

# Chapter 1

# Googling the World

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## *In This Chapter*

- ▶ Searching with Google
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  - ▶ Using Google shortcuts
  - ▶ The parts of Google
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**H**ow do you easily find information about anything (or anyone)? You “google” it (or them) using Google’s Web search. For many (if not most) people, the Google Web search engine is the information gateway to the Web (and the world).

You probably know that it’s easy to enter almost any words or names in the Google Web search engine and get useful search results back. But you may not know that you can also enter many specialized numbers into Google’s Web search box — such as shipment tracking numbers, product codes, and more — and get useful results. In this chapter, I tell you about some of the specialized information you can request from Google, how to use Google shortcuts to get information about stocks and travel, and how to use Google’s wonderful “secret” calculator.

Google is the world’s biggest one-stop shopping mall for finding information on the Web. Most likely, you already know about — and have used — Google’s Web search functions. But you may not know about some of the other “shops” that are part of the Google Web information mall. In this chapter, I list many of the hidden parts of Google — including Google Answers, Google Directory, Google News, and Google Scholar — and tell you where in this book you can find more information about each specific part of Google.

Last, but hardly least, the Google Toolbar is a wonderful add-on to Internet Explorer that makes using Google more efficient and fun. In this chapter, I show you how to download and install the Google Toolbar, and explain its features to you.

## Searching the Web with Google

To open the Google Web search window, which is also Google's home page, enter the *URL* (Uniform Resource Locator), or Web address, `www.google.com`, in your Web browser (such as Microsoft Internet Explorer).

When the Google home page appears, you see the familiar, simple, uncluttered window shown in Figure 1-1.

**Figure 1-1:**  
The familiar Google Web search form is a simple way to find out about almost anything.



To search the Web with Google, enter your search terms in the text box. Click the Google Search button. The results of Google's search — a list of pages and their associated Web links — opens in your Web browser (usually in an amazingly short amount of time). For more information about what you find on a Google results page, and how to make the most of it, see Chapter 4.



If you click the I'm Feeling Lucky button instead of the Google Search button, the first result (the result at the top of the list that the Google Web search would otherwise spit out) automatically opens in your browser. This option can save time (by skipping the Google results page with its links) — but, of course, is a time-waster if the first result does not have the information you're looking for.

The vast majority of searches that you conduct with Google aren't fancy. You have done dozens, hundreds, maybe even thousands of them already. You just enter some words in the Google search box, separating each word with spaces. For a great many uses, this kind of "keep it simple" Google search is good enough.

The words entered for a Google search are sometimes called *keywords* or *search terms*. All the words in a search together are called a *search phrase* or *query*.



Researchers often need to search with greater precision than a simple keyword search allows. In Chapters 4 and 5, I explain how to use Google's *query language*, which strings together Google *operators* with keywords, to craft powerful and precise searches.

## Searching using Google's rules

Even with simple Google keyword searches, there are some basic rules Google follows that you need to know about to get more out of your searches:

- ✓ Google searches for all words (well, most words — see the next bullet) in a simple query. **Example:** *midwest blizzard* yields different results than *moscow blizzard*.
- ✓ Google ignores many common words — such as *and*, *for*, and *the* — also called *stop words* (see Chapter 4 for more information), and most punctuation. **Example:** A search for *to be or not to be* does not provide meaningful results (such as a link to Hamlet's famous soliloquy) because *to*, *be*, and *or* are all stop words. In effect, this search is the same as searching for the word *not*.
- ✓ Google finds results anywhere in a document, not just in its text (for example, within the HTML title of a page). **Example:** Search for *organic farm* and Sun Organic Farm appears near the top of the search results list because of its Web address ([www.sunorganic.com](http://www.sunorganic.com)) and title, Sun Organic Farm.
- ✓ Google cares about word order: The first word is the most important in a search, and so on, reading left to right. **Example:** Just switch the word order to *farm organic* and it's a whole new search.
- ✓ Google returns pages ordered by *PageRank*, a measure that Google uses to gauge a page's popularity (see Chapter 2 and Chapter 11 for more information about how PageRank is calculated). **Example:** Search for *music* and you won't be surprised to find MTV near the top of the result set, but you will be surprised if your garage band's Web page is. You're not famous . . . yet.
- ✓ Proximity matters: If the words in your search are close together in a result, that result will be returned before results where they are not close together. **Example:** The search *moscow birthday* leads to different results than *birthday moscow* (the results of the first search are centered around the city of Moscow and happen to have birthday in them, while the results of the second search are pages about birthdays — such as Michelangelo's — that for one reason or another happen to also include a reference to Moscow).
- ✓ Google is case-insensitive: Google does not care about capitalization. **Example:** *moscow* and *Moscow* are the same thing (er, place) to Google.
- ✓ Simple Google searches are limited to ten keywords.

