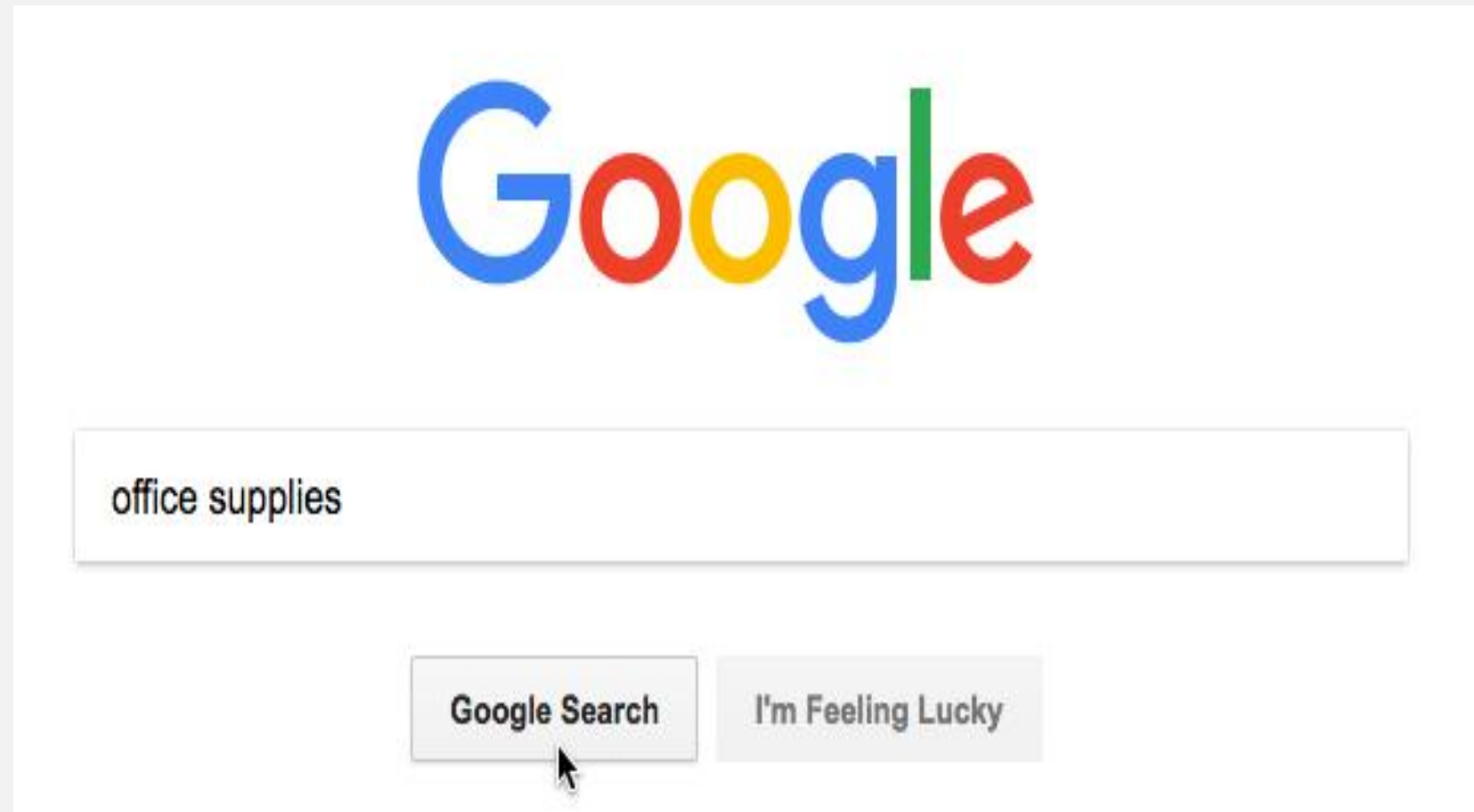
- Google – Google is the primer search engine. It is the most used and has become a verb.
- Bing and Yahoo are tied for second.
- DuckDuckGo is the only one that does not track your activity and cleans out all cookies when you log off.
- The one you choose is a personal choice.

Introduction to Google

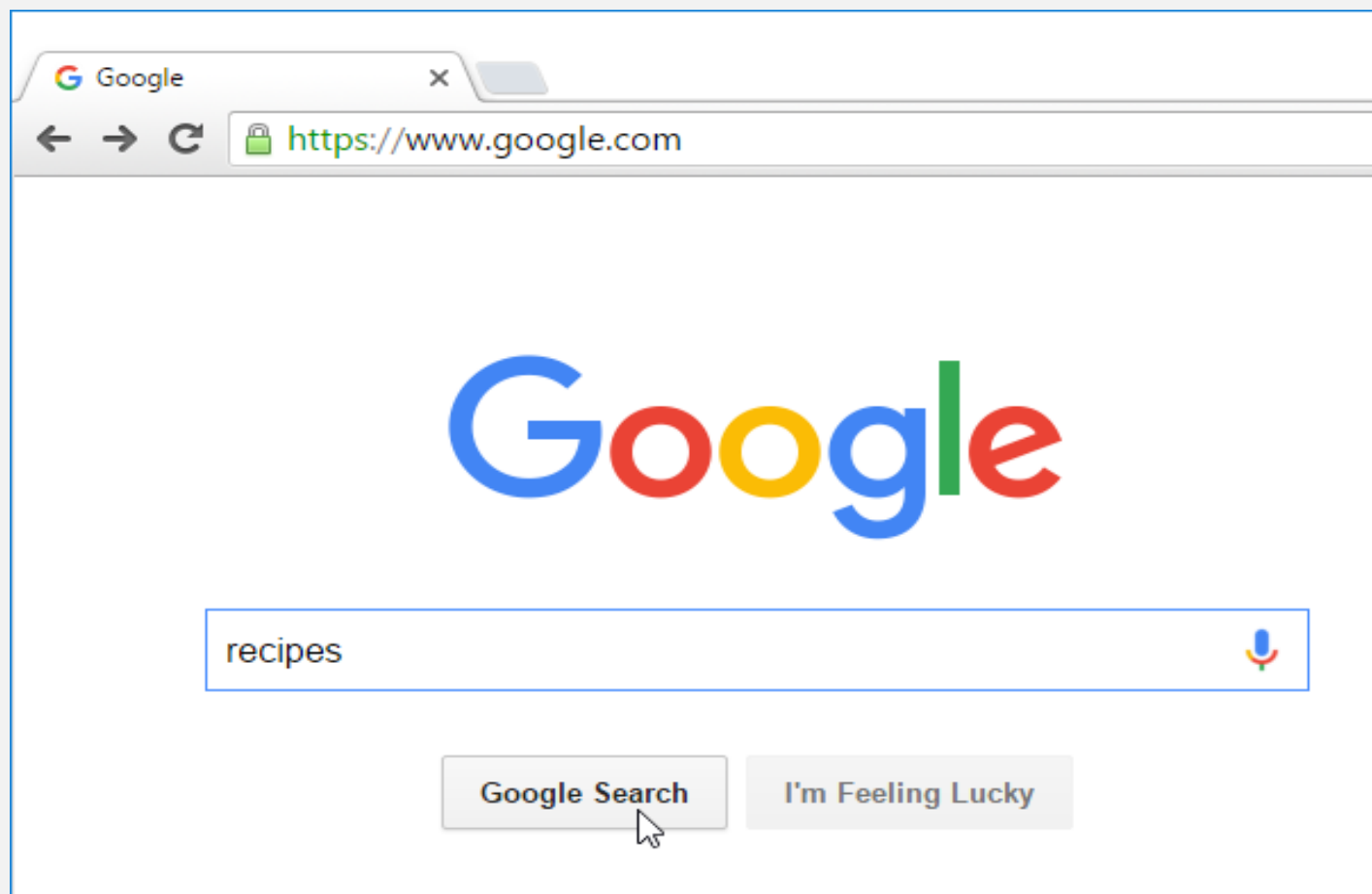
- Google is the go-to **search engine** for most Internet users. It's so popular, in fact, that it has changed the way many of us talk about searching for information online. Have you ever heard someone use the word **google** as a verb, for example?
 - *I don't know the answer. Just google it!"*
 - *"Whoa! You won't believe what we found when we googled your name."*
 - *"Relax ... I'm googling the address right now."*

