GOOGLE REFRESHER
ECE LMS SPRING 2019

Google Search  I'm Feeling Lucky
GOOGLE @ UCONN

http://g.uconn.edu/ 6 core services
(Gmail, Calendar, Drive, Hangouts, Sites, Groups)

G Suite Applications

G Suite is a cloud-hosted service that includes access to productivity and collaboration applications that are available to faculty, staff, and students.
Number of explicit core search queries powered by search engines in the United States as of October 2018 (in billions)
U.S. search engines ranked by number of core searches 2008-2018

Note: United States; January 2008 to October 2018; desktop only, home and work internet locations
Further information regarding this statistic can be found on page 88.
Source(s): comScore; ID 285796

https://www-statista-com.ezproxy.lib.uconn.edu/study/11677/google-statista-dossier/
Distribution of total and mobile organic search visits in the United States as of 4th quarter 2018, by engine

U.S. total & mobile organic search visits 2018, by engine

Note: United States; Q4 2018; mobile = smartphones and tablets combined
Further information regarding this statistic can be found on [page 91].
Source(s): Merke; ID 1235594

https://www-statista-com.ezproxy.lib.uconn.edu/study/11677/google-statista-dossier/
HOW GOOGLE WORKS

Organizing: Crawling and indexing

Search algorithms

User responses

http://s.uconn.edu/googlechart

https://www.google.com/search/howsearchworks/
HOW GOOGLE WORKS

- Every word matters, frequency of words matter
- Google suggests keywords (including spelling)
- Google uses synonyms and looks for similar words
- Word order matters
- Proximity of words matters, phrases
- PageRank (its first algorithm: webpages with many incoming links are higher and Authority)
- Localization, Ads, History influence results
- 200+ ranking signals and factors
- RankBrain: artificial intelligence - Machine learning
- Google ignores most punctuation and stems automatically (exceptions- @ for social media, minus sign, hashtag)
SEARCH RANK FACTORS & SIGNALS

On the page:
Content
Architecture
HTML

Off the page:
Trust
Links
Personal
Social
Violations

http://searchengineland.com/guide/seo
Average number of search terms for online search queries in the United States as of August 2017

GOOGLE RESULTS

1. Top: search, voice, apps
2. Filters & Settings
3. Search Results & Ads
4. Bottom: Location & Feedback

https://support.google.com/websearch/answer/35891?hl=en&ref_topic=3081620
GOOGLE RESULTS: ADS

Sallie Mae® Student Loans - Fixed Or Variable Rates - salliemae.com
Sallie Mae Offers Competitive Interest Rate Options. Apply In About 15 Minutes!
Services: Costigner Release, Grace Periods, College Planning Tools, Fixed Or Variable Rates

Discover® Student Loans - Apply in Minutes - discover.com
Great Rates and Zero Fees from a Trusted Lender. Apply Now!
Rewards for good grades - 24/7 Customer Service
Types: Undergraduate Loans, Graduate Loans, MBA Loans, Health Professions Loan, Law Loans, Bar E...
College Loans 101 - Easy Application Process - Undergrad Private Loan - Zero Fees Required

Student Loans - Get Estimated Rate in 2 Mins - earnest.com
Earnest Clients Save $21,810 on Avg. with Customized Payment Plans
Flexible payments - Save on average $21,810 - Radical flexibility - Private & federal loans

Wells Fargo Student Loans - Cover Tuition Room & Board
Students Make No Payments While In School. Apply In Minutes!
Cover College Expenses - Ready To Apply? - Explore Financing Options - Assess Your Needs

StudentLoans.gov
https://studentloans.gov/myDirectLoan/index.action
Image of students graduating college. Log in to StudentLoans.gov with your verified FSA ID, LOG IN.
Create an FSA ID Natural Disasters. Find out your student loan repayment options here. Undergraduate Students. Graduate/Professional Students. Parent Borrowers. Repayment & Consolidation. The first step in getting...
Log In - StudentLoans.gov - Apply For Income-Driven... - Entrance Counseling
**GOOGLE RESULTS: NO ADS**

