

Setting up a Swicki

Why set up a “swicki”?

A swicki is new kind of search engine that allows anyone to create deep, focused searches on topics you care about. The interesting thing about swickis is that you create it and you can determine the focus area or subject matter of the search engine. This can benefit you and the research community with which you associate.

“This search engine, or swicki, can be published on your site. Your swicki presents search results that you're interested in, pulls in new relevant information as it is indexed, and organizes everything for you in a neat little customizable widget you can put on your web site or blog, complete with its very own buzz cloud that constantly updates to show you what are hot search terms in your community.” [<http://swickihome.eurekster.com/faqs.htm>]

Swickis allow you to specify the sources for your search and also to judge the results you obtain with this search. This can make your results more meaningful and useful. Great for students and teachers researching specific topics. You can embed your swicki on a web page or blog page. You can read more about why it is useful to set up an educational wiki by following these links:

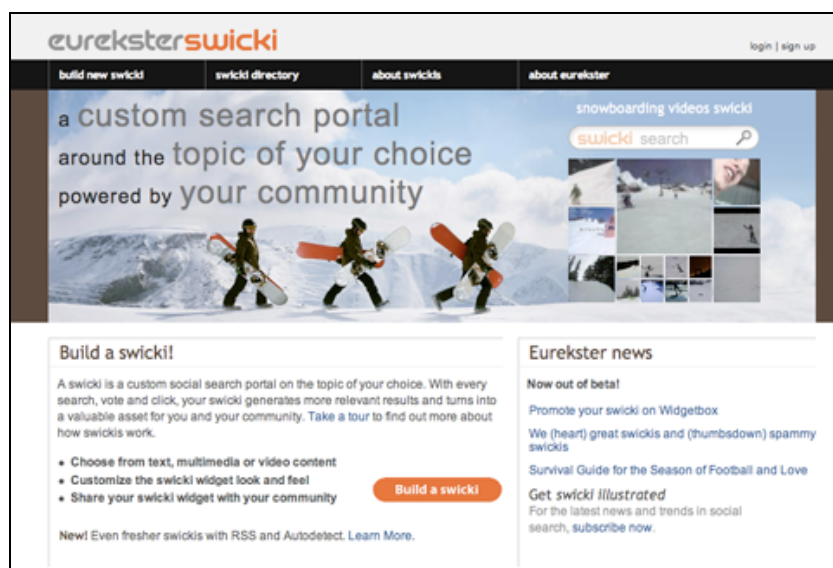
Swicki FAQs

<http://swickihome.eurekster.com/faqs.htm>

Setting up a Swicki

For this exercise the Swicki software will be utilised. Open a web browser such as Internet Explorer and type this url in the address bar.

<http://www.eurekster.com/> Your browser will take you to this page.



Click on the “**Build a swicki**” button to begin. You will need to complete a **sign-up page** and then the following window will appear

Choose a name for your Swicki and set a description



Some rights reserved <http://creativecommons.org/licenses/by-nc-sa/3.0/>

What is the subject focus of your Swicki? What is the main area of research? Think carefully on this. Brainstorm with your colleagues and students. This will assist with the development of an effective focus for the Swicki and its results. The following window allows you to set the name and description of the swicki.

Choose a name and indicate the topic in the first two fields.

The screenshot shows the 'Customize' step of the Swicki creation process. At the top, there are four numbered steps: 1. Customize (look and feel), 2. Train (what to search), 3. Directory (listing details), and 4. Publish (and save). Below the steps is a 'Take a quick 30 second tour' button with a video icon. The main section is titled 'Choose a name for your swicki that describes what it is about:'. It contains a text input field with 'history education' and a green checkmark indicating 'this swicki is available'. Below this is a 'Topic' section with a text input field containing 'history classroom' and a character count of '23 Characters'. At the bottom, there is a section titled 'Choose a format that best suits your site or blog:'.