How to search

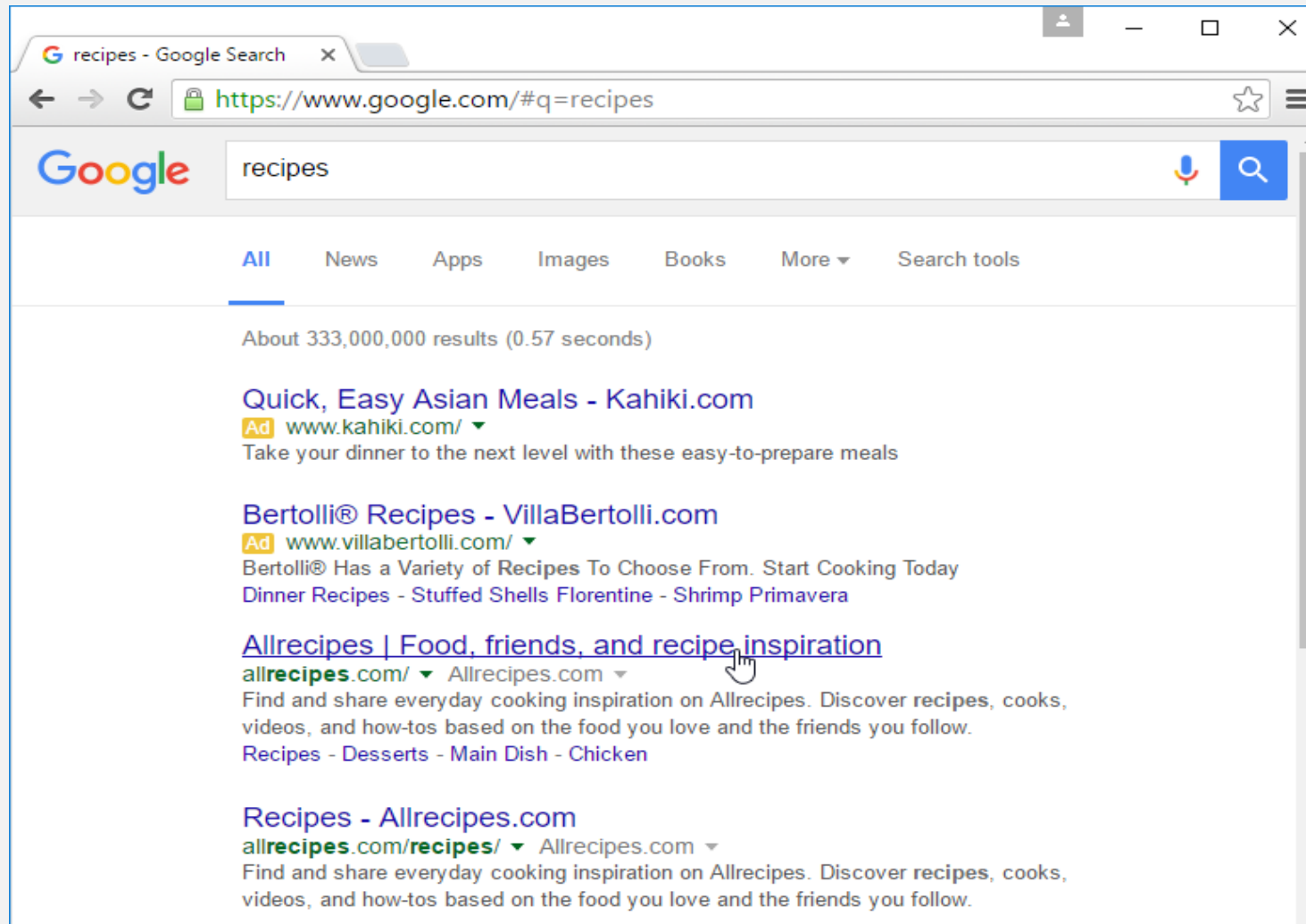
- Go to Google's homepage at [google.com](https://www.google.com). From here, conducting a search is straightforward. Just type your search terms in the box, then click the **Google Search** button or press **Enter** on your keyboard.



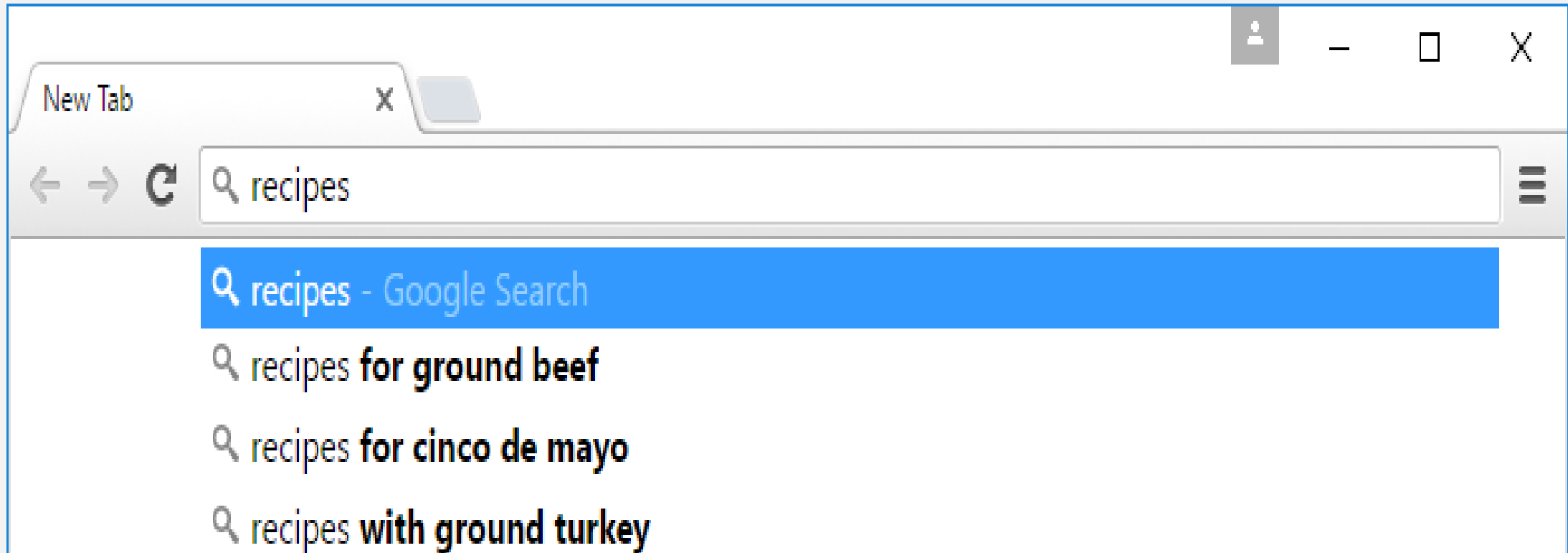
In this example, we'll search for **recipes**.



