In 2000, computer scientists at Rutgers University created Teoma, a search technology. Teoma, which means “expert” in Gaelic, uses Subject-Specific Popularity to rank the relevance of the website. “Subject-Specific Popularity ranks a website based on the number of same-subject pages that reference it”; therefore, Teoma is different than Google, which ranks websites based on popularity.

**Accessing the Teoma Webpage**

1. Click on the **Internet Explorer icon** on your desktop or **Click>Start>Internet Explorer**. The Internet Explorer window will now be visible.
2. In the address field of the Internet Explorer window, enter **www.teoma.com**.
3. Next, strike the **Enter key** or click the **Go** button.
The Teoma web page should now appear. You may now access any Teoma feature.
Basic Layout of Teoma Search Page

- **Search Entry Term Field**: Enter Your Search terms here
- **Search Entry Term**: Retrieves results that contain the specified word together and successive order.
- **Advanced Search and Preferences**: Allows you to customize your search and results.
- **Teoma Search Button**: Executes the Search on your search
Basic Layout of Teoma Results Page

- **Search Term Entry Field**: Used to enter search terms.
- **Advanced Search link**: Allows for more advanced search criteria.
- **Preferences link**: For setting personal search preferences.
- **Sponsored links**: Links provided by Teoma, which are advertisements.
- **Refine**: Allows adding words to narrow the search.
- **Resources**: Websites that Teoma believes to be expert resources in the subject.
- **Find this phrase**: Edits search terms so results will contain the specified word together and successive order.
- **Number of websites retrieved**: Indicates the count of websites found.

**Teoma Search: Pittsburgh**

**Sponsored Links**
- Pittsburgh PA City Guide
- Visit Pennsylvania
- Football - Signed Footballs - R Anaconda Sports, Inc.

**Relevant Results**
- City of Pittsburgh.net
- City of Pittsburgh municipal website...
- University of Pittsburgh
- Official Home of the Pittsburgh Penguins
- Carnegie Mellon University

**Resources**
- Pittsburgh Steelers
- Pittsburgh PA
- Allegheny County
- City of Pittsburgh
- Pittsburgh PA
- Map of Pittsburgh

**Number of websites retrieved with the search term**: Includes the count of websites found for the search term.
Entering search terms into Teoma

In order to perform a search that retrieves relevant information, you should enter descriptive words in the search terms field. If your search does not retrieve your desired results, you may click on Teoma’s suggested refine search or you may add additional words in the search term entry field.

Performing a Web Search in Teoma

1. If you are not already on the Teoma web page, please access the Teoma web page.
2. Next, within the search term field enter your search terms (As shown below). Note: If you misspell a word, Teoma will suggest alternate spellings.

3. If you would like to use phrase searching or search for all your terms together and in successive order, click the “Find this Phrase” checkbox.

4. Next, click the “Search” button to execute the search.
5. You will now be redirected to the Results Page.

6. Begin to review the results of your search. If your search did not retrieve your desired information, rework your search terms or click on one of the words under the **Refine** header (located on the right side) to narrow your search.

**Reviewing and Retrieving Your Web Search Results**

1. After you have completed a search, you may begin to review the retrieved results.
2. The most relevant result of your search is placed at the top of the listed results under the “Results” header.
3. Underneath the web page title is a brief description of the website. The website description can provide additional clarification about the content of the website, so please review all of the websites’ description.

4. After reviewing the information snippets, double-click on the desired website title to be redirected to that website.
5. After reviewing the web site, if you find that the website does not meet your information needs you may continue to review and retrieve your results or you may edit or refine your search terms.

Refine Your Search Terms

One of the best features in Teoma is their Refine feature. The Refine Feature suggests search terms that you may add to your search to narrow your results. The Refine Features suggestion is located on the right-side of the Teoma results webpage.

Add a suggested word under the Refine heading:

1. Begin your search by adding a descriptive search term in the search term entry field. Click the Search button to execute your search.

   2. Review your results.
   3. If you would like to narrow your results, you may click on the suggested word under the “Refine” header.
4. Once you have clicked on a word or a series of words to refine the search, the search will immediately execute and display your new results.

5. Once again, review your results. If you have not found your desired results, try clicking on the new words that appeared under the “Refine” header.

Accessing Subject Experts under the Resources Header

Under the resources header is a listing of subject experts. These subject experts selected are based upon Teoma’s ability to divide the web into local subject communities. The chosen websites are reputable websites that should feature lists of links and other websites that contain information about the search term.

To access subject expert resources:

1. Begin your search by adding a descriptive search term in the search term entry field. Click the Search button to execute your search.
2. Review your results.
3. If you would like to access expert resources on your search term, you may click on a suggested link under the “Resources” header.

**Advanced Features in Teoma**

Similar to Google, Teoma’s “Advanced Features” allow you to customize your search. Teoma’s Advanced Features include domain searching, geographic searching, and website location searching.