The **layout** is important. You will embed your swicki in the right hand margin of your new blog. Select “**Narrow Text Module**”. You can choose the design for the swicki as well. Do you want a text or video swicki? I prefer vertical Text swickis.

The screenshot shows the 'Choose a format that best suits your site or blog:' section. On the left, there are two main options: 'Text' (selected with a blue radio button) and 'Video' (unselected with a grey radio button). Under 'Text', there are two sub-options: 'Vertical (< 500 pixels)' (selected with a blue radio button) and 'Horizontal (> 500 pixels)' (unselected with a grey radio button). On the right, there is a preview window titled 'Your Site' showing a blog layout with a sidebar containing a Swicki widget.

Next, you will need to select relevant keywords for your Swicki.

What are the relevant keywords for your topic. Think of a range of keywords that you think are relevant for your subject matter. They can assist the Swicki engine to produce more relevant topic specific results.

Relevant keywords: (min. 5, rec. 15, comma separated)

history, lessons, teaching, classroom, school, teacher, students, ancient, modern, archaeology

Finally, on this page you will need to design the look and feel for your Swicki. You may like to ensure that the Swicki will match your web site's design. You can choose whether to have an Advanced or Basic design control panel on this page.

Customize widget colors:

Color options: ☐ Basic ☒ Advanced

Color Palettes: transparent

Background:

Text:

Text Hover:

Hover Background:

Font: Georgia

Font size (Max): xx-large

Font size variation: medium

Preview search widget:

This preview is non-functional.

swicki search

ancient archaeology classroom history
lessons modern school students teacher
teaching

Advanced

Customize widget colors:

Color options: ☒ Basic ☐ Advanced

Color Palettes: transparent

Font: Georgia

Font size (Max): xx-large

Font size variation: medium

Preview search widget:

This preview is non-functional.

swicki search

ancient archaeology classroom history
lessons modern school students teacher
teaching

Basic

Once you have completed the details on this page click on the Next button at the lower right hand corner of the web page.

Training your Swicki to think like you and your team

Remember to consider the subject focus of your Swicki. On this page you can list web sites that reflect the focus of your research

You can change the two topics that you entered on the previous page if you wish.

You can then decide what you want the Swicki to search. You would normally select the Web and RSS feeds. RSS feeds include blogs, for example.

A powerful aspect of this tool is the fact you can enter the address of web sites that you would like the Swicki to search.

You can also enter the address of web sites that wish to block from the Swicki search engine. This will train the Swicki to search more accurately for you.

Blocking advertisements



Your Swicki search results will have advertisements unless you block them. As you work for an educational institution I suggest that you check the box as shown in the graphic below.

Advertisements

We will display advertisements on your results pages

☒ I am a non-profit, university, or government organization and would like to opt out of advertisements.

Enter the name of your organization:

** By entering your organization's name you are claiming that you are a non-profit, university or government organization.*

That will indicate your status and you can opt out of advertisements. You will need to enter the name of your organization in the field that appears.

Click on the **Next** button when you have finished with the settings on this page. The following window will appear.

Swicki Description and Category

Swicki Title:

Swicki URL:

Describe your swicki:
This description will appear on your swicki and in our swicki directory.
You must enter at least 5 words.

(e.g. For everything related to gardens, gardening and horticulture.)

Choose a relevant subject category:
Your swicki will be listed in the directory under this category

<input type="checkbox"/> Adult	<input type="checkbox"/> Health	<input checked="" type="checkbox"/> Reference	<input checked="" type="checkbox"/> Society
<input type="checkbox"/> Arts	<input type="checkbox"/> Home	<input type="checkbox"/> Regional	<input type="checkbox"/> Sports
<input type="checkbox"/> Business	<input type="checkbox"/> Kids and Teens	<input type="checkbox"/> Science	<input type="checkbox"/> Video
<input type="checkbox"/> Computers	<input type="checkbox"/> News	<input type="checkbox"/> Shopping	<input checked="" type="checkbox"/> World
<input type="checkbox"/> Games	<input type="checkbox"/> Recreation		

Write a brief description of your Swicki and choose some relevant subject categories. Note the Swicki URL. Click on the **Next** button when you have finished with the settings on this page. The following window will appear.