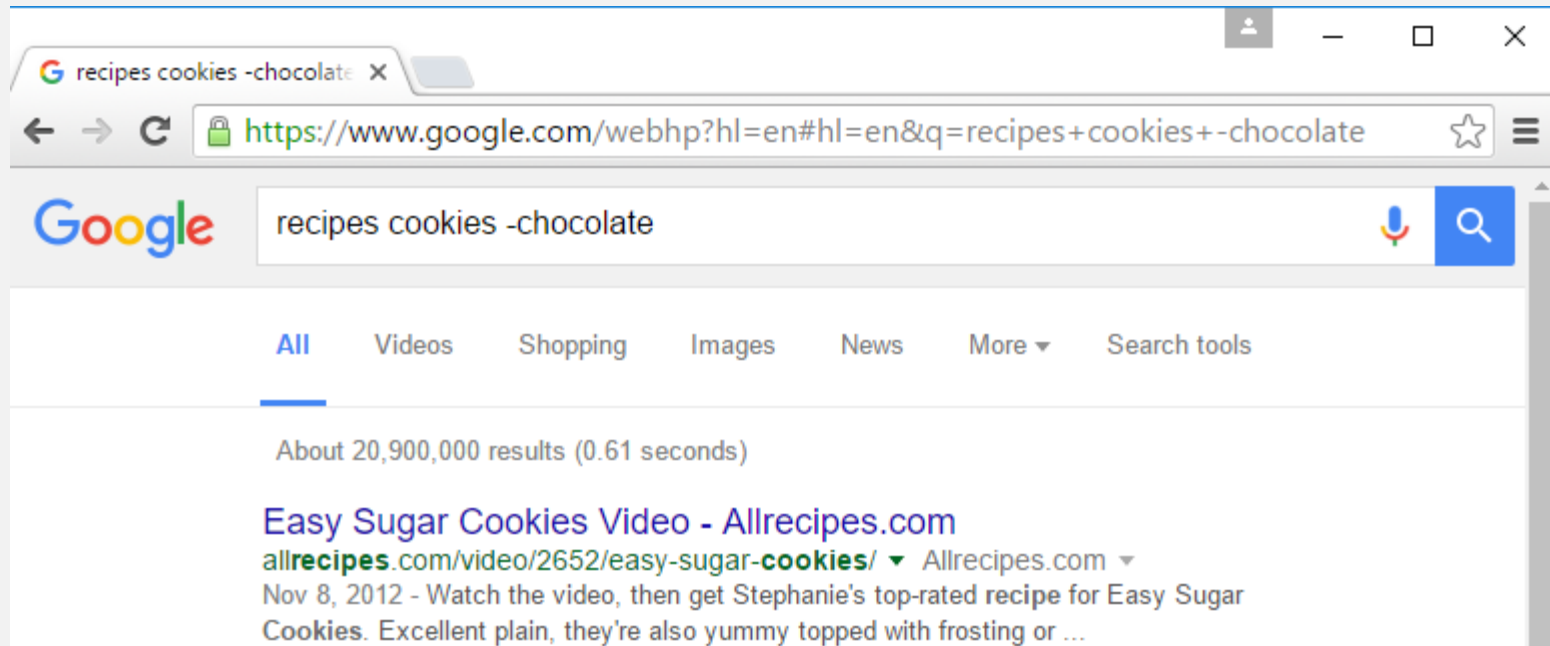
After you run a search, you'll see a list of **relevant websites** that match your search terms.



Most browsers also allow you to perform a web search directly from your **address bar**.