- ✓ Google finds its results depending on words that occur in Web pages (and that match your search words), not by analyzing your search phrase for its meaning. See the section, “Searching for words, not meaning,” for more information.

## *Searching for words, not meaning*

When Google pursues simple searches, it looks for word occurrences, not meaning. Although this point is simple, it is probably both the most subtle and the most important for getting good search results. You need to think about how words are likely to be used in Web pages.

For example, a search for *hello world* in Google might seem likely to produce results pointing to pages with information about spiritualism, ecology, and kids’ programs. But if you are a programmer, or have ever learned a programming language, you’ll probably know that it’s a common custom to write an introductory program that displays the phrase “Hello World.” Most of the results for a *hello world* search link to pages about programming, programming languages, and learning to program.



If you want to search for information about introductory programming, the query *hello world* might be a good way to go about it because on real-world Web pages the word “hello” and the word “world” usually appear in proximity in pages about introductory programs.

## *Effectively searching*

Your simple Google searches can be highly effective, but they will probably work better if you follow these suggestions:

- ✓ **Be specific:** Targeted keywords work better than more general keywords (so the more you learn about a topic, the more likely you are to create successively more effective searches). For example, if you are looking for information about environmental impact statements in Alameda County, California, a search for *environmental impact alameda county ca* gives you much better information than a search for *environment northern ca*.
- ✓ **Use both singular and plural forms of words:** To Google, singular and plural forms of words are different words. You may need to try both singular and plural forms in successive searches. For example, if you are interested in monks and medieval music, a search for *monk polyphony* yields different results than a search for *monks polyphony* (so you should run both searches for the most useful results). You can run both searches together by combining the single and plural forms, for example, *monk monks polyphony*.

- ✔ **Use distinctive and important keywords:** If you can think of an unusual word that will most likely appear on most pages with information you are interested in, then you are most of the way to an effective, but simple, Google search. For example, if you are looking for material with information about building software that customizes Google, the search term *google apis web service* probably works well — better than *program google*.

## Refining your search

One of the biggest problems with Google searches is sifting through the large number of results that are often returned. Many of these results are not what you are looking for.

There are several easy ways to refine a simple Google search. These techniques yield essentially comparable results. You can

- ✔ Add words to an existing query
- ✔ Use Google's Search Within Results feature

To add words to an existing search, first run the initial query, for example, *hello world*.

As I explain earlier, in “Searching for words, not meaning,” a search for the phrase *hello world* might be useful if you are looking for introductory information about programming languages. But that doesn't mean that you'll *only* end up with results about programming — so such a restriction might be very helpful, seeing as how the last time I did this search, Google yielded some 16 million results.

You can refine your search so that you only find material about programming languages. Scroll to the bottom of the first Google results page and you see the Google search box with the search words *hello world* already in it. You can add the terms *programming language* immediately after the original search terms and click the Search button (see Figure 1-2). A new, refined, results page displays.

