

Training Course Specification

Course: **using the Internet – Tools & Techniques**

Duration: **One Day**

COURSE OBJECTIVES: Search engines and directories are continuously mapping the information available on the Internet. Speciality search sites are being constructed that enable targeted searching. 'Search Robots', 'Intelligent Agents' and 'Collaborative Filtering' systems are being developed to facilitate efficient information searching. These search tools can be used to derive any information from the Internet, but for effective searching they require application of the right techniques.

Course delegates will learn the optimum use of search techniques and tools involving search engines, directories, discussion forums, robots, intelligent agents and collaborative filtering systems. The practical sessions will involve searching for actual information such as the location and details of businesses, products, services, people and the latest news.

WHO SHOULD ATTEND: This course is ideal for knowledge researchers, managers and other professionals wishing to use the Internet to access information they require for their work, business and personal use. It will provide course attendees with details of the main sources of information to be found on the Internet and teaches how to find, manage and track the required information precisely and quickly without being subjected to the 'information overload' phenomenon.

EXPERIENCE NEEDED: Course delegates should have basic knowledge in the use of the Internet.

COURSE CONTENTS:

Module 1: Directories & Search Engines

WHAT ARE DIRECTORIES?
WHAT ARE SEARCH ENGINES?
SEARCHING DIRECTORIES
SEARCHING SEARCH ENGINES
SIMPLE SEARCHING
ADVANCED SEARCHING
KEYWORD BASED SEARCHING
CONCEPT BASED SEARCHING
FILTERING SEARCH RESULTS

Module 2: Discussion Forums

WHAT ARE NEWSGROUPS?
WHAT ARE MAILING LISTS?
WHAT ARE WEB FORUMS?
SEARCHING DISCUSSION FORUMS VIA SERVERS
AND WEB GATEWAYS

Module 3: Speciality Searching

INTERNATIONAL NEWS
FINANCIAL NEWS & DATA
HEALTH MATTERS
TRAVEL INFORMATION
YELLOW & WHITE PAGES
PICTURES
PUBLIC DATABASES
DOMAIN NAMES
UTILISING PUSH CHANNELS FOR ACCESSING
SPECIALIST INFORMATION

Module 4: Search Robots

WHAT ARE SEARCH ROBOTS?
META-SEARCH ROBOTS
LOCAL & REMOTE SEARCH ROBOTS
PERSONAL & NEWS & SHOPPING SEARCH ROBOTS
APPLYING SEARCH ROBOTS FOR FAST AND
FOCUSED SEARCHES

Module 5: Intelligent Agents

WHAT ARE INTELLIGENT AGENTS?
LOCAL & MOBILE INTELLIGENT AGENTS
AUTOMATING INTELLIGENT AGENTS
APPLYING INTELLIGENT AGENTS FOR
CONVENIENT AND THOROUGH SEARCHES

Module 6: Collaborative Filtering

WHAT IS COLLABORATIVE FILTERING?
PASSIVE AND ACTIVE COLLABORATIVE FILTERING
SYSTEMS
WEB USAGE PATH ANALYSIS
PAGE CLUSTERING AND CONTENT ANALYSIS
RECOMMENDING RELATED LINKS
ADDED VALUE FILTERED INFORMATION

Related Courses:

Web Site Development, Promotion & Evaluation; Web & E-Commerce Security; E-Commerce Technical Programming and Development; Web Design using Microsoft FrontPage (Various levels and versions)