

APRIL BVCC NEWSLETTER

If you are reading this on your computer display, remember that Acrobat Reader has a *zoom* feature for enlarging text and graphics.

Computer Club (BVCC) Meeting, April 12, 2010, 7:30 PM

The meeting this month will feature computer Potluck. George Hartwell will demonstrate moving music from CD's to an *Ipod*, the new computer room computers will be shown. current software updates will be discussed, and a general question session will be held.

Notes from Kent

Effective Google Searching

There is a current TV commercial from Microsoft poking fun at the vast numbers of results that are returned in a Google search. The commercial's point is that you should use Microsoft's new "Bing" searchware. Without bothering with Microsoft's self-serving promotion, it does remind us that Google offers far more searching power and capabilities to limit searches than most people use.

To adequately discuss these, let me introduce a couple of technical terms that need not scare us: **Boolean algebra** and **Venn diagrams**. Other than their names, these need not be as intimidating as they may sound. Boolean algebra derives its names from its creator, George Boole, in the mid-19th Century. It early was primarily a notation system for logic but, since logic is the basis of information retrieval using a computer, it provides the basis for using a search engine, such as Google, to locate the information that you are seeking.

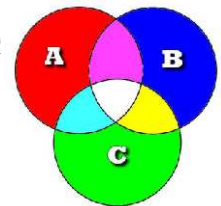
In simplest terms, Boolean algebra consists of "and," "or," and "not." Visualizing how these

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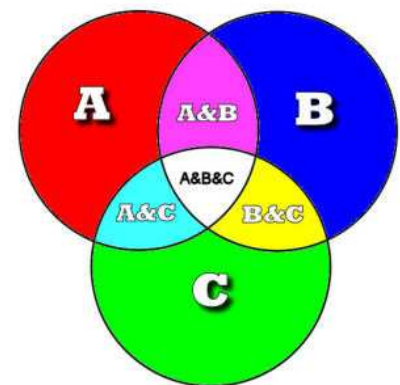
terms work calls is aided by Venn diagrams, named for John Venn who actually called them Eulerian circles for Leonhard Euler who developed a similar concept in the 18th Century. Venn used a circle (like Euler) to represent an element of a set.

Using the Venn Diagram shown, A might represent "all wooden things," while B might represent "all tables," and C "all things made in Ohio."



Looking at circle A and where it overlaps Circle B, we see that some wooden things are tables while a larger percent are not.

Where A and B overlap, we have the result of A AND B [Google uses an all caps AND to force the Boolean "And" relationship), in this case tables made of wood. If we add AND C,

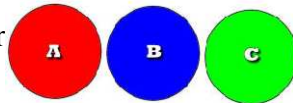


then the proposition or query is reduced to the section where the three circles overlap, wood tables made in Ohio (reducing the number of appropriate elements [in Google, the number of Web pages] to about 1/6th of just one of the original circles. Unless told otherwise, Google will consider a phrase or number



of terms as actually having an AND between each word.

To appreciate how the simple operand “AND” has pared the information universe and thereby greatly reduced the number of sites lacking the information sought. This is clear if we imagine the three circles side by side. This would represent what “OR” would do. Our query would be all items made of wood or all tables or all things made in Ohio.



The last Boolean operand is NOT (Google shortens the to a dash with a space in front of it—the space avoids treating a hyphenated word as a NOT). Using our previous search, we could narrow it even further by adding more modifiers, such as AND kitchen, or -coffee, if we wanted to see only (or primarily) kitchen tables or if we didn't want to see coffee tables.

While this is relatively simple, Google can increase the complexity. For example, if I use “wood” as a search term, Google in all likelihood will also have a list of synonyms, such as oak, ash, walnut, etc. This makes the search for “wood” much larger than web pages that contain the word “wood.”