**Accessing the Advanced Search in Teoma**

1. Launch Internet Explorer and type www.teoma.com into the Address field. Next, strike the *Enter* key or click *Go*.
2. The Teoma web page should now be visible.
3. Click on the Advanced Search link to access the Advanced Search features.

4. You should be redirected to the Teoma Advanced Search page.
Utilizing the Advanced Features

After you have successfully accessed the Advanced Features, you may begin utilizing the Advanced Features. The text within this section will describe all of the features located under the Advanced Feature link.

Find Feature

In the Find Feature area of the Advanced Search page, you may filter your search to:

- contain ALL the search terms you type in
- contain the exact phrase you type in

<table>
<thead>
<tr>
<th>Find Field</th>
<th>How the “Find” field will affect your search?</th>
</tr>
</thead>
<tbody>
<tr>
<td>All the Words</td>
<td>Used Independently, “all the words” will have no affect on your search. Please note: Using “all the words,” will only return websites that contain all the words in the “with all of the words” field.</td>
</tr>
</tbody>
</table>

Enter all the desired search terms.

Advanced Search

Find: All the words Pittsburgh CCAC

After entering your search terms, click the Search button.

Search Results

Don’t forget you may click on refine word if you do not retrieve the results you desire.

Advanced Search Tips

You may also want to open the results in a new window. By opening the results in a new window you can quickly return to the original window to edit the search terms.
## Find Field

<table>
<thead>
<tr>
<th>Find Field</th>
<th>How the “Find” field will affect your search?</th>
</tr>
</thead>
<tbody>
<tr>
<td>The exact phrase</td>
<td>By using “the exact phrase,” Teoma will search the text of the website and only retrieve the websites that contain all the specified words in successive order and together.</td>
</tr>
</tbody>
</table>

### To access the exact phrase:
1. Click on the Advanced Feature link on the Teoma website.
2. Next, click the drop-down box and select “the exact phrase.”
3. Enter the search terms and click on the **Search** button.

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### Include or exclude words or phrases

*In the Include or exclude words or phrases area of the Advanced Search page, you may filter your search to:*

- Must have the search terms you type in
- Must not have the search terms you type in
- Should have at least one of the words you type in

Another great feature to this area is that you may add additional fields or delete extra fields by clicking on the **Add an Entry** button or Delete an Entry button.

<table>
<thead>
<tr>
<th>Include or exclude words or phrases Feature</th>
<th>How the “Include or exclude words or phrases” field will affect your search?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Must have</td>
<td>“Must have” is similar to the “All Words Search.” Used Independently, “must have” will have no affect on your search.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Include or exclude words or phrases Feature</th>
<th>How the “Include or exclude words or phrases” field will affect your search?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Must not have</td>
<td>“Must not have” allows you to search for a term, but also excludes results that contain undesired information. For instance, you want information on Pennsylvania, but you don’t want the information to contain information about Pittsburgh or Philadelphia. If you place the words Pittsburgh and Philadelphia in a “must not have” field and Pennsylvania in the “must have” your search will retrieve information on</td>
</tr>
</tbody>
</table>
Pennsylvania and none of the websites will contain the words Pittsburgh or Philadelphia.

<table>
<thead>
<tr>
<th>Include or exclude words or phrases Feature</th>
<th>How the “Include or exclude words or phrases” field will affect your search?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Should have</td>
<td>Teoma searches for all words entered into the search term field entry; however, there are times when you are looking for information on one word or the other. For example, you may want information on either Pittsburgh AND/OR Philadelphia. By typing this search in the “should have” field, Teoma will return search results that contain the words Pittsburgh and Philadelphia or Pittsburgh or Philadelphia.</td>
</tr>
</tbody>
</table>

Here is an example search:

A user wants information on the Pittsburgh Penguins’ Mellon Arena, but they do not want information about Mario Lemieux. Here is a search that should retrieve those results:

You may also want to open the results in a new window. By opening the results in a new window you can quickly return to the original window to edit the search terms.

Click the Search button to execute the search.

Delete an Entry: Deletes the search line above the button. For this example it would delete the Mellon, Igloo search line.
**Anywhere on page, page title, or URL**

Oftentimes, where the word occurs in a file helps to determine the main topics of the file. Generally, a file entitled Porsche will discuss the Porsche more in-depth than a book called Cars, which might only briefly mention Porsche. Between the two results the result where Porsche is the title is more relevant. With the occurrences feature in Teoma, you may select where the word occurs in the document to broaden your search or restrict your search to the most relevant files. By default, Teoma looks for occurrence of a term “anywhere on the page”, but you may also select the word to occur “in the title of the page”, “in page title”, or “in URL.”

**To specify the location of a word:**
1. Click on the Advanced Search link on the Teoma website.
2. Next, enter your search terms in the appropriate field.
3. Click the drop down box next to the “Anywhere on page, page title, or URL” field and select where you would like the word to appear in your results.
4. Finally, click the Search button to execute the search.

**Language Feature**

The language feature allows you to specify the results’ language. At present time, Teoma allows you to select 10 languages including: Danish, Dutch, French, German, Italian, Norwegian, Portuguese, Spanish and Swedish.