**Figure 1-2:**  
You can add  
terms to the  
terms of an  
existing  
search.



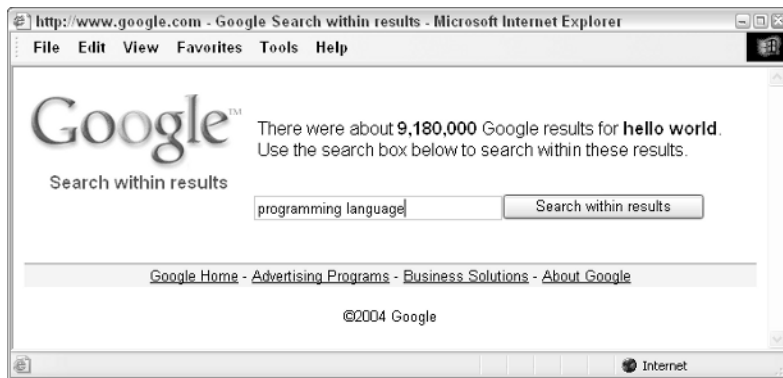


The Google search box, with the existing search terms already in it, also appears at the top of each search results page.

Alternatively, on a Google results page, you can click the [Search within results](#) link. This link appears at the bottom of each Google search results page (refer to Figure 1-2).

When you click the [Search within results](#) link, the Google Search Within Results window, shown in Figure 1-3, opens.

**Figure 1-3:**  
When you  
search  
within  
results, this  
window  
appears.



In the Search Within Results window, you can add the terms, such as *programming language*, that you want to use to refine your search. Google searches for the new term (in this case, *programming language*), but only within the results for the previous search (*hello world*).

## Number searches

We live in a world in which things — and even people, eek! — are often identified by numbers. This makes it a gosh darn good thing that you can enter most of these numbers in Google and get meaningful results.



Google provides a shorthand way to search for a numerical range. For example, a search for *1066. . . 1099* returns results for all numbers between 1066 and 1099. You can use numerical range matching if you are sure of most of a number, but not all of it; for example, if you know the first nine digits of a number, but not the last three digits.

You may be scratching your head at this point because you're not aware of all the meaningful results you can get when you enter numbers into the Google search box.



A “number” might be a mixed combination of numbers and letters used to identify something.

Some numbers you can search for include

- ✓ Airplane registration numbers
- ✓ Area codes
- ✓ FCC (Federal Communication Commission) call signs used as station identifiers; for example, the ham radio call sign KD7KH
- ✓ ISBN numbers, used to identify books; for example, 0-7645-7809-X
- ✓ Patent numbers; for example, 6285999
- ✓ Phone numbers, if you do a reverse phonebook lookup (providing the name and address associated with a number) (See Chapter 5 for more information about research that uses telephone information.)
- ✓ Product codes that are manufacturer specific
- ✓ Tracking numbers for shipments from Federal Express, United Parcel Service, and United States Postal Service
- ✓ UPCs (Universal Product Codes) used to identify a product
- ✓ VINs (Vehicle Identification Numbers)
- ✓ Zip codes
- ✓ Almost any kind of number used as an identifier

When you enter any of these types of identification numbers in Google, you may see a typical search results page with links that provide information using the number. Sometimes, however, you may see a special search results page — for example, if you search for a Federal Express shipping number, a page with a [Track FedEx package XXXXXXXXX](#) link appears. Clicking the link opens the Federal Express page used for tracking that package.

## *Google shortcuts*

Google provides a number of helpful shortcuts that you can use to easily find a wide array of information. In this section, I tell you about three of these shortcut techniques. I show you how to use Google to

- ✓ Perform simple and complex calculations
- ✓ Find information about any publicly traded stock
- ✓ Get travel information

### The Google calculator

The Google calculator does arithmetic for you, and also performs more complex calculations. You just have to use the syntax specified by Google — see [www.google.com/help/calculator.html](http://www.google.com/help/calculator.html) for complete information about using the calculator — and enter your expression for calculation.

For example, enter **42\*12** in the Google box and click the Search button. The answer (504) appears on the results page, along with a link so that you can learn more about the calculator. Another link appears to search for the query **42 \* 12**, just in case you really meant to search rather than to calculate.

