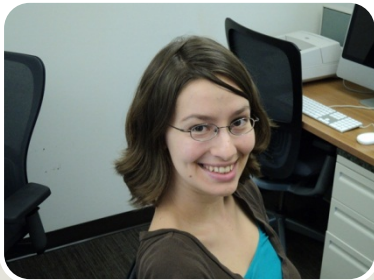


Google for Research



Mimi
Smith-
DeCoster

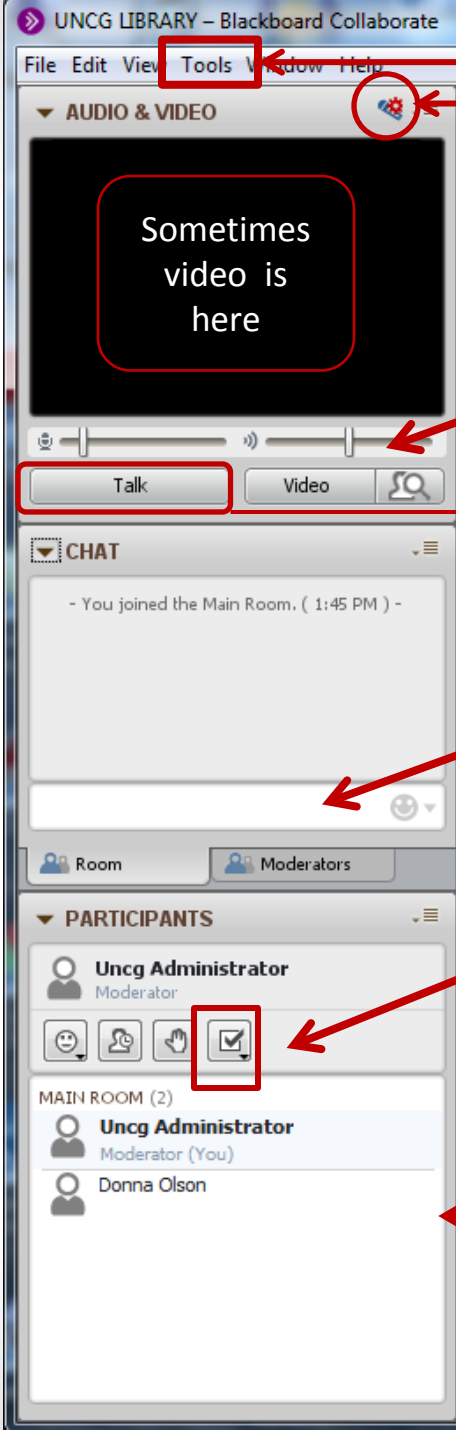


Beth
Filar
Williams



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?

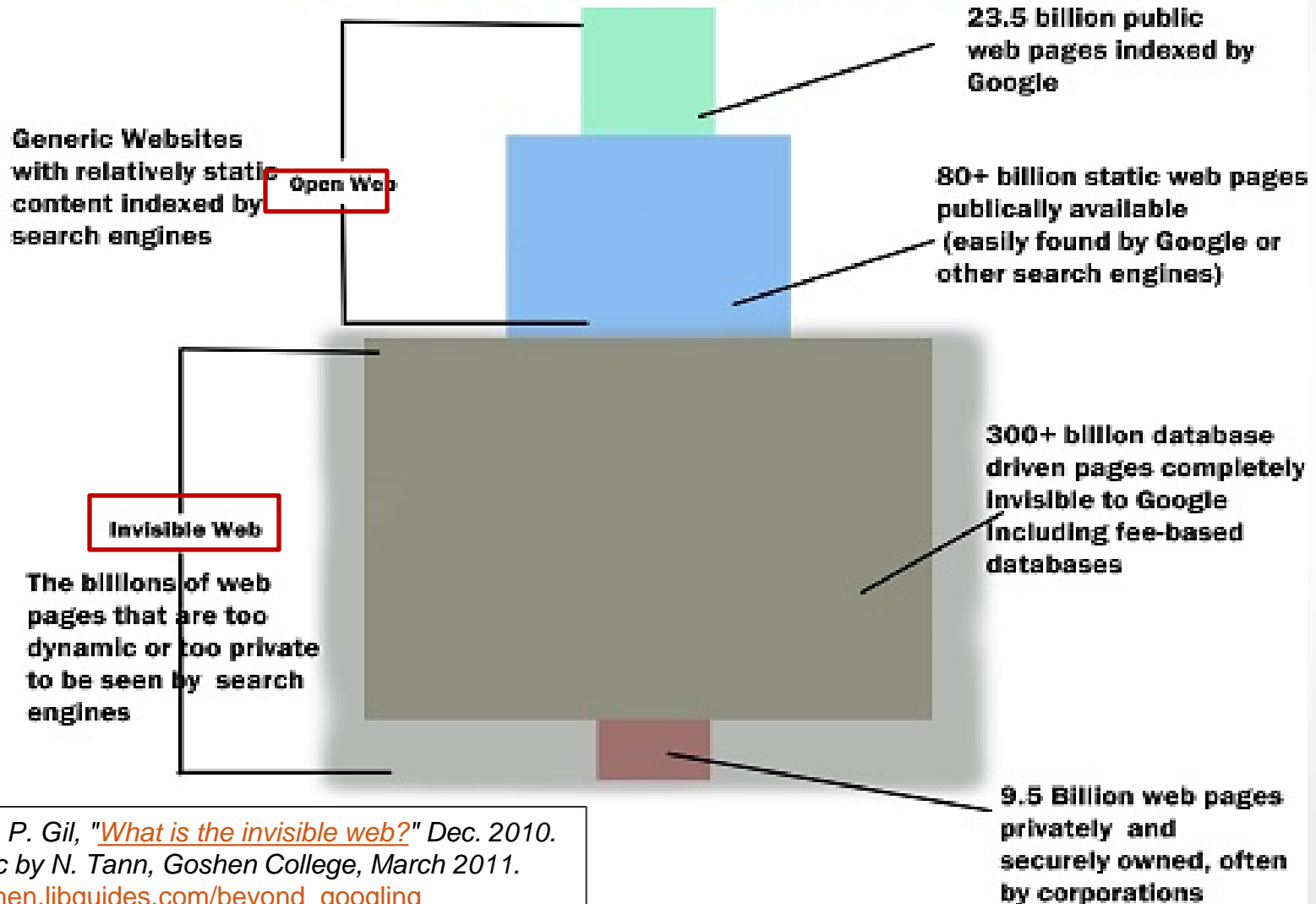
- A: Not at all or rarely
- B: Occasionally
- C: Frequently
- D: once an hour at least!