**To specify a language:**
1. Click on the Advanced Search link on the Teoma website.
2. Next, enter your search terms in the appropriate field.
3. Click the drop down box next to the language field and select your language.
4. Finally, click the Search button to execute the search.
**Domain Feature**

The domain feature in Teoma is similar to the domain feature in Google. Teoma’s domain feature allows you to enter a particular website or a particular kind of website. Below is a demonstration:

Here are some additional domains you may use to search:

<table>
<thead>
<tr>
<th>Domain Suffix</th>
<th>For:</th>
</tr>
</thead>
<tbody>
<tr>
<td>.biz</td>
<td>Business</td>
</tr>
<tr>
<td>.com</td>
<td>Commercial</td>
</tr>
<tr>
<td>.org</td>
<td>Non-commercial</td>
</tr>
<tr>
<td>.net</td>
<td>Network Providers</td>
</tr>
<tr>
<td>.edu</td>
<td>Educational Institutions</td>
</tr>
<tr>
<td>.gov</td>
<td>Government</td>
</tr>
<tr>
<td>.mil</td>
<td>Military</td>
</tr>
</tbody>
</table>

With the domain feature, you may also retrieve information that is restricted to a specific site. For instance, if you want to find out about registration on the CCAC website, you may enter the search term “registration” in the “all the words” field and enter [www.ccac.edu](http://www.ccac.edu) in the domain field.

**To specify a domain:**

1. Click on the Advanced Search link on the Teoma website.
2. Next, enter your search terms in the appropriate field.
3. Click the radio button next to “Domain or site.”
4. Enter in the desired domain or website into the “Domain or site” entry field.
5. Finally, click the Search button to execute the search.
**Geographic Feature**

You may also want to limit your search to return results from a particular region of the world. Teoma has defined the following geographic regions: Africa, Central America, Europe, India or Asia, Middle East, North America, Oceania, South America and South Pacific. If you select a geographic region, you will restrict your search results to websites only from that region.

**To specify a geographic region:**
1. Click on the **Advanced Search** link on the Teoma website.
2. Next, enter your search terms in the appropriate field.
3. Click the radio button next to “**Geographic Region**.”
4. Next, click on the drop-down box and select an appropriate geographic region.
5. Finally, click the **Search** button to execute the search.

![Geographic Region Options]

**Date Feature**

If you are looking for the most current information, you may want to check out the date feature in Teoma. You may select the following date options: anytime, last week, last 2 weeks, last month, last 3 months, last 6 months, or the past year. By selecting any of these date options you will restrict your results to websites that were updated in the selected date range. You may also choose to restrict your results to websites before or after a specified date or between two specified dates.

**To select a date range:**
1. Click on the **Advanced Search** link on the Teoma website.
2. Next, enter your search terms in the appropriate field.
3. Select the radio button next to the “Date page modified” text.
4. Click the drop down box next to the date field and select an appropriate date range.
5. Finally, click the **Search** button to execute the search.

**To specify before or after a specified date:**
1. Click on the **Advanced Search** link on the Teoma website.
2. Next, enter your search terms in the appropriate field.
3. Click the radio button next to the before or after drop-down button. From the drop-down button, select either “Before” or “After.”
4. Select a specified date by clicking on the drop-down arrows next to the month, day and year.
5. Finally, click the **Search** button to execute the search.

**To specify between a date range:**
1. Click on the **Advanced Search** link on the Teoma website.
2. Next, enter your search terms in the appropriate field.
3. Click the radio button that appears before the word 'between'.
4. Select a specified date by clicking on the drop-down arrows next to the month, day and year to select a start date and an end date.

You may also want to save the search settings that you have selected; however, if you have entered search terms it will also save the search with the search terms. **To save the Search settings, click the Save settings button**, which is located at the bottom of the page.

**Teoma’s Preferences**

Within Teoma’s Preference Page, you may alter the appearance of the results page. The Preferences page allows you to open the results page in a new window or to increase the amount of results that displays on each results page.

**Accessing Preferences in Teoma**
1. Launch Internet Explorer and type www.teoma.com into the Address field. Next, strike the **Enter** key or click **Go**.
2. The Teoma web page should now be visible.
3. Click on the Preferences link to access the Preferences features.

4. You should be redirected to the Teoma Preferences page.
Changing Results per page

Typically, you may only view 10 search results on one page. However, within Preferences you may change the amount of search results per page to 10, 20, 30, 50, or 100.

To chose the number of results per page:
1. Click on the Preferences link on the Teoma website.
2. Next, click the drop-down menu and select the number of results to display per page.
3. Finally, click “Save Settings.”

Results Window

The Results Window checkbox on the Preferences webpage allows you to view the results in a separate browser window.

To open your search results in a new window:
1. Click on the Preferences link on the Teoma website.
2. Next, click the “Open in a new window” checkbox on.
3. Finally, click “Save Settings.”