Enter the expression **2\*pi\*26** into the Google search box and click the Search button. This expression evaluates to 163.362818 (which is the circumference of a circle with a radius of 26).

The Google calculator can do much more! Suppose you want to find the value of the famous mathematical expression  $e^{(i\pi)+1}$ . If you enter this expression in Google and click Search, you'll find that it evaluates to 0, as you can see in Figure 1-4.



To find out more about the expression shown in Figure 1-4, search Google for *Euler's Identity* or click the link that lets you search for more information about the expression  $e^{(i\pi)+1}$ .

**Figure 1-4:** The Google calculator can find the value of some pretty complicated expressions.



### Finding out about stocks

To find out about a publicly traded stock, enter the word **stock**, followed by a colon, followed by the ticker symbol for the company (all without spaces) in the Google box and click Search. For example:





```
stock:goog
```

If you don't know the ticker symbol for a company, you can usually find it by searching for all (or part) of the company name, followed by the word *ticker*, for example:

```
Google ticker
```

When you use the `stock:` operator with a valid stock ticker symbol, the first link on the Google results page that appears is a [Stock quotes](#) link. Click this link to open a framed, tabbed page of financial and securities information. Tabs with information are provided by Yahoo! Finance, The Motley Fool, MSN MoneyCentral, and ClearStation.

### Getting travel information

Finding travel information quickly is simple when you use the Google search box. Here are a couple of the travel shortcuts provided by Google:

- ✓ **Airport code:** Enter a three letter airport code followed by the word *airport* to find a great deal of information about the airport. For example, *oak airport* yields information about Metropolitan Oakland International Airport. The first link on the results page when you conduct this type of search is to the Federal Aviation Administration's travel conditions page, which provides local weather conditions for the airport.
- ✓ **Airline search:** If you enter the name of an airline, followed by a flight number — for example, *United 511* — the results include links to information about the flight status.

## Getting local information

Google also provides some tools to help you find specific local information.

If you add a zip code (or city) after your other search terms, the first few results Google returns are local results within the zip code (or city) you specified. These local results are indicated with a little compass icon (see Figure 1-5). A compass icon appears at the top-left side of the search results page; click it if you want to see more local results.

Alternatively, you can use the Google Local service by visiting the URL <http://local.google.com>. Although it has been around a while, the Google Local service is still technically in beta, meaning it has not been “officially” launched yet.

With the Google Local page open, you can enter a local search term such as *chinese restaurant* and a location such as *10025* (you can enter the name of a city and state, or you can enter the zip code). Click the Search button. Google

returns numerous local listings, along with a map showing locations and some other relevant local information (see Figure 1-6).

**Figure 1-5:**  
Local results  
are marked  
with a compass icon.



**Figure 1-6:**  
The Google  
Local service is a  
good way  
to get local  
information.



## Mining Google for Information

Google has a lot more going on than meets the eye. The simple, elegant exterior of the Google search form is the visible tip of a vast submerged iceberg.

You can get beneath the Google surface with relative ease. For example, to open the Google Advanced Search, which is partially shown in Figure 1-7, simply click the [Advanced Search](#) link on the Google home page, or open the URL [www.google.com/advanced\\_search](http://www.google.com/advanced_search) in your browser.

I explain how to use the Google Advanced Search window, which is a great tool for refining your searches, in Chapter 4.