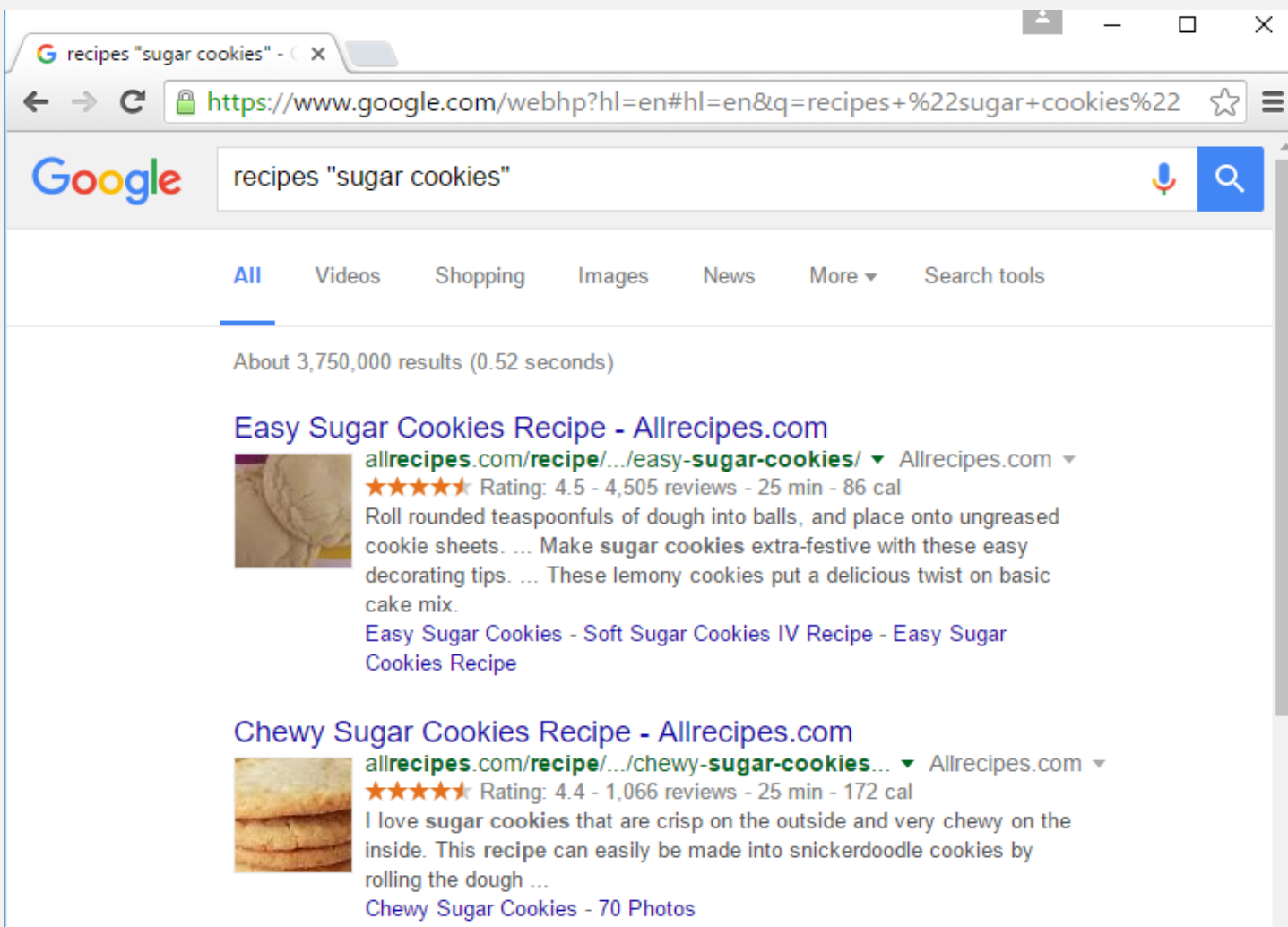


Refining your search



- If you're still having trouble finding exactly what you need, you can use some special characters to help refine your search. For example, if you want to **exclude a word** from a search, you can type a **hyphen (-)** at the beginning of a word. So if you wanted to find cookie recipes that don't include chocolate, you could search for **recipes cookies -chocolate**.

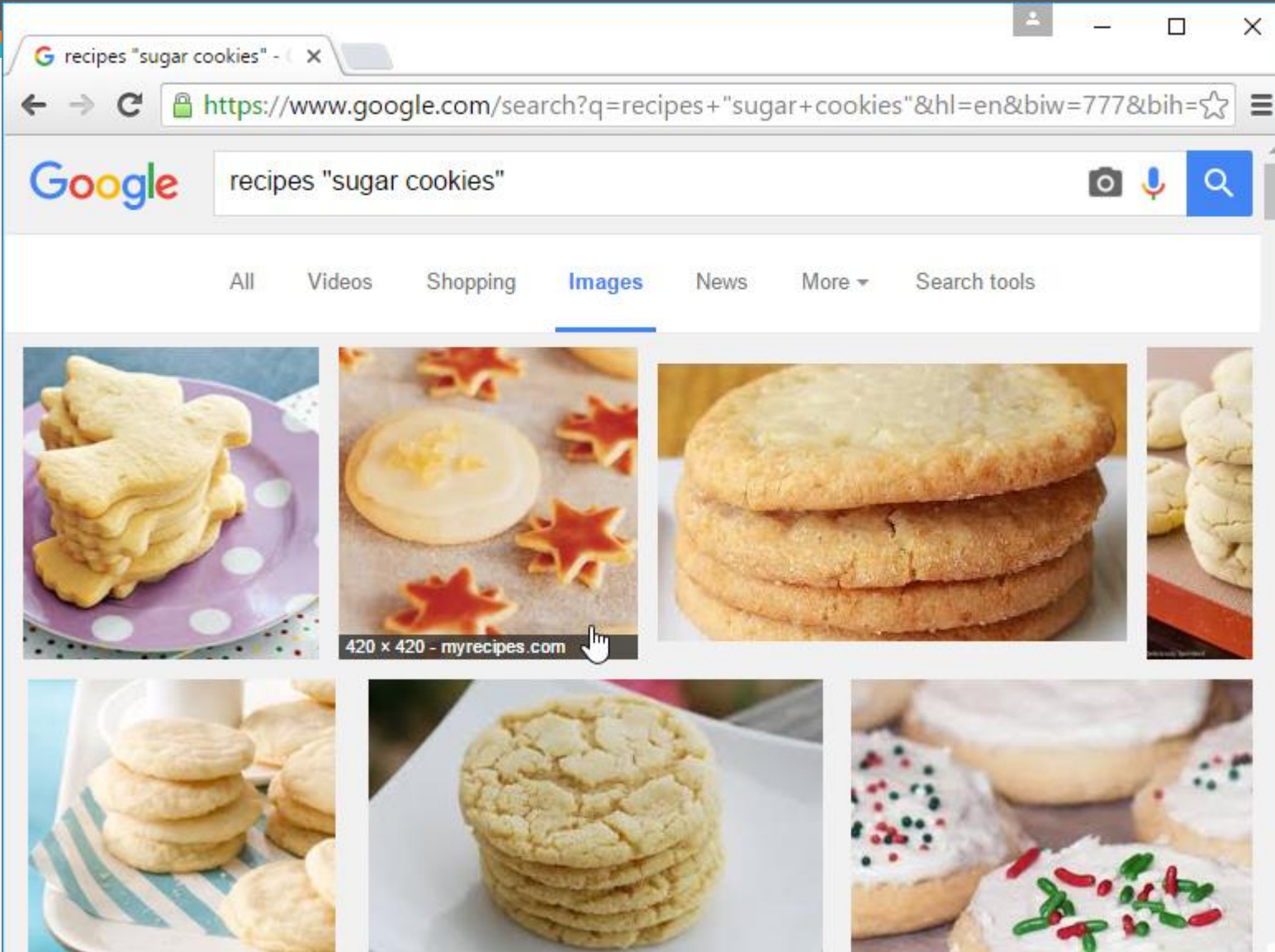
You can also search for **exact words or phrases**



- All you need to do is place **quotation marks (" ")** around the desired search terms. For example, if you search for **recipes "sugar cookies"**, your search results will only include recipes for sugar cookies, instead of any cookies that happen to use sugar as an ingredient.