**AdBlock Plus:** Install. Right click on icon to view settings. → Uncheck “Allow some non-intrusive advertising”
GOOGLE RESULTS: TOOLS

Tools:
- Any time →
- All Results →
- Location (auto detected)

*Featured Snippet Blocks

*Knowledge Graphs
*Green arrow: Cached, Similar (Related:)

*Settings: Search Settings, Languages, Turn on SafeSearch, Advanced Search, History, Search help

*Searches related.... Bottom of screen
THE GOOGLE MENU
(UCONN ACCOUNT)

- My Account, Search, Google +, Mail, Calendar, Docs, Drive, Sheets, Slides, Sites, Groups, Contacts, Meet, Chat

- More… YouTube, Maps, News, Photos, Hangouts, Forms, Keep, Cloud Search, Earth, Collections, Jamboard, Classroom, Cloud Print
GOOGLE SEARCH

- Google Search
- Google Scholar (using with UConn Library & RefWorks)
- Google Books (including Magazines)
- Google Images
- Google News
- Google Video (including YouTube)
- Google Search Tips
• Search scholarly journals, articles, papers, theses, books and patents

or

• Search Case law
GOOGLE SCHOLAR

• **Locate** the complete paper through your library or on the web and where paper is cited

• **Advanced options**: restrict by author, publication, date and subject area

• **Links to items in library databases** when connected using a library network or **Scholar Settings** have been set

• **Google Scholar Alerts** to receive updates on a topic, author or publication
GOOGLE SCHOLAR: SETTINGS

Optional: RefWorks and Results per page
Google Scholar: Settings

Edit Library Links:
Type UCONN and search. Select UConn – UConnFullText and save.

To retain settings, you must turn on cookies or login to your account.
GOOGLE SCHOLAR

Advanced search options

Google Scholar

- My profile
- My library
- Alerts
- Metrics
- Advanced search
- Settings

Advanced search

Find articles
with all of the words
with the exact phrase
with at least one of the words
without the words
where my words occur
- anywhere in the article
- in the title of the article
Return articles authored by
- e.g., "PJ Hayes" or McCarthy
Return articles published in
- e.g., J Biol Chem or Nature
Return articles dated between
- e.g., 1996
GOOGLE SCHOLAR: CITATION

Body art as branded labour: At the intersection of employee selection and relationship marketing
AR Timming - Human Relations, 2017 - journals.sagepub.com
Using mixed methods, this article examines the role of body art as a form of branded labour in customer-facing jobs. It brings together employee selection and relationship marketing into one framework, and uniquely conceptualizes body art as an asset in the labour market ...

• Article Title
• Authors (Note underlined names → Google Scholar Profile)
• Source (domain name or publication name for item)
• Snippet
• Publication name and year (Where and when it was published)
• Cited by (What other articles cited it)
• Related articles (more articles on similar topic)
• Versions (other copies of the article)
• >> HelpMeGetit to request a copy using ILLiad service
• Library Search: links to a record for the book in worldcat.org
• Cite: double quotes or Import into RefWorks (if setup in settings)
Star: to save citation to My Library
Underlined authors have google scholar profiles. Click on the name to see other publications by cited by numbers or by year. Follow an scholar to receive updates on new articles, citations or related articles.
GOOGLE SCHOLAR: FILTERS/ALERTS

- Filter your search results by time
- Sort by relevance or date
- Uncheck to remove patents or citations

*Google Scholar Alerts are maintained separately from alerts.google.com*
GOOGLE SCHOLAR: FEATURES

- **My Library**: starred items
- Add **Labels** to My Library items
- “Search within citing articles”
- Export from GScholar My Library to RefWorks
REFWORKS DEMO

Refworks.uconn.edu
GOOGLE BOOKS

• Search the full text of books to find ones that interest you and learn where to buy or borrow them. Site includes some magazine backfiles

• Google partnered with research libraries and publishers to make digital copies of their collections and allow the text of those digital copies to be searched online
GOOGLE BOOKS

- Full page views (pre 1923)
- Limited views/Previews
- Snippets
- Links to reviews
- My Library [for personal Google account holders]
GOOGLE BOOKS

• EPUB - lightweight text-based digital book format, text to automatically conform (or "reflow") to smaller screens.

