Google for Research

Mimi Smith-DeCoster

Beth Filar Williams

Amy Harris

February 7, 2012
First, do audio set up
TOOLS – AUDIO – AUDIO SET UP WIZARD

Adjust your volume if needed later

OPTIONAL: Click button on to Talk, then click again off.

Text chat, ask questions

Respond to polls in this drop down

Participants list
POLL: How often do you use Google?

• A: Not at all or rarely
• B: Occasionally
• C: Frequently
• D: once an hour at least!
How Google Ranks Pages

• PageRank
  o Based on how many links there are to a particular page
  o How "important" the pages doing the linking are
  o How often people click on links

• Remember: not always in line with your research priorities!
Open vs Hidden/Deep/Invisible Web

The World Wide Web - Spring 2010

23.5 billion public web pages indexed by Google

80+ billion static web pages publically available
(easily found by Google or other search engines)

300+ billion database driven pages completely
invisible to Google including fee-based databases

9.5 Billion web pages privately and securely owned, often
by corporations

Generic Websites
with relatively static content indexed by search engines

Open Web

Invisible Web

The billions of web pages that are too dynamic or too private to be seen by search engines

---

Data from P. Gil, "What is the invisible web?" Dec. 2010.
Schematic by N. Tann, Goshen College, March 2011.
http://goshen.libguides.com/beyond_googling
Basics of Google searching

- **AND** is default connector between words
- "**Phrase**" search
- Try **OR** for wider results
- Use "-" right before word (Olympics –london)
- Use * for replacing whole words - not for truncation
- Cases ignored
- Timeline searches
- Limit by file type (**filetype:pdf**)
- Limit by domain (**site:edu**)
POLL: How often do you use Google Advanced Searching?

- A: Not at all or rarely
- B: Occasionally
- C: Frequently
- D: All the time!
Options for Advanced Search

http://www.google.com/advanced_search

• Use “~” before word for synonym search
• Avoid stop words (adverbs, conjunctions, etc)
• Search numrange (ipod $70..$120)
• Find pages that link to a URL (link:uncg.edu)
• Find similar pages (related:nytimes.com)
• Definitions: (Define: spurious)
• Conversions (132 cm to inches)
POLL: Google Scholar

• Do any of you use Google Scholar? If so, "raise" your "hand"

• What have you used it for? (Please use the chat window.)
Uses & Drawbacks

Use for:

- “hidden web” such as conference proceedings
- Quick scan across multiple disciplines
- Find multiple types of documents (articles, proceedings, books)
- Discover who is publishing in your area of research

Drawbacks:

- not knowing when it’s updated
- many older articles
- can't browse by title
- no way to limit search results
- unclear inclusion for citation counts
Tips & tricks of Google Scholar

http://scholar.google.com/

• Use same search strategies as w/ google
• Try variations of author name
• Group of “X” – several copies of possibly same article
• “Cited by” - show other docs who cite this one
• Search “related articles”
• Exports citations fairly well (one at a time)
• Create email alerts of search
• Follow public author profiles – create your own!
Q & A