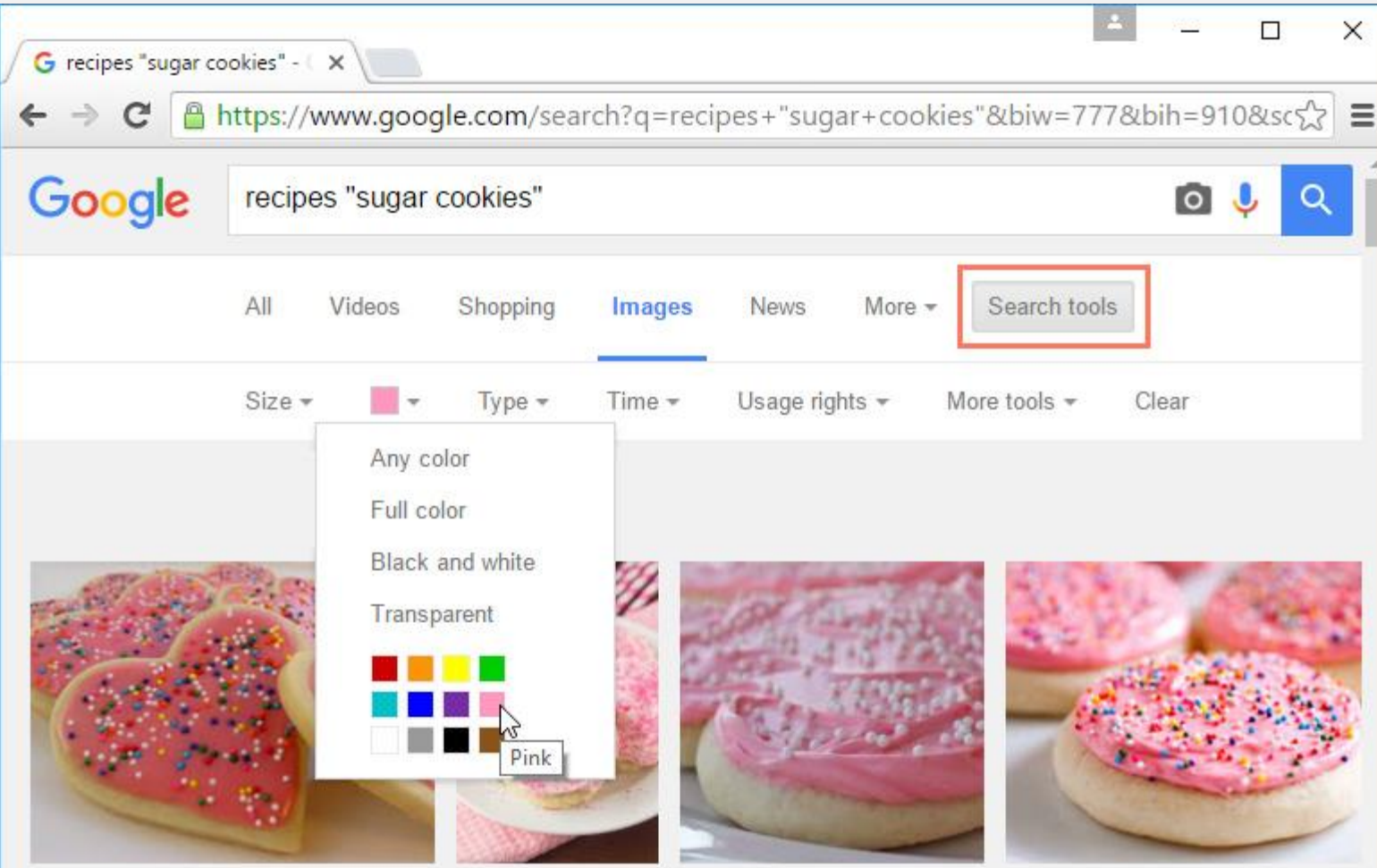
Content-specific searches

- There may be times when you're looking for something more specific, like a **news article**, **picture**, or **video**.
- Most search engines have **links** at the top of the page that allow you to perform these unique searches.

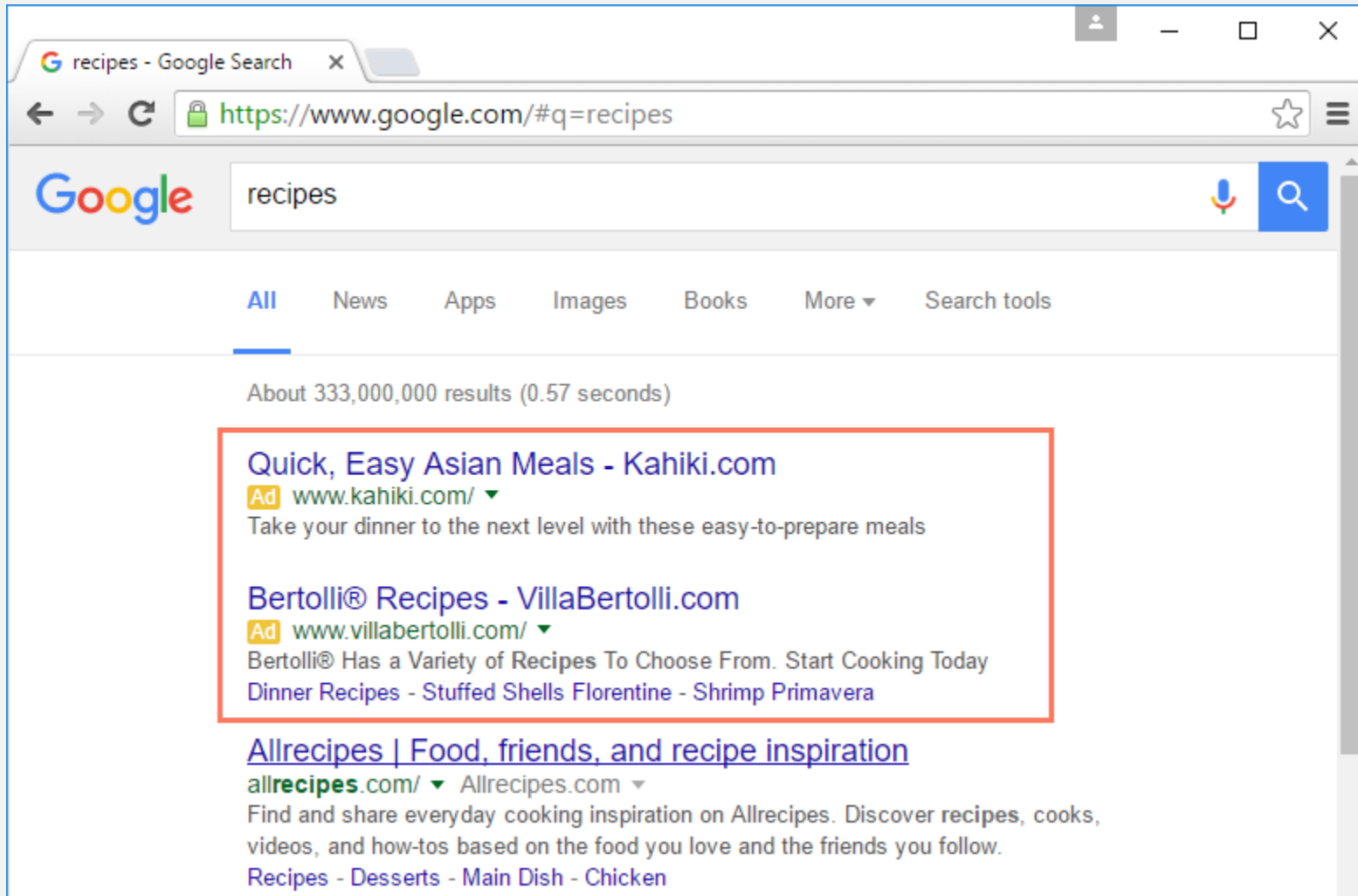


Extra Search Tools

- You can use the extra **search tools** to narrow down your results even more.
- These tools will change based on the type of content you're looking for, but in this example we can filter our images by **size, color, image type**, and more.
- So if you wanted to find cookies with pink frosting, you could search for images that are mostly pink.



Advertisements



- One final thing to note: Most search engines include **advertisements** with search results. For example, you can see advertisements at the top of the search results below.