Adding your Swicki to your site or blog

This is the trickiest task you will perform. You need to take the html code for your new Swicki and paste it into your new blog? How? It is easy!

Select all of the code that appears in the “Copy the Buzzcloud code in the box below” window and select **copy** from the Edit menu.

You can then paste that code into the appropriate area of your blog template. Further instructions will be provided during the workshop.

You will notice that there are specific instructions for different types of blogs and web services. They include:

- Wordpress
- Blogger (new and old versions)
- Moveable Type
- TextPattern
- WidgetBox
- iGoogle
- TypePad
- NetVibes
- Piczo

Instructions for **Wordpress** and **Blogger** blogs are shown below.

Choose Your Publishing Platform

WordPress

You can add a swicki to a Wordpress blog, hosted on your domain, by uploading the swicki plugin or by copying the HTML code into a text box. Here are the steps for uploading the swicki plugin.

1. If you are using Wordpress 2.1 or older - upgrade your blog to allow widgets. Instructions are available from the [WordPress site](#)
2. Download the files for your [Buzzcloud widget](#)
3. Unzip the archive
4. Copy the swicki.php file into your Wordpress 'wp-content/plugins/widgets' folder on your webserver
5. Enable the widget on your "Plugin Management" page in Wordpress
6. In "Presentation > Sidebar Widgets" you should see a "Swicki" widget
7. Fill in the details of your Swicki from the data below through the "Configure" part of the Swicki Widget
 - a. **GroupKey:** [REDACTED]
 - b. **Shortname:** history-education
 - c. **Title:** history education

Choose Your Publishing Platform

New Blogger

These instructions are for the new version of blogger known as "New Blogger" or "Blogger 2". If you have an older blog and you have not yet upgraded, follow the instructions for "Original Blogger" below.

1. Copy your swicki's Buzzcloud code from the box below


```
<script charset="UTF-8" type="text/javascript" src="
```
2. Navigate to the template editing area for your blog by clicking on the "layout" link from your blog dashboard
3. Go the the "Page Elements" page
4. In the page schematic, click on "Add a Page Element"
5. In the popup window, choose "HTML/Javascript"
6. A form labeled "Configure HTML/Javascript" should load
7. Give the Page Element a title like "history-education"
8. Paste your swicki code into the Content section
9. Click "Save Changes"
10. Your Buzzcloud should appear in the schematic right underneath the "Add a Page Element" link

You can drag it anywhere on the page! Remember to click "Save" if you move it.

Embedding the Swicki code into your new blog by copying and pasting the code.

If you are using Blogger you can copy and paste the code into a page element.

Once you have signed into your blog select the **Templates** tab and make sure that you have the **Page Elements** window visible. See below.

Add and Arrange Page Elements

Click and drag to rearrange page elements on your blog.

