Google searching to the max

Image courtesy of Salvatore Vuono at FreeDigitalPhotos.net
Learning Outcomes

Do you love Google but sometimes get frustrated by your search results? The following will be covered:

• Use the full Google search capabilities and limiters

• Search for academic research using Google Scholar

• Use Google Books to supplement your search strategy
But...

• We may love Google, but few users know how to use full search capabilities.

• But how do I make my Google searches better? What is effective Googling?
How does Google interpret basic search?

- Google places “AND” operator between all search terms entered in basic search box.
- Automatically searches for some plural/singular.
- You enter: global economies
- Google search for: global AND economy OR economies

- Need exact phrase or name? Use “quotation marks” – searches for the exact word in that exact order without any change
• Google is not case sensitive
  All letters are handled as lower case - searches for george washington, George Washington, and GEorge wASHington return the same results.

• The * wildcard represents any word(s)
  • Example: “sports grounds * act”
    - Ideal for partly remembered quotes or phrases

• Google stems words automatically
  • Example: walk, walks, walking
  • Example: snowboard, snowboards, snowboarding
• The - symbol forces exclusion of a word
  • Example: jaguar speed – car – motor
  • Example: big brother – celebrity
  • Example: virus – computer
• Limit results to a particular website or to a whole class of site / domain

site:edu  site:gov.uk  site:ac.uk  site:nhs.uk

• Example: mark burton site:lis.tees.ac.uk
• Example: “research guide” site:ac.uk
• Example: “infection control policy” site:nhs.uk

• You’ve found a useful website & want to find other sites like it: Use related:

• Example: related:www.footballteamnews.co.uk
Find out information on a particular website:

Use **Info:**
- Example: info:http://tees.openrepository.com/
- Example: info:lis.tees.ac.uk/dissc

Search by a particular type of file: Use **filetype:**

**filetype:pdf**  **filetype:docs**  **filetype:ppt**
- Example: "unemployment figures" filetype:pdf
- Example: "infection control" filetype:ppt

- "infection control" filetype:ppt site:nhs.uk
• Search within an URL, then, use **inurl:**
  – searches for term anywhere in URL
  – can use spaces between words
    • Example: `inurl:infection control`
    • Example: `inurl:academic referencing`
• **Intitle:** terms are searched for in title only
  • Example: `intitle:academic referencing`
  • Example: `hand washing intitle:infection control`
• Combining these creatively is the key to Googling
Search more Effectively

• Use **advanced search** as well, has the features I’ve just shown you

• Use the ‘**Search tools**’ link
  – Custom date range in ‘Any time’
  – Limit to UK in ‘Any Country’
  – Enter a specific location

• Use Google Scholar search
Ways that Google Scholar is useful:

• Searches for academic materials such as books, journal articles, research papers, etc... from university sites, professional societies & organisations, publishers' sites, etc...

• It can help to identify a suitable starting point for your research.

• According to Google the most relevant results will appear on the first page.

• It provides access to books and journal articles in a single search.

• Set you preferences to incorporate find it @tees
Google Books

• Searches full text of indexed books.
• If the work is in public domain (i.e. free to use), full table of contents normally available and also a preview of the contents
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