Google @ UNB Libraries

PART 1: INTRODUCTION

Google is a very useful and powerful tool for finding information through the internet. However, a typical Google search only gets you to the 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 indexed or vetted by someone who can help you determine the reliability of the information you find. These tutorials will show you how to use Google well.

PART 2: 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, minding, 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.

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.

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.”

PART 3: 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.

TILDE (~): Google uses the tilde (~), or wavy mark, to find synonyms for whatever word you type as your search term.
PART 4: 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 TDL’s here: http://www.iana.org/domains/root/db/

PART 5: 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:

1. Start at the homepage (lib.unb.ca) and choose Google Scholar from the list of Databases or visit go.lib.unb.ca/googie.
2. 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, and look for for the University of New Brunswick. There are two options: “University of New Brunswick” and “University of New Brunswick Libraries” (“Check for fulltext @ UNB”); check BOTH. 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.