

# A Researcher's Guide to Google

Google Pocket Guide

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# What Google is NOT

- The Internet is not a library, and Google is not a card catalog.
- There is content that Google ignores
  - Flash animations
  - Database information

# What Google Is

- Two types of search engines on the net:
  - 1. Searchable Subject Index
  - 2. Full-Text Search Engine
- An advanced search engine that allows you to restrict your searches to:
  - Within a web page.
  - Kinds of pages.
  - Kinds of content.

# Sample Search Using Google

- Let's find out all we can about the Tausug.
  - Google has a spell-checker.
  - Limit your searches with the “site:” command.
    - Example: Tausug site:edu
  - There is an “Advanced Search” option.
    - You can increase the “hits” per page to 100.
    - You can look for pages that don't contain

# Sample Search Using Google

- Advanced Searches (continued)
  - You can search for particular file types:
    - filetype:
      - Example: Sulu archipelago filetype:ppt
  - You can find websites with similar content:
    - related:
      - Example: related:www.tfc.edu

# Google Phrase Searches

- Basic Boolean Search
  - AND is the default
    - Example: Sulu Archipelago=Sulu AND Archipelago
  - OR is an option
    - Sulu OR Archipelago finds either word
    - Sulu | Archipelago is the same as using OR

# Google Phrase Searches

- Negation: when you don't want a word to show up in your search.
  - Minus sign or dash: -
  - Example: Sulu Archipelago -"Star Trek"
    - Note: no space between dash and word being negated.
- Inclusion: when you want to include a word that Google normally ignores.
  - + (plus sign)

# Google Searches

- “I’m Feeling Lucky”
  - Rather than giving you a list of sites, this button takes you directly to the most relevant page in your search.
- Case “Insensitive”
  - Google doesn’t care about upper or lower case.
    - Example: SULU, sulu, or SuLU will all give



# Wildcard Characters

- Google doesn't support stemming.
  - Example: Stemming means that arch\* will find arches, archipelago, archy, architect, etc.
- Instead, Google offers the full-word wildcard where \* stands for an entire word.
  - Example: "three \* mice" will result in "three blind mice", "three red mice", "three blue mice", etc.

# Wildcard Characters (cont.)

- Google has a 10-word limit
  - Wildcards may be used to bypass the Google 10-word limit
  - example: “Do as I say not as I do” quote origin English usage
  - change to: “Do as \* say not as \* do” quote origin English usage

# Special Google Syntax

- intitle - Restricts search to page title.
  - intitle:“George Bush”
- intext - Restricts search to page text.
  - intext:“yahoo.com”

# Advanced Google Search

- Each of the features discussed can be accessed from the “Advanced Search” option.
  - Language
  - File format
  - Date updated
  - Similar pages
  - Government and Education sites