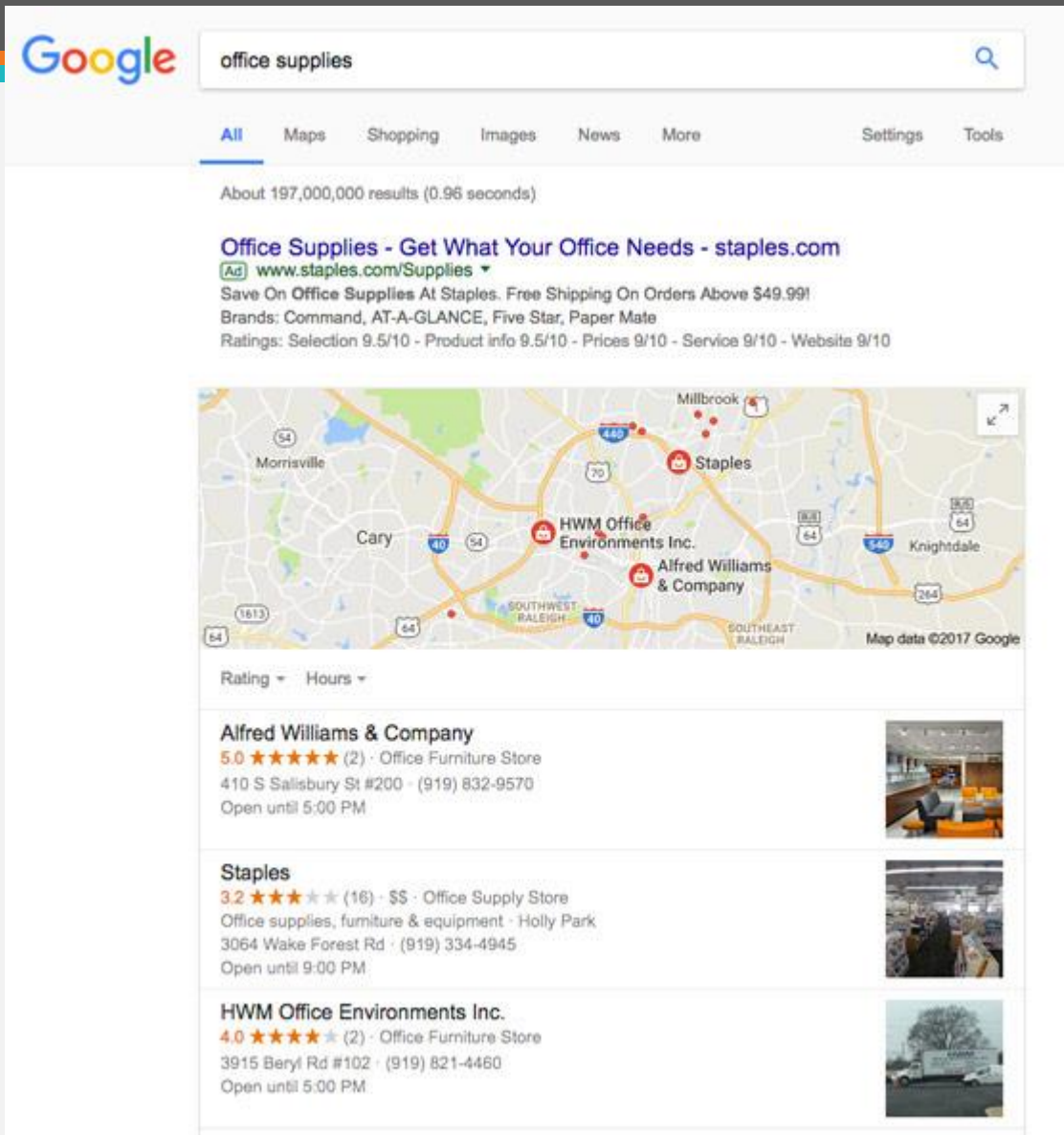
Summary

- Keep it simple – keywords or phrase (Cookies)
- Refine the phrase with more key words (Sugar Cookies)
- Refine your results by using the options (i.e. pictures, news or tools)
- Exclude words using - (Sugar cookies –sprinkles)
- Search for exact words using Quote marks (“large Red Sugar cookies)

Understanding Your Search Results



Understanding Your Search Results



The screenshot shows a Google search for "office supplies". The search bar at the top contains the text "office supplies" and a magnifying glass icon. Below the search bar, there are tabs for "All", "Maps", "Shopping", "Images", "News", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 197,000,000 results (0.96 seconds)".

The first result is an advertisement for Staples: "Office Supplies - Get What Your Office Needs - staples.com". Below the ad, there is a map showing the locations of several office supply stores in the Cary, NC area. The map includes labels for Morrisville, Cary, Millbrook, Knightdale, and Raleigh. Red pins mark the locations of Staples, HWM Office Environments Inc., and Alfred Williams & Company.

Below the map, there is a list of three office supply stores with their ratings, addresses, and hours of operation:

- Alfred Williams & Company**
5.0 ★★★★★ (2) · Office Furniture Store
410 S Salisbury St #200 · (919) 832-9570
Open until 5:00 PM
- Staples**
3.2 ★★☆☆☆ (16) · \$\$ · Office Supply Store
Office supplies, furniture & equipment · Holly Park
3064 Wake Forest Rd · (919) 334-4945
Open until 9:00 PM
- HWM Office Environments Inc.**
4.0 ★★★★★ (2) · Office Furniture Store
3915 Beryl Rd #102 · (919) 821-4460
Open until 5:00 PM

- Depending on your search, the format of your results may vary.
- Google chooses different types of information based on what it thinks will be most useful to you.
- This means your results could include maps, a portion of a Wikipedia article, lists of books or movies, and more.

Exploring Types Of Content



dog



All

Images

News

Videos

Shopping

More

Settings

Tools

About 1,900,000,000 results (1.02 seconds)