One way this can confound logic is evident in comparing results from a search of waverly high school (Google ignores case and thus does not care if a word is capitalized or not). Searching waverly high school (on 3/30/10) returned 1,540,000 results while searching waverly AND high AND school returns 3,610,000 results. The only way that I can explain that is that the A, B, and C circles are greatly enlarged by synonyms and by context. As noted, OR is the broadest search (searching all of all three circles [plus synonyms]). Waverly OR high OR school returns 2,620,000,000 results.

Obviously such results are beyond one's ability to review in one lifetime. But Google offers additional tools to narrow the search. One of the most powerful is quotation marks. By putting the phrase “waverly high school” in quotation marks,

the search will retrieve only results that are exactly like the query within the quotation marks, In the example query, the quotation marks reduce the results to 29,100. The risk of using quotation marks is that it may exclude results about waverly high school but do not have that exact phrase. For example, the quotation marks would exclude responses such as “In Waverly, the high school” or “Waverly H.S.” Google suggests that its search algorithm will respect the query but would probably also catch these two examples.

While quotation marks can greatly reduce the results, it may to too specific. One way of expanding a search is the use of an “*” or wild card. The asterisk can represent 0, 1, or many letters. Using a phrase like Bristol Village homes returns 338,000 results while Bristol Village home returns 899,000 and Bristol Village home* 971,000. Home* can include, home, homes, homestead, homesteads, etc.

While the examples here have been specifically using Google, the same principles apply to searches using “ask.com,” “bing,” and others. Most search engines will offer (in extremely small print) a not offering “help” or “tips” in advanced searching. Those clickable links can provide a clearer idea of how and why the search engine returned the results that it did. Beyond reading these, simply experiment with the various options to find what the different approaches offer. And, knowingly so or not, you will largely be employing Boolean Algebra with results that could be represented by Venn Diagrams.

Information for this discussion is drawn from Wikipedia, specifically http://en.wikipedia.org/wiki/Introduction_to_Boolean_algebra and http://en.wikipedia.org/wiki/Venn_diagrams

Kent Mulliner

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Web sites to try

by Len

Smithsonian Magazine

Before broadband Internet connections, you had to spend big bucks and wait for the mailman if you wanted to read a variety of magazines. Now, with a keyboard under your fingers and a mouse in your hand, you have the power to read a seemingly endless collection of publications. One example is the Smithsonian magazine. This publication can save you a trip to Washington DC, or provide an alternative to TV.

www.smithsonianmag.com/



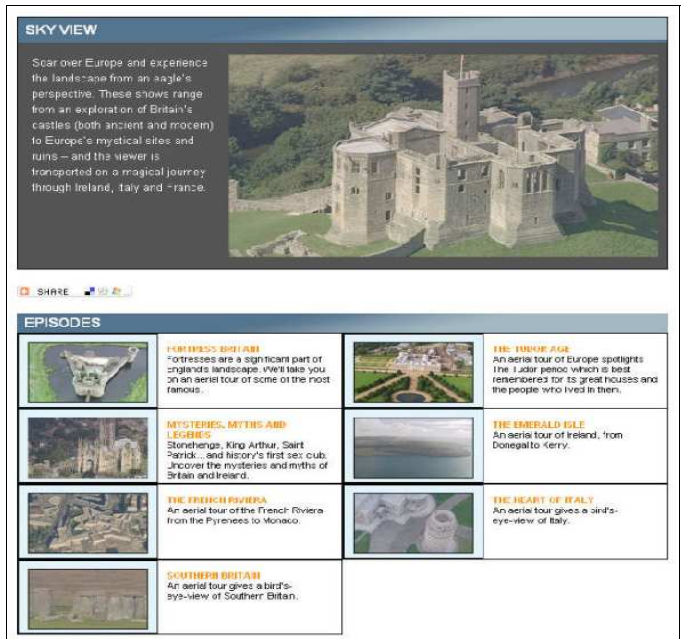
When you go to the web site you should first scroll down through the current offerings on the *Home* page. You will find a menu across the top of the display that provides access to a variety of different interest areas.

