Research Skills Workshop – Google?

- Google has grown into much more than a search engine.
- Google may (Google Scholar) or may not help you accomplish your research goals, but it can help buy time for your research goals.
- This workshop will cover tips and tricks to streamline finding information and resources using the web.
Agenda

- History
- Google search– Tips and Tricks
- Specialty Searches
- Other Google Services (lots)
- Google Tools (downloads)
- Google Pastimes

History and Facts

- Sergey Brin + Larry Page (Stanford G.S.)
- PageRank algorithm based on citations
  [http://wwwdb.stanford.edu/~backrub/google.html](http://wwwdb.stanford.edu/~backrub/google.html)
- 1996 – 1st version on Stanford’s Web Site
- 1998 – Incorporates, Menlo Park, CA
- May 2005 – 48% Search Engine Market Share
- Unofficial Motto: Don’t Be Evil
Google Corporate - Ten Things

1. Focus on the user and all else will follow
2. It's best to do one thing really, really well.
3. Fast is better than slow.
4. Democracy on the web works.
5. You don't need to be at your desk to need an answer.
6. You can make money without doing evil.
7. There's always more information out there.
8. The need for information crosses all borders.
9. You can be serious without a suit.
10. Great just isn't good enough.

Google Search Strategies - Web
Google Search Strategies

- Advanced Operators and Search Strings can accomplish same results (sometimes more) as Advanced Search options.

+word (include word - enforced)
–word (do not include this word)
“include a phrase” (exact phrase)
site:  domain name (specific domain name)

gcrc site:vanderbilt.edu
gcrc site:vanderbilt.edu -harris
Google Search Strategies

intitle: (title of site)
allintitle: (all words in title)
inurl: (contained in url)
allinurl: (all words in url)

gcrc (372,000 hits)
ingurl:gcrc (122,000)
intitle:gcrc (19,800)
intitle:gcrc inurl:gcrc (11,400)

Google Search Strategies

link: (sites that link to this site)
related: (sites related to this site)

link:www.mc.vanderbilt.edu/gcrc/
related:www.mc.vanderbilt.edu/gcrc/
Google Search Strategies

Numeric ranges:  xxx..yyy
BMI 25..30

Synonyms – use tilda ~
(somewhat useful, but be careful)
~hypertension (→obesity)

Google Search Tricks

Word Definitions – define:hyperkalemia
Stock Prices: stocks:goog
Weather:  weather:37204
Phone:  Name, City, State
Reverse Phone Lookup:   615xxxxyyy
Site Information – info:www.vanderbilt.edu
Calculator:  73 in + 90 meters in feet
               $4.64 in yen
Google Searches - Images

Type in keywords and click Images

*myocardial infarction*

*autonomic nervous system*

Advanced options page can limit *site:.edu*

Google Searches - News

Type in keywords and click News

Or

Click News to Browse (log in to personalize)

Advanced options page is helpful

Alerts – for the really news-sensitive types
Froogle Searches - Prices

Click Froogle – then type in keywords or use Advanced Search options

Notice Reviews (multiple sources)

Try Grid View for nicer view

Add to Shopping List – Allows notes

Google Searches – Local Maps

Choose Local menu item
Key in local address or zip code washington dc
Search for anything in range sushi
- takes some practice, but very useful
Notice yellow streets are heavier traffic, arrows for 1 way.

Notice satellite and hybrid.
Google Searches – Scholar

Choose Scholar menu item – Use Advanced Search

Same philosophy as web-searching, but results are limited to peer-reviewed papers, theses, books, abstracts and articles, academic publishers, professional societies, preprint repositories, universities and other scholarly organizations.

Main benefit - broadly search across disciplines.

“Stroop Test” (PubMed = 931, Google = 2,570)
“Stroop Test” +Vanderbilt (21 Results)

NOTE – Vanderbilt University Library = Linked

Google – More Stuff (Beta)

Google Encourages Workers to spend 20% of time on “personal” projects

Browse More → Services
Google – More Stuff (Beta)

Google Services

- Alerts: Receive news and search results via email
- Answers: Ask a question, get a price, get an answer
- Blog Search: Find bingo on your favorite topics
- Catalog: Search and browse real-order catalog
- Directory: Browse the web by topic
- Groups: Create, find, and discuss groups
- Images: Search for images on the web
- Maps: View maps and get directions
- Maps: Use Google on your mobile phone
- News: Search hundreds of news articles
- Print: Search the full text of books
- Scholar: Find scholarly papers
- SMS: Text messaging for search info
- Special Searches: Search within specific topics
- Voice Search: Search within voice calls
- Web Search: Find billions of web pages
- Web Search Features: Do more with search

This is a vast on-line card catalog. After searching, the service will allow viewing a few scanned pages of books, but you'll likely need to purchase the book to truly gain enough meaning to use. However, it is a good quick look and may help locate or decide to purchase books.

In many circumstances, covers, index, 2-3 small sections
Google Tools
(some require download ~ Windows)