Top stories



The founder of
"WeRateDogs" on
being a
professional dog-rater

Salon · 18 hours ago



Who Broke This
Dog? - Digg

Digg · 2 days ago



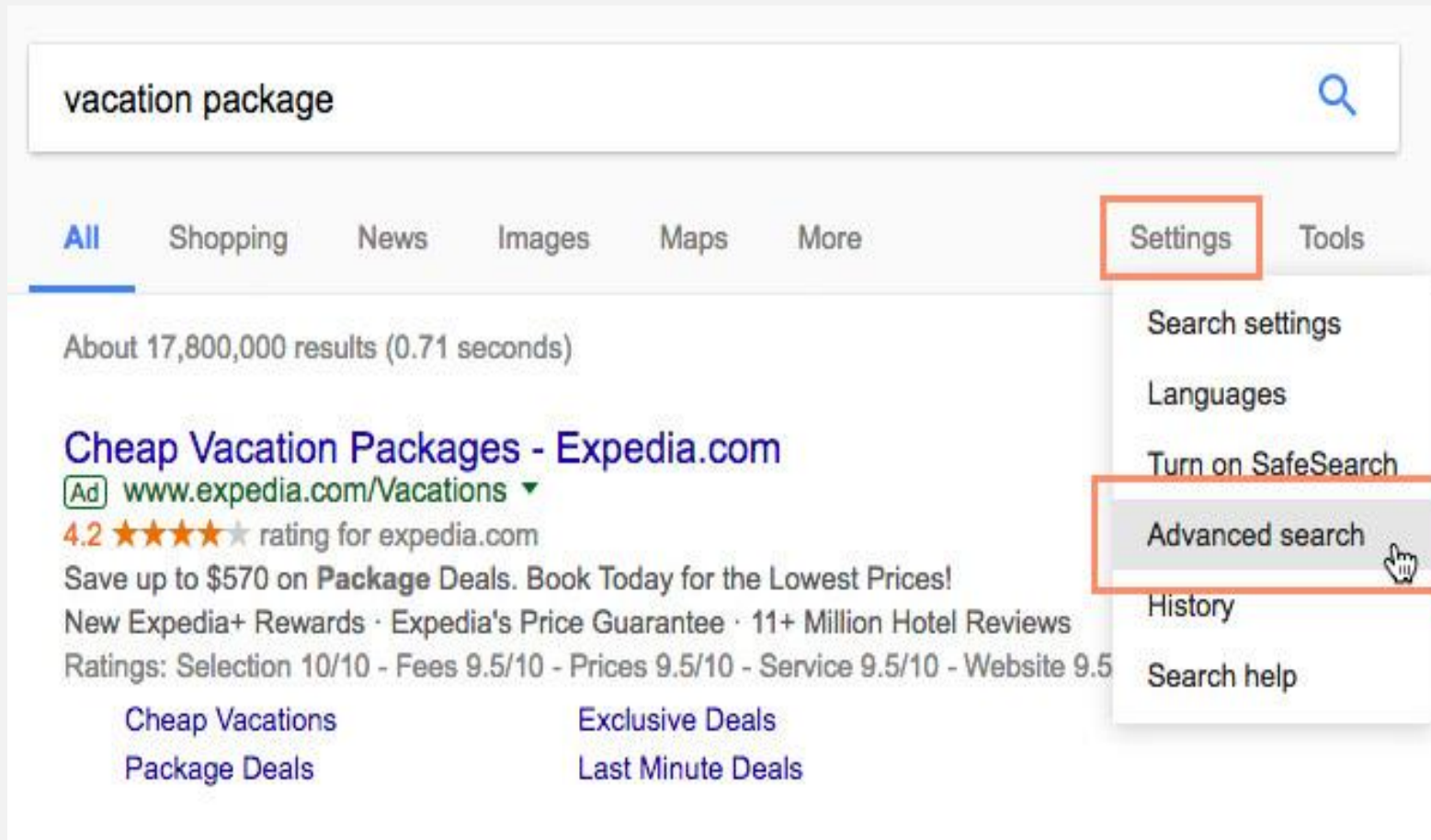
Why A Tinder For
Dog Owners
Needed To
Happen

Forbes · 17 mins ago

→ More for dog

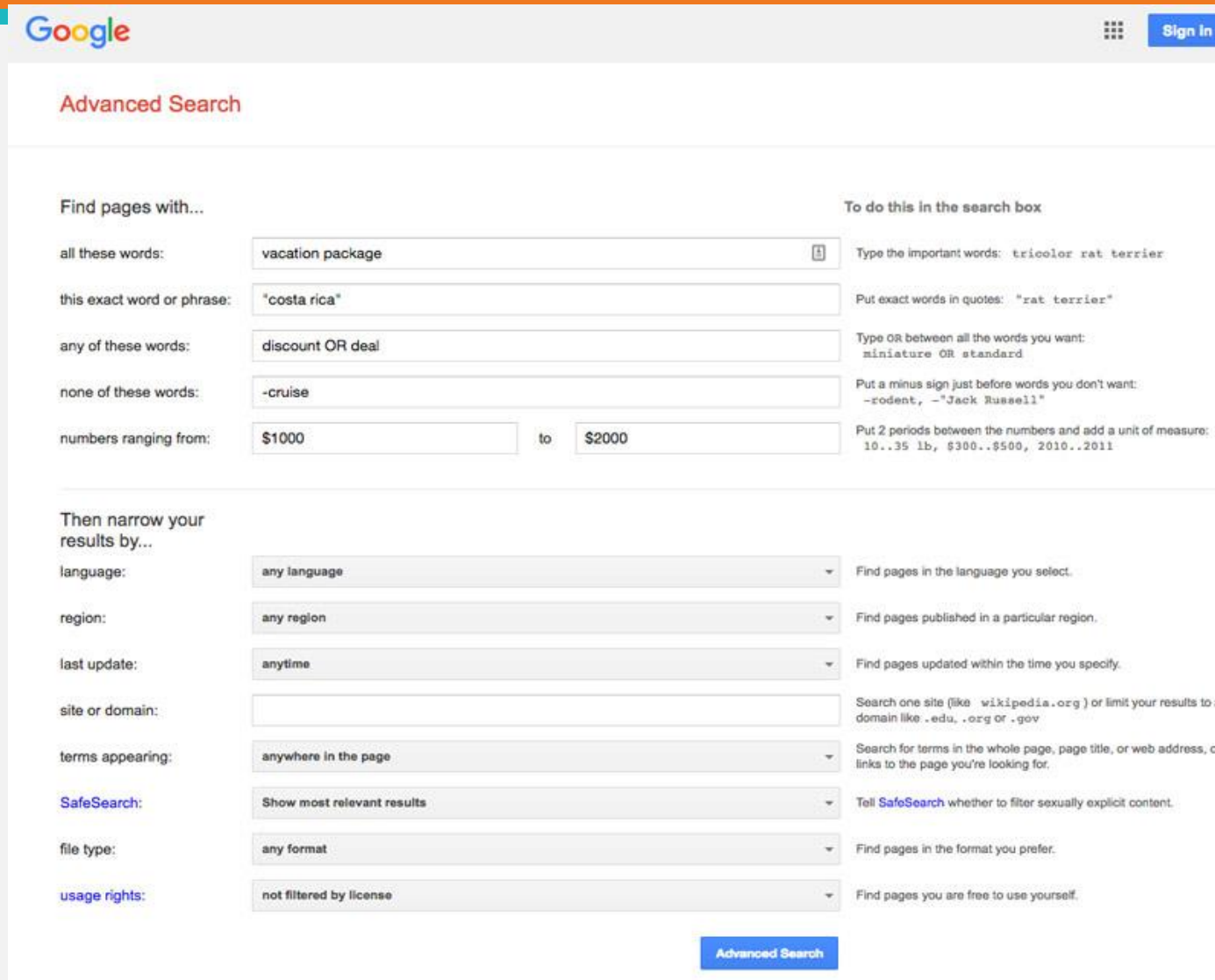
- Click the buttons in the interactive below to learn more about the **types of content** you can search for by using the options above the search results.

Advanced search strategies



- Contrary to what you might think, advanced search strategies aren't just for **advanced users**.
- They're for **everyone**, whether you have a lot of experience with Google or just a little.
- The only tool you need is Google's **Advanced Search** page.
- You can access it from the results page by clicking **Settings**.