• EPUB - free, open standard supported many digital reading devices

• PDF
GOOGLE BOOKS: MAGAZINES


Read books & magazines
1. Go to Google Books.
   • To search with filters, do an advanced search.
3. Click a title. You’ll see basic information and some or all of the book.
GOOGLE BOOKS: MAGAZINES

- Search within an issue
- Search all issues
- View all magazines
- Browse all issues
GOOGLE IMAGES

• Google searches for images by the file extensions, text around the image, the image caption and more.

• **Reverse Image**- Drag and Drop into the search box

• **Tools** → size, color, usage rights, type, time, more (show sizes).

• **Settings** → Advanced Search page to refine your search by region, site and more.
GOOGLE IMAGES

Search by image
Search Google with an image instead of text. Try dragging an image here.

Paste image URL  Upload an image

Search by image

flood 1955 winsted

Flood of 1955 - The Beardsley Library
beardsleylibrary.org
GOOGLE IMAGES

Google Images search for "fast casual restaurant logos".
GOOGLE IMAGES: TOOLS

Google Arts & Culture
GOOGLE NEWS

- Search and browse news sources from around the world. Updated continuously.
- Left: Language and Region
- Top: Filter your by Headlines, Local (based on your selections), For You, US (Editions)
- Right: Weather, In the News, Fact Check, Spotlight, Editor’s Picks
Click on arrow on the right of a story and View full coverage to see more stories on the same subject.
GOOGLE NEWS SEARCH OPTIONS
GOOGLE VIDEOS

http://video.google.com
Filter options to refine the search results
Other features: Subscribe options, Trending when signed into YT account
YT Settings offer additional options.
GOOGLE SEARCH TIPS
“USE QUOTES”

• Use quotes to find phrase
• Use quotes for single words for force an exact match
• Use double quotes for exact words within a phrase “keyword “keyword””
MINUS SIGN [ - ]

• Use – to **exclude** matches from a page or a website

salsa –dance
OR | 
(CASE SENSITIVE)

OR (caps only) = | (pipe)
Finds web pages with either keyword

boating OR yachting
WILDCARDS *

- Use * as a Wildcard for whole words

Big * wolf
NUMBER RANGE

• Number range searches for results containing numbers in a given range
• Add two numbers, separated by two periods, with no spaces, into the search box along with your search terms
• Option: 50.. mpg (finds items greater than 50)

waterbury brass industry 1800..1850
SITE:

- **site:** use with a web address, website type, domain code, country code
- .com, .gov, .edu, .org, .mil, .aero, .biz, .coop, .info, .museum, .name, .net, or .pro

*Textbook costs site:gov*

“triangle shirtwaist fire” site:edu

*poverty site:gov OR site:gov.ca*
"dual enrollment" connecticut  filetype:pdf
full day kindergarten filetype:pdf site:ct.gov
RELATED:

• related: finds webpages that are similar to others

related: google.com
**INTITLE:** inanchor: allintitle: intext: allinurl:
CACHE:

- **cache**: finds a copy of the webpage when it was last indexed by Google

  `cache:propublica.org`

**Note**: click on green down to view cached
REFINE SEARCH

• Below the Search box: Settings and Tools

• Advanced Search
  Lower right of google homepage or Settings after a search

http://www.google.com/advanced_search
GOOGLE TRANSLATE

- [http://translate.google.com](http://translate.google.com)
- 100+ languages supported by Google's translation service
- Speak, snap, write or type, see
GOOGLE CALCULATOR/TIMER

• + - * /

• ^ exponentiation (raise to a power of) 8^2

• % of 20% of 100

• Set timer for 30 minutes

• More? See

http://www.google.com/help/calculator.html
link: to find sites pointing to a specific url

+ plus: symbol in front of keywords no longer requires an exact match (still works in Scholar)