In addition to the Google Advanced Search window, here are some other hidden parts of Google that provide valuable information and/or tools for researchers:

- ✓ **Google Answers:** Google Answers is a service that allows users to name their own price to get research questions answered. Browsing questions and answers is free — and very informative — but you need a Google account to post a question. You can open Google Answers at [www.answers.google.com](http://www.answers.google.com). I explain how Google Answers works in Chapter 6.
- ✓ **Google Directory:** Google Directory uses the categorization scheme and sites selected by the Open Directory Project to find information that has been vetted by experts. The URL for Google Directory is <http://directory.google.com>; you can find out more about Google Directory in Chapter 7.
- ✓ **Google Groups:** Google Groups lets you search through millions of bulletin board posts made on every conceivable subject (Google Groups are the very same Usenet Groups that predate the Web, only with a new name). In its most recent version, Google has extended Google Groups, adding tools and group list management features that go beyond anything available through the old Usenet. You can find Google Groups at <http://groups.google.com>. I explain Google Groups in Chapter 7.
- ✓ **Google Images:** Google Images lets you search for pictures on the Web. This service has some surprising uses for researchers. You can open the Google Image Search at [www.google.com/imghp?hl=en](http://www.google.com/imghp?hl=en). For more information, see Chapter 8.
- ✓ **Google Language Tools:** Google Language Tools lets you choose a geographic area to search, translate text, and translate Web pages by providing a URL. You can also choose another language for the Google interface (such as the Search button) if English isn't your native language or if you just want to read everything in, say, Portuguese. You can open Google Language Tools at [www.google.com/language\\_tools?hl=en](http://www.google.com/language_tools?hl=en) to find out more about the translation tools provided in Chapter 13.

- ✓ **Google News:** Google News Search provides links to recent news items. If you have a Google account, you can set up automated search results on a topic and have the results e-mailed to you. You can open Google News at <http://news.google.com>. For more information, see Chapter 9.
- ✓ **Google Scholar:** Google Scholar lets you search for academic, peer-reviewed articles and citations. You can open Google Scholar at <http://scholar.google.com>. Google Scholar is currently in beta. I've included information about it here because scholarly materials are potentially extremely important to some kinds of research.
- ✓ **Google Video:** A pilot program that lets you search the transcripts of selected television shows displays the transcripts and still photographs. See <http://video.google.com> for more information.

In addition, Google has recently announced the digitization of major portions of research libraries including Harvard, the University of Michigan, Oxford, Stanford, and the New York Public Library. As this progresses, resources from the libraries will be available through Google.



Many parts of Google can be opened directly from the Google home page. Visit the Google Services page by clicking the [More](#) link on the Google home page. Links to all the items listed here appear on this page.

**Figure 1-7:**  
The Google  
Advanced  
Search  
window  
lets you  
refine your  
searches.

## Using Google Efficiently with the Google Toolbar

If you download and install the Google Toolbar, Google becomes part of Microsoft Internet Explorer. You can use the Google Toolbar to perform a Google Web search — no matter what Web page is currently open.

**REMEMBER**

### Understanding privacy and security issues

A couple of things about the way the Google Toolbar works raise some privacy and security concerns.

The privacy concern is primarily that the Google Toolbar sends anonymous information (such as the URLs of sites you visit as a result of your searches) back to Google headquarters. The purpose of this is to enable Google to provide you with information about a page such as its relative PageRank, Open Directory Project category, and more. This information is sent back to Google when you enable the advanced features during the Google Toolbar installation process. You'll know the advanced features are enabled if you see the PageRank icon as part of your Google Toolbar.

The security concern is primarily that the personal information you provide to the Google Toolbar to use for its AutoFill feature is potentially susceptible to misuse by unscrupulous Web sites. This is a real issue if you choose to provide credit card numbers for the AutoFill feature (I recommend that you do not). This information does not travel to Google — it is encrypted and protected with a password you choose on your own computer. However, an unscrupulous Web site could conceivably make use of hidden form fields to abuse the AutoFill feature and extract your credit card information.

Personally, I'm not too worried about the privacy issue, and suggest you make the most of the Google Toolbar by enabling the advanced features. However, if you do choose to use the AutoFill feature, and particularly if you provide sensitive information such as credit card numbers, you can monitor exactly what information is being passed to a Web site by holding down the Shift key when you click the AutoFill button.

