

Google @ UNB Libraries

INTRODUCTION

Google is a very useful and powerful tool for finding information through the internet. However, a typical Google search only gets you to material that is freely available on the web. The databases and all the electronic journals that the Library subscribes to are part of what's called the "deep web." Google won't get you there because what Google does search is only about 1/500th of the web. While it has a place in research, a Google search is not a complete search. Plus, you must be more cautious in using the results of a Google search because they have not been vetted by someone who can help you determine the reliability of the information you find.

HOW GOOGLE THINKS

Have you ever wondered why a Google search gets so many results? Part of the reason is what Google does with what you type in. Here are a few things to remember so that you can focus your searching:

Boolean Operator AND: Google automatically connects words with the Boolean operator *AND*, which means Google will search for connected words in various websites, automatically looking for them together.

Word Stems: Google automatically attaches suffixes to words, which can greatly inflate your result numbers. For example, *mind game* will find *mind*, *minder*, *mindings*, and *game*, *gaming*, *gamer*, or *games*. You can turn this off by putting a *plus sign* (+) before the word or *double quotation marks* (" ") around a phrase.
e.g. *+mind* or *+game* or "*mind game*"

Stop Words: Google automatically excludes stop words. Stop words are common words, such as *in*, *the*, *about*, or *a*. You can keep them in by putting a *plus sign* (+) before the word or *double quotation marks* (" ") around a phrase. e.g. *monkey +in +the middle* or "*monkey in the middle*"

Ranking of Words/Search Terms: Google does interesting things with the results of your search. It ranks output by looking for your words first *in phrases*, then *close together*, and then *in the order typed*. More importantly, Google ranks output in a sort of popularity contest, with frequently visited sites appearing at the top of the list. This is why Wikipedia entries are often near the top of your Google results page. Bear in mind that the *information you need may not be at the most popular sites*, and that you may need to scroll through several pages to find good material. Consider which concepts in your search are more important, so that you can *enter your search terms in THAT order*.

Boolean Operator OR: If you want to combine terms with the Boolean operator *OR*, you must put it in CAPITAL LETTERS. For example, this search <"new brunswick" OR "nova scotia" OR "atlantic provinces"> will find material about New Brunswick or Nova Scotia or the Atlantic provinces.

Minus Sign (-): If you want to *exclude* concepts from your search, use the *minus sign* (-). Imagine that you want to find material on the religious concept of nirvana, but don't want to read about the band "Nirvana."
e.g. *Nirvana -concert -music -band -song -Cobain*

FUZZY SEARCHING OPTIONS IN GOOGLE

"Fuzzy Searching" lets you find approximate matches to the search you enter. Two tools are especially useful:

ASTERISK (*)

Google uses the asterisk (*) to permit a whole word wild card. If you add an asterisk to your search, it will find variations to the term you type.

e.g. *attention deficit * disorder* will also find *attention deficit hyperactivity disorder*

TILDE (~)

Google uses the tilde (~), or wavy mark, to find synonyms for whatever word you type as your search term. e.g. *~food* finds *recipes, nutrition, cooking* and *~facts* finds *information, statistics*

FIELD SEARCHING AND SETTING LIMITS

We usually do not specify fields in a Google search, which leads to unwanted output. It is possible, however, to specify certain fields in your search string.

TITLE: If you want to find pages with certain words in the title of the page, use the command ***intitle:*** before your search term. [Note that there is no space after the full colon.]

e.g. *intitle:avian virus* will find *avian* in the official title of the page, and *virus* somewhere in the text.

e.g. *intitle: "avian virus"* will find the phrase *avian virus* in the title of the page.

WEB SITE: If you want to find material in a particular web site, use the ***site:*** command before your search term.

[Note that there is no space after the full colon.]

e.g. *site:www.theglobeandmail.com palin* finds any mention of *Palin* in the *Globe and Mail*'s website.

WEB SITE, INCOMPLETE URL: Sometimes you want to find material in a particular site but do not have the complete web address for that site. In this case, you can limit your search to sites with part of the web address by using the command ***inurl:*** before your search term. [Note that there is no space after the full colon.]

e.g. *inurl:nlm diabetes* will find anything with *diabetes* from the web sites of the *National Library of Medicine*.

PARTICULAR FILE TYPE: If you want to limit your search to a particular file type, use the command ***filetype:*** before your search term. [Note that there is no space after the full colon.]

For example, *filetype:ppt* finds powerpoint files and *filetype:pdf* finds .pdf files.

e.g. *filetype:ppt castles* will find powerpoint files on the topic of castles.

PAGES FROM A FOREIGN COUNTRY: If you want to limit your search to pages from a foreign country, use that country's Top-Level Domain (TLD) code (uk, cz, ca, nz). To do this, first do your Google search, then add to the search URL (the web address which is at the top of the screen): ***&restrict=countryXX*** (where *XX* is the TLD code in CAPS). For example, if you want to find web pages about cathedrals from the United Kingdom, you would do a general search for cathedrals and then limit by adding ***&restrict=countryUK*** to the output URL.

You can find the official list of TLD's here: <http://www.iana.org/domains/root/db/>

GOOGLE SCHOLAR

If you want to use Google for university-level research, then use Google Scholar:

ACCESSING FULL-TEXT ARTICLES

Here is how you can easily access full-text articles provided by UNB Libraries from search result in Google Scholar:

Start at the homepage (lib.unb.ca) and choose **Google Scholar** from the list in the **Article Databases** tab or visit go.lib.unb.ca/google.

OR

Configure your settings in Google Scholar so that UNB Libraries' holdings are linked directly.

Before you start your search, go into **Settings** (click the top-left dropdown menu) in Google Scholar. Choose **Library Links**, look for the *University of New Brunswick*, and **Save** your settings. Now, when you search in Google Scholar, you will see **Check for fulltext @ UNB** as a link for some citations.

EXPORTING TO ZOTERO

Learn about how to use Zotero, the citation management system, here: <https://guides.lib.unb.ca/guide/206>
Choose from Zotero's browser connectors to easily export citations from Google Scholar using your favourite browser.

ADVANCED SEARCH

Select *Advanced search* from the top-left, dropdown menu of Google Scholar, which allows you to refine your search in different ways. You can make use of these limiters along with the regular limits you learned in general Google searching.