Smithsonian Channel

Above the topic menu area is a place to select from different Smithsonian publications. One of these is the listing for the *Smithsonian Channel* that we receive in Bristol Village on **87.1** (if you have a TV with a digital tuner and no set top box).

On the Smithsonian Channel page click on the *Schedule* tab to see what is on, or click on the *Shows* tab to get descriptions of programs.

I have caught programs on this channel and they can be spectacular on a large LCD screen. One current program is *Sky View, the Tudor Age*. This is part of a series that uses an HD camera mounted on a helicopter to create breathtaking views of the landscape.



A similar series being developed is *Aerial America*, scenery that must be seen. Can't wait? Have a computer with a fast video adapter and a broadband connection? The *Aerial America* program on *Hawaii* has been available for viewing directly from the web site.

Select Videos and then click on Full Episodes if you want to see these programs on your computer. BTW, most new LCD TV sets have a built-in VGA connection for computers. It is possible to put the computer and TV together and get great programs and overcome our limited cable TV offerings.

Google Is Watching You

by Len

If you use Gmail or Google Portfolio or have registered with Google, you should be aware of the information collected about you. Just click on *My Account* from a Google page, and then select *View data stored with this account*. You might be amazed or dismayed at what is there.

For example, there is a list of purchases, images downloaded, your portfolio list, recent maps, your web browsing history, and more. The question of how secure this information is may be of concern.

Manage account
 Edit personal information
 Privacy and security help

Checkout
 Purchases 1 order
 Most recent: 43319-06 on Jun 30, 2009
 Checkout Buyer help
 Checkout Seller help
 Payment options 1 credit card
 Default: VISA xxx-8133
 Shipping options 1 address
 Default: 342 Oak Ave, Waerly, OH 45690

Docs
 Owned by me 1 document
 Most recent: Digital Picture Editing on Nov 9, 2007
 Manage documents
 Opened by me 1 document
 Most recent: Digital Picture Editing on Nov 9, 2007
 Sharing documents

Finance
 11 securities in 1 portfolio:
 My Portfolio 11 securities
 Portfolio value: \$0.00 at Mar 30, 2010
 Manage portfolios

iGoogle
 Gadgets installed 5 gadgets
 Most recent: on May 27, 2009
 Manage iGoogle settings
 Tabs 1 tab
 Most recently added: Home
 iGoogle privacy policy

Maps
 My Maps 4 public maps, 0 unlisted maps
 Most recent: 3663 Dutch Ridge Rd at 4:29 AM
 Manage Maps profile
 Manage My Maps

Talk
 Contacts 0 contacts
 Sample Contact:
 About talk
 Talk privacy policy

Web History
 Web History: Enabled for searches only
 Remove items or clear Web History
 Turn Off Google Goggles Search History

Web
 Most recent: translators_ata on Mar 27, 2010

Images
 Most recent: yesterday's kyrka on Feb 12, 2010

News
 Most recent: current olympics news on Feb 25, 2010

Products
 Most recent: Chevy Traverse 1LT FWD Exterior color... on Jan 28, 2010

Video
 Most recent: bristol village on Feb 24, 2009

Maps
 Most recent: Koppängen 23, Halland, Sweden on Mar 28, 2010

Books
 Most recent: video lighting on Aug 31, 2009

Other products
 The following products are not yet available in this dashboard.
 Google News
 Google Subscribed Links

This page represents the data associated with this Google account. All data is private unless indicated with this icon as visible to others. - Is this everything? - Learn more

Nominating Committee Report

IT IS TIME FOR ELECTION OF COMPUTER CLUB OFFICERS.