To learn more about AutoFill security issues, look at the "Is AutoFill secure?" topic in Google Toolbar's Help section. To find this topic, open the Toolbar Help page (by choosing Help from the Toolbar's Google button menu, or opening [www.google.com/support/toolbar](http://www.google.com/support/toolbar) in your browser). Next, click the [Is AutoFill secure?](#) link.

One other thing — the Google Toolbar automatically updates itself. On the whole, this is a very good thing because it means that you are always working with the most recent version of the software without the need for any intervention on your part. However, this feature does require that you trust the integrity of the Google software update process — something I think you can do.

If you're concerned about how Google handles and protects the information you provide, see <http://toolbar.google.com/privacy.html>, or click the Google button on the Toolbar and choose Help➤Privacy Information.



The Google Toolbar also provides some very useful additional functionality — for example, it blocks pop-up windows. You can also get some information using the Google Toolbar that it is quite difficult to get in any other way. For example, the relative PageRank of a Web page appears on the Google Toolbar. (PageRank is explained in Chapter 2 and Chapter 11.) I use the Google Toolbar all the time, and once you try it I'm sure you will as well.



You can activate or deactivate the Google Toolbar in Internet Explorer by selecting or deselecting it from Internet Explorer's View⇄Toolbars menu or by right-clicking any toolbar and selecting or deselecting the Google Toolbar option in the context-sensitive menu that appears.

## *Downloading and installing the Google Toolbar*

The Google Toolbar requires Microsoft Windows (Windows 95/98/ME/NT/2000/XP) and Microsoft Internet Explorer (version 5.0 or later).

To download and install the Google Toolbar, follow these steps:

1. **Visit** <http://toolbar.google.com>.

The Google home page opens.



From the Google home page you can click the More link to open the Google Services and Google Tools page. Click the Google Toolbar link (found towards the bottom of the page) to get to the Google Toolbar page.

2. **Click the Download Google Toolbar button.**
3. **When the File Download window opens, click the Run (or Open) button.**  
The Google Toolbar Installer opens.
4. **Click the Agree button to accept the Terms and Conditions agreement.**
5. **In the Choose Your Configuration panel of the installer, choose to enable advanced features or disable advanced features.**

Essentially, the advanced features involved let Google show you information about Web pages you visit, such as their relative PageRank.



In order to enable this feature, the Google Toolbar must gather and send anonymous information (the URLs of the sites you visit) back to Google, a fact that has raised some privacy concerns among the overly cautious. I recommend that you enable this feature (but see the sidebar “Understanding privacy and security issues” for more information).

6. In the **Your Final Instructions** panel, choose a Google site to use for your searches and choose whether or not to use Google as the default browser search engine.

For example, if you are based in Greece, you might want to use the Greek version of Google, `google.com.gr`, for your searches rather than the default `Google.com`.

7. Click the **Next** button to complete the installation process.



Want the functionality of the Google Toolbar outside of a Web browser? Download the Google Deskbar from <http://deskbar.google.com/>. The Deskbar lets you search with Google right from your Windows taskbar.

## *Getting to know all the parts of the Google Toolbar*

The Google Toolbar is extremely flexible, with many different configuration options possible depending on how you like to use Google. I urge you to download and install the toolbar right away, play with the options, and find out how you like best to use it.

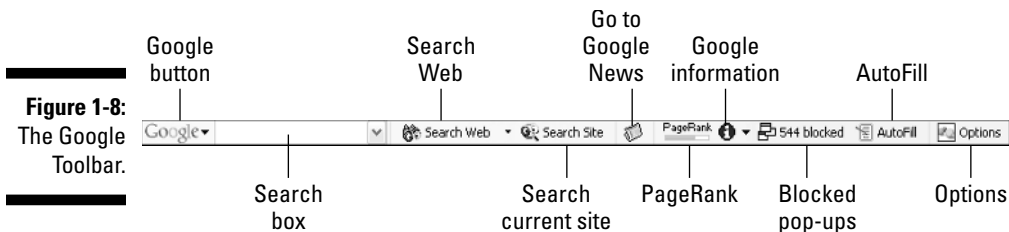
See “Setting Google Toolbar options” to find out how to make as many changes as your heart desires.