~ tilde for searching synonyms. Google does this automatically now

Info: for finding information about a website
OTHER SEARCH TOOLS

Bing.com
Duckduckgo.com
Millionshort.com
Wolframalpha.com
Yahoo.com
Dogpile.com

More Google:
Google Trends: https://trends.google.com/
Google Arts and Culture: https://artsandculture.google.com/
Includes unpublished photos from Life Magazine
Google Public Data Explorer: https://www.google.com/publicdata/
Google My Activity: Settings ➔ History https://myactivity.google.com/
DUCK DUCK GO

Google Search Alternative's Traffic Boom
Average daily direct search queries on duckduckgo.com (in October)

https://www-statista-com.ezproxy.lib.uconn.edu/chart/15770/duckduckgo-search-queries/
<table>
<thead>
<tr>
<th>Advanced</th>
<th>What you can do with it</th>
<th>Google this</th>
</tr>
</thead>
<tbody>
<tr>
<td>site</td>
<td>search only within a specific site</td>
<td>site:www.stanford.edu</td>
</tr>
<tr>
<td>filetype</td>
<td>find a type of file: PDF, DOC, TXT ...</td>
<td>filetype:PDF</td>
</tr>
<tr>
<td>define</td>
<td>find definitions for a word</td>
<td>define:audacity</td>
</tr>
<tr>
<td>intitle</td>
<td>find words in the title of the webpage</td>
<td>intitle:inspirational</td>
</tr>
<tr>
<td>..</td>
<td>get ranges of numbers, dates, or prices</td>
<td>presidents 1800..1900</td>
</tr>
<tr>
<td>word * word</td>
<td>find other combinations of words between words</td>
<td>creative * writing</td>
</tr>
<tr>
<td>-word</td>
<td>search for homer, but NOT simpson</td>
<td>homer -simpson</td>
</tr>
<tr>
<td>&quot;word&quot;</td>
<td>find exact words—no synonyms or plurals</td>
<td>&quot;peace&quot; &quot;freedom&quot;</td>
</tr>
<tr>
<td>&quot;set of words&quot;</td>
<td>search for exact set of words, quotes or phrases</td>
<td>&quot;I have a dream&quot;</td>
</tr>
</tbody>
</table>

### Bonus

Find words on webpages, with this key combo:

(PC)

```
Ctrl F
```

...enter your keywords

(Mac)

```
⌘ F
```

...enter your keywords

<table>
<thead>
<tr>
<th>Calculator</th>
<th>What you can do with it</th>
<th>Google this</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ − * /</td>
<td>add, subtract, multiply, divide</td>
<td>12+68</td>
</tr>
<tr>
<td>% of</td>
<td>percentage of a number</td>
<td>12% of 68</td>
</tr>
<tr>
<td>cos() sin()</td>
<td>trigonometry: cos, sin, tan, arcsin ...</td>
<td>cos(68)</td>
</tr>
<tr>
<td>km to miles</td>
<td>convert units: temp (C to F), weight (kg to lbs) ...</td>
<td>100 km to miles</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Info</th>
<th>What you can do with it</th>
<th>Google this</th>
</tr>
</thead>
<tbody>
<tr>
<td>weather</td>
<td>get weather for a region</td>
<td>weather honolulu</td>
</tr>
<tr>
<td>movies</td>
<td>find movies &amp; theatres nearby (zip or city)</td>
<td>movies 94043</td>
</tr>
<tr>
<td>flight status</td>
<td>get flight status with the airline &amp; flight number</td>
<td>HA 124</td>
</tr>
</tbody>
</table>
REFERENCES


A blog about search, search skills, teaching search, learning how to search, learning how to use Google effectively, learning how to do research. It also covers a good deal of sensemaking and information foraging.

Karen Blakeman, RBA Information Services [http://www.rba.co.uk/](http://www.rba.co.uk/)
[http://www.rba.co.uk/search/GoogleSearchTips.pdf](http://www.rba.co.uk/search/GoogleSearchTips.pdf)

Google Blog: [https://www.blog.google/](https://www.blog.google/) and its products

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