I, Fred Schneiter, sitting as a party of one, wish to remind you April is the month to announce Candidates. Election held at May Meeting. I have canvassed the present officers:

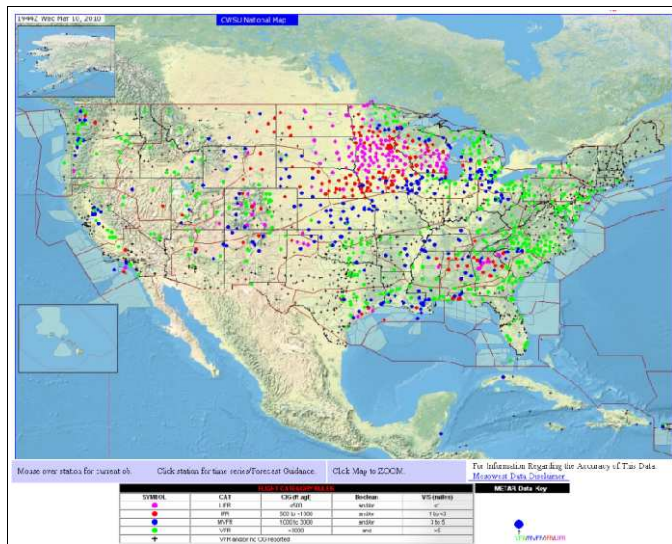
- Kent Mulliner - Chairperson**
- Don Netzley - Vice Chairperson**
- George Hartwell - Treasurer**
- Thurlie Knapp - Secretary**

They are agreeable to serving another term: July 1, 2010 through June 30, 2011 If you, or someone you know, wish to declare for the 2010-2011 Year, please announce at the May 2010 Computer Club Meeting.

Your Nominating Committee rests.

Fred Notes

Fred has been surfing the net again. This time he reports his discovery of the amazing weather maps provided by NOAA. The first discovery is an interactive map that shows information about conditions at airports in the USA. When you hover over an air-



port a text box pops up that shows current local conditions.

www.wrh.noaa.gov/zoa/mwmap3.php?map=usa

It gets even better. When you go to the NOAA home page, you gain access to a wealth of weather related maps and information.



www.weather.gov/

If you are looking for more information than you can find on our local channels 19 or 27, give it a try. I suspect that you will discover answers to all of your weather questions and even find answers to questions you didn't even know you had. ☺

Renew or Enroll in Kroger Community Rewards Program

by Van Ambrose

For several years the Bristol Village (BV) Foundation has directly benefited from residents and friends of Bristol Village who shop at a Kroger store in the Columbus Division (including the Waverly and Chillicothe Kroger stores) and are enrolled as Kroger customers in the Kroger Community Rewards Program.

Over the past year alone, the Foundation received an average of \$1,000.00 every three months as a result of the 130 BV residents and friends whose shopping at Kroger was linked to the BV Foundation at absolutely no cost to you! As one resident recently said, "I'm glad to see the Foundation benefit when I shop at Kroger."

The Kroger Community Rewards Program begins a new year on April 1 (sorry-no April fool's joke). The good news is that NCR/Bristol Village again has been approved as a charitable recipient. *Unfortunately, our 130 enrolled customers must re-enroll in Kroger Community Rewards sometime after April 1 and have a valid online account at Kroger.com to participate.*

If you have internet access, it's easy to re-enroll (or enroll for the first time). They can visit www.Krogercommunityrewards.com. You will need your Kroger Plus Card number (the card you use to receive the discounted price). Detailed instructions are on the reverse side.

If you do not have a computer or internet access, the Bristol Village Computer Club will help you. Just visit the Computer Club at the Activity Center between 1 p. m. & 3 p.m on April 1st-2nd, 5th-9th, 15th, 22nd, or 29th or before and after the Potluck on April 3 or Computer Club meeting on April 12th. If needed additional days and time will be scheduled and announced on Channel 99. A club member will help enroll or re-enroll you and establish an e-mail account for you if you do not have one. That way, the BV Foundation will benefit when you buy your groceries at Kroger.