One button on the toolbar is the AutoFill button. When you click the AutoFill button, personal information you have supplied is automatically filled into the appropriate fields in Web forms.

Figure 1-8 shows you the Google Toolbar in its default configuration, assuming that advanced features are enabled.

The most useful feature of the Google Toolbar is its ability to search the Web with any Web page open in your browser. To search the Web, enter your Google search query in the Search window and click the Search Web button.



## What if you don't run Internet Explorer?

If Internet Explorer is not your browser of choice, are you out of luck when it comes to the nifty features of the Google Toolbar? Google says that it is considering adding a toolbar for other browsers such as the Mozilla Project's popular Firefox and Netscape Navigator, but until Google makes good on this offer, you have to use other options to customize Google's functionality. Good news: That's not so hard to do!

If you download and install the Google Deskbar from <http://deskbar.google.com/> you can get much of the functionality of the Google Toolbar — but not, of course, in the context of a Web browser.

Here are some other options (in case you are not running Internet Explorer on Windows):

- ✓ If your browser of choice is Firefox — and a good choice it is! — you can download the Googlebar from <http://googlebar.mozdev.org/>. The Googlebar is a third-party product, not associated with Google, that emulates most of the functionality of the Google Toolbar, and it was built specifically for Firefox. You can run the Googlebar on any operating system supported by Firefox, including Windows, Linux, and the Mac OS.
- ✓ If you are using Netscape Navigator (either Mac or Windows), you can add Google Browser Buttons to your browser to pick up much of the functionality of the Google Toolbar. See [www.google.com/options/buttons.html](http://www.google.com/options/buttons.html) for more information and to get started with Google Browser Buttons. (This feature also works if you're using Internet Explorer on a Mac.)
- ✓ The Opera browser comes with many of the Google Toolbar features already built in. See [www.opera.com/features/](http://www.opera.com/features/) for more information about Opera's features.
- ✓ Many of the Google Toolbar features are already implemented in Apple's Safari browser for the Mac. See [www.apple.com/safari/](http://www.apple.com/safari/) for more information.

### *The Google button*

The Google button provides access to a wide variety of the parts of Google, including

- ✓ The Google home page
- ✓ Google Answers
- ✓ Google Groups
- ✓ Google Images
- ✓ Google Language Tools
- ✓ Google News





You can also use the Google button to open the Help information associated with the Google Toolbar.

### ***The Search Web drop-down list***

The Search Web drop-down list provides access to a number of Google features and parts, including (but not limited to) the following options:

- ✓ Search Current Site
- ✓ I'm Feeling Lucky (returns the single highest-ranked search result)
- ✓ Google Images
- ✓ Google Groups
- ✓ Dictionary

To use this button, type your search query in the search window, and then click the drop-down list arrow and choose the type of search you would like to perform.

### ***The Google Information drop-down list***

The Google Information drop-down list provides Google information and services related to a page, including

- ✓ The cached version of the page
- ✓ Similar pages (same as using the `related:` operator)
- ✓ Back links to a page (same as using the `link:` operator)
- ✓ Translation of a page into English

## ***Setting Google Toolbar options***

To change the appearance of Google Toolbar buttons, open the Google Toolbar Options dialog box, shown in Figure 1-9, by clicking the Options button on the Google Toolbar. Alternatively, you can choose Options from the Google drop-down menu.

The Options tab of the Toolbar Options dialog box lets you enable or disable the most important Google Toolbar features. The More tab of the dialog box lets you choose which buttons to display on the Toolbar. The AutoFill tab is used to supply personal information for use with the Google Toolbar's AutoFill feature, and to add credit card information, should you choose to do so.



Supplying personal information — particularly credit card numbers — for the use of the AutoFill feature poses a security risk. Please read the “Understanding privacy and security issues” sidebar before using this feature.

**Figure 1-9:**  
The Google  
Toolbar  
Options  
dialog box.