Advanced search strategies



The screenshot shows the Google Advanced Search interface. At the top, the Google logo is on the left, and a 'Sign in' button is on the right. Below the logo, the text 'Advanced Search' is displayed in red. The main section is divided into two columns. The left column, titled 'Find pages with...', contains four rows of search criteria: 'all these words:' with the input 'vacation package', 'this exact word or phrase:' with the input '"costa rica"', 'any of these words:' with the input 'discount OR deal', and 'none of these words:' with the input '-cruise'. Below these is a row for 'numbers ranging from:' with inputs '\$1000' and '\$2000'. The right column, titled 'To do this in the search box', provides instructions for each criterion: 'Type the important words: tricolor rat terrier', 'Put exact words in quotes: "rat terrier"', 'Type OR between all the words you want: miniature OR standard', 'Put a minus sign just before words you don't want: -rodent, -"Jack Russell"', and 'Put 2 periods between the numbers and add a unit of measure: 10..35 lb, \$300..\$500, 2010..2011'. Below the search criteria, the section 'Then narrow your results by...' contains several filters: 'language:' with a dropdown set to 'any language', 'region:' with a dropdown set to 'any region', 'last update:' with a dropdown set to 'anytime', 'site or domain:' with an empty input field, 'terms appearing:' with a dropdown set to 'anywhere in the page', 'SafeSearch:' with a dropdown set to 'Show most relevant results', 'file type:' with a dropdown set to 'any format', and 'usage rights:' with a dropdown set to 'not filtered by license'. Each filter has a corresponding instruction on the right. At the bottom right, there is a blue button labeled 'Advanced Search'.

Google

Sign in

Advanced Search

Find pages with...

To do this in the search box

all these words: vacation package

this exact word or phrase: "costa rica"

any of these words: discount OR deal

none of these words: -cruise

numbers ranging from: \$1000 to \$2000

Type the important words: tricolor rat terrier

Put exact words in quotes: "rat terrier"

Type OR between all the words you want: miniature OR standard

Put a minus sign just before words you don't want: -rodent, -"Jack Russell"

Put 2 periods between the numbers and add a unit of measure: 10..35 lb, \$300..\$500, 2010..2011

Then narrow your results by...

language: any language

region: any region

last update: anytime

site or domain:

terms appearing: anywhere in the page

SafeSearch: Show most relevant results

file type: any format

usage rights: not filtered by license

Advanced Search

- If you've never seen the Advanced Search page, you may be surprised by some of the things you can do.
- For example, you can narrow your results by **language** or **reading level**.
- You can also limit your search results to pages that have a certain domain, such as **.gov** or **.edu**.
- Click the buttons in the interactive below to learn more about the **Advanced Search** page.

Advanced Search

Find pages with...

all these words:

vacation package



this exact word or phrase:

"costa rica"

any of these words:

discount OR deal

none of these words:

-cruise

numbers ranging from:

\$1000

to

\$2000

To do this in the search box

Type the important words: tricolor rat terrier

Put exact words in quotes: "rat terrier"

Type OR between all the words you want:
miniature OR standardPut a minus sign just before words you don't want:
-rodent, -"Jack Russell"Put 2 periods between the numbers and add a unit of measure:
10..35 lb, \$300..\$500, 2010..2011

Then narrow your results by...

language:

any language

Find pages in the language you select.

region:

any region

Find pages published in a particular region.

last update:

anytime

Find pages updated within the time you specify.

site or domain:

Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov

terms appearing:

anywhere in the page

Search for terms in the whole page, page title, or web address, or links to the page you're looking for.

SafeSearch:

Show most relevant results

Tell SafeSearch whether to filter sexually explicit content.

file type:

any format

Find pages in the format you prefer.

usage rights:

not filtered by license

Find pages you are free to use yourself.

Advanced Search

Still can't find what you're looking for?

- Sometimes it's not enough to know all the basic and advanced search strategies.
- If you still can't find what you're looking for, you may need to try different search terms—and this time, really use your **critical thinking skills**.
- Let's take a look at some examples.

Example 1

- Let's say you're looking for a place where you could adopt a dog.
 - What words do you think OTHER people would use to describe this?
 - Maybe **shelter**? Or **rescue**?
 - You could even search for an adoption center by name (for example, **humane society**).
- The truth is, **shelter** and **rescue** are pretty common terms, both in popular culture and among people in the pet adoption community.
- This means they're more likely to appear on a webpage than **place to adopt a dog**.
- Notice how that sounds slightly less official?
- If you know the **popular term** for the information you're looking for, search for it instead.
- If you **don't know** the popular term, look closely at your original search results to see what you can find. If you notice any keywords that appear more frequently than others, it might be a clue.

Example 2

- In certain parts of the country, fall is one of the most beautiful times of the year. If you're a leaf peeper—someone who's willing to travel in order to view or photograph fall foliage—you need to know when the leaves are going to be at their most colorful.
- Of course, you could search for **fall foliage forecast**. But this may not produce the most comprehensive results. This is because there are so many other words you could use to describe what you're looking for. For example:
 - Instead of **fall**, search for **autumn**.
 - Instead of **foliage**, search for **leaves** or **color**.
 - Instead of **forecast**, search for **predictions**, **calendar**, or **peak** (shorthand for when the colors will be at their most vibrant).
- In short, try a few **synonyms** if your original search terms were unsuccessful. You may need to experiment with different combinations and then compare the results to figure out which keywords work best. You can also use **advanced search strategies** to search for multiple terms (for example, **fall OR autumn**).

Doing more with Google

- **Using fast facts**
- Google **fast facts** are tricks you can use to **get answers to common questions**.
- They can also help you with everyday tasks like tracking packages and looking up sports scores.
- All you have to do is type your query in the search box using one of the **techniques** below, and the answer will appear instantly at the top of the results page.



5 miles to km



All

Maps

News

Books

Shopping

More

Settings

Tools

About 155,000,000 results (0.82 seconds)

Length



5

=

8.04672

Mile



Kilometer



[More info](#)

[Feedback](#)

✓ CONVERT ANY MEASUREMENT

Type **[measurement] to [measurement]**

Spell the whole measurement, or use the abbreviation if you know it.

500 grams to lbs



✓ CONVERT CURRENCIES

Type **[currency] to [currency]**

Spell the currency, or use the symbol if you have it on your keyboard.

\$10 to euros



✓ CALCULATE ANYTHING

Type **[equation]**

Use symbols like * for multiplication, and / for division.

15*8+4=



✓ GET DEFINITIONS

Type **define: [word]**

define: altruistic



✓ GET THE TIME

Type **time [place]**

Look up any location in the world.

time india



✓ SPORTS SCORES & SCHEDULES

Type **[sports team]**

Look up your favorite NBA, NFL, NHL, and MLB teams.

nc tarheels



✓ GET SUNRISE & SUNSET TIMES

Type **sunrise [place]**

or **sunset [place]**

sunrise atlanta



sunset london

✓ TRACK PACKAGES

Type **[tracking number]**

Track packages from UPS, FedEx, and USPS.

1Z9999W99999999999



✓ LOCATE EARTHQUAKE ACTIVITY

Type **earthquake**

Find the time, place, and magnitude of recent earthquakes.

earthquake



✓ GET REAL-TIME STOCK QUOTES

Type **[ticker symbol]**

or **stock [company name]**

GOOG



stock google

To learn more about searching, visit these resources below.

- [A Google a Day](#): This site has a new puzzle each day, which you can solve by conducting Google searches. It's a great way to practice your search skills.
- [Google Alerts](#): Google Alerts can monitor the web for new sites and then email you with relevant results. It can be useful if you want to keep track of the latest news about a specific company, topic, or sports team.
- [Get More Out of Google](#): This is an infographic that contains many useful search tips.

Questions?

Browser Battles

Bill Crowe
Sarasota Technology Users
Group
Wtcrowe@Verizon.net



An International
Association of Technology
& Computer User Groups