Thank you for your interest and support of the BV Foundation as you help the Foundation meet the needs of village residents. Please also share this information with friends and family in the Columbus area who may also enroll to have their Kroger purchases assist the Foundation.

If you have any questions, please contact Van Ambrose at 947-2118 or Kent Mulliner, President of the Computer Club at 947-0501.

Sign Yourself Up for Kroger Community Rewards

(Follow these instructions if you have an e-mail address and are comfortable doing it yourself)

Step 1: type www.krogercommunityrewards.com into browser.

Step 2: Select your state.

Step 3: Scroll down and click on “Enroll.”

Step 4: Click on “Sign up Today!” under New Customer section on right.

Step 5: Enter in your zip code and then click “Search.”

Step 6: Click on the arrow to display the list of stores in your zip code and highlight your preferred store.

Step 7: Enter in your email and password.

Step 8: Select any email communications you would like to receive from us.

Step 9: Click on “Next.”

Step 10: Key in your Kroger Plus Shopper’s Card Number. (If it says that this card has already been used, please call the number on the back of your card.)

Step 11: Enter in your contact information.

Step 12: Click on “Next.”

Step 13: Verify that your account information is correct. Check box for agreement to terms and conditions and click on “Complete Information.”

Step 14: Kroger will send an email to your personal account that you entered earlier in the process. This could take up to 10 minutes.

Step 15: Open the email that Kroger sent. Read the email and either click on the link within the email or copy and paste it into your browser.

Step 16: Sign in: click on the blue “Click here” button and then type in your email and password.

Step 17: Under Kroger Community Rewards Section at right, click “Edit Kroger Community Rewards Information.”

Step 18: Find your organization by typing in organization’s NPO number: **81723**

Step 19: Click on the organization name that you want. Please make sure that you click on the **circle to the left of your organization so that it becomes highlighted.** The Foundation is identified as **National Church Residences**

Step 20: Click on “Save Changes.”

Step 21: Scroll over the page and make sure all information is accurate.

You are now registered!!!!

Warning new Phishing Email

There have been a number of bogus email messages floating around lately that claim you have a problem with package delivery. Here are a couple of variations.

Dear customer!

We were not able to deliver your postal package you have sent on the 5th of January in time because the recipient’s address is erroneous.

Please print out the invoice copy attached and collect the package at our office.

United Parcel Service of America.

Hello!

Unfortunately we failed to deliver the package you have sent on the 16th of January in time because the addressee's address is not correct. Please print out the invoice copy attached and collect the package at our department.

United Parcel Service of America.

These messages come with an attached file. If you open this file you will either get a virus, or, perhaps worse, you may get a phishing program installed on your computer.

Phishing is the process by which the bad guys data mine your computer. That is, they look for personal data like bank account numbers, passwords, or whatever.

A similar type of email phishing invites you to click on a link in the message. This can also infect your computer with a virus or install phishing software.

Never open an email attachment or click on an email link unless you are 100% sure you know what it is for.

Quick Tips

by Len

- **Only write on the label side of a CD or DVD. Marks (including fingerprints) on the read/write side can destroy the disk.**

- **Do not install more than one anti-virus program on your computer. Dueling anti-virus programs will make your computer run very slow.**
- **Avoid installing extra toolbars in your web browser (Internet Explorer or Firefox). They will steal screen space and in some cases slow down Internet access.**
- **Do take time to learn how to use *Windows Explorer*. *Windows Explorer* gives you control over your document and picture files/**
- **Do learn to use Copy (Ctrl+C) and Paste (Ctrl+V). You can copy and paste text or images (or even files and folders in *Windows Explorer*) from one place to another. You can copy something in one document and paste it in a different document.**
- **Use Alt+TAB to switch between open windows.**
- **Do quick selections. In most word processing programs and text entry boxes, you can select a complete word by double clicking on it. Triple clicking selects a complete sentence, and Quadruple clicking in some cases selects a complete paragraph.**
- **Do press Ctrl+A to select everything in a document.**



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