PREVIEW CLEAR EDITS SAVE

Navbar Edit

Web 2.0 Workshop (Header) Edit

Blog Posts Edit

Add a Page Element

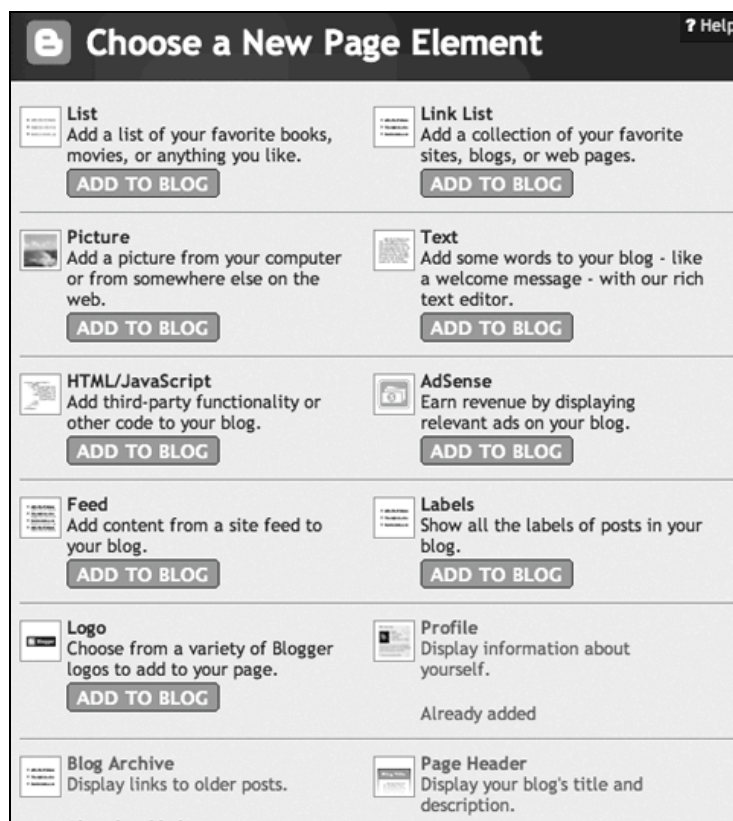
Labels Edit

Blog Archive Edit

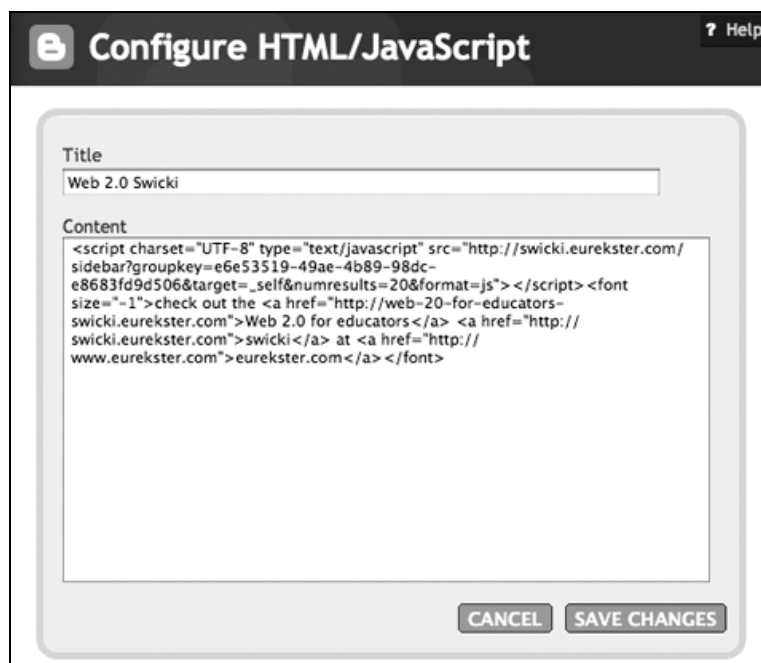
About Me Edit

Add a Page Element

Click on the **Add a Page Element** link on the right hand side. The following window will appear.



Click on the **HTML/Javascript** button that says “**Add To Blog**”. The following window will appear.



1. **Paste** the code that you copied from Stage Three of the Swicki web site into this window as shown above.
2. Type in a **Title** for the element.
3. **Click** on the **Save Changes** button.

Note: Sometimes this process seems to last forever in Blogger. I recommend that you click back on the main Blogger window and click on the Settings Tab and then click on the Template tab. You will find that the new page element is present on the template page. See the example below.



Try dragging the new Swicki element to the position that you prefer. This is a little tricky. Be patient. Refresh the page.

Click on the **View Blog** tab. You should see the new Swicki on the right hand side of your blog. See the **example** below.



That's it! Try your **Swicki** and begin judging the results.