How Google Ranks Pages

- PageRank
 - Based on how many links there are to a particular page
 - How "important" the pages doing the linking are
 - 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



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)



Advanced Search

Find pages with...

To do this in the search box

all these words:	<input type="text"/>	Type the important words: tricolor rat terrier
this exact word or phrase:	<input type="text"/>	Put exact words in quotes: "rat terrier"
any of these words:	<input type="text"/>	Type OR between all the words you want: miniature OR standard
none of these words:	<input type="text"/>	Put a minus sign just before words you don't want: -rodent, -"Jack Russell"
numbers ranging from:	<input type="text"/> to <input type="text"/>	Put 2 periods between the numbers and add a unit of measure: 10..35 lb, \$300..\$500, 2010..2011

Then narrow your results by...

language:	<input type="text" value="any language"/>	Find pages in the language you select.
region:	<input type="text" value="any region"/>	Find pages published in a particular region.
last update:	<input type="text" value="anytime"/>	Find pages updated within the time you specify.
site or domain:	<input type="text"/>	Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov
terms appearing:	<input type="text" value="anywhere in the page"/>	Search for terms in the whole page, page title, or web address, or links to the page you're looking for.
SafeSearch:	<input type="text" value="off"/> <input type="text" value="moderate"/> <input type="text" value="strict"/>	Tell SafeSearch how much explicit sexual content to filter.
reading level:	<input type="text" value="no reading level displayed"/>	Find pages at one reading level or just view the level info.

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

Find articles

with **all** of the words

Results per page: 10 ▾

with the **exact phrase**

with **at least one** of the words

without the words

where my words occur

anywhere in the article ▾

Author

Return articles written by

e.g., "PJ Hayes" or McCarthy

Publication

Return articles published in

e.g., J Biol Chem or Nature

Date

Return articles published between

 —

e.g., 1996

Collections

Articles and patents

Search articles in all subject areas (include patents).

Search only articles in the following subject areas:

- Biology, Life Sciences, and Environmental Science
- Business, Administration, Finance, and Economics
- Chemistry and Materials Science
- Engineering, Computer Science, and Mathematics
- Medicine, Pharmacology, and Veterinary Science
- Physics, Astronomy, and Planetary Science
- Social Sciences, Arts, and Humanities

Legal opinions and journals

Search all legal opinions and journals.

Search opinions of ▾

Search opinions of ▾ courts.

[Select specific courts to search](#)



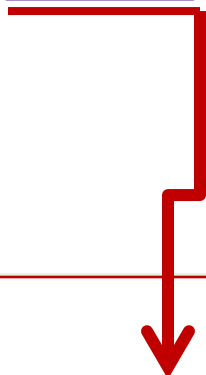
Search

[Advanced Scholar Search](#)
[Scholar Preferences](#)

Articles (include patents) Legal opinions and journals

Stand on the shoulders of giants

New! [Find and follow author profiles](#)



Library Links
[\(what's this?\)](#)

Find Library

e.g., *Harvard*

Show library access links for (choose up to three libraries):

- The University of North Carolina at Greensboro - UNCG Journal Finder
- Open WorldCat - Library Search

Online access to library subscriptions is usually restricted to patrons of that library. You may need to login with your library password, use a campus computer, or configure your browser to use a library proxy. Please visit your library's website or ask a local librarian for assistance.

Bibliography Manager

Don't show any citation import links.

Show links to import citations into .



Save your preferences when finished and return to search.

Save Preferences

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