

So, we've made it through the first two videos and I hope that you see that information overload has been an ongoing issue for a long time. It isn't just a new problem that we are facing today, though certainly the internet has changed the way that people look for information, as well as how much information is available to us. For that reason, we need to know how to find the good information.

At the end of the last video, I asked you to think about an information community that you are part of, or an information need that you have. I want you to keep that information community or information need in the back of your mind as we work through the content in the next series of videos.

In this video, I want you to think about two important questions:

1. What **level of expertise** or **knowledge** do you have about your community or your information need? (e.g. beginner, intermediate, or expert?)
2. **Think about a Google search you might conduct about your community or information need. What does that search look like?**

If you are slightly confused, don't worry. I am going to show you two real examples of information communities and information needs that I have in my everyday life.

Throughout these next few videos I am going to use 2 examples of real searches I have done over the past year where I have had two very different levels of expertise.

My first information need was to purchase a new digital camera. In this example I had very little knowledge about cameras and photography prior, so I consider myself a beginner.

My second example is a bit different, I'm a gamer and I often have to look up information about the games that I play. **Remember**, I said to pick a community or information need that you are interested in. Throughout these videos I will look at a game that I play called World of Warcraft which I have played since around 2004, and for that reason, I'd consider myself an expert in that community.

In my first example, I was looking for information about purchasing a new digital camera. AS I mentioned, I consider myself a beginner in terms of my photographic knowledge. For a long time, I simply used the camera on my phone to take photographs, but I wanted to learn more about photography. For this reason, I decided to purchase a dedicated camera with more manual settings so I could learn more about composing photos, lighting, post editing, etc. So I did what a lot of beginners or someone new to a topic does, I Googled some information.

Without a lot of knowledge about digital cameras, I conducted a very simple Google search, **what digital camera should I buy?**

As you can see, my simple search is very general, and I have over a billion results! Let's just quickly open one of these websites and see if they can be any help?

We can see that there are many different types of digital cameras, this was something that I knew but to be honest didn't fully understand. So, for me to fully understand what camera I should buy would require me to do some additional background research before I could move forward.

To do this I might have to consider secondary searches, which might require me to use some of the information that I found in my initial search “what digital camera should I buy?”. More specific searches might include something like **What is the difference between an SLR vs. mirrorless camera** or **What is the difference between a full frame vs crop frame camera**.

It is okay to have to do more than one search when looking for information. Oftentimes, the results that you retrieve from your initial searches can be used in future searches. Like my example before, I had to do my simple broad search as it introduced me to vocabulary and concepts that I didn't know prior to that initial search.

That said, when I moved into an information need that I was an expert in, my search changed. Let's look at an example Google search when it's a topic that I consider myself an expert in.

Here is my search:

BiS pre-raid shaman resto gear tbc classic

As an “expert” in World of Warcraft, you can see that my search vocabulary changes. It is less general and more specific. For someone who isn't a gamer or doesn't play wow, my Google search might seem extremely confusing. That's because the vocabulary in my search is very specific to the gaming and world of warcraft community but if you were a member of this community it would make sense. Let's very quickly break down my search.

BiS stand for “Best in Slot”, and refers to gear that is typically considered the most powerful for the various armor slots that your character has, for example: helmets, gloves and boots.

Pre-raid is the equipment available to you before you start taking part in certain game content. Pre raid typically refers to a phase in the game before moving on to harder content.

Shaman refers to the class/character that I play and **resto**, is an abbreviation of the specialization that my character is within the game, Restoration.

TBC Classic, refers to the version of the game that I am playing, again, this is another abbreviation which is The Burning Crusade Classic.

Now, let's jump into one of the results my search retrieved. As an expert in this community, I know that this website, wowhead.com, is often a reliable source for information and I have come to recognize this resource over years of being involved in the community. If we look at this article on the website, it is quite detailed and provides a lot of information. To people not familiar with this, again it might be overwhelming and quite frankly won't make a lot of sense.

As you can see, the searches I conducted between my two information needs are very different. When I was a beginner, my search was very basic and required me to do a little bit more background research before I could fully answer my question. When I was an expert, my search was much more precise, I used very specific language because I know what language this community uses. Although the two examples we looked at today weren't necessarily academic in nature, the searches we do in academia can follow similar trends.

We will all have different expertise levels on different topics. I want you to revisit the 2 questions I presented earlier and apply them to your own information community or information need.

Transcript for Understanding expertise and what that means for search video

Once you have watched this video, please respond to the discussion board post that unlocks with this video and answer the following two questions:

1. What **level of expertise** or **knowledge** do you have about your community or your information need? (e.g. beginner, intermediate, or expert?)
2. **Think about a Google search you might conduct about your community or information need. What does that search look like?**

Once you've posted on the discussion board it'll unlock the next video in that video, we'll look at ways we